

Booth Reservation

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Supporter:



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www.reedhuabai.com/en

 Gathering Premium Commodities
Converge Procurement Platform

SALES BROCHURE



 Wechat

The 114th China Daily-use Articles Trade Fair

& China Modern Smart Lifestyle Expo

2020.07.23-25

Shanghai New International
Expo Center

Gross exhibition space: **180,000m²**

The Number of booths: **8,000**

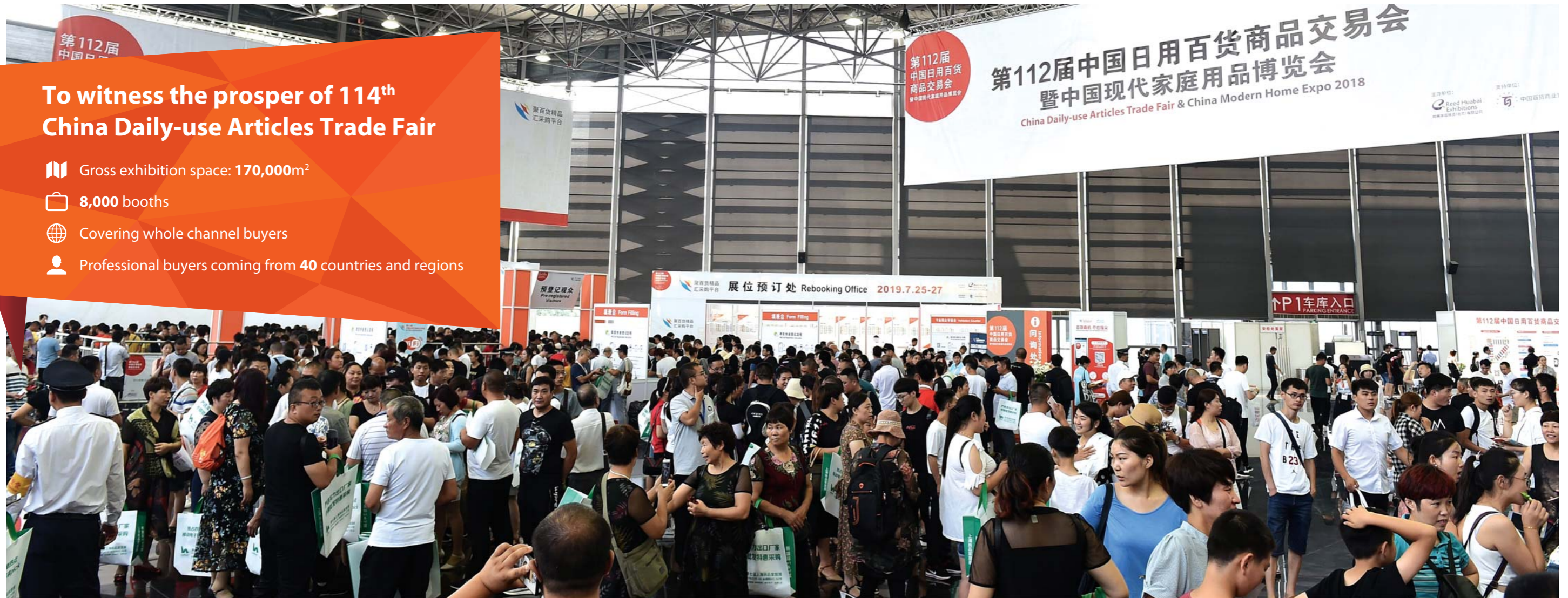
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To witness the prosper of 114th China Daily-use Articles Trade Fair

-  Gross exhibition space: 170,000m²
-  8,000 booths
-  Covering whole channel buyers
-  Professional buyers coming from 40 countries and regions

Introduction

Held **annually** in Shanghai during the peak July buying season, the China Daily-Use Articles Trade Fair (CDATF) is **Asia's largest and longest-standing houseware sourcing and procurement event**. Ambitious suppliers seeking new customers trust this show to bring them face-to-face with buyers with intent and budget to complete orders onsite. With over 113 successful editions under its belt, and an up-to-date buyer database covering over **300 Chinese cities**, there is no better place than the CDATF show floor to establish and strengthen relationships with commodities manufacturers, wholesalers, distributors and agents from across China. No other event can match CDATF's marketing and networking opportunities, which include specialized business matching services designed to maximize brand exposure and sharpen competitive edge. The show is three days of non-stop product showcases and targeted launches, spanning a **180,000 sqm** show floor.

Except buyers in traditional channels (**domestic dealers, agents, wholesalers, supermarket and department stores**), the 114th CDATF also intends to develop buyers from **E-commerce and other channels** to stimulate suppliers' sales force. CDATF is the truly nationwide feast for exhibitors to expend cooperation, exchange thoughts on industry trend and acquire valuable information through abundant site activities.

Organizer and Supporter



Reed Huabai Exhibitions is a JV company of Reed Exhibitions Greater China. Its subordinate exhibition brand, 'China Daily-use Articles Trade Fair & China Modern Home Expo', has been hold successfully for 113 editions. Reed Huabai Exhibitions aims to build a world-class trade show and a comprehensive sourcing platform to boost the industry growth and the market development. By integrating resource accumulated in the show, Reed Huabai may have profound influence on the general merchandise industry.



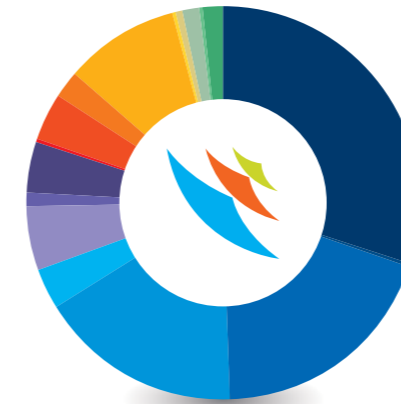
China Commerce Association for General Merchandise (CCAGM) was founded in January 1990 with the authorization of Ministry of Civil Affairs. The association possesses nearly 1,000 members, including large and medium scale domestic department stores, dealers, wholesalers and manufacturers of daily-use articles, and enterprises providing relevant services for general merchandise industry. These members locate throughout various Chinese provinces, autonomous regions and municipalities. CCAGM also covers over 600 group members, including provincial and municipal general merchandise associations, trade associations and cross-regional associations for retail enterprises, as well as nearly 15,000 indirect members connected through these group members. With 20 years of development, CCAGM has become the most influential nationwide trade organization in China's general merchandise circulation field.

Exhibits Profile



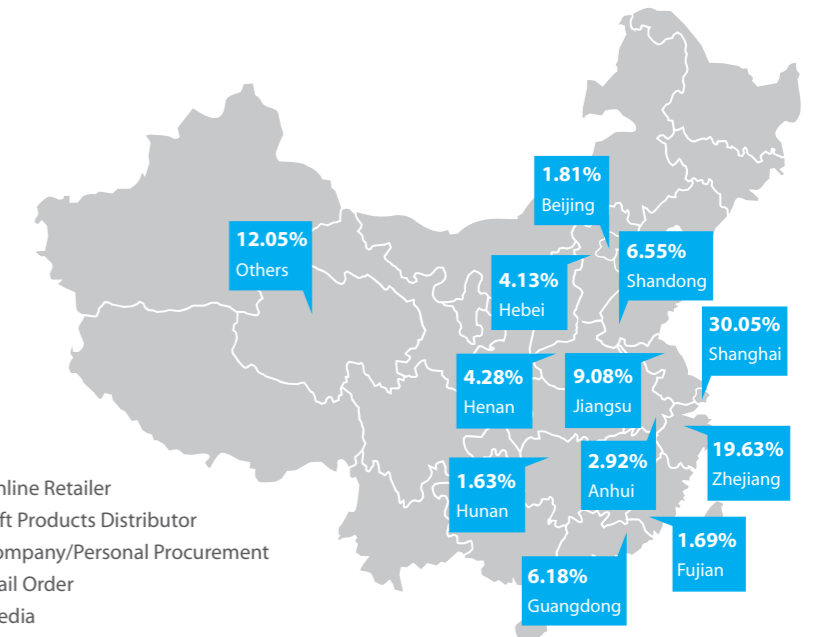
Buyers Analysis

Buyers Types



- 30.08% Dealer/Distributor
- 0.20% WeChat Businesses
- 19.37% Wholesaler
- 16.67% Manufacturer
- 3.38% Department Store
- 5.18% Supermarket/Convenience Store
- 1.03% Other Retailer
- 4.18% Import/Export
- 0.44% Franchise Investor
- 3.83% Online Retailer
- 2.04% Gift Products Distributor
- 9.50% Company/Personal Procurement
- 0.27% Mail Order
- 0.67% Media
- 1.44% Design Agency/Designer
- 0.14% TV Shopping
- 1.58% Other

Buyer's Geographic Breakdown



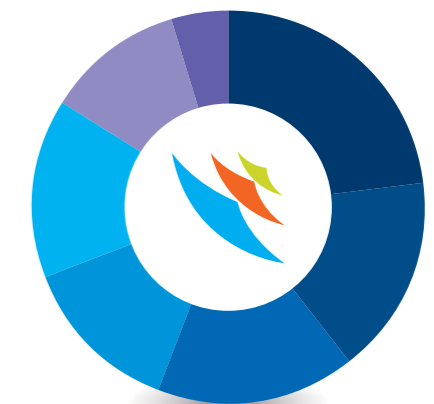
Bellwethers



Preferred Products



- 8.84% Cookware
- 9.00% Drinkware
- 9.33% Tableware
- 9.54% Kitchen Tools
- 7.81% Cleaning Tools
- 6.54% Bathroom Supplies
- 4.03% Laundry Tools
- 6.65% Storage Supplies
- 6.29% Home Textiles
- 6.42% Small Appliances
- 4.30% Outdoor Supplies
- 2.87% Garden Supplies
- 2.28% Pet Supplies
- 3.73% Bag & Suitcase
- 1.18% Others



- 23.10% Plastic Products
- 16.36% Ceramics
- 16.50% Glassware
- 13.40% Bamboo & Wooden Products
- 14.80% Stainless Steel Products
- 11.28% Hardware
- 4.57% Others

Please visit <http://www.reedhuabai.com/en/Home/> for more information.

Why Join CDATF



The Largest and Longest Running Houseware Show in Asia & China

With the development of the past more than 60 years, the CDATF has been recognized as a qualified platform for launching new daily-use articles. And now it is able to attract over 2,000 well-known domestic and foreign exhibitors with 180,000m² exhibition space.



One-off Show with Global Resources

CDATF could offer an excellent chance for meeting with professional buyers from retail chains domestically and globally in a one-off show, and that could be an efficient ways to maximize business clues with limited resource.



Accurate Buyer Classification

Demonstrate new release to over 80,000 industrial professionals who are already classified as TAP Diamond Club and Professional Buyer Delegation. (The TAP Diamond Club is made up of around 1,600 decision-makers with clear procurement intention and they might from supermarket/department stores/wholesalers, etc. Also, CDATF attracted more than 2,400 buyers from major wholesale markets in China.)



Match-Making Service and Private Sourcing Activities

CDATF provided individual business matchmaking sessions and invite target buyers of TAP Diamond Club and Delegation to participate business matchmaking based on their purchasing requirements which could set up a high quality communication platform for exhibitors and buyers.



Butler Service for Exhibitors

The CDATF provided Butler Program for exhibitors which could gave them quick respond with kind help and support in time. And it helped to save more time for them to focus on more important matters.



Digital Tools

Both exhibitors and visitors could easily enjoy the digital tools onsite that included Reed Connect APP/WeChat Program/Match Me Service/Map Navigation, etc. The digital tools could not only optimize the experiential sense of exhibitors and visitors but also enrich the form of interaction between them.



Professional Forum

The organizer set up a comprehensive conference program to industry topics such as *The Trend of Online New General Merchandise*, *How to Appeal Consumer by Using Visual Display* that represents the hot topics in the industry and arousing enthusiastic participation and discussion between speakers and audiences.

Comprehensive Promotion Campaign

Offline Promotion

- **Print Advertisements**
Ads & News Report at trade journals, directories and publications
- **Direct Marketing Mailers**
Constant dispatch marketing emailers to around 400,000 potential buyers
- **Direct Phone Calls to Target Buyers**
The professional VRC (Visitors Relationship Centre) team promote to target buyers and invite them to visit our exhibition via making phone calls

Online Promotion

- **Search Engines & Industry Website Promotion**
Keyword searching promotion at Google/Yahoo/Baidu, etc.
- **Social Media Promotion**
Promotion at social media official websites & WeChat platform.
- **Promotion at Related Trade Fair**
Special promotional stands to recruit target buyers

Onsite Promotion

- **International Houseware Demo and Launch Pad**
By hosting exhibitors presentations at CDATF newly launched International Houseware Demo and Launch Pad, the organizer successfully maximized the exhibitors' exposure and intensified the mutual exchange of information between potential buyers and exhibitors.
- **Live Video Streaming**
The CDATF organizer invite web celebrity anchors to conduct online live broadcasting with online fans which great enhanced the attention of the show. The last year CDATF totally attract more than 2,820,000 online fans.
- **Onsite Advertisement**
The CDATF organizer also offered nearly 20 types of onsite advertising for exhibitors to strengthen the exposure of the brand and products.
- **Industrial Media Report**
There are nearly 40 collaborated industry media and radio stations help to promote and expand the publicity of the last year CDATF via launching PR articles as schedule on various industrial media platforms and live radio interviews on well-known TV stations.



Photo Gallery of Exhibitors



Tescoma.



CB JAPAN & CORKCICLE



ADERIA GLASS



COOK-PAL



JOYVE



KOKUBO



TER



TALOHOME



TENMA



ZAKI



CAROTE



Astonish

Highlight of Last Show

Exhibits Display



Interaction Between Exhibitors & Visitors



TAP Lounge



VIP & Delegation Lounge



Resting Area

Floor Plan



Shanghai New International Expo Center Hall E4

The 114 China Daily-use Articles Trade Fair 23th-25th, July 2020

