

The 114th China Daily-Use Articles Trade Fair & Smart Lifestyle Expo

2020.07.23-25

Shanghai New International Expo Centre

Exhibition Area: **180,000m²**

Number of Booths: **8,000+**

W1-W8, E1-E7, N5



**Diverse Premium Products
One-Stop Procurement**

Organised by:



**Reed Huabai
Exhibitions**
励展华百展览(北京)有限公司

Supported by:



**China Commerce Association
for General Merchandise**

www.reedhuabai.com/en





Who We Are

The Most Influential and Significant Trading Platform in Asia's General Merchandise Industry



Covering Nearly
180,000m²

As the largest and longest-standing houseware sourcing fair in Asia, CDATF stretches across 16 halls (W1-W8 & E1-E7 & N5) of SNIEC with a total floor area of nearly 180,000 square meters.



3,000+
Exhibitors

More than 3,000 exhibitors represent Mainland China, the Taiwan Region (China), Japan, South Korea, Thailand, and several international countries and regions.



90,000+
Trade Buyers

CDATF will attract over 90,000 distributors, agents, supermarkets, e-commerce platforms, wholesalers, and other channel partners keen to participate in business expansion and valuable communication.

China Daily-Use Articles Trade Fair (CDATF) has hosted 113 successful editions since its inception in 1953. The event, which serves the general merchandise industry and offers the latest updates on industry and fashionable products, is now recognised as the largest and longest-standing houseware sourcing event in Asia.

As the flagship exhibition of the general merchandise industry with a high-quality and diverse channel reputation throughout Asia, the "114th CDATF" will be holding in Shanghai New International Expo Centre (SNIEC) from July 23-25, 2020 with an entirely new vision.

In addition, with an aim to better empower the industry and respond to consumer needs for smart lifestyle, CDATF 2020 will be featuring a special session of Smart Lifestyle Expo 2020 (SLE 2020), providing an exclusive showcase platform for smart appliances and other intelligent household items. SLE 2020 is committed to introducing a modern lifestyle concept via technology, innovation, and fashion trends.



Why China

The Largest Consumer Market in Asia

China not only boasts a huge consumer group of nearly 1.4 billion, but it is also experiencing a period of rapid popularization of information technology. The nation's middle-income group has a high consumption capacity and willingness, and its consumer market is projected to grow strongly in the future.

Demand for Cross-border Trading

E-commerce and cross-border trading partners have been emerging substantially in China over the past five years. These partners play a key role in China's distribution channels.

Support from the Chinese Government

With the increasing demand for overseas products, the Chinese government is becoming more resilient in policy-making for importing products from overseas to accommodate domestic demand.

Highlights of CDATF 2020

A Barometer for the Chinese Market

Building on over 60 years of market experience in China, CDATF is committed to contributing to the industry's growth. The event consistently provides key updates and dynamic trends for the industry.

Competitive Marketplace Between Bellwethers

3,000 high-quality suppliers from around the globe will gather to launch new products and showcase leading services and technologies to further enhance brand awareness.

Sharing New Channels

With its one-to-one business matchmaking opportunities, CDATF 2020 will build an efficient networking platform for face-to-face communication with over 90,000 high-end trade buyers, who serve as the core driving force of industry procurement.

Valuable Theme Forums

In 2020, in light of the need for industry upgrades, leading experts will be sharing their frontier concepts on how to transform business models and create new revenue streams.

Concurrent Event Brings New Value

Relying on scientific advancements, emerging smart gadgets are the leading disruptive force in the market. The SLE 2020 exhibition has been created to contribute to the sustainable growth of the small-household-appliance market.

Authoritative and Renowned Organiser

CDATF is organised by Reed Huabai Exhibitions, a member company of Reed Exhibitions Greater China. Reed Exhibitions is the world's leading event organiser. The event is partnered with the China Commerce Association for General Merchandise (CCAGM), which boasts strong relationships with all leading general-merchandise enterprises in China.

Exhibit Profiles

Material Categories

- ◆ Plastic Products
- ◆ Ceramics
- ◆ Glassware
- ◆ Bamboo & Wood Products
- ◆ Stainless Steel Products
- ◆ Hardware
- ◆ Cotton Products
- ◆ Synthetic Fibre Products
- ◆ Others

Product Categories

Kitchenware

- ◆ Cookware
- ◆ Cutlery
- ◆ Drinking Utensils
- ◆ Tableware
- ◆ Cooking Utensils

Cleaning & Bathroom Supplies/ Daily Chemical Products

- ◆ Cleaning Supplies
- ◆ Bathroom Supplies
- ◆ Bath & Toiletry Products
- ◆ Hangers
- ◆ Rubber Gloves

Household Products

- ◆ Storage Supplies
- ◆ Outdoor Supplies
- ◆ Fragrances
- ◆ Disposable Products
- ◆ Slippers

Household Textiles

- ◆ Towels
- ◆ Carpets & Rugs
- ◆ Other Textiles

Smart Appliances

- ◆ Small Appliances

Fashion Products

- ◆ Bags & Suitcases

Other Housewares

Country or Regional Pavilions in 2019

- ◆ The Importers and Exporters Association of Taipei, Taiwan Region (China)
- ◆ Chungcheongbuk-do Pavilion (South Korea)
- ◆ Kyoto Industrial Support Organization 21 (Japan)
- ◆ Fukui Prefecture Pavilion (Japan)

Exhibiting Brands in 2019

 ADERIA	 AKS	 B&D	 FAB SLABS	 INMIND	 JEJ	 KASALONG	 KING JIM
 LANSE	 LEC	 MUURLA	 OLIVIAM	 SHIMOYAMA	 SUN LIFE	 TAYOHYA	 TENMA

Participating Countries



Exhibitors Praised the Fair for Its Fruitful Achievements

Objectives Achieved by Exhibitors at CDATF 2019

- ✓ Trading
- ✓ New product launch
- ✓ Brand-enhancement promotion
- ✓ Lead generation
- ✓ New partnership buildup

Exhibitors Overall Satisfaction at CDATF 2019

97% Satisfied **86%** Recommending **66%** Rebooked

Exhibitor Testimonials

Keywords:

Growth / Achievement / Surprise



As CDATF has continued to improve over the past three years, our booth size has been getting bigger and bigger! Most of our flagship products were displayed onsite this year. We could feel the meticulous arrangement from the organiser. We would like to wish CDATF every success!

Meilingshijia Internet Technology Co. Ltd.



CDATF provided a great platform for us to connect with small and medium-sized Japanese enterprises that offer high-quality products with retailers in China. Great results have been achieved here in 2019!

SHIMOYAMA



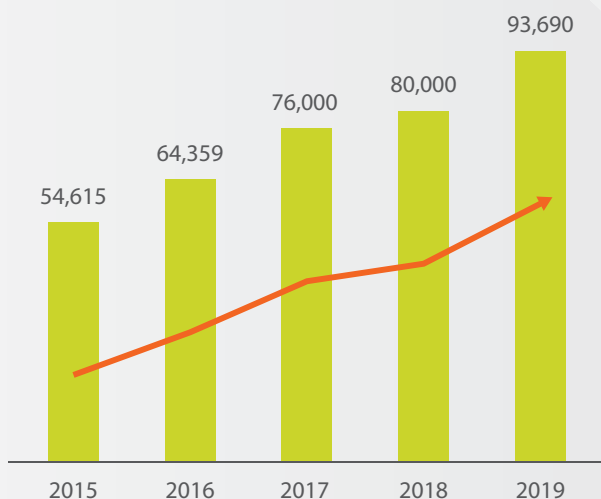
Thank you, Reed Exhibitions for a well-organised and wonderful show in Shanghai. The response we have got has been amazing!

Fab Slabs Australia



Buyer Statistics (Data from post-show statistics)

A Continually Growing Number of Buyers



Buyer Primary Business

(93% Visitors play a key role in purchase decision-making)

Dealer/Distributor	27.23%
Wholesaler	18.64%
Manufacturer	16.54%
Company Procurement	7.89%
E-commerce	7.11%
Department Store	4.48%
Import / Export	4.32%
Supermarket/ Convenience Store	4.03%
Gift Distributor	2.93%
Design Agency/ Designer	1.88%
Other Retailer	1.09%
Franchiser	0.55%
Other	1.36%



Buyer Geographic Breakdown

Shanghai	33.07%
Zhejiang	20.34%
Jiangsu	8.36%
Shandong	6.49%
Beijing & Tianjin & Hebei	6.27%
Guangdong	6.09%
Henan	3.20%
Anhui	2.71%
Fujian	1.57%
Hunan	1.52%
Hubei	1.16%
Liaoning	1.14%
Jiangxi	1.04%
Others	2.82%

The Most Popular Products

Top 6 Categories of Daily-Use Articles

- ◆ Drinking Utensils
- ◆ Cookware/Cutlery/Tableware
- ◆ Cleaning Supplies
- ◆ Bath & Toiletry Products
- ◆ Small Appliances
- ◆ Household Textiles

Top 5 Categories of Smart Home

- ◆ Smart Home Appliances
- ◆ Lifestyle Electric Appliances
- ◆ Kitchen Appliances
- ◆ Intelligent Healthcare Devices
- ◆ Smart Entertainment Devices

Top 3 Categories of Base Materials

- ◆ Plastic Products
- ◆ Ceramics/Glassware
- ◆ Stainless Steel Products

Target Attendee Program

The Target Attendee (TAP) Program is dedicated to identifying key high-quality buyers with clear procurement intention and arranging efficient one-to-one business matching targeted to exhibitor needs.



1,882
TAP buyers



90%
comprised key domestic
shopping mall and
supermarket brands



698
business matchmaking
meetings



CNY 425 Million
in estimated total trading
volume



Buyer Testimonials

Keywords:

Efficiency / Customization

It was my first time visiting CDATF as a TAP member, and the high-quality exhibitors recommended by the TAP service team fully met my requirements and expectations. Many thanks to CDATF for providing us with such an efficient and excellent platform.

VIPSHOP



The TAP service team helped to sort out a list of important product suppliers according to our special needs before the event, which significantly saved us visiting time. Big thanks to the organiser for such great customized service.

JD



Connecting Top Buyers (Listed in no particular order):

E-commerce Platforms	 amazon.cn AMAZON	 京东 JD	 极有家 JIYOUJIA.COM	 网易考拉 KAOLA	 苏宁易购 suning.com SUNNING	 唯品会 vip.com VIPSHOP	 网易严选 YEATION	 小米有品 YOUPIN
Lifestyle Stores	 ABS	 hotwind HOT WIND	 JING REPUBLIC JING REPUBLIC	 MINISO	 NOME	 TOP CREW		
Shopping Malls & Supermarkets	 BETTER LIFE	 CARREFOUR	 DEBAI GROUP	 ITO YOKADO	 METRO	 Ole		
	 RAINBOW	 SMS SUPERMARKET 山姆超市	 VANGUARD	 WALMART	 WANGFUJING	 YONGHUI		

Concurrent Event

SLE 2020

SMART LIFESTYLE EXPO 2020

7.23-25

Hall W6-W7, Shanghai New Int'l Expo Center

WWW.REEDSLE.COM

Organised by:



Supported by:



China Commerce Association
for General Merchandise



About SLE

Playing a leading role in the CDATF upgrade, Smart Lifestyle Expo (SLE) will bring together quality suppliers of small appliances and smart home devices from around the world. SLE is an ideal platform to connect with high-quality buyers from distributors, agents, first-tier and regional e-commerce platforms, cross-border e-commerce platforms, electronics retailers, fashion product shops, multiple brand name sellers, fans shops, boutique stores, and electronics wholesalers.

Exhibit Profiles

Small Appliances

- ◆ Kitchen Appliances
- ◆ Bathroom Appliances
- ◆ Lifestyle Electric Appliances
- ◆ Personal Care Appliances
- ◆ Digital Products

Smart Home Devices

- ◆ Intelligent Security Products
- ◆ Intelligent Power
- ◆ Smart Home Appliances
- ◆ Smart Entertainment Devices
- ◆ Intelligent Healthcare Devices



Visitor Profiles

- ◆ Household appliance distributors
- ◆ Household appliance retailers
- ◆ Fashion lifestyle department stores
- ◆ Electronics retailers
- ◆ Fashion products retailers
- ◆ Multi-brand stores
- ◆ Boutiques
- ◆ Lifestyle stores
- ◆ First-tier and regional e-commerce platforms
- ◆ Cross-border e-commerce platforms
- ◆ Electronics wholesalers

Onsite Conference and Events

Professional Forums

- ◆ CDATF Industry Development Summit
- ◆ First General Merchandise Industry and New Retail Seminar
- ◆ Trends of Smart Lifestyle Forum

Value-added Revenue

Precise Business Opportunities

- ◆ Recommend your booth exhibits to buyers and make one-to-one appointments with key buyers before the event.
- ◆ Be invited to participate in procurement matchmaking meetings with targeted high-end buyers.

Comprehensive Promotion Channels

- ◆ Multiple online channels to promote your products to your target market
 1. Social media (Websites, WeChat, EDM)
 2. Information streams (Baidu, Toutiao, and WeChat Moments)
 3. Online media (Industry media & Mass media)
- ◆ Onsite advertisements, printed materials, and other offline promotion opportunities can help increase brand awareness.

Onsite Activities

- ◆ New Product Announcement Conference
- ◆ Key Buyers Reception Day
- ◆ Business Matchmaking Meetings

Exclusive Butler Service

Customer-service professionals, designated to specific exhibition-hall locations, provide fast and personalised support for exhibitors throughout the event period, from set-up to breakdown.

Exhibitor Joint Referral Program

These special joint invitation letters (electronic or print) will be available for exhibitors to invite VIP customers to attend with exclusive onsite services.



Floor Plan

Price for the booth:

- ◆ CNY 12,500-19,000/9m²
(Corner booth will incur an additional charge of CNY 500.)

Procedure:

1. Submit your application form
2. Take a queue number
3. Confirm booth location
4. Obtain payment notification
5. Remit payment
6. Receive confirmation letter



For more details,
please scan the QR code to
download the booth layout

● The 114th China Daily-Use Articles Trade Fair

● Smart Lifestyle Expo 2020



Longyang Road Station
Metro Line 2, 7, 16

Maglev Train

The 114th
China Daily-Use Articles Trade Fair

SLE 2020
SMART LIFESTYLE EXPO 2020

Creative Marketing Opportunities

	Items	Price
Enhance brand image	Ad box at the South Plaza	CNY 12,000 per piece
	Outdoor billboard at the South Plaza (northern end)	CNY 28,000 per piece
	Outdoor billboard at the South Plaza (southern end)	CNY 20,000 per piece
	Outdoor billboard at the South Plaza (Fangdian Road)	CNY 28,000 per piece
	Outdoor billboard at the East/North Plaza	CNY 15,000 per piece
	Hanging banner ads in the South Registration Lobby	CNY 80,000 per piece
	LED ads in the South Registration Lobby	CNY 20,000/90 seconds
	Mineral water bottle ads	CNY CNY 150,000
Attract more booth traffic	Entrance ads at W1/W5/E1	CNY 45,000 per piece
	Banner ads at galleries	CNY 20,000 per piece
	Hanging banner ads in the halls	CNY 20,000 per hall
	Gift bag ads	CNY 60,000
	Booth height upgrade	CNY 3,500 per piece
Promotion of key products	New product display cabinet (W1 antechamber)	CNY 7,500 per piece
	New product display cabinet (E1 antechamber)	CNY 6,000 per piece
	Exhibition catalogue ad (back cover)	CNY 30,000 per piece
	Exhibition catalogue ad (wrap-around band)	CNY 20,000 per page
	Exhibition catalogue ads (inside page)	CNY 5,000 per page
	Visitor guide ad (back cover)	CNY 20,000 per page
	Visitor guide ad (inside back cover)	CNY 15,000 per page
	Visitor guide ads (inside page)	CNY 5,000 per page
Brand promotion opportunities	Conference area sponsorship	CNY 8,000 per session
	Promotional articles on official WeChat platform	CNY 2,000 per session
	Banner on online pre-registration page	CNY 10,000
	Banner on app & mini program	CNY 3,000 per piece
	Ads in exhibitor directory published on official website	CNY 3,000 per piece
	Exhibitor live streaming	CNY 5,000



For more details: Ms. Vivian Zhang

+ (86) 010 5933 9331 ✉ Vivian.zhang@reedhuabai.com

To Reserve Your Space

Japan

Reed Exhibitions - International Sales Group

Ryotaro Kunishige (国重遼太郎)

Tel: +81-3-8721-3611

E-mail: kunishiger@reedexpo.co.jp

Italy

CL Events

Camilla Lanza

Tel: +39-0473-223077

E-mail: info@cl-events.it

Korea

Reed Exhibitions - International Sales Group

Hayoung Jang

Tel: +82-70-7707-0385

E-mail: hayoung.jang@reedexhibitions.co.kr

North America

Reed Exhibitions - International Sales Group

Chris Domans

Tel: +1-203-840-5827

E-mail: CDomans@reedexpo.com

Southeast Asia

Reed Exhibitions - International Sales Group

Anna Huangfu

Tel: +86-10-5933-9162

E-mail: anna.huangfu@reedexpo.com.cn

Taiwan Region (China)

Reed Exhibitions - International Sales Group

Linda Liu

Tel: +86-10-5933 9069

E-mail: yimeng.liu@reedexpo.com.cn

India

Reed Exhibitions - International Sales Group

Sanita Mankani

Tel: +91-22-6771-6652

E-mail: sanita.mankani@reedexpo.co.uk

Rest of the world

Reed Huabai Exhibitions (Show Team)

Jason Li

Senior Project Manager

Tel: +86-10-5933-9195

E-mail: jason.li@reedhuabai.com

Turkey

Reed Exhibitions - International Sales Group

Emre Zeyrek

Mob: +90-549-793-40-48

E-mail: EmreZeyrek@reedtuyap.com.tr

Reed Huabai Exhibitions (Beijing) Co.,Ltd

15th Floor, Building A, Ping An International Financial Centre, No.1-3 Xinyuan South Road,
Chaoyang District, Beijing (100027)

www.reedhuabai.com/en

