



Built by
RX Huabai
励展华百展览(北京)有限公司

Booth Reservation

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Diverse Premium Products One-Stop Procurement

www.cdatf.com/en-gb.html

RX Huabai Exhibitions (Beijing) Co., Ltd

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1-3 Xinyuan South Road, Chaoyang District, Beijing, China (100027)

2024 RX Huabai Asia Daily-use Articles Fair ——Indonesia

2024.9.6 (Fri) — 9.8 (Sun)

JAKARTA CONVENTION CENTER(JCC)



Built by:
RX Huabai Exhibitions (Beijing) Co.,Ltd

Supported by:
China Commerce Association for
General Merchandise

Sales Brochure

Jakarta Convention Center

2024 RX Huabai Asia Daily-use Articles Fair

- Indonesia Sep.6th-
Sep.8th,2024

As the organizer of China’s leading daily-use article show, RX Huabai is committed to making a total success of its first overseas show. Leveraging its strong influence in Asia Pacific as well as Reed Exhibitions’ global business network and buyer database, we are ready to help Chinese companies go abroad and snatch up international orders. Aiming for bigger growth, our sortie starts from Indonesia. Based in Southeast Asia, we help you expand towards the wider international market. We offer a one-stop destination for Chinese companies and international buyers alike for procurement, distribution, and exchange. We guarantee the best opportunity possible to grow your business in the most opportune markets.



An exhibition area of 15,000 m²

Our first stop comes to Indonesia as we make the sortie to the global market. In here, we showcase a whole range of daily-use articles and items of all categories.



400+ exhibitors

Our trusted events gather leading brand names to offer the daily-use article fanfare.



20,000+ trade buyers

As your connection with the global business networks, we help Chinese companies to expand their oversea market.

About Us

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About RX Huabai:
A true industry barometer

As part of Reed Exhibitions, RX Huabai Exhibitions (Beijing) Co., Ltd. is an event organizer that has worked in the daily-use article business for over seven decades. We organize the China Daily-Use Articles Trade Fair (CDATF), a large-scale and influential industry fair in Asia that boasts a long history. Thanks to our strong capability to consolidate resources, the show has a huge impact on the industry.

Indonesia represents
the first stop

It marks the entry to the
Southeast Asian market

It also heralds the sortie
into the global market

Six major economies in Southeast Asia:

Singapore
Indonesia
Thailand
Malaysia
Vietnam
Philippines

• Europe

• North America



First stop in Indonesia represents entry into new international market

An emerging economy

Thanks to the implementation of RCEP, Southeast Asia represents a key market that boasts the highest growth and potential in the world.

A procurement hub in Southeast Asia

Indonesia is at the junction of three continents and two oceans. It is close to the Malacca Strait. It also counts Thailand, Singapore, Philippines, and Australia as neighbors across the seas. It is located at the crossroads of Asia and Oceania. The Pacific and the Indian Oceans meet in here. It is a true hub for procurement business in Southeast Asia.

Exports to European and US markets

Indonesia implements an open trade policy. It has entered into free trade agreements with many countries and regions. Such agreements lower tariffs and bring down trade barriers. Plus, Indonesia boasts strong labor resources, which add up to its strengths. The country provides a key exports base that connects with European and US markets as well as the global consumer market.

The biggest economy in ASEAN boasts strong economic growth

16th biggest economy in the world **4th most populous nation in the world**

Connects with the Asean market of 600 million consumers

5% annual GDP growth **49% revenue growth in 2022Q3**

The middle class accounts for 35% of the population

Trade surplus at 5.7 billion USD **A middle class of 88 million people**

Consumer confidence index at 124.7 **Median age at 30.3**

Source: third party institutions

● Statistics show Indonesia has enjoyed strong economic growth. It is expected to become the world's fourth biggest economy in the world by 2045/2050. In 2030, the total consumption value in Southeast Asia is approaching 4 trillion USD, representing a 2.2 times increase over 2020. As one of the largest countries in the region, Indonesia boasts strong potentials of economy of scale.

Selected Exhibit Categories answer the needs of overseas consumption trends

Exhibit categories



Kitchenware

Cookware
Knife-ware
Cups and Kettles
Tableware
Cooking Utensils



Clean Accessory

Cleaning Supplies
Bathroom Accessories
Wash and Makeup Accessories
Cloth Drying Products
Gloves



Household Supply

containers
aromatherapy
disposables
slippers



Home Textiles

towels
rugs/carpets
other home textiles



Smart Home Appliance

kitchen appliance
small home appliance
digital products
other appliance



Fashion Items

boxes and cases
outdoor products
home decoration
others



Other Home Use Items

Categories of different materials

Plastics

Pottery

Glass

Bamboo

Stainless Steel

Hardware Products

Cotton

Synthetic Fibers



Sortie into Southeast Asia to set new trend in the global consumer market

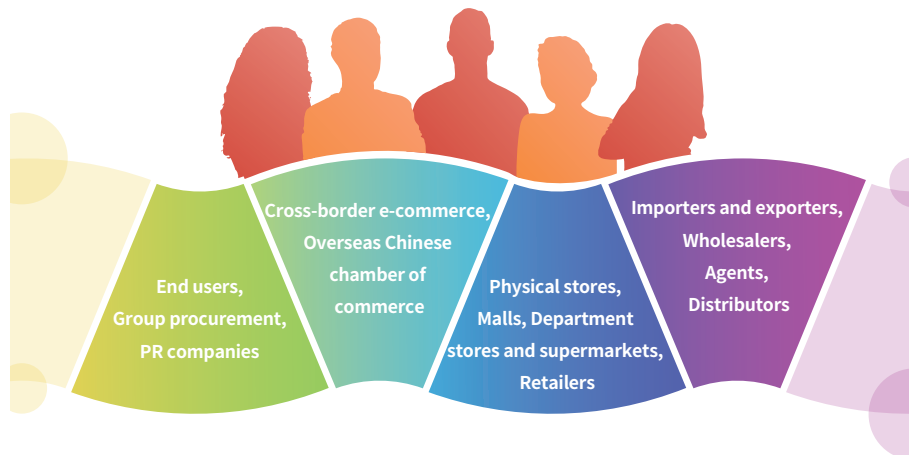
Multiple tactics to win over customers

- RX international team invites big buyers and uses an international call center.
- Our local team in Indonesia visits customers and pushes contents to local customers.
- We carry out digital marketing using WhatsApp groups, business trade websites, PR news releases, emails, and SNS.

Leading e-commerce/social media in Southeast Asia



Precision invitation sent out through multiple channels to trade visitors



Non-exhaustive list of trade buyers to be invited

KKV

In March 2020, CentralPark, part of **KKV** and one of the four leading Indonesian malls, launched its first overseas store in Indonesia. As of 2022, KK operated 12 retailers in Indonesia covering food, daily-use articles, cosmetics, skincare products, fashion toys, and other key consumer categories.

ACE
The helpful place.

ACE is a large-scale modern mall that offers shelves of products with clearly marked pricing, including electronics, hardware, daily-use items, office gear, automotive gear, among others. Tens of thousands of categories in here satisfy every daily need. ACE is a leading Indonesian brand name franchise, boasting over 130 stores. Its monthly transactions amount to over 1 million.

KAWAN LAMA

Kawan Lama Group is a leading Indonesian business group. Its operations cover electronics wholesale, daily-use article franchise, furniture franchise, toy franchise, and malls. It operates some 300 malls in 27 major cities across Indonesia. The group imports some 10,000 containers of goods from across the world on an annual basis, with 80% of its imports coming from China. Some big malls by Kawan Lama include ACE (136 stores), Informa (60 stores), and TOYS KINGDOM (25 stores)..

GLODOK ELEKTRONIK
GE
ELECTRONIC & HARDWARE

Established in 1980, **Glodok Elektronik** is a trusted retailer boasting rich business experiences. It sells tens of thousands categories of products, including electronics, technical tools, home appliance, kitchenware, cooking tools, among others.

WOOK?

WOOK currently operates 41 subsidiaries and offices across Indonesia, Vietnam, Thailand, and Philippines. Through its cross-border e-commerce platform and a 1,700-strong local personnel, it serves nearly 60,000 local retailers. By effectively linking up high-quality Chinese manufacturing with small and medium retailers in Indonesia thanks to a flat sales channel, the local team helps the Chinese supply chain expand markets in Indonesia.

Open up diversified markets by catching up global trends

China has been Indonesia's biggest trading partner for the past ten consecutive years.

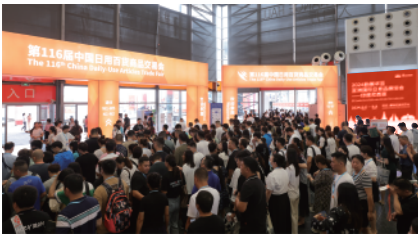
Bilateral trade at **149.09 billion USD**  **19.8%** Chinese companies' direct investment in Indonesia: **8.23 billion USD**  **160%**

Source: third party institutions

Indonesia's imports from China in 2022 **67.7 billion USD**

Since 2013 when both countries recognized their comprehensive strategic partnership, China and Indonesia have seen record bilateral trade volumes over the years. In 2022, China was the second biggest investor in Indonesia.

Warming up to the show, invitation sent out early to attract visitors



Field trips to understand the local market



We cover the Southeast Asian market, including Indonesia, Vietnam, Malaysia, Singapore, and more. We send out invitations to trade buyers throughout the year.



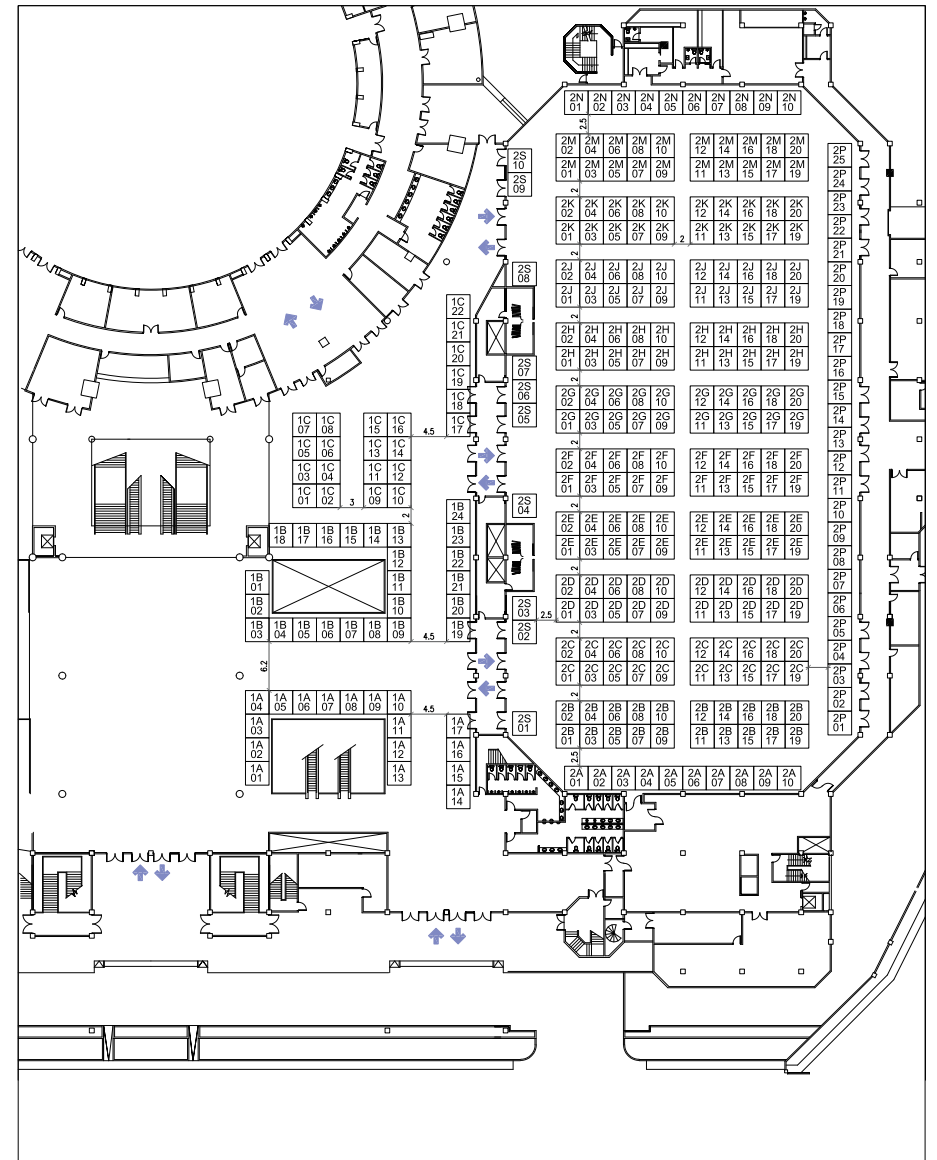
Multiple events take place side by side to offer limitless business opportunities



Application Form

Part 1	Company Profile (The information below will be shown on the booth fascia board and pre-show publicity materials. Therefore, do please make sure information provided is accurate and current.)		
Company Name	In Chinese		
	In English		
Company Address			
Contact Person		Tel	
Mobile		Email	
Company Website		Fax	
Part 2	Exhibit Categories (please tick the applicable ones with √)		
A. Kitchenware	B. Clean Accessory	C. Household Supply	D. Household Textiles
<input type="checkbox"/> Cookware	<input type="checkbox"/> Cleaning Supplies	<input type="checkbox"/> Household Storage	<input type="checkbox"/> Towels
<input type="checkbox"/> Knife - ware	<input type="checkbox"/> Bathroom Accessories	<input type="checkbox"/> Outdoor Lifestyle Products	<input type="checkbox"/> Carpets and Ground Mats
<input type="checkbox"/> Cups and Kettles	<input type="checkbox"/> Wash and Makeup Accessories	<input type="checkbox"/> Disposable Goods	<input type="checkbox"/> Other Home Textiles
<input type="checkbox"/> Tableware	<input type="checkbox"/> Cloth Drying Products	<input type="checkbox"/> Aromatherapy products	<input type="checkbox"/> Bags and Suitcases
<input type="checkbox"/> Cooking Utensils	<input type="checkbox"/> Gloves	<input type="checkbox"/> Slippers	
E. Intelligent Appliance	F. Fashion Product		
<input type="checkbox"/> Small Appliances	<input type="checkbox"/> Bags and Suitcases		
Main Products (please specify)			
Part 3	Booth Reservation		
Booth No.			
Booth Rent	<input type="checkbox"/> Shell Scheme	32,800 RMB yuan/9m ²	
	<input type="checkbox"/> Raw Space	3,500 RMB yuan/m ² (minimum 18 m ²)	
Total:			
Part 4	Important Notes		
<ul style="list-style-type: none"> · Please provide accurate and complete information. You are responsible for any negative consequences as a result of non-compliance. RX Huabai shall not be held accountable. The information you provide will be used for this event and other purposes where RX Huabai deems appropriate. · No retail is allowed during the course of the show, in order to maintain the order and professionalism of the show. · It is prohibited to transfer booths or operate joint booths without authorization. Such non-compliance, if discovered, will lead to permanent cancellation of the booth application, and you are barred from any event hosted by RX Huabai in any location. · In the case of any exhibits onsite during the show not complying with the application form, RX Huabai reserves the right to hold the non-compliant exhibitors accountable. · In the case of any non-compliance mentioned above, RX Huabai has the right to demand the non-compliant company to leave the show and seal off the booth in question. · RX privacy policy link: https://privacy.rxglobal.com/zh-zh.html · Link to privacy notes regarding scanning visitor badge: https://www.reedexpo.com.cn/zh-cn/badge-scanning-privacy.html <p>* We have read and agree to abide by the terms and conditions defined by the event organizer.</p>			

Floor plan



Signature & Seal:

RX Huabai Exhibitions (Beijing) Co., Ltd

Date:

Contact Person of the Organizer

*Floor plan is subject to the final provision by the organizer.