



**The 119th China
Daily-use Articles Trade Fair**

Shanghai New Int'l Expo Center / W1-W5 E1-E7 N1-N5

23-25 July 2026

RX Huabai

Shape the Future of Homeware Media with CDATF

Content • Influence • Opportunities



www.CDATF.com

Welcome to CDATF 2026

Where Global Buyers Meet China's Homeware Industry

For more than 70 years, CDATF has been the trusted gateway for sourcing daily-use homeware from China. Each edition brings together **3,500 exhibitors**, the majority being Chinese source factories with strong OEM/ODM abilities. These manufacturers unveil over **100,000 new products every year**, spanning kitchenware, cleaning supplies, storage solutions, home textiles, small appliances, and lifestyle goods.

Welcome to the stage where opportunities begin.

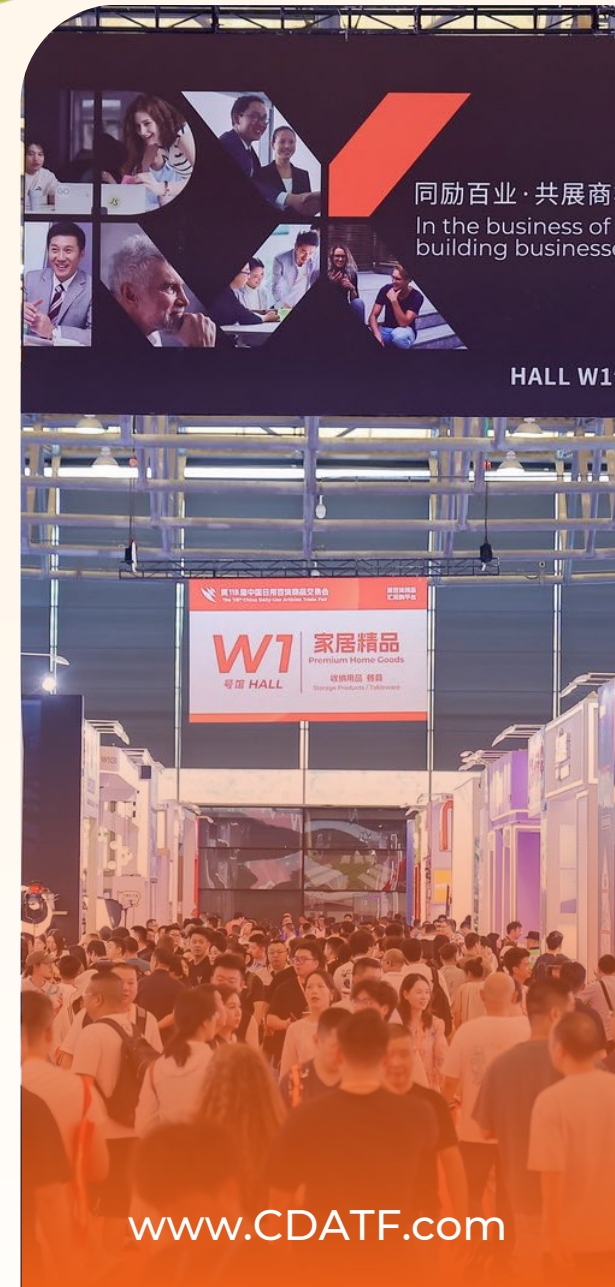
Every July, Shanghai becomes a **live showcase of China's manufacturing power and product innovation**, where global buyers and industry media gain **direct access to the suppliers and trends shaping everyday life worldwide**.



Backed by Global Strength - About the Organizer

CDATF is organized by **RX Huabai**, a member company of **RX**. As one of the world's leading exhibition organizers, RX runs more than **350+ events across 25 countries in 41 industry sectors**, connecting industries and communities worldwide. We're not just organizing events; we're crafting unforgettable experiences.

RELX, headquartered in the UK, is a global provider of **information-based analytics and decision tools** for professional and business customers. Ranked among the **top 10 companies in the FTSE 100 Index**, RELX has also maintained an **AAA ESG rating from MSCI for nine consecutive years** and is included in the **S&P Global Sustainability Yearbook**.



CDATF at a Glance

1953

Founded
70+ years of history

3,500+

Exhibitors and
growing

200,000_{sqm}+

Exhibition area

110,000+

Onsite trade
visitors

145,000+

Social media
followers

72

Countries & regions
represented

325,348

Online audience
reached

78.6M_{RMB}

Livestreaming
GMV

78

Local wholesale
market groups

**Asia's leading sourcing fair for daily-use homeware —
delivering scale, innovation, and global influence.**



Exhibitor Power - Factories, Innovation & Market Insights

Source Factory Advantage

- **3,500 exhibitors** (latest edition), with **95% Chinese source factories**
- Many serve as **OEM/ODM/OBM partners** for leading global brands
- **Export-ready suppliers**, experienced in international standards and flexible with MOQs

Innovation at Scale

- **100,000+** new products launched annually
- Strong focus on **sustainability, multifunctional design, and smart home solutions**

Insights & Media Value

- Direct access to **China's manufacturing ecosystem and product development trends**
- A rich source of **stories, case studies, and industry insights** for global media coverage

Eight Major Product Categories



Kitchenware
& Cookware



Drinkware
& Containers



Cleaning
Supplies



Storage &
Organization



Home
Textiles



Disposable
Products



Smart Small
Appliances

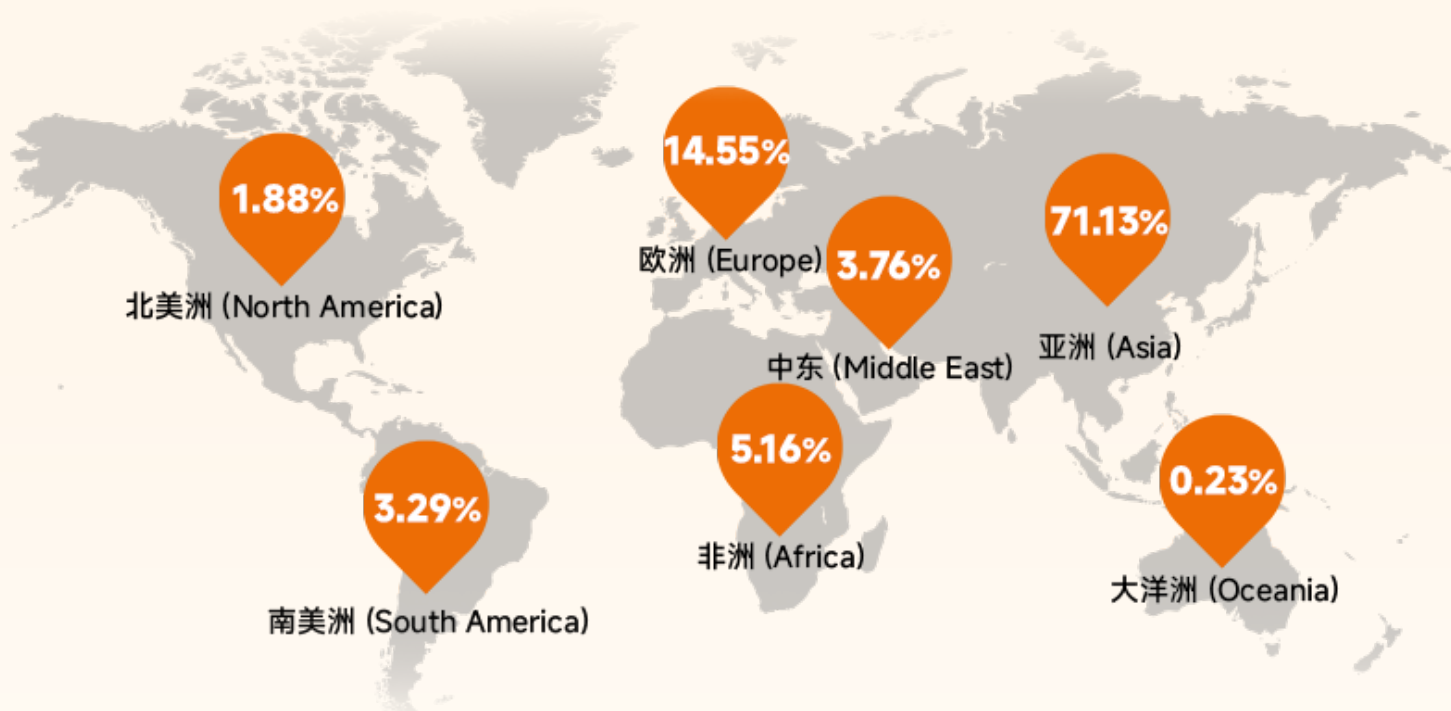


Lifestyle
& Gifts





Global Buyer Community – Strong Demand, Real Opportunities



Visitors from **70+ countries**, representing diverse and dynamic markets

Core buyer groups: **supermarkets, department stores, lifestyle stores, distributors, e-commerce platforms, live-streaming agencies**

1,100+ overseas buyers in 2025, showing strong sourcing demand



Partnership Opportunities – Extend Your Influence with CDATF



Content Collaboration

Interviews, trend reports,
exhibitor/product features



Cross-Promotion

EDMs, website, social media,
show guide visibility



Onsite Visibility

Exhibition booth presence, guided
tours, press events



Customized Partnerships

Flexible initiatives designed around
shared goals and audience interests

Multiple touchpoints — and flexible collaboration models — to **extend your influence directly into China's homeware market.**



Why Media Partners Choose CDATF



Exclusive Access to Industry Insights

Gain first-line access to **thousands of China's source factories** and **100,000+ new product launches**, enabling unique perspectives on product trends, innovation, and market developments.



Audience & Market Expansion

Leverage CDATF's platform to **reach 100,000+ professional visitors** and **145,000+ social media followers**, while connecting with manufacturers, distributors, and decision-makers across the homeware sector.



Business Opportunities & Partnerships

Tap into a pool of **potential advertisers** and **OEM/ODM partners** seeking to enter international markets, with opportunities to engage subscribers and partners through curated delegation trips and matchmaking programs.



Let's Shape the Future Together

Become an Official Media Partner

Partnering with CDATF means more than visibility — it is a gateway into China's homeware industry. Together, we can create stories that cross borders, connect global buyers with Chinese factories, and showcase the innovations shaping everyday life.

Join us as an Official Media Partner of CDATF 2026
and bring China's manufacturing power to the world.

Become an Official Media Partner — Contact Us:

Penny Pei
Asst. International Marketing Manager, CDATF
RX Greter China
E: penny.pei@rxglobal.com
T: +86 10 5933 9392
W: www.cdatf.com/en-gb.html

Stay connected with CDATF

