

What Our Exhibitors Say



"This is our first time at Shunde Expo, and the atmosphere is bustling. Shunde Expo is known for attracting channel distributors, so we've applied for such a large booth space as a first-timer. We are exposed to a lot of agents who are teeming with ideas, whom I believe a good number of them will become our customers. We will be back next year."

Mr. Wang Pingwei
Sales Director
Whirlpool Home Appliances



"Our exhibits are mainly kitchen and small appliances. Shunde Expo is like a large gathering of the industry, with the main role of helping brands expand their distribution channel, as dealers from all over will be here to look for new products, new brands, and business opportunities."

Mr. Xu Weiguo
CEO
Guangdong Rongsheng Electric Holding Co., Ltd.

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See You in 2016!

"This is our first year at Shunde Expo. Our aim is to find more dealers. Compared with the Appliance World Expo in Shanghai, we prefer Shunde Expo for its 'close-to-the-ground' as there are more channel distributors here. We've gotten great results this year, and have already concluded several deals on the first day. We will continue to exhibit next year."

Mr. Zhang Hongmin
Kärcher (Shanghai Hui Su Trading Co., Ltd.)



"We are here at Shunde Expo for the first time, as we used to focus on the export market. We had intended to test the water of the domestic market when we first signed up, but the response over the three-day event has exceeded our expectations. The exhibitors here are all very professional. In addition, compared with other exhibitions, Shunde Expo is more professionally organized, and attracts quality visitors. I believe our participation has allowed the dealers to be aware of our brand, which is a good start."

Mr. Sun Jianhui
Tsann Kuen (Zhangzhou) Enterprise Co., Ltd.



"We have been participating in Shunde Expo for more than a decade. Overall, the event this year has been rather good, with a lot more participating brands than in previous years. The quality of exhibitors has also significantly improved judging by the presence of many well-known brands."

Mr. Zhang Hegeng
Marketing Support Manager
Donlim



2015 中国顺德国际家用电器博览会 CHINA SHUNDE INTERNATIONAL EXPOSITION FOR HOUSEHOLD ELECTRICAL APPLIANCES 2015

Post Show Report

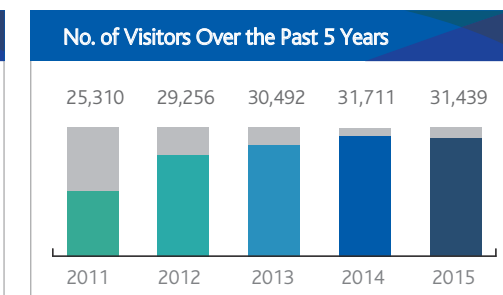
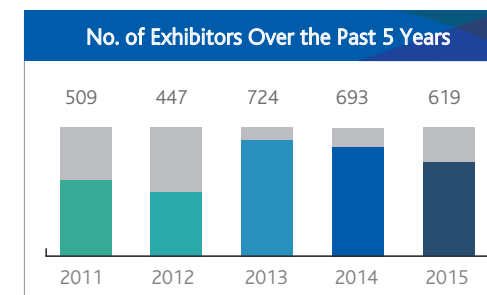


► Asia's key marketplace for electrical appliances ► Since 2001 ► High-quality choice

Event at a Glance

| | | | |
|------------------------------------|---|---|--|
| Area occupied 50,000 sqm | No. of exhibitors 619 companies | No. of visitors 31,439 visitors | Feature zones 6 themed product areas |
|------------------------------------|---|---|--|

Development of Shunde Expo Over the Past 5 Years



Exhibitors' Feedback >>>

Regarded as the most "close-to-the-ground" trade fair in home appliance industry. Results as witnessed by all participants!

95% of exhibitors met their target customers

86% of exhibitors were satisfied with the show results

Visitors' Feedback >>>

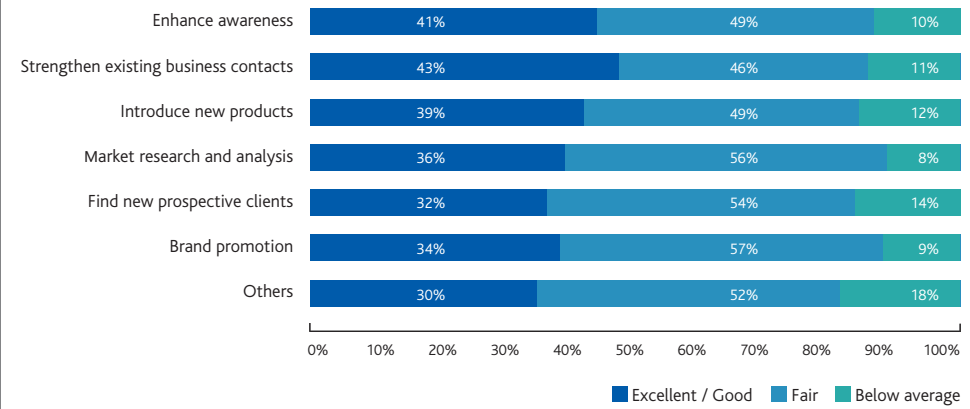
The definitive one-stop purchasing platform in the home appliance industry

98% of visitors evaluated procurement results as "excellent" or "good"

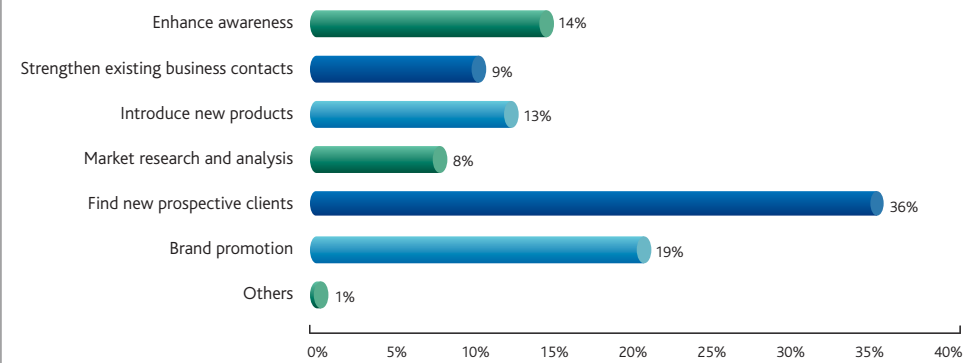
84% of visitors played a role in the purchasing process

70% of visitors attended Shunde Expo more than twice

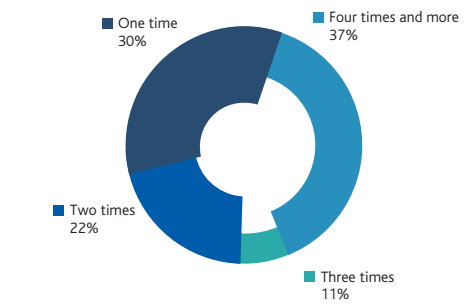
Success Rating Related to Stated Objectives



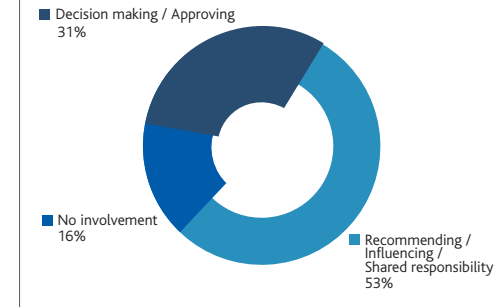
Stated Objectives of Participation



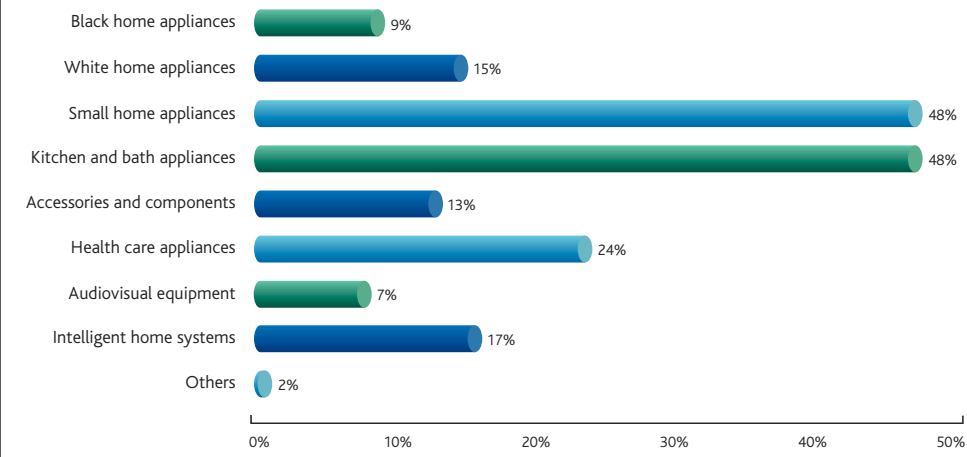
Frequency of Visits



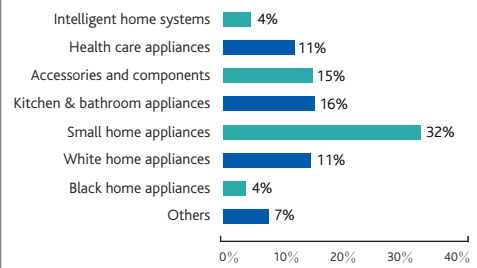
Role in Purchasing Process



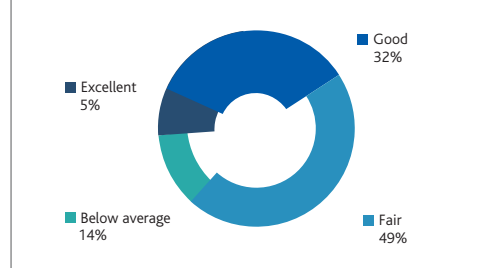
Types of Products Visitors Were Sourcing for



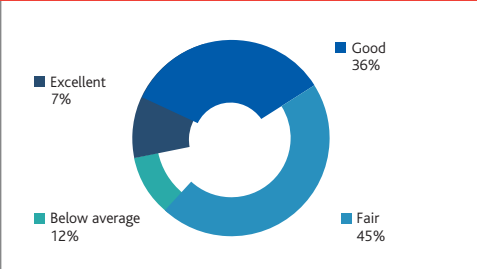
Exhibitors by Product Segment



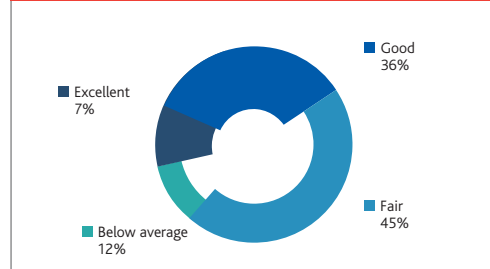
Event Satisfaction Rating



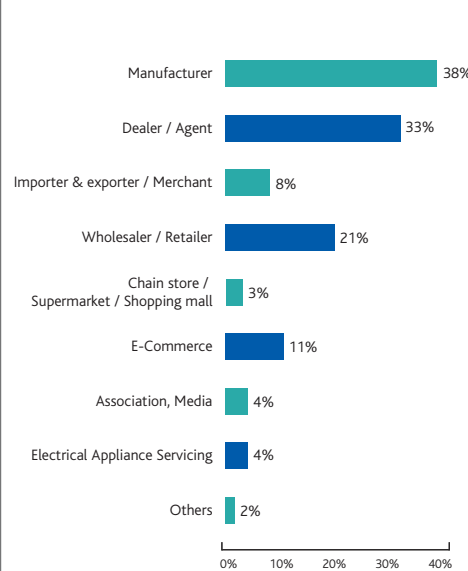
Rating on Visitor Numbers



Rating on Visitor Quality



Visitors by Business Category



Visitors by Objective

