


## Facts & Figures

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|---------------------------|---|---|
| <b>Trade fair</b>         | <b>China Shunde International Exposition for Household Electrical Appliances 2016 (Shunde Expo 2016)</b>  |  <p>SHUNDE EXPO<br/>顺德家电展</p> <p>Shunde Expo 2016<br/>18-20, August, 2016<br/><a href="http://www.shundeexpo.com">www.shundeexpo.com</a></p> <p>Contact Person<br/>Ms. Karen Lee<br/>Tel<br/>+86-20-8755 2468-12<br/>Fax<br/>+86-20-8755 2970<br/>E-mail<br/><a href="mailto:k.lee@koelnmesse.cn">k.lee@koelnmesse.cn</a></p> <p>Mr. Mattis Liang<br/>Tel<br/>+86-20-8755 2468-15<br/>Fax<br/>+86-20-8755 2970<br/>E-mail<br/><a href="mailto:m.liang@koelnmesse.cn">m.liang@koelnmesse.cn</a></p> <p>Ms. Karman Lee<br/>Tel<br/>+86-20-8755 2468-10<br/>Fax<br/>+86-20-8755 2970<br/>E-mail<br/><a href="mailto:karman.lee@koelnmesse.cn">karman.lee@koelnmesse.cn</a></p> <p>Koelnmesse Co., Ltd.<br/>Room 3311 Metro Plaza,<br/>No. 183 Tianhebei Road,<br/>Tianhe District, Guangzhou,<br/>510620, P.R. China<br/><a href="http://www.koelnmesse.cn">www.koelnmesse.cn</a></p> |
| <b>Date of the Event</b>  | 18 – 20 August, 2016  |   |
| <b>Organizers</b>         | <ul style="list-style-type: none"> <li>China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME)</li> <li>The People's Government of Shunde</li> <li>Koelnmesse Co., Ltd.</li> <li>HC360</li> </ul>  |   |
| <b>2016 Venue</b>         | (HC) Household Appliances City · Guangdong, China   |   |
| <b>Event Frequency</b>    | Annual  |   |
| <b>Year of Foundation</b> | 2001  |   |
| <b>Fair Profile</b>       | <p><b>The China Shunde International Exposition for Household Electrical Appliances (Shunde Expo 2016)</b> is bringing together thousands of industry professionals to the world's appliance manufacturing epicenter of Shunde city in Guangdong, China. As one of Asia's most influential trade fairs for the home appliance industry, Shunde Expo was founded in 2001 with a focus in showcasing quality appliances, accessories and technology and providing the best trading platform for exhibitors and trade visitors in China and Asia.</p> <p>Once again Shunde Expo will be held up in 18-20 August, 2016. This event occupies an area of <b>50,000sqm</b> and pull in more than <b>20,000</b> professional visitors and buyers.</p> <p>A new "<b>Phoenix Hall</b>" will be unveiled at this year's Shunde Expo in addition to the usual fare. With the aim of creating an integrated international and professional trading platform for product launches, distributor recruitment, information exchange and showcasing industrial design trends for home appliance manufactures both at home and abroad.</p> <p>During the exhibition, a series of engaging supporting activities such forums on technology innovation and e-commerce development as well as business matching sessions will also be taking place.</p> |   |
| <b>Exhibit Profile</b>    | <ul style="list-style-type: none"> <li>Black Home Appliances</li> <li>White Home Appliances</li> <li>Small Home Appliances</li> <li>Kitchen and Bathroom Appliances</li> <li>Home Intelligent Systems</li> <li>Accessories and Components</li> <li>Services and Publications</li> </ul>   |   |

## Facts & Figures

|                              |   |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
|------------------------------|---|----------------|----------------|----------------|-------------------|----------------|--------------|-------------------|----------------|----------------|----------------|------------|----------------|----------------|
| <b>Visitor Profile</b>       | <ul style="list-style-type: none"> <li>• Chain Stores, Department Stores and Supermarkets</li> <li>• Wholesalers and Retailers</li> <li>• Importers and Exporters</li> <li>• Technicians and Engineers</li> <li>• Publications and Media</li> <li>• Government Agencies</li> <li>• Mail Order / Gifts and Premiums Dealers</li> </ul>   |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Stand Rental Fee</b>      | <p><b>Raw Space only (Min. 27sqm)</b> : RMB 1,000 / sqm</p> <p><b>Standard Shell Scheme (Min. 9sqm)</b> : RMB 10,000 / 9sqm</p> <p><b>Premium Shell Scheme (Min. 18sqm)</b> : RMB 1,350 / sqm</p> <p>* Price of Two Sides Open Standard Shell Scheme Booth increases by 10% per corner.</p>   |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Exhibition Space</b>      | <b>50,000</b> sqm   |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Exhibition Number</b>     | Estimated to be <b>600<sup>+</sup></b> companies  |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Visitor Number</b>        | Estimated to be <b>20,000<sup>+</sup></b> trade visitors  |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Figures of 2015 Event</b> | <p>Gross Exhibition Space : <b>50,000</b> sqm</p> <p>Exhibiting Companies : <b>619</b> companies</p> <p>Visitor : <b>31,439</b> trade visitors</p>  |                |                |                |                   |                |              |                   |                |                |                |            |                |                |
| <b>Opening Times</b>         | <table> <tr> <td rowspan="2">For Exhibitors</td> <td>18 August 2016</td> <td>08:00 to 17:30</td> </tr> <tr> <td>19-20 August 2016</td> <td>08:30 to 17:30</td> </tr> <tr> <td rowspan="2">For Visitors</td> <td>18-19 August 2016</td> <td>09:00 to 17:00</td> </tr> <tr> <td>20 August 2016</td> <td>09:00 to 14:00</td> </tr> <tr> <td>For Public</td> <td>20 August 2016</td> <td>09:00 to 14:00</td> </tr> </table>   | For Exhibitors | 18 August 2016 | 08:00 to 17:30 | 19-20 August 2016 | 08:30 to 17:30 | For Visitors | 18-19 August 2016 | 09:00 to 17:00 | 20 August 2016 | 09:00 to 14:00 | For Public | 20 August 2016 | 09:00 to 14:00 |
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| For Visitors                 | 18-19 August 2016   | 09:00 to 17:00 |                |                |                   |                |              |                   |                |                |                |            |                |                |
|                              | 20 August 2016  | 09:00 to 14:00 |                |                |                   |                |              |                   |                |                |                |            |                |                |
| For Public                   | 20 August 2016  | 09:00 to 14:00 |                |                |                   |                |              |                   |                |                |                |            |                |                |
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## Facts & Figures

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### Website

[www.shundeexpo.com](http://www.shundeexpo.com) (English)  
[www.shundeexpo.cn](http://www.shundeexpo.cn) (Chinese)

