


## Facts & Figures

<b>Trade fair</b>	<b>China Shunde International Exposition for Household Electrical Appliances 2017 (Shunde Expo 2017)</b>	 <p>SHUNDE EXPO 顺德家电展</p> <p>Shunde Expo 2017 17-19, August, 2017 <a href="http://www.shundeexpo.com">www.shundeexpo.com</a></p> <p>Contact Person Ms. Karen Lee Tel +86-20-8755 2468-12 Fax +86-20-8755 2970 E-mail <a href="mailto:k.lee@koelnmesse.cn">k.lee@koelnmesse.cn</a></p> <p>Mr. Mattis Liang Tel +86-20-8755 2468-15 Fax +86-20-8755 2970 E-mail <a href="mailto:m.liang@koelnmesse.cn">m.liang@koelnmesse.cn</a></p> <p>Ms. Karman Lee Tel +86-20-8755 2468-10 Fax +86-20-8755 2970 E-mail <a href="mailto:karman.lee@koelnmesse.cn">karman.lee@koelnmesse.cn</a></p> <p>Koelnmesse Co., Ltd. Room 3311 Metro Plaza, No. 183 Tianhebei Road, Tianhe District, Guangzhou, 510620, P.R. China <a href="http://www.koelnmesse.cn">www.koelnmesse.cn</a></p>
<b>Date of the Event</b>	17 – 19 August, 2017	
<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>2017 Venue</b>	Guangdong (Tanzhou) International Exhibition Center	
<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)</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. 2016 Shunde Expo occupied an area of <b>50,000 sqm</b> with <b>661</b> exhibitors and pulled in more than <b>20,000</b> professional visitors and buyers.</p> <p>In 2017, the event will permanently be uprooted to the Guangdong (Tanzhou) International Exhibition Center. The move to the new exhibition venue is expected to greatly boost the hardware facilities of Shunde Expo, allowing for future expansion plans.</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>	
<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>	

## Facts & Figures

<b>Stand Rental Fee</b>	<b>Raw Space only (Min. 27sqm)</b> : RMB 1,000 / sqm		
	<b>Standard Shell Scheme (Min. 9sqm)</b> : RMB 10,000 / 9sqm		
	<b>Premium Shell Scheme (Min. 18sqm)</b> : RMB 1,350 / sqm		
	<small>* Price of Two Sides Open Standard Shell Scheme Booth increases by 10% per corner.</small>		
<b>Exhibition Space</b>	<b>30,000</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 2016 Event</b>	Gross Exhibition Space : <b>50,000</b> sqm		
	Exhibiting Companies : <b>661</b> companies		
	Visitor : <b>28,664</b> trade visitors		
<b>Opening Times</b>	For Exhibitors	17 August 2017	08:00 to 17:30
		18-19 August 2017	08:30 to 17:30
	For Visitors	17-18 August 2017	09:00 to 17:00
		19 August 2017	09:00 to 14:00
	For Public	19 August 2017	09:00 to 14:00
<b>Project Management</b>	Koelnmesse Co., Ltd.		
	<b>Ms. Karen Lee</b>		
	<b>General Manager, South China</b>		
	Tel: +86 20 8755 2468 ext.12		
	Fax: +86 20 8755 2970 <a href="mailto:k.lee@koelnmesse.cn">k.lee@koelnmesse.cn</a>		
<b>Exhibitor Contact</b>	Koelnmesse Co., Ltd.		
	<b>Mr. Mattis Liang</b>		
	<b>Vice Department Manager</b>		
	Tel: +86 20 8755 2468 ext.15		
	Fax: +86 20 8755 2970 <a href="mailto:m.liang@koelnmesse.cn">m.liang@koelnmesse.cn</a>		
	Koelnmesse Co., Ltd.		
	<b>Ms. Karman Lee</b>		
	<b>Sales Executive</b>		
	Tel: +86 20 8755 2468 ext.10		
	Fax: +86 20 8755 2970 <a href="mailto:karman.lee@koelnmesse.cn">karman.lee@koelnmesse.cn</a>		
<b>Media &amp; Supporting Program Contact</b>	Koelnmesse Co., Ltd.		
	<b>Ms. Monique Fan</b>		
	Tel: +86 20 8755 2468-16		
	Fax: +86 20 8755 2970 <a href="mailto:m.fan@koelnmesse.cn">m.fan@koelnmesse.cn</a>		

## Facts & Figures

### Visitor Contact

Koelnmesse Co., Ltd.

**Ms. Misue Liang**

Tel: +86 20 8755 2468-16

Fax: +86 20 8755 2970

[mi.liang@koelnmesse.cn](mailto:mi.liang@koelnmesse.cn)

### Website

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

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

