



21-27.10.2018

中国 · 广州
Guangzhou, China

第38届广州锦汉家居用品及礼品展览会
The 38th Jinhan Fair for Home & Gifts

展 后 报 告

POST SHOW REPORT



www.jinhanfair.com

展会概览 Overview

买家情况
Buyers

50,000 买家人次
No. of Buyers

900 展商
Manufacturers

来自 **160** 国家及地区
from Countries / Regions

85,000 平方米 展览面积
Exhibition Area (m²)

展商情况
Exhibitors

56% 欧美买家
European & American
Buyers

保利展览
Poly Exhibition

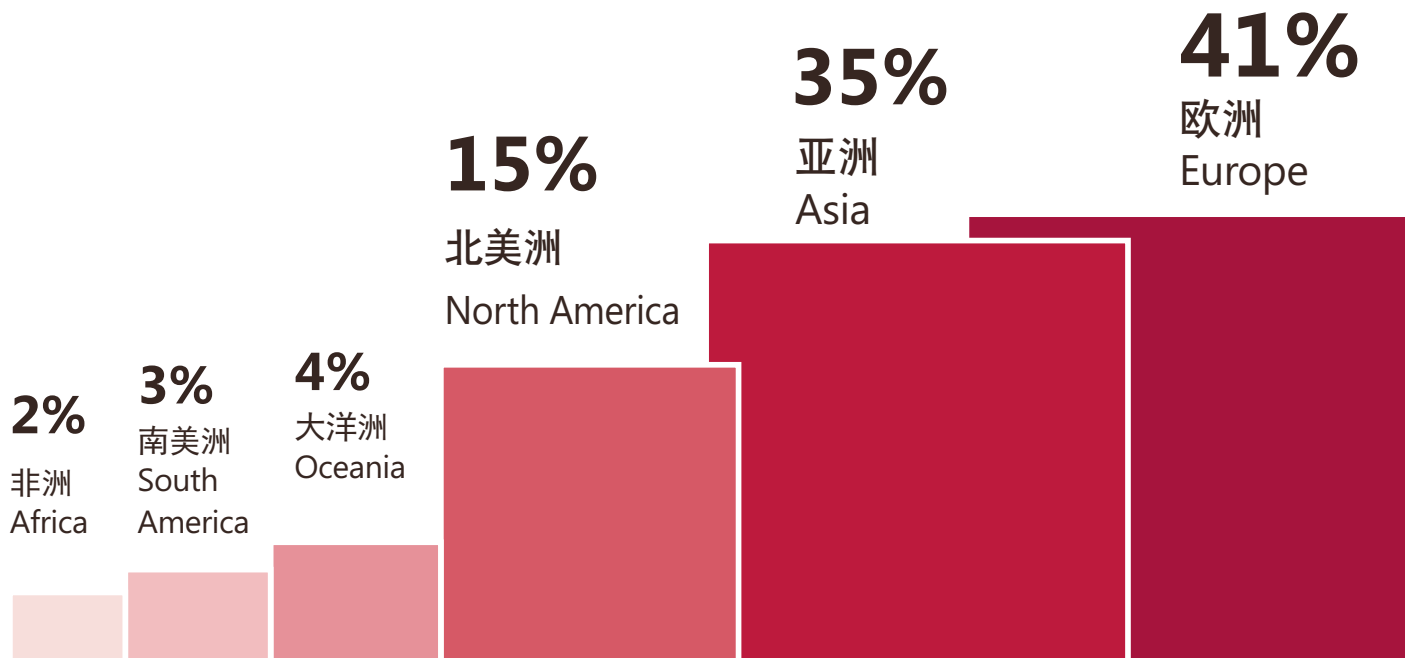
展会概览
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展商情况
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保利展览
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买家地域分布 Buyers' Geographical Distribution



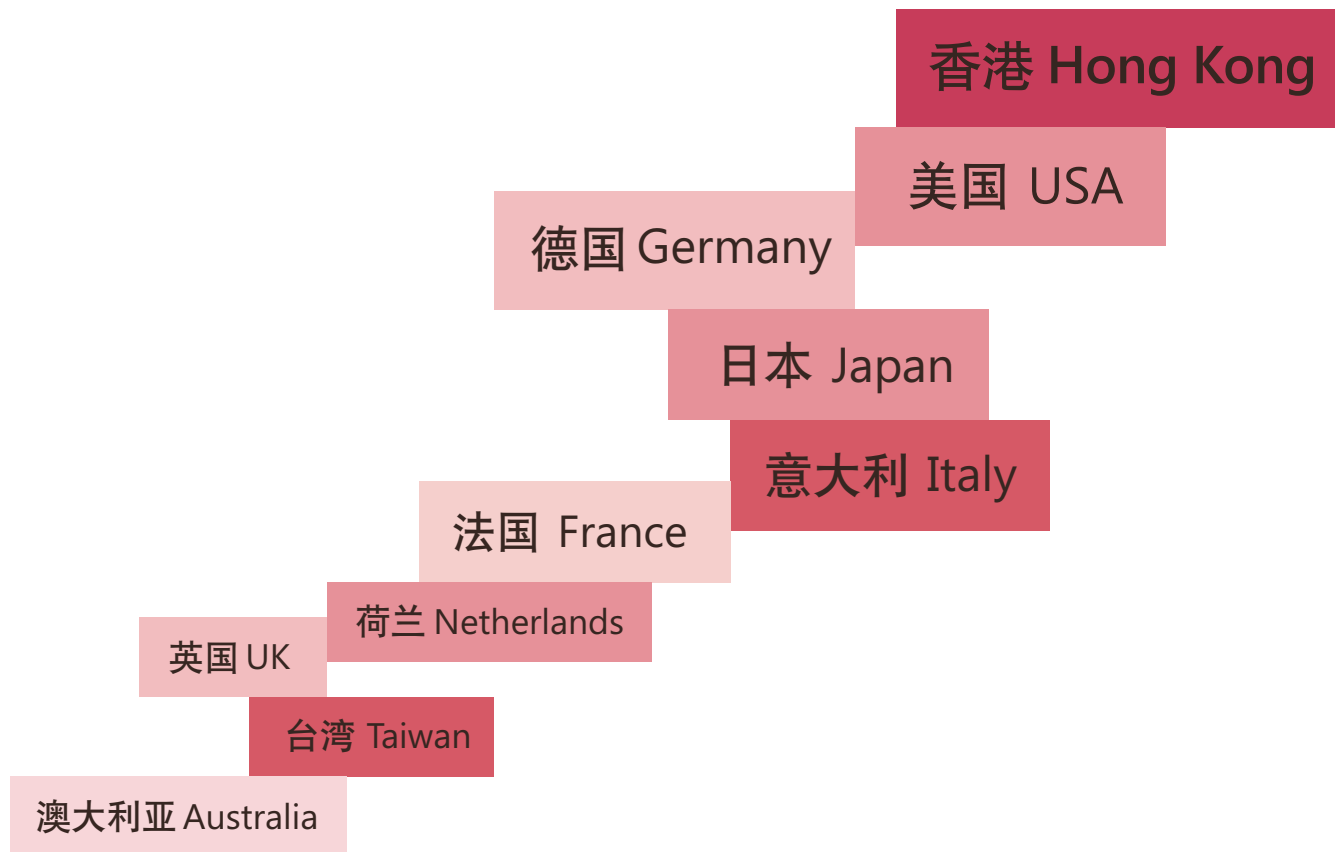
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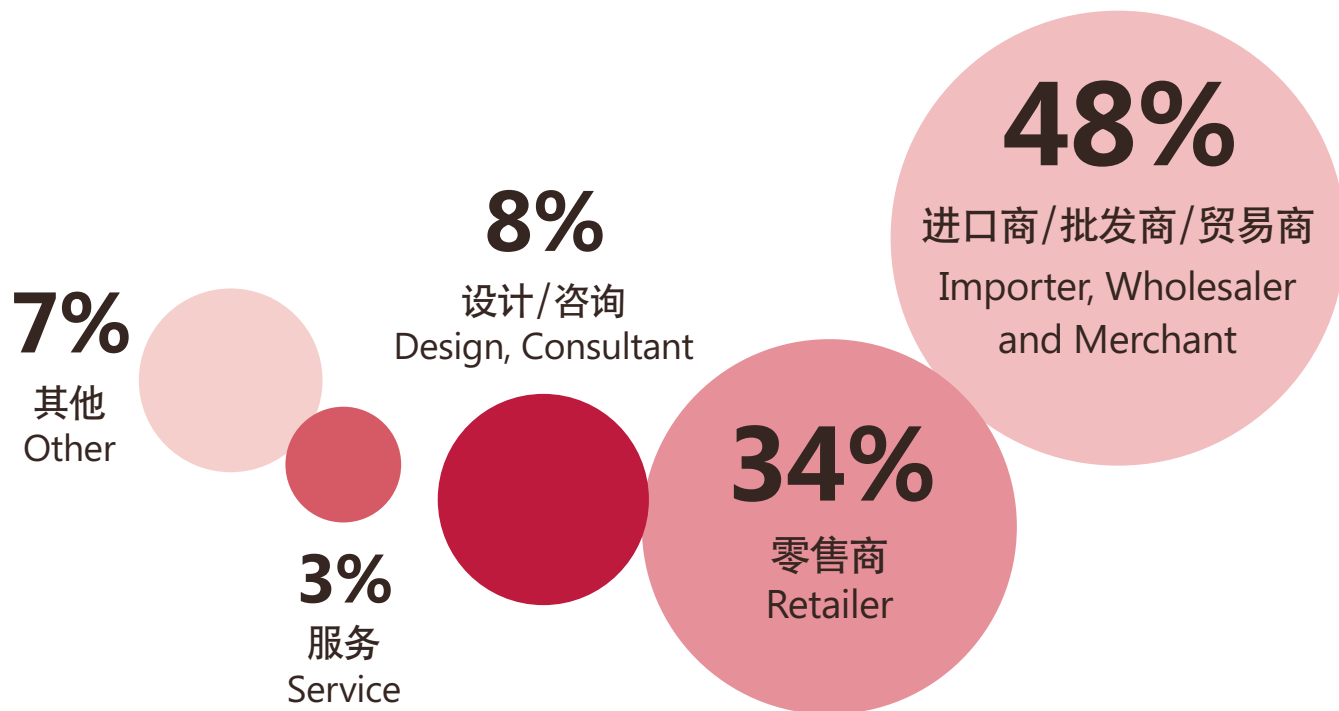
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前十买家到访国家和地区
Top 10 Buyers' Countries / Regions



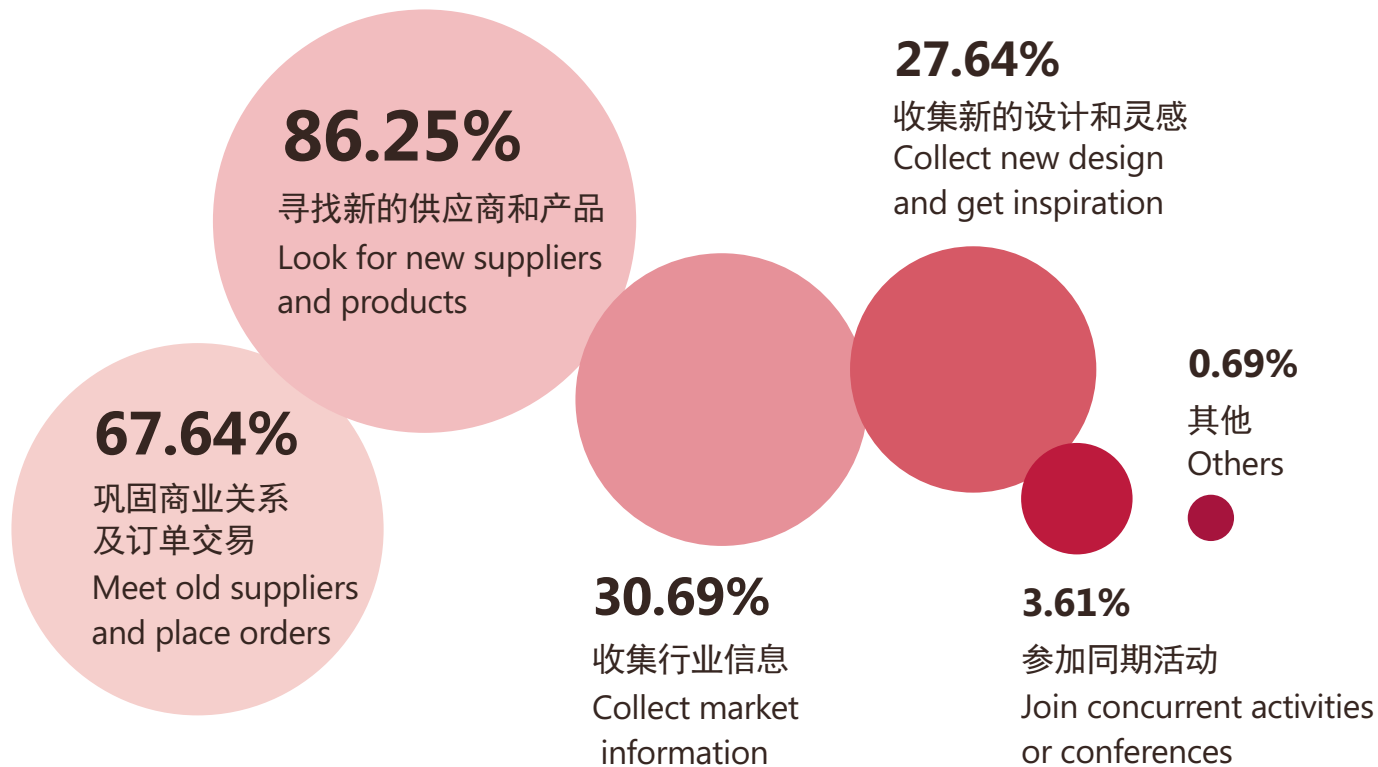
买家性质构成
Buyers' Business Type



到访大买家 (部分) Top Buyers Visiting JINHAN FAIR



> 到访目的 Visiting Objectives



买家满意度 Buyer Satisfaction

93.2%

买家表示会将JINHAN FAIR推荐给朋友

Buyers are likely to recommend JINHAN FAIR to their colleagues and business partners

79.7%

具有采购决策权

Buyers are responsible for sourcing



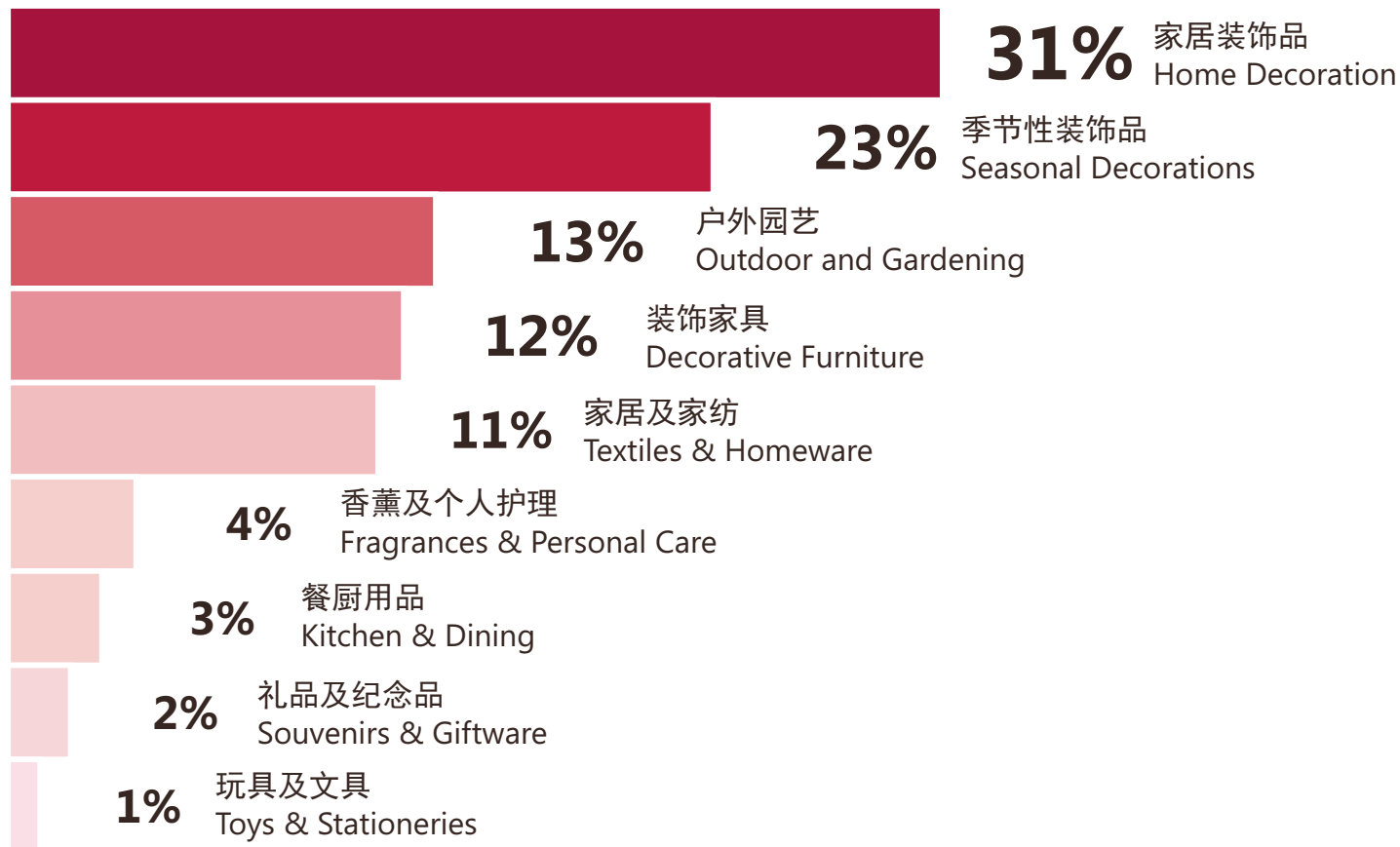
展会概览
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产品类别构成 Product Category



展会概览

买家情况

展商情况

保利展览

潮流新品
Trendy Products



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参展目的 Exhibitors' Objectives of Trade Fair Visit

96%

品牌形象宣传
Brand
Promotion

95%

巩固商业关系
Business Relationship
Consolidation

94%

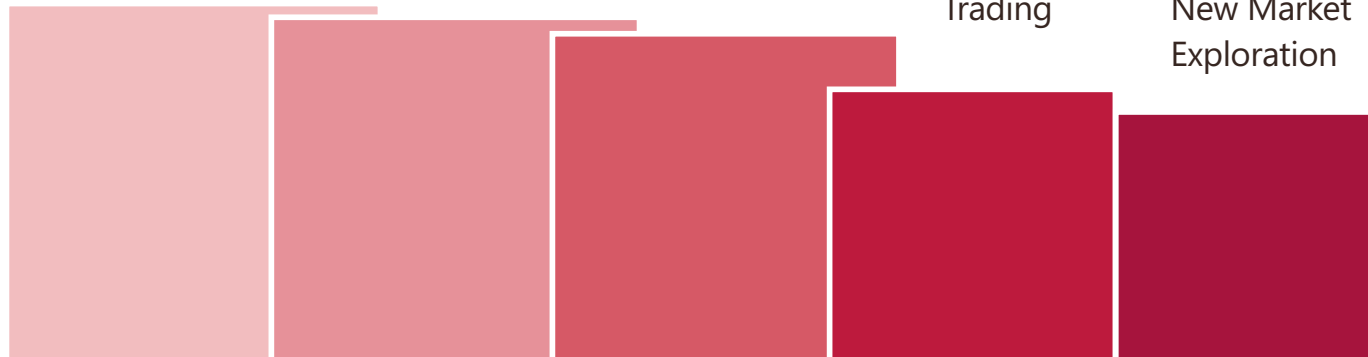
市场资讯收集
Market Info
Collection

85%

产品交易
Trading

83%

新市场开拓
New Market
Exploration



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展商满意度 Exhibitor Satisfaction

97%

展商对参展效果表示满意
Exhibitors were satisfied
with the result of the
exhibition



95%

展商表示下届继续参展
Exhibitors will participate
in next session



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展会评论 Comments

我们每届都来Jinhan Fair，并在此完成每年近50%的采购量。忠诚可靠的供应商和源源不断的设计新品持续为我们提供强大的支持。此外，Jinhan Fair优质的服务和体验也为我们节省不少时间、精力和采购成本。

We come to Jinhan Fair almost every session, and deal with nearly 50% purchasing here. Loyal and realiable suppliers and continuously new design products are our powerful backup. Besides, Jinhan Fair's qualified buyer services and purchasing experience save us lot of time and budget.



英国Premier Decorations 采购负责人

Joanne Marsden, Premier Decorations Purchasing Agent

Jinhan Fair是我们一直以来最信任的展览会，我们通过这个平台每届展会接待数百个到访的新老客户，更多优质的企业和同行愿意聚集在这里！

JINHAN FAIR is one of our most trusted platforms and it has enjoyed extensive good public praise all over the world. We have received hundreds of customers through JINHAN FAIR these years.



浙江旭日工贸有限公司 董事长 杨庆国

Yang Qingguo, Chairman of Zhejiang Sunrise Industry and Trade Co., Ltd

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关于主办单位 Organizer Introduction

保利展览 Poly Exhibition

主办单位广州市保利锦汉展览有限公司始创于2000年，是保利发展控股集团股份有限公司（证券代码：600048）控股的专业展览主办机构，致力于打造世界一流会展品牌，提供国际性的展示与交流平台，帮助客户开拓无限商机。

保利锦汉展览是中国最早加入UFI国际展览业协会的成员之一，商务部第一批展览业重点联系企业，广东会展组展企业协会副会长单位，广州市会展行业协会副会长单位，广州琶洲会展经济促进会副会长单位。曾获评“中国十大影响力会展企业”，连膺“广州市海珠区重点企业”等多项荣誉。

Guangzhou Poly Jinhan Exhibition Co., Ltd. is a professional exhibition organizer incorporated in 2000 under Poly Developments and Holdings (Stock code: 600048). The company organizes top global exhibitions and provides international platforms for exhibitions and communications, helping our customers expand their business opportunities in China and abroad.

Poly Jinhan was one of the earliest members of the Union of International Fairs (UFI) in China, and the Major Contacted Enterprises (Entities) in the Exhibition Industry of the Ministry of Commerce, vice president organization of the Guangzhou Convention & Exhibition Industry Association, and vice president organization of the Guangzhou Pazhou Conference & Exhibition Economy Association (PCEA). It has been honored as "one of the ten most influential exhibition enterprises in China" and has earned many titles including the "Key Enterprise of Haizhu District of Guangzhou".





第39届广州(锦汉)家居用品及礼品展览会 The 39th Jinhan Fair for Home & Gifts

享誉全球一站式家居用品与礼品采购平台
One-stop Sourcing Fair with 900 Manufacturers

21-27.04.2019

广州·保利世贸博览馆
Poly World Trade Center Expo
Guangzhou, China

