

展后报告

POST SHOW REPORT

第36届广州锦汉家居用品及礼品展览会
The 36th Jinhan Fair for Home & Gifts

21-27.10.2017

中国·广州
Guangzhou, China



主办单位：广州市保利锦汉展览有限公司

Organizer: Guangzhou Poly Jinhan Exhibition Co., Ltd.

展会概览 Overview

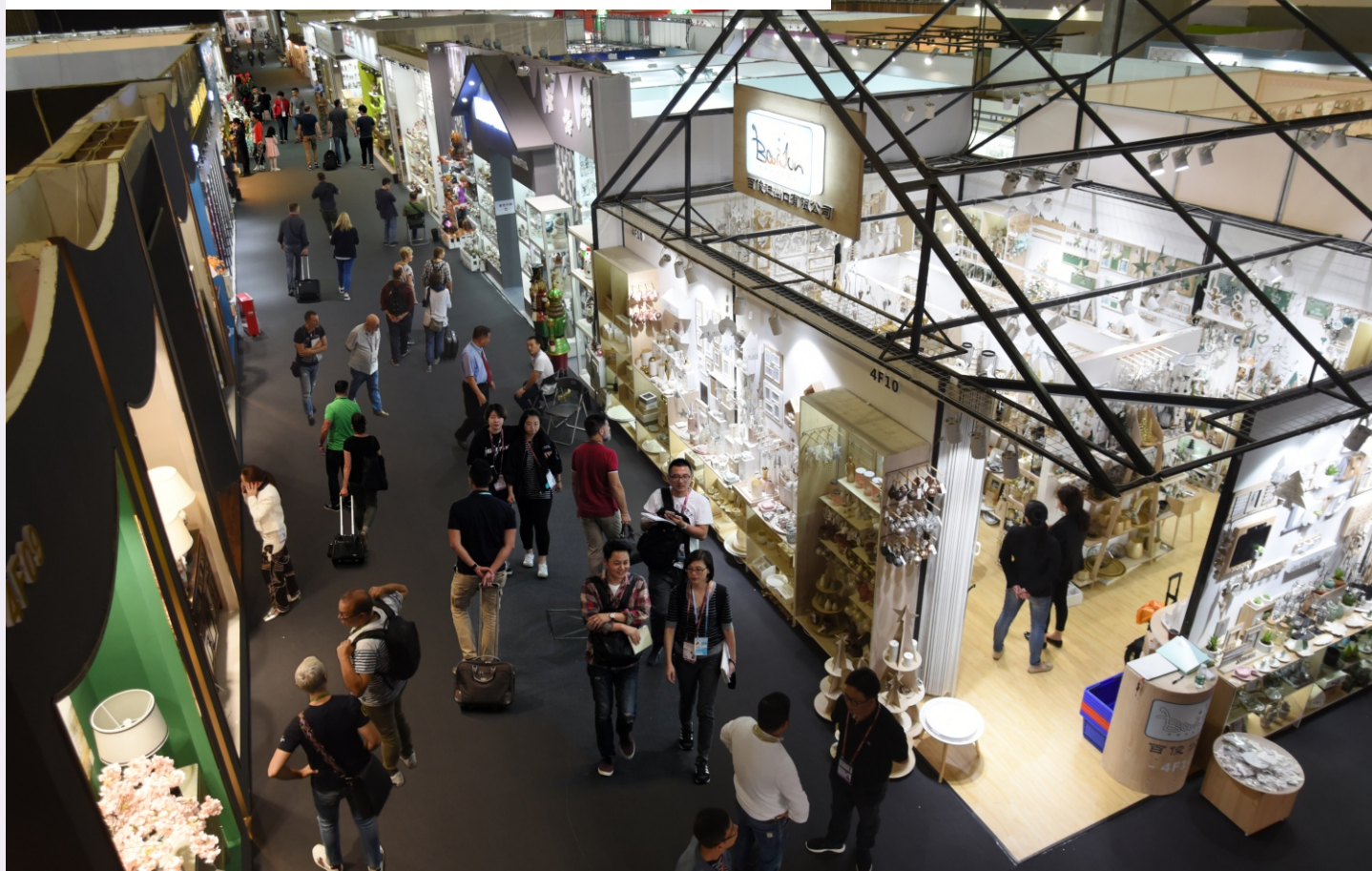
85,000 平方米 展览面积
Exhibition Area (m²)

823 展商
Manufacturers

50,000 买家人次
No. of Buyers

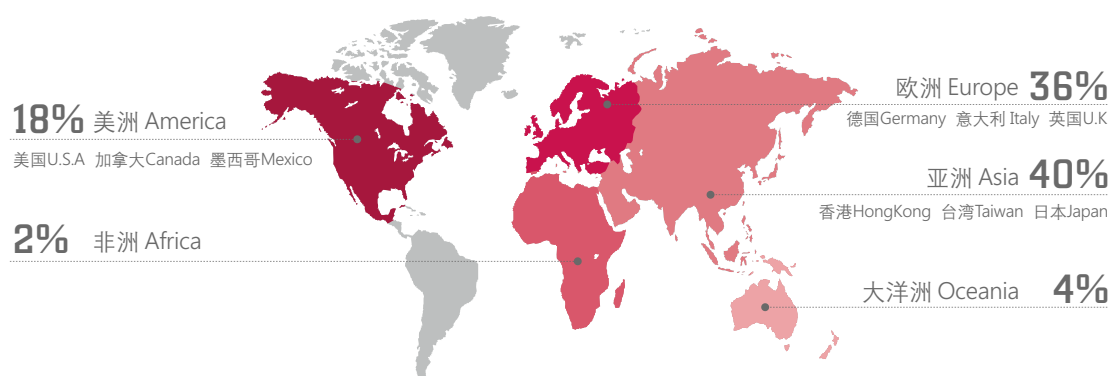
来自 **160** 国家及地区
from Countries / Regions

54% 欧美买家
European & American Buyers

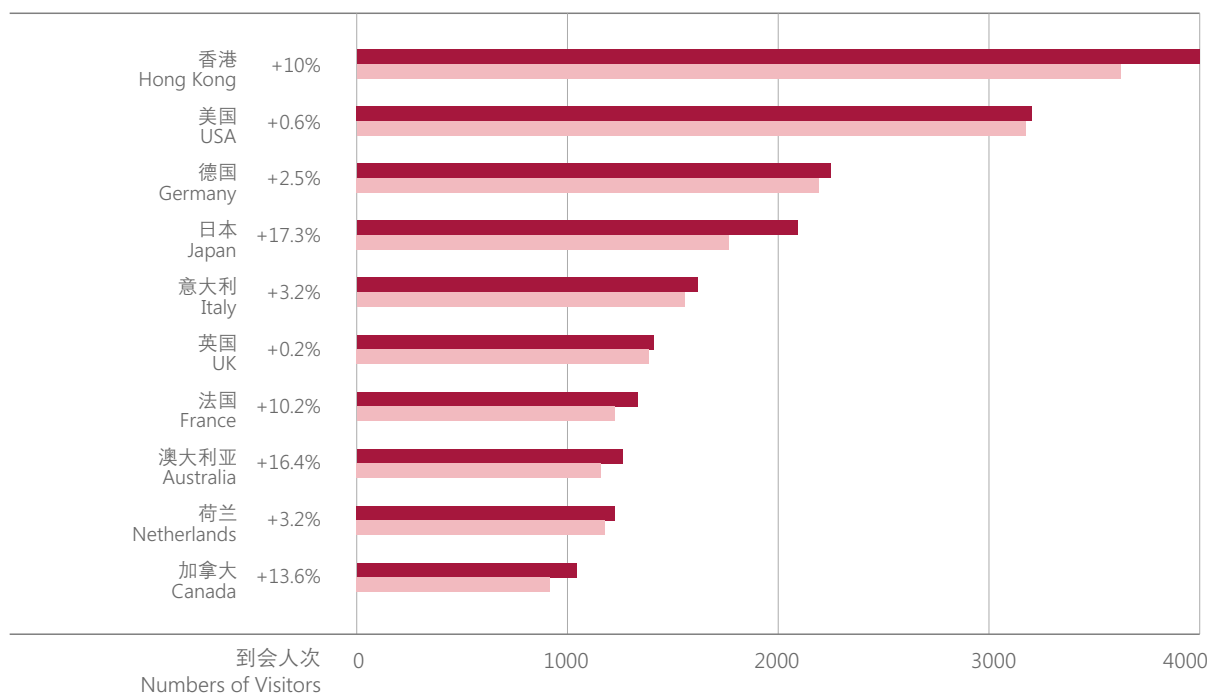


买家分析 Buyer Profile

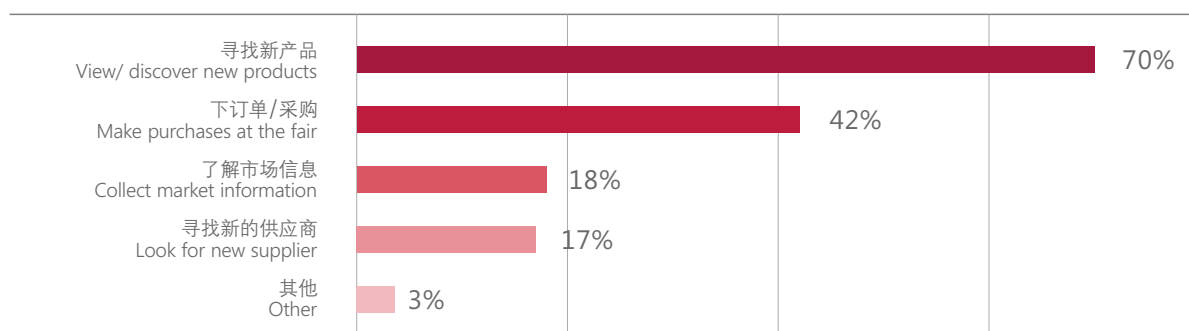
买家地域分布 Buyers' Geographical Distribution



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

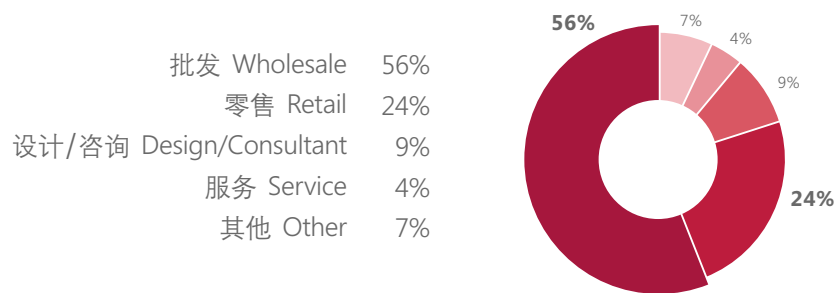


买家到会目的 Buyers' Objectives of Trade Fair Visit

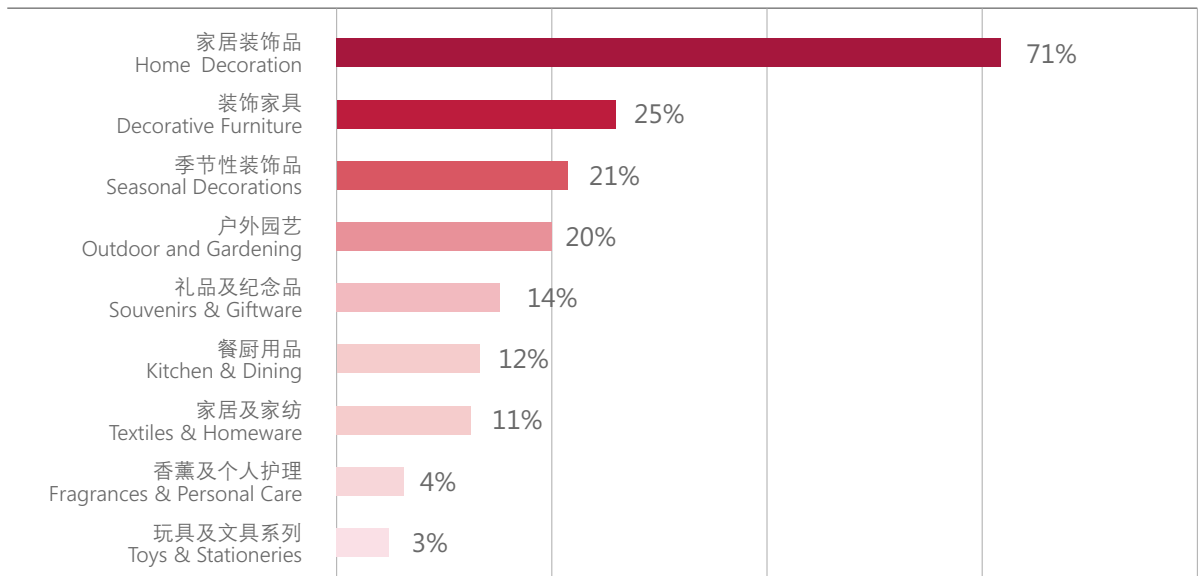


买家分析 Buyer Profile

买家性质构成 Buyers' Business Type



产品采购需求 Product Interest

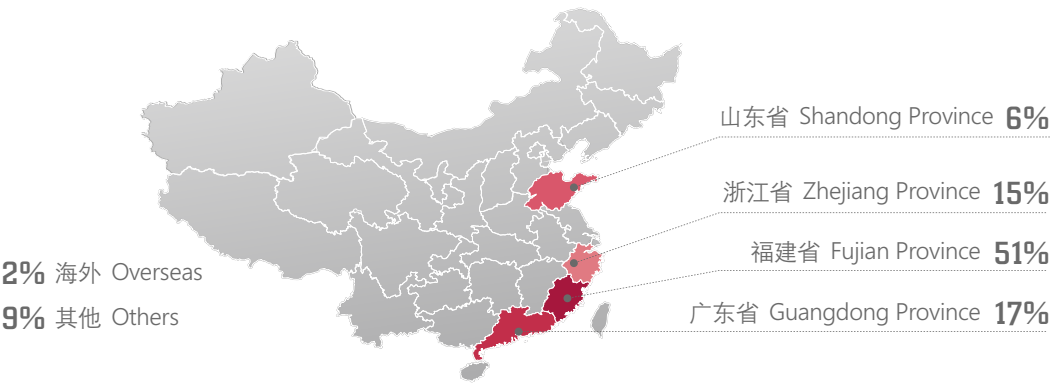


部分来访大买家 Global Top Buyers at Jinhan Fair



展商分析 Exhibitor Profile

参展商地域构成 Exhibitors' Geographical Distribution



参展目的 Exhibitors' Objectives of Trade Fair Visit



产品类别构成 Product Category



评价 Comments

买家评价 Buyers' Comments

” Jinhan Fair今年上线的网上展厅实用性很强，我们会提前搜索感兴趣的产品，再来展会逐一洽谈，大大提高了采购的效率。

Jinhan Fair online showroom is very useful. We can search for interested products in advance and visit target booths one by one effectively.

Ali Safawi, CEO, Safawi Trading Co.
黎巴嫩 Lebanon

” 相比起其它展会，JINHAN FAIR产品更集中更专业，展商素质也特别高，每届到访采购已成为习惯。

When compared with other exhibitions, the exhibits of JINHAN FAIR are more professional and organized. Exhibitors also enjoy high quality. JINHAN FAIR becomes a fixed destination in our sourcing schedule for every session.

Romona Bimbo, General Manager, General Trade
意大利 Italy

展商评价 Exhibitors' Comments

” 参加jinhan Fair将近十年，不管是展商的素质，产品集中程度，还是买家的质量层次，在行业展会中有着领先优势。同时，展会活动丰富，让我们每次参展都获益良多，参加jinhan Fair是我们企业每年必不可少的行程。

We have participated for almost ten years. Jinhan Fair is renowned for its high quality in exhibitors, exhibits and buyers. Meanwhile, we benefit a lot from all the concurrent events of every session. Participating in Jinhan Fair becomes a fixed part in our annual schedule.

上海赫马家居饰品有限公司 副总经理 虞雅芳
Jenny Yu, Deputy General Manager
Shanghai Hema Home Decoration Co., Ltd.

” 走过众多展会，JINHAN FAIR是最专业和人性化的展会，无论从买家角度还是展商角度都设身处地的为他们着想，如买家服务区、穿梭巴士的设置，展商的咖啡券餐券的配送，国外展会上的宣传，还有主办工作人员每届认真的调研访谈等等各种细节都体现出是在用心做展会，只要用心就永远是最棒的！

JINHAN FAIR is more professional and humanizing than other exhibitions. The Organizer of the Fair considers every aspect of their services to both exhibitors and buyers, such as buyer lounge, shuttle-bus, coffee and meal coupon for exhibitors, promotion in overseas exhibitions, and also questionnaire survey of their staffs. I am really satisfied with their attitude to work details.

厦门东方创艺工艺品有限公司 总经理 潘瑞江
Tony Pan, General Manager
Xiamen Sinomart Gifts Manufacturing Co., Ltd.

下届展望 37th Jinhan Fair Outlook

2018年4月21-27日，第37届锦汉家居礼品展将与您继续相约广州保利世贸博览馆，春意盎然，无限精彩，尽在四月相聚！

More innovative products are to arrive at the 37th Jinhan Fair for Home & Gifts starting from 21 to 27 April, 2018, at Poly World Trade Center Expo, Guangzhou, China. Just join us in next April!



预登记于1月15日全面启动

ONLINE PRE-REGISTRATION STARTS ON 15 JANUARY



Poly Jinhan Exhibition
保利锦汉展览

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