



JINHAN FAIR
Home & Gifts

21-27.04.2018

中国·广州
Guangzhou, China

第37届广州锦汉家居用品及礼品展览会
The 37th Jinhan Fair for Home & Gifts

展后报告

POST SHOW REPORT

 Poly Jinhan Exhibition
保利锦汉展览



www.jinhanfair.com

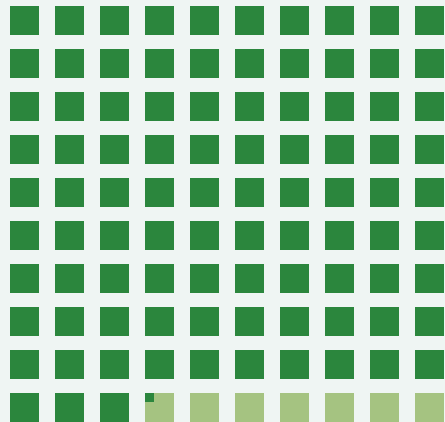
展会概览 Overview



买家满意度 Satisfaction of Buyers

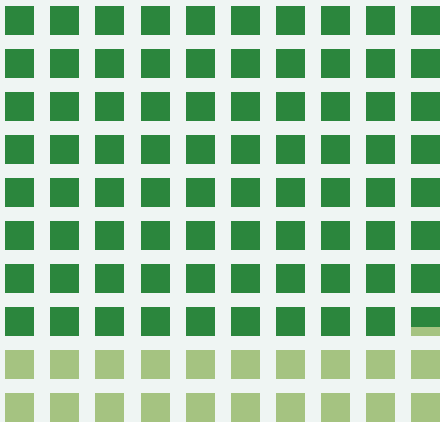
93.2% 买家表示会将JINHAN FAIR
推荐给朋友

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

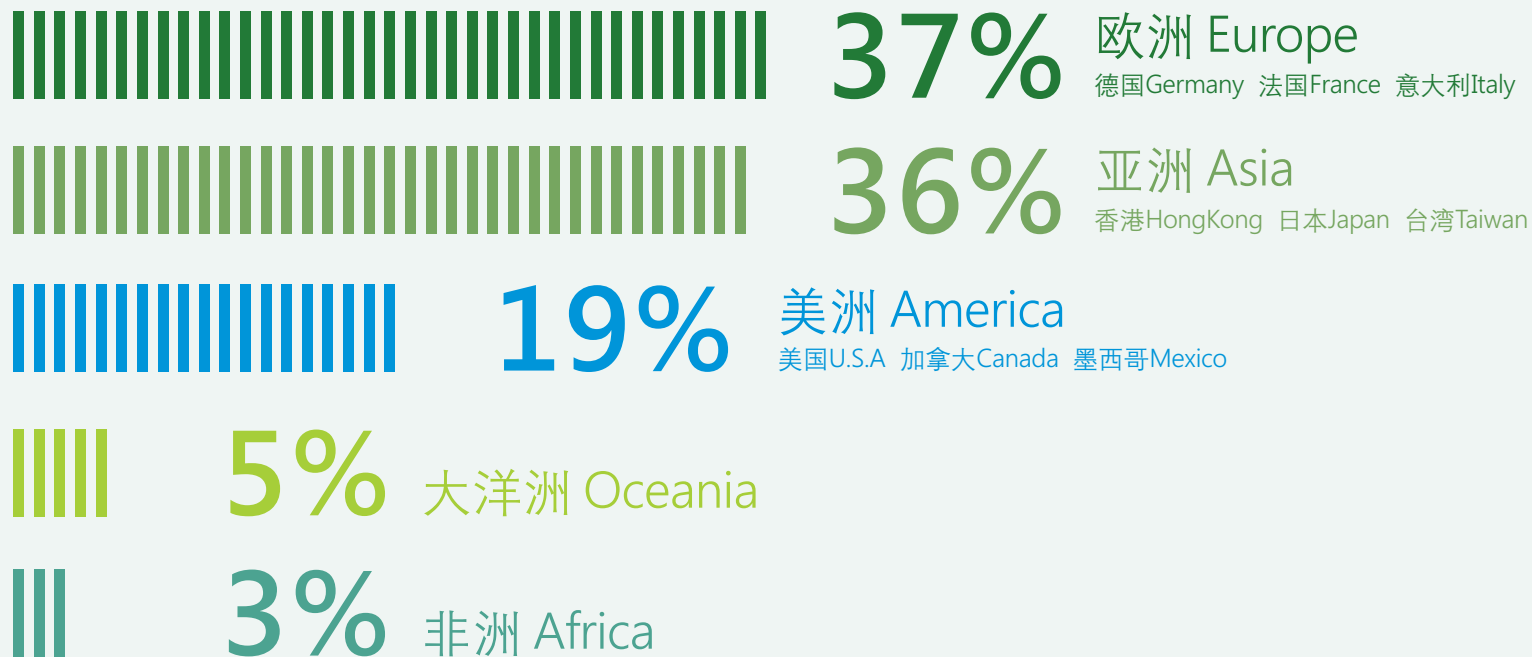


79.7% 具有采购
决策权

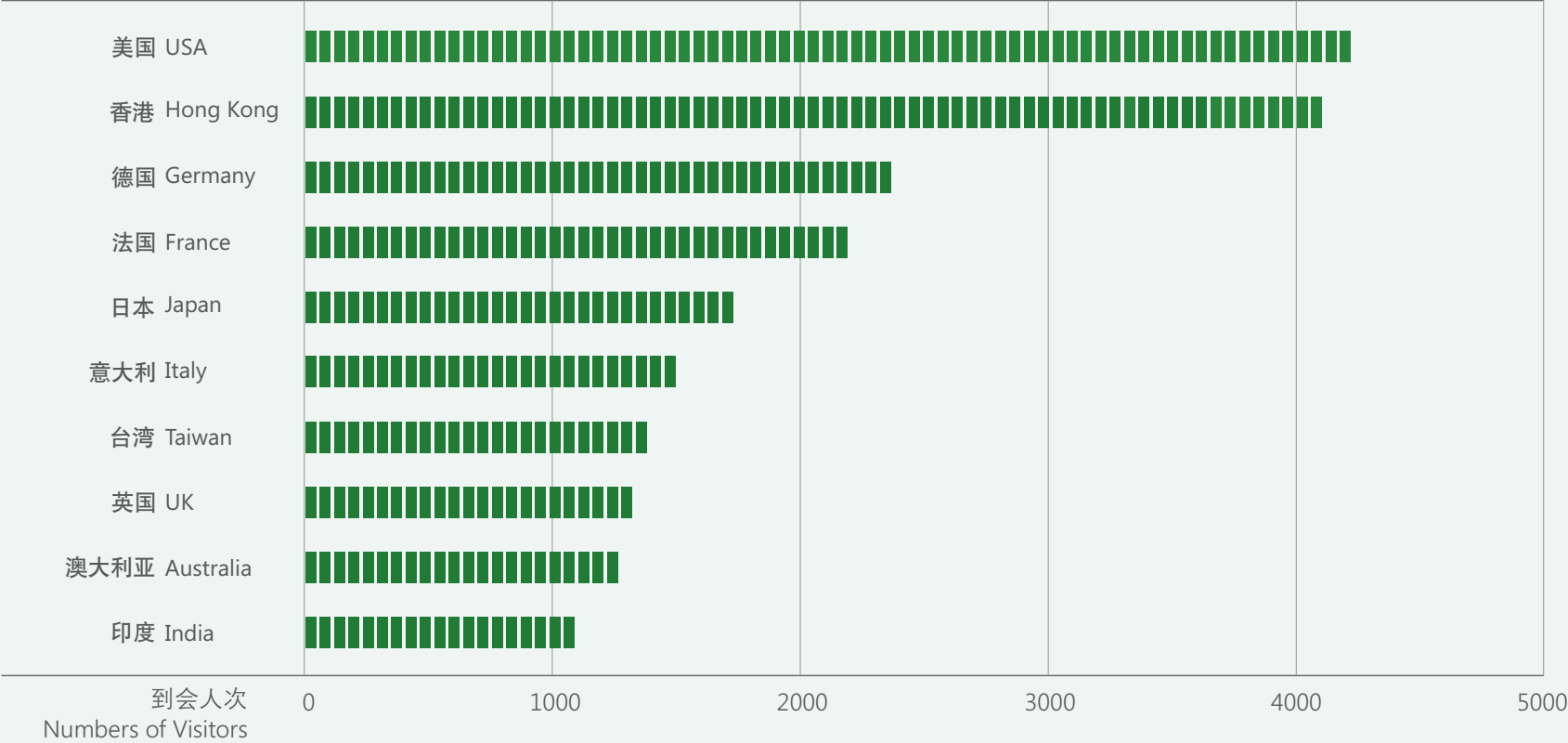
Buyers are responsible for sourcing



买家地域分布 Buyers' Geographical Distribution

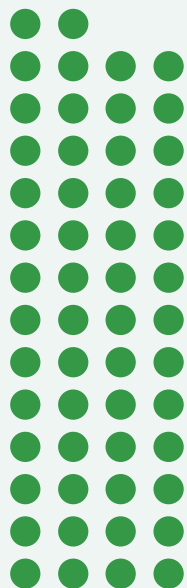


前十买家到访国家和地区 Top 10 Buyers' Countries / Regions



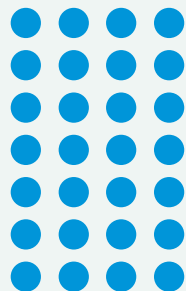
买家性质构成 Buyers' Business Type

54%



批发
Wholesale

28%



零售
Retail

9%



设计/咨询
Design/Consultant

4%



服务
Service

5%

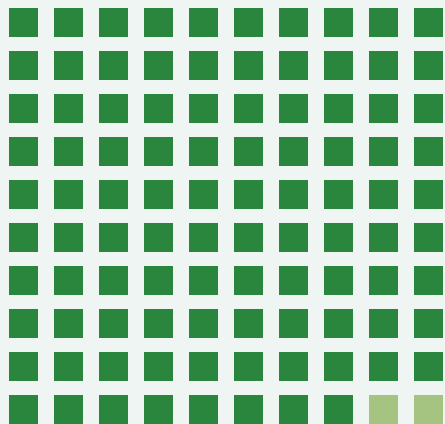


其他
Other

展商满意度 Satisfaction of Exhibitors

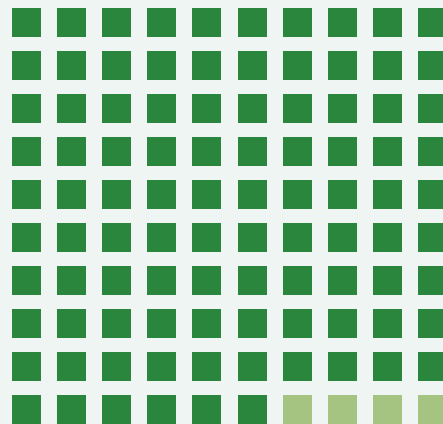
98% 展商对参展效果表示满意

Exhibitors were satisfied with the result of the exhibition

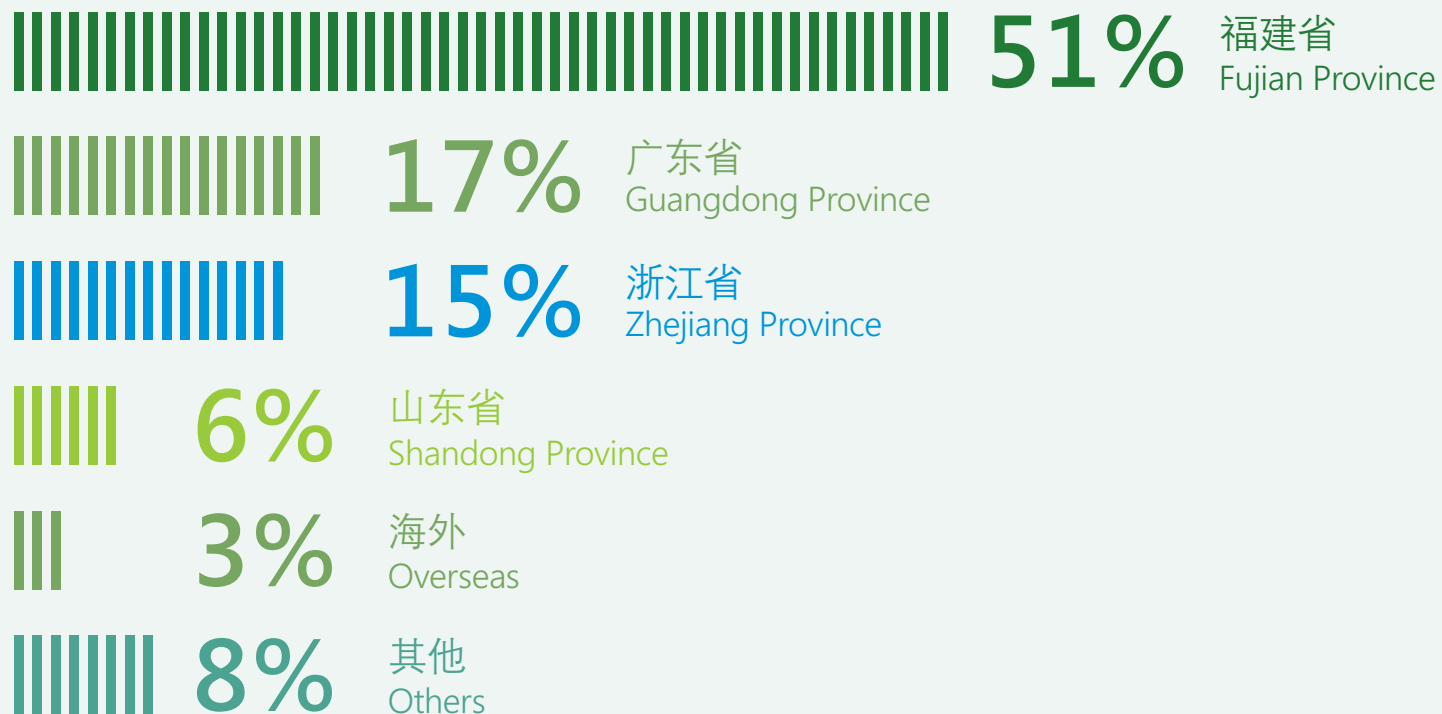


96% 展商表示下届继续参展

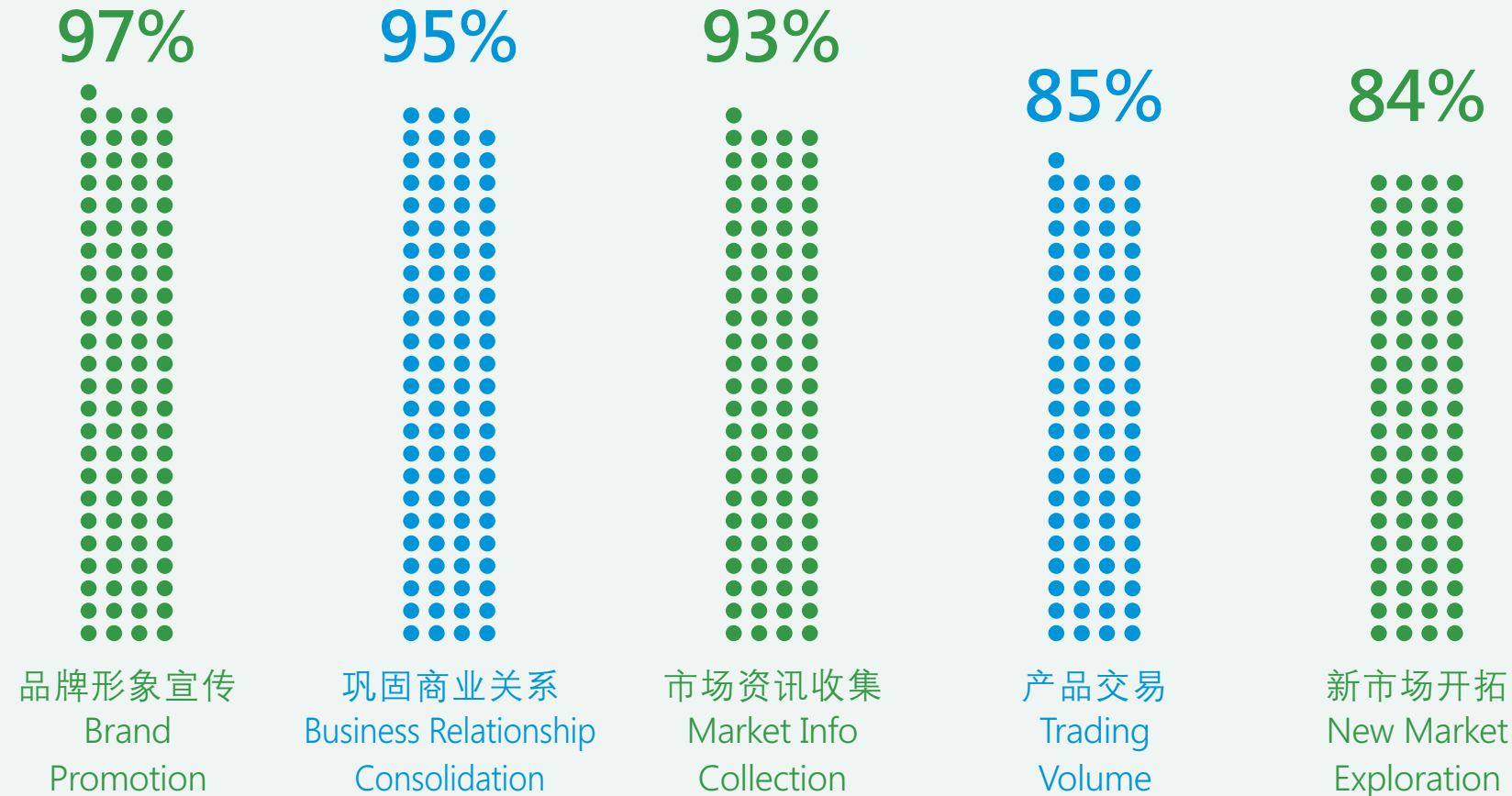
Exhibitors will participate in next session



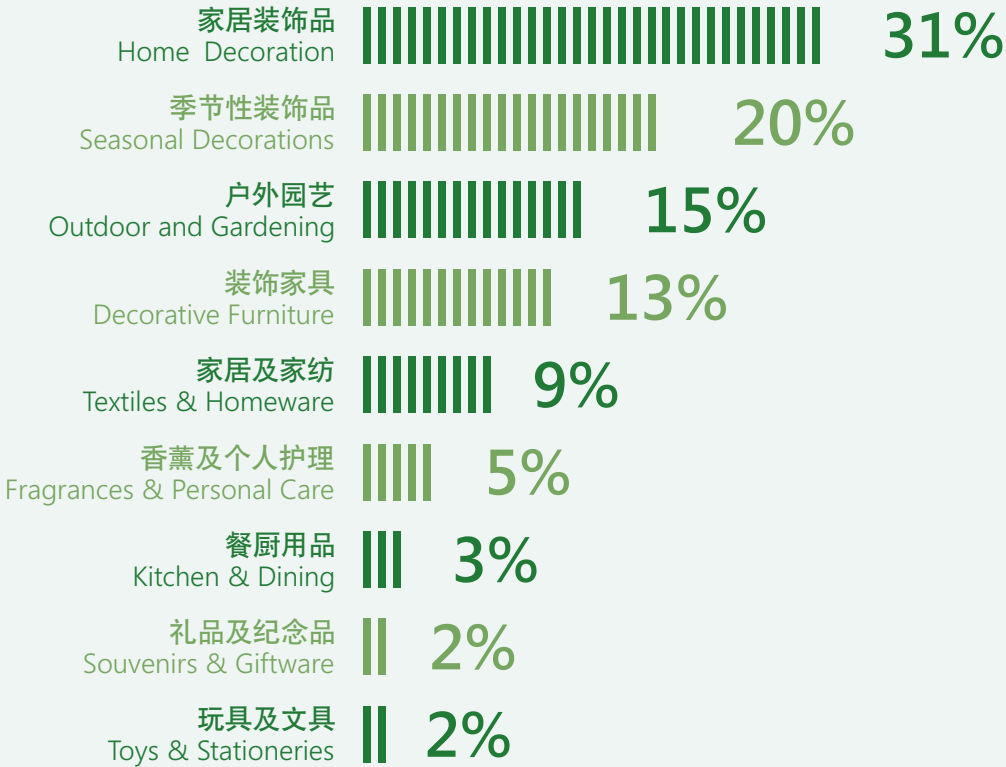
参展商地域构成 Exhibitors' Geographical Distribution



参展目的 Exhibitors' Objectives of Trade Fair Visit



产品类别构成 Product Category





买家评论 Buyer's Comment

法国今年的经济在缓慢回升，锦汉是我们每年必到的采购场所，感谢展会提供的优质服务，我们已将JINHAN FAIR视为挖掘优质供应商、拓展市场机遇的理想平台。

France enjoys a mild economic recovery this year, we always come to Jinhan Fair for sourcing. We want to thank the organizer for the quality services provided and we regard JINHAN FAIR as an ideal platform to find quality suppliers and explore new business opportunities.

Carlos CURTO
REVIMPORT S.A.S



展商评论 Exhibitor's Comment

JINHAN FAIR是我参加的众多展会中最显专业的，公司外贸方面成交基本来自于这里，这个平台也变成了这个行业的风向标和产业链各环节的精英荟萃，相信我们借助JINHAN FAIR的专业平台会把企业继续做专、做强！

JINHAN FAIR is the most professional trade show I've ever attended. Most of my company's success in foreign trade comes from here. As this platform is an industry benchmark that gathers elites from different sections, we are hoping to become much stronger and more professional with advantages brought by JINHAN FAIR.

泉州南洋 郑总
Mr. Zheng, Deputy General Manager
Quanzhou Nanyang Arts & Crafts Co., Ltd.





See You in Autumn 2018

21-27.10.2018 Guangzhou, China



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