

*Keep Business Alive*

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第42届广州(锦汉)家居用品及礼品展览会  
The 42<sup>nd</sup> Jinhan Fair for Home & Gifts

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**展后报告**  
POST SHOW REPORT

## 展会概览

### Overview

10月21日-27日，第42届锦汉家居用品及礼品展（JINHAN FAIR）正式在云端拉开帷幕。700家中国家居礼品及工艺品制造商“在线营业”、近10万潮流家居产品焕新上线，还有逾800场直播活动、近20场线上采购对接会以及专业论坛集中登场，打造惠及全球的云端贸易对接盛宴。



[i.jinhanfair.com](http://i.jinhanfair.com)



On October 21-27, the 42<sup>nd</sup> Jinhan Fair for Home & Gifts (JINHAN FAIR) duly kicked off online. 700 Chinese home gift and craft manufacturers attended the online fair and exhibited nearly 100,000 trendy home products. During the fair, more than 800 live-streams, nearly 20 online procurement matching meetings and professional forums were held, altogether negotiating businesses and benefiting the world.

展会概览  
Overview



116,603

线上网站访问次数  
Total Online Website Visits

同比增长  
Year-over-year  
Growth  35.8%



9.95

平均每次浏览页数  
Page Views per Visit

同比增长  
Year-over-year  
Growth  230%



8<sub>min</sub> 35<sub>s</sub>

平均会话时间  
Avg. Session Duration

同比增长  
Year-over-year  
Growth  66.7%



700 家  
展商  
Exhibitors



99,882  
共上传展品  
Exhibits Submitted



102  
来自国家及地区  
Countries/Regions

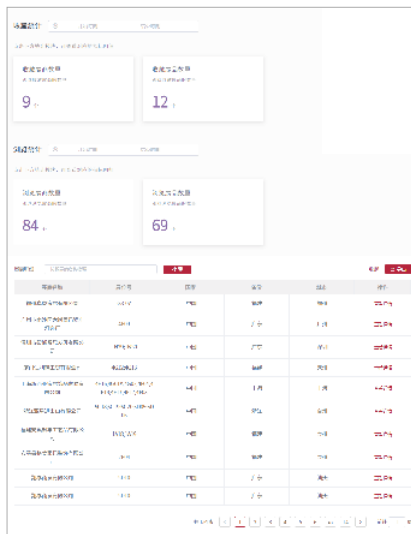


11,710  
买家  
Buyers' Attendance

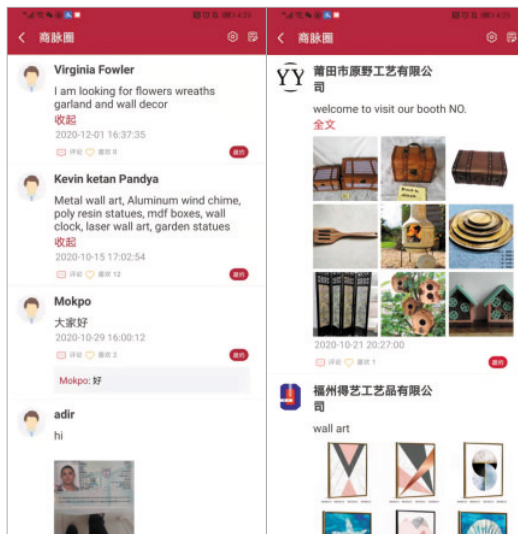


56%  
欧美买家  
European and  
American buyers

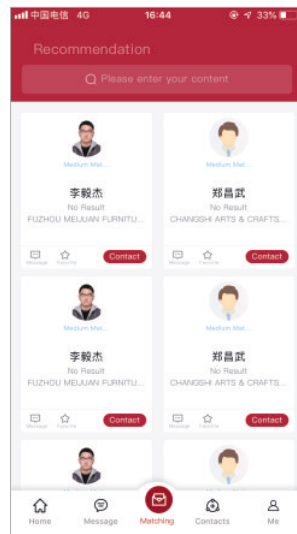
## 平台亮点 Highlights



数据看板  
Data Analyse



需求发布  
Request Posting



及时沟通  
Timely Communication



预约洽谈  
Appointment for Negotiation

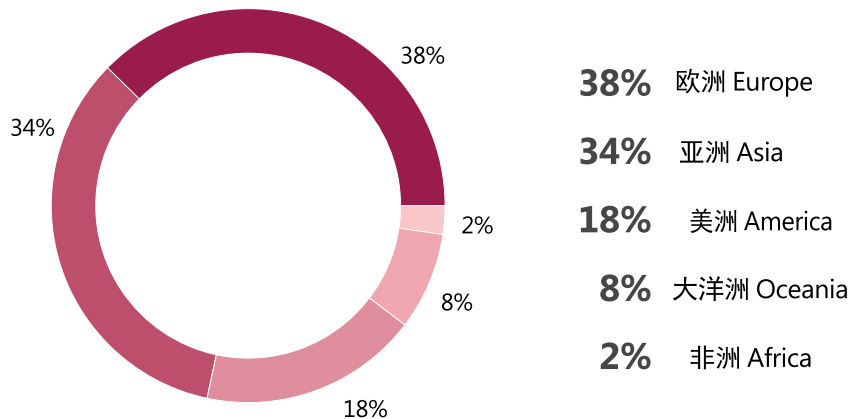
## 前十买家到访国家和地区

Top 10 Visiting Countries / Regions

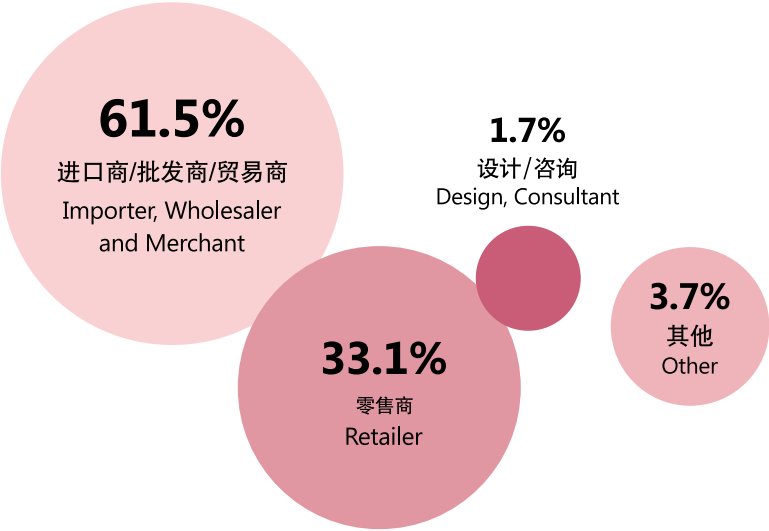


## 买家地域分布





















Buyers' Geographical Distribution



买家性质构成  
Buyers' Business Type



部分到访大买家  
Top Buyers

| 公司名称 Company  | 地区 Countries/Regions |
|---|----------------------|
|  The Christmas Tree Shops             | 美国 USA               |
|  QUETZALES                            | 比利时 Belgium          |
|  fleur ami GmbH                      | 德国 Germany           |
|  Posiwio GmbH & Co. Vertriebs KG     | 德国 Germany           |
|  TEDi GmbH & Co. KG                  | 德国 Germany           |
|  Duif International                  | 荷兰 the Netherlands   |
|  Giant Tiger Stores Limited           | 加拿大 Canada           |
|  The Brick Warehouse LP               | 加拿大 Canada           |
|  Kalalou                              | 美国 USA               |
|  Napa Home & Garden                  | 美国 USA               |
|  The Gerson Companies                 | 美国 USA               |
|  Borscompagniet AS                    | 挪威 Norway            |
|  andrea house                        | 西班牙 Spain            |
|  INART                               | 希腊 Greece            |
|  Bolzonella srl                       | 意大利 Italy            |
|  L'OCA NERA s.r.l.                   | 意大利 Italy            |
|  MASCAGNI CASA SRL                 | 意大利 Italy            |
|  Paben                             | 意大利 Italy            |
|  Premier Decorations Limited       | 英国 UK                |
|  MGB Metro Group Buying HK Limited | 香港 HK                |

买家浏览展品量前十  
Viewed Exhibits Top 10

| 展品名称 Exhibit   | 展商名称 Exhibitor   |
|--|--|
| 1 Tropical Charm Collection Home Decoration  | 中艺华甬进出口有限公司<br>China National Art&crafts Imp.& Exp. Huayong Corp   |
| 2 Table Lamp NL12150   | 潮州市锦星灯饰陶瓷制作厂有限公司<br>Jinxing Ceramic Lighting Manufacture Co., Ltd. |
| 3 树脂工艺品  | 厦门市新越工艺品有限公司<br>Xiamen Xinyue Arts & Crafts Factory                |
| 4 玻璃花瓶   | 大连金汇家居用品有限公司<br>Dalian Jinnee Housewares Co., Ltd.                 |
| 5 铁制烛台，墙壁装饰品，金属挂件，树脂工艺摆件，工艺风灯，装饰灯  | 台州市黄岩嘉利工艺品厂<br>Taizhou Huangyan Jiali Arts&crafts Factory          |
| 6 Christmas ornament Christmas hanging Christmas decors<br>Wooden christmas decoration | 温州天启进出口有限公司<br>Wenzhou Tianqi Imp. & Exp. Co., Ltd.                |
| 7 Wooden & Bamboo Lantern  | 福州鸿煌工艺品有限公司<br>Fuzhou Honghuang Arts & Crafts Co.,Ltd.             |
| 8 花  | 天津古瑞奇国际贸易有限公司<br>Tianjin Goodrich Trade Co.,ltd                    |
| 9 CHRISTMAS DECORATIONS  | 汕头市杰瑞工艺品有限公司<br>Jerry Gifts Design & Manufacture Co., Ltd.         |
| 10 墙壁装饰镜，铁制挂件，金属烛台，树脂工艺相框，树脂摆件   | 台州市黄岩嘉利工艺品厂<br>Taizhou Huangyan Jiali Arts&crafts Factory          |

# 买家收藏展品前十

Liked Exhibits Top 10

| 展品名称 Exhibit                                | 展商名称 Exhibitor   |
|---|--|
| 1 Natural Vintage Weaving Bamboo Lantern    | 福州鸿煌工艺品有限公司<br>Fuzhou Honghuang Arts & Crafts Co., Ltd.        |
| 2 Table lamp                                | 杭州鼎艺进出口有限公司<br>Hangzhou Topgift Imp.& Exp. Co., Ltd.           |
| 3 塑料盘                                       | 福州景健工艺品有限公司<br>Fuzhou Jingjian Arts & Crafts Co., Ltd.         |
| 4 竹编篮子                                      | 临沂市赢达工艺品有限公司<br>Linyi Yingda Handicrafts Co., Ltd.             |
| 5 Table Lamp                                | 潮州市丰达耀光家居有限公司<br>Chaozhou Fend Da Yao Guang Furniture Co., Ltd |
| 6 篮子  | 福州闽宏工艺品有限公司<br>Fuzhou Minhong Arts And Crafts Co., Ltd.        |
| 7 铁风灯                                       | 台州忆舟贸易有限公司<br>Taizhou Yizhou Trading Co., Ltd                  |
| 8 Cotton Rope and Maize Leaf Storage Basket | 山东立达进出口有限公司<br>Shandong Lida Import & Export Corp.             |
| 9 Wooden Box                                | 福州睿丹贸易有限公司<br>Fuzhou Ruidan Trading Co., Ltd.                  |
| 10 玻璃花瓶                                     | 大连金汇家居用品有限公司<br>Dalian Jinnee Housewares Co., Ltd.             |



最受欢迎展商直播前十  
Popular Exhibitors' Live Stream Top 10

| 直播名称 Livestream                                    | 展商名称 Exhibitor  |
|--|---|
| 1 新品推介   | 泉州轻艺股份有限公司<br>Quanzhou Qingyi Co., Ltd.                     |
| 2 2021 Autumn & Winter Collection of Idesigns      | 浙江旭日工贸有限公司<br>Zhejiang Risingsun Industry & Trade Co., Ltd. |
| 3 玻璃铁艺礼品   | 泉州市鲤辉家居用品有限公司<br>Quanzhou Levy Houseware Co., Ltd.          |
| 4 2020 Autumn & Winter -IDESIGNS                   | 浙江旭日工贸有限公司<br>Zhejiang Risingsun Industry & Trade Co., Ltd. |
| 5 金意2020秋季新品发布 油画                                  | 福州金意工艺品有限公司<br>Fuzhou Jinyi Arts & Crafts Co., Ltd.         |
| 6 2021 AUTUMN & WINTER-IDESIGNS                    | 浙江旭日工贸有限公司<br>Zhejiang Risingsun Industry & Trade Co., Ltd. |
| 7 2021 圣诞 SHOW                                     | 泉州市精致工艺玩具有限公司<br>Quanzhou Jingzhi Crafts & Toys Co., Ltd    |
| 8 2021 圣诞产品展示                                      | 泉州市精致工艺玩具有限公司<br>Quanzhou Jingzhi Crafts & Toys Co., Ltd    |
| 9 沈阳鑫万森直播间   | 沈阳鑫万森商贸有限公司<br>Shenyang New Vision Company Ltd.             |
| 10 Bohemia style/The palace of fashion and history | 上海恒企国际贸易有限公司<br>Shanghai Evergreen Co., Ltd.                |

最受欢迎展商前十  
Viewed Exhibitors Top 10

| 展商名称 Exhibitor   |
|--|
| 1 上海恒企国际贸易有限公司<br>Shanghai Evergreen Co., Ltd.                       |
| 2 潮州市锦星灯饰陶瓷制作厂有限公司<br>Jinxing Ceramic Lighting Manufacture Co., Ltd. |
| 3 闽侯闽兴编织品有限公司<br>Fujian Minhou Minxing Weaving Co., Ltd.             |
| 4 汕头市特维礼品有限公司<br>Shantou Tway Gifts Industrial Co., Ltd.             |
| 5 浙江旭日工贸有限公司<br>Risingsun Industry & Trade Co., Ltd.                 |
| 6 中艺华甬进出口有限公司<br>China National Art&crafts Imp. & Exp.huayong Corp   |
| 7 福州美之欣工艺品有限公司<br>Fuzhou Plan-it Home Decoration Co.,Ltd.            |
| 8 泉州以琳工艺有限公司<br>Hannah Grace Manufacturing Co., Ltd.                 |
| 9 福建省泉州德事利文创有限公司<br>Fujian Quanzhou Dsily Creative Co., Ltd.         |
| 10 泉州肯特礼品有限公司<br>Kenton Giftware Co., Ltd.                           |

## 买家证言

### Buyer Testimonials



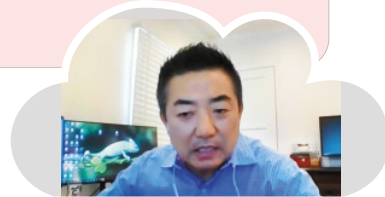
Mastercraft 采购团队  
Mastercraft Purchasing Team

本次在线视频会议，我们原目的是见见在Jinhan Fair的20多家老供应商，了解他们的态，也同步分享我们的近况，以维护好伙伴关系，参加Jinhan Fair online也让我们接洽了一批质量和对口度还不错的新供应商，期待后续进一步洽谈。

The videoconferencing was originally intended to maintain partnerships with over 20 existing vendors by sharing each other's latest developments. By joining online Jinhan Fair for Home & Gifts, we also came into contact with some new vendors, who can ensure product quality and cater to our needs, and we're looking forward to further negotiating with them.

我们主要采购家具和灯饰，本次参加采购会的主要是装饰品类供应商，需要再办一场面向家具和灯饰的。线上采购会效果不错，受疫情影响，这应该是目前最好的采购和对接方式，总比什么都不做要好。

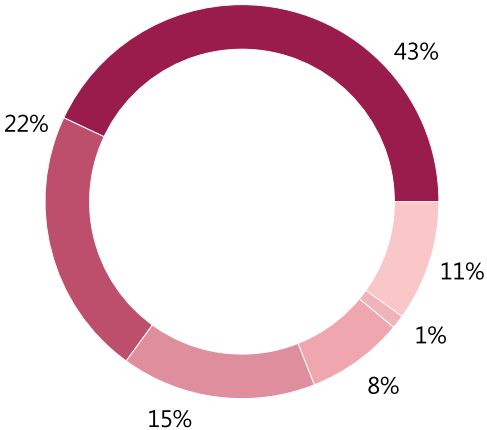
Our primary purpose (of joining the online fair) was to purchase furniture and lighting fixtures, but to our regret, decoration vendors predominated in the fair. We expect another fair focusing on furniture and lighting fixtures. The online fair worked pretty well. I mean, it has been the most ideal approach of purchasing and matching given the impact of the COVID-19. After all, it is better than nothing at all.



UMA 采购负责人 Namil  
Namil, Head of Purchasing at UMA

# 展商地域构成

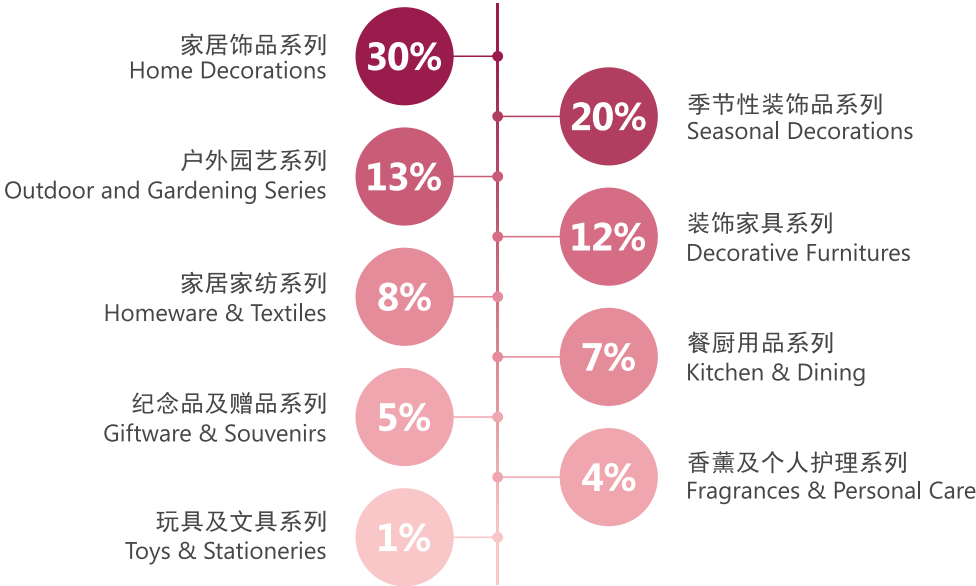
Exhibitors' Geographical Distribution



- 43% 福建 Fujian
- 22% 浙江 Zhejiang
- 15% 广东 Guangdong
- 8% 山东 Shandong
- 1% 港台 HK & Taiwan
- 11% 其它 Others

# 展品构成

Category



## 展商证言

### Exhibitor Testimonials



闽侯县华源工艺品有关负责人

Relevant person in charge of Huayuan Crafts in Minhou County

线上展会期间约有20家客户前来问询，包括欧、亚、南美洲等区域的进口、零售商新客户，目前公司订单充足，已排期到明年1月份。

During the online fair, about 20 customers reached us for inquiry, and some of them were new customers engaged in importing and retail from Europe, Asia, South America and elsewhere. Right now we have abundant orders scheduled till next January.

参加了本次线上展会的采购对接会，我们直接对接了来自欧美的买家，弥补了无法在展会现场见面的遗憾，充分发挥了线上展会的便利性。

During the purchasing matching meeting, we directly came into contact with buyers from Europe and America, which made up for the regret of not being able to meet in person at a physical fair and showed the convenience of the online fair.

汇益家居用品有关负责人

Relevant person in charge of Huiyi



## 商贸对接 Match-Making

JINHAN FAIR线上展会期间，17场线上对接会悉数登场，众多海外买家与国内优质供应商成功对接，展会平台的商贸对接功能依旧凸显。

Amidst the online Jinhan Fair for Home & Gifts, 17 online matching sessions were launched, facilitating connection between many overseas buyers and domestic high-quality vendors. Trade and commerce matching remained a prominent function of the fair.



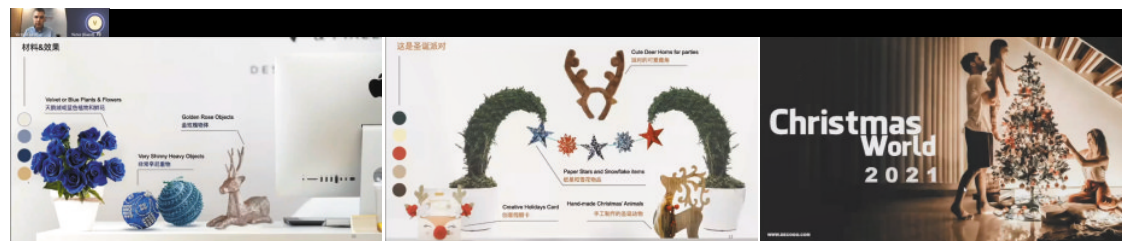
## 同期活动 Concurrent Events



**Victor** 高级设计师 Senior Designer

**2021-2022年秋冬国际家居设计趋势**

2021-2022 Autumn and Winter International Home Design Trends



**Jaap van Vrede Lenta** 全球采购总监 Global Purchasing Director

**后疫情时代，如何抓准市场的真正需求，实现业务突破**

In the post-epidemic era, how to meet the real needs of the market and achieve business breakthroughs



全网营销，吸引全球目光  
Web-wide marketing stole the limelight of the world

媒体关注  
Media Involved  
**200+**

垂直媒体广告集中展示  
Centralized Advertising  
**3,660K**

电话一对一邀约  
TMK Reached  
**16,086**



社媒曝光量  
Social Media Generated Impressions  
**2,253K**

谷歌展示次数  
Google Ads  
**1,297K**

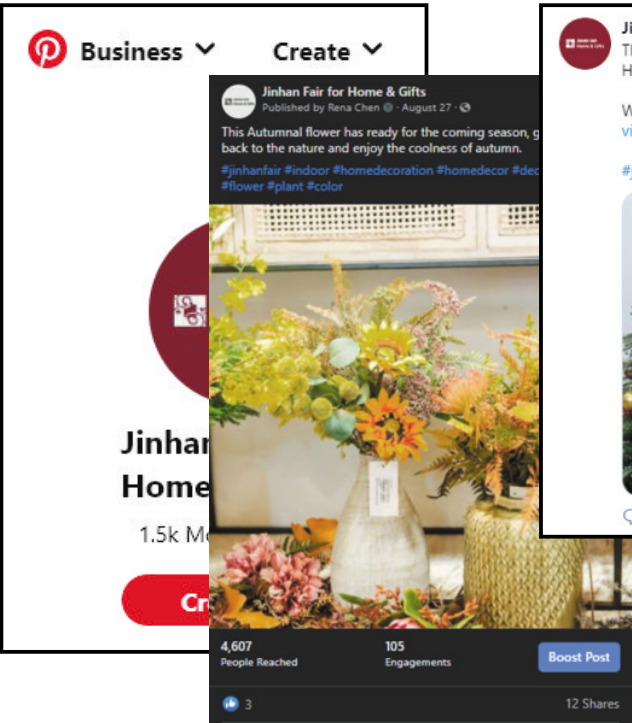
EDM精准触达  
EDM Reached  
**2,630K**



海外社媒全网营销收获大批流量，精准吸引潜在买家关注。

Oversea social media attracted publicity for the fair online, drawing the attention of potential buyers

 Jinhanfair

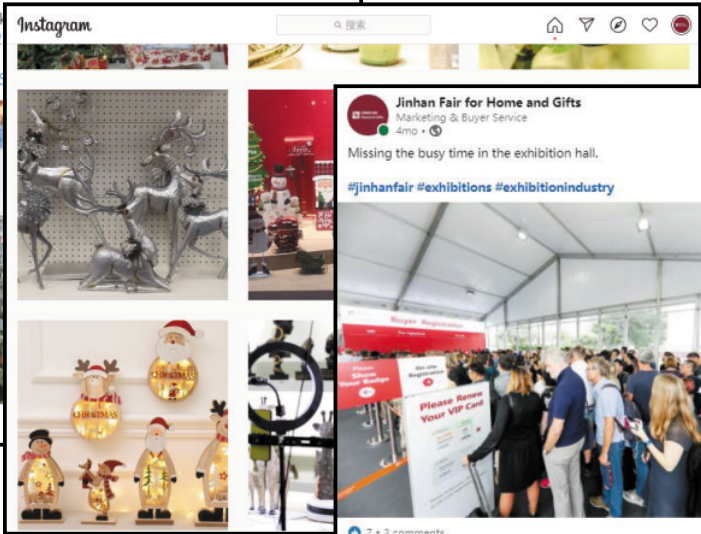


 Jinhanfairchina

 @jinhan\_fair



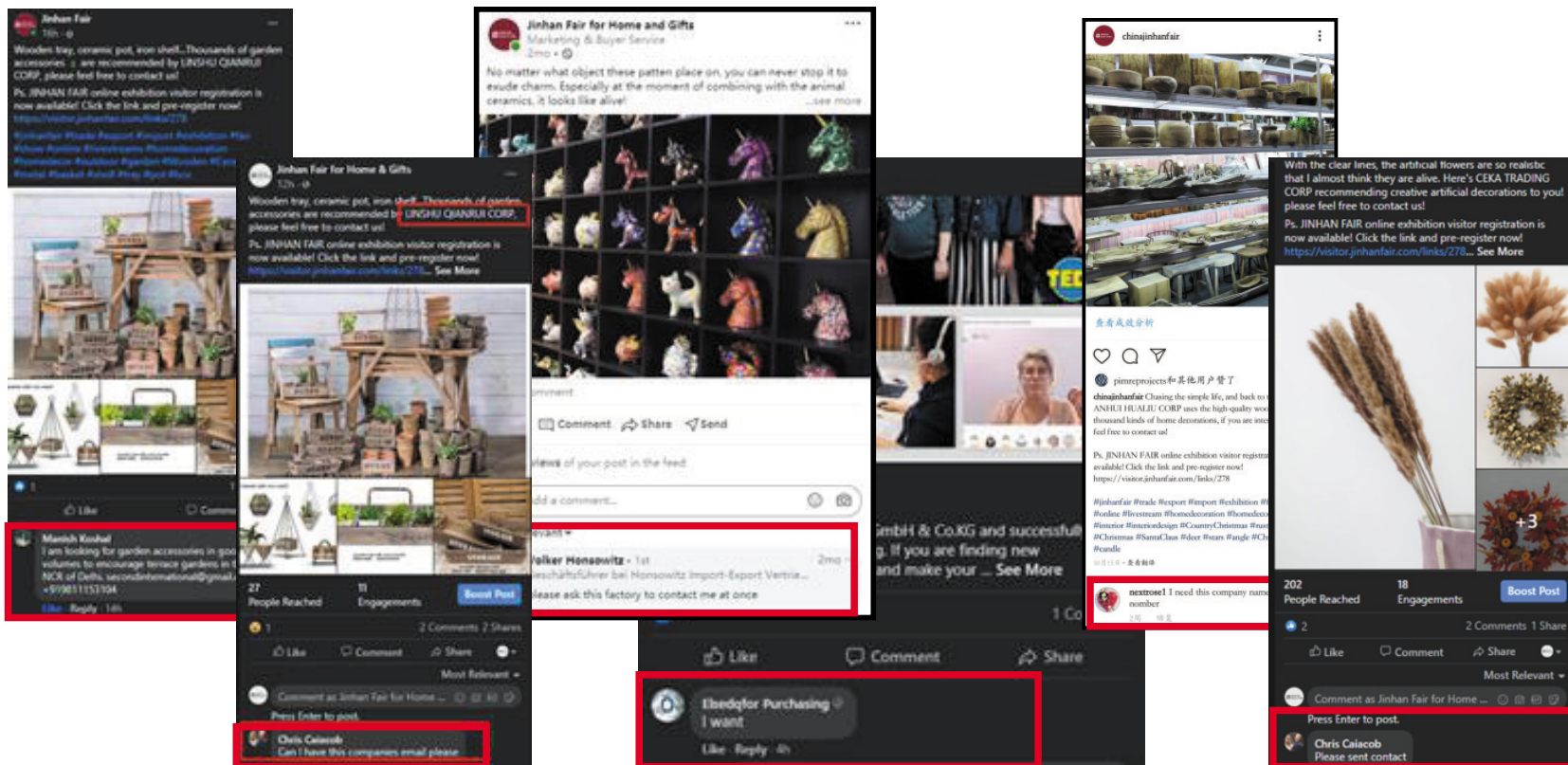
 chinajinhanfair



 Jinhan Fair



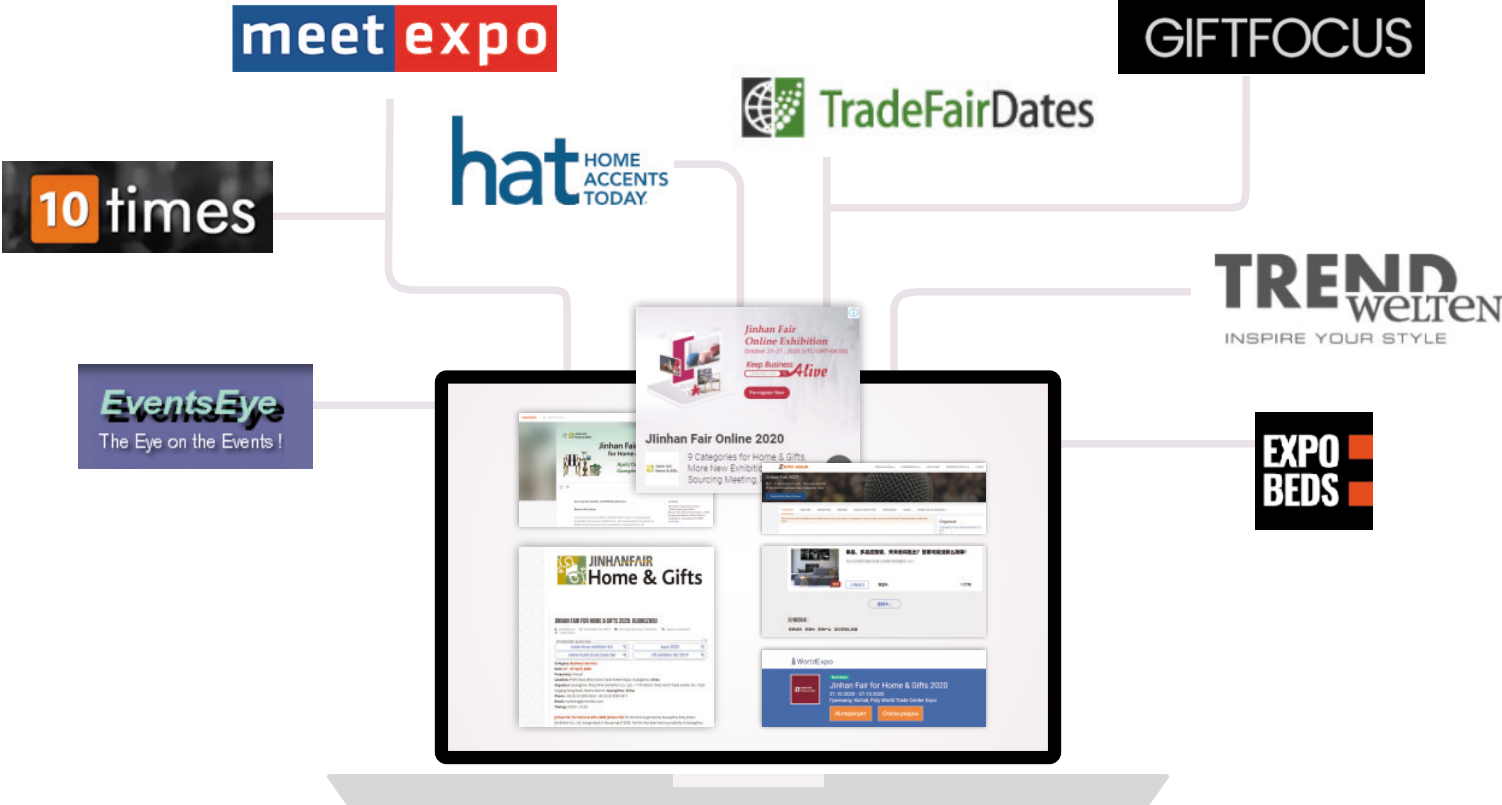
## 海外社媒运营带来买家询盘近100个 Overseas social media generated nearly 100 inquiries



主流媒体权威关注，打开全球传播窗户  
Heavyweight media communicated the event worldwide

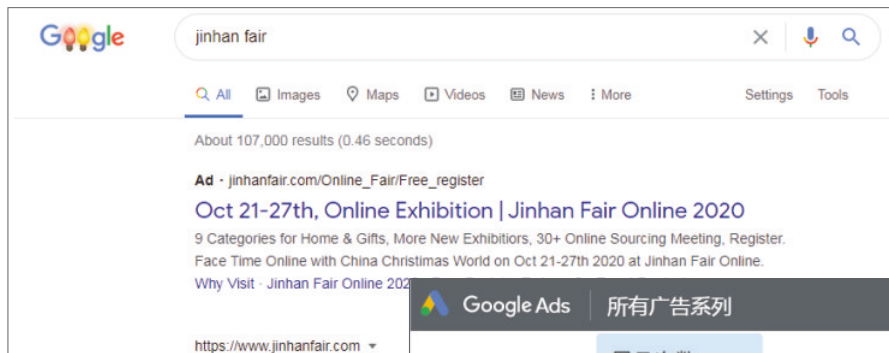


垂直媒体集中展示，聚焦目标市场人群  
Vertical media centered on target customers



## 百万谷歌广告展示，全面覆盖海外优质流量

Million times of Google ads generated quality traffic worldwide



30+ Online Sourcing Meeting

Jinhan Fair



30+ Online Sourcing Meeting, 3D floorplan, Engage in Live Streams of Products Releasing.

Open

Ad e 42nd Jinhan Fair

han Fair for Home & Gifts (Ji  
ort trade platform on the profes  
r page is not mobile-friendly.  
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For Visitor

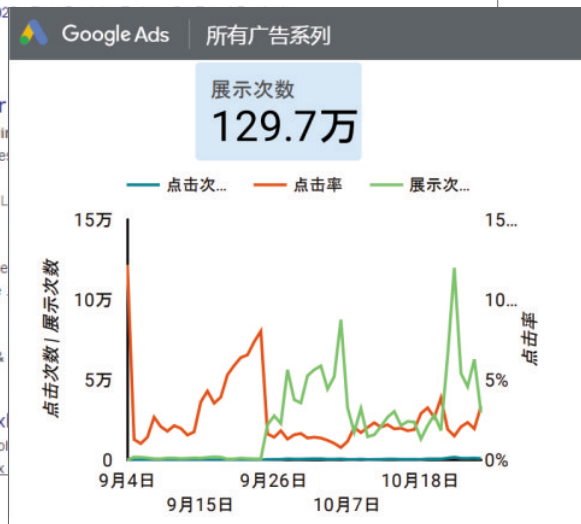
he 42nd Jinhan Fair for Home  
gifts. Venue Poly World Trade

Online Showroom

Online Showroom Exhibitors &  
products Full Text Search ...

Jinhan Fair Online Ex

The Organizer: Guangzhou Pol  
Jinhan Exhibition Co., Ltd. Fax:



## 关于保利展览

About 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。

Guangzhou Poly Jinhan Exhibition Co., Ltd. is a professional exhibition organizer originally incorporated in 2000 under Poly Developments and Holdings Group Co., Ltd. (Stock code: 600048). The company has grown into a global events-led brand and provides international platforms for exhibitions and communications, helping corporations expand their business opportunities in China and abroad.

*Keep Business Alive*

[i.jinhanfair.com](http://i.jinhanfair.com)



The 43<sup>rd</sup> Jinhan Fair  
for Home & Gifts

April 21-27, 2021

