



21-27.04.2015

广州·保利世贸博览馆

The 31st Jinhan Fair for Home & Gifts

Post Show Report

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The 31st Jinhan Fair for Home & Gifts was held in the Poly World Trade Center Expo in Guangzhou, from April 21 to 27, 2015. It enables global buyers to bring trendsetting home and gift items to the international marketplace.

800

Exhibitors

83,000 m²

Exhibition Area

51,129

Visitors

81% Exhibitors were satisfied with their participation

98% Exhibitors confirmed their participation in the next session

96% Buyers were satisfied with their sourcing trip

98% Buyers confirmed their participation in next sessions

New

Exhibition Zones

Outdoor Zone

10,000+ outdoor garden accessories, setting the trend of international design for the spring and summer seasons of 2016

Lighting Zone

5,000+ fashionable modern, traditional, festival lights, indoor and outdoor lighting

" This is our first time to attend JINHAN FAIR, and our latest products are exhibited in Lighting Zone (2+F). At the fair, we met a lot of professional buyers and made profitable deals with them. "



























































Ms Long, Export Manager
Foshan Sung Now Furnishings Co., Ltd.

" Over the past two years the fair has seen improved quality of the exhibits. To my surprise, Chinese companies are very responsive to market trends and their innovations are quite impressive. Here we can always find hot products that sell well in the short term. "

Zenon Musial, Director
Kolpol Lighting, Poland

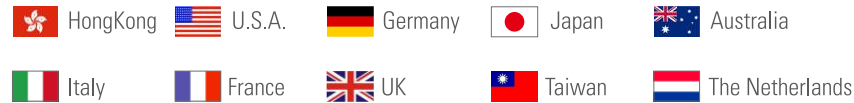


Global Top Buyers at the 31st Jinhan Fair

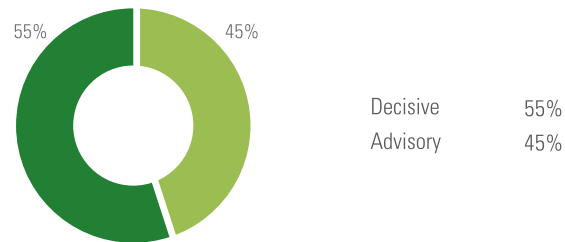
Company	Nationality	Rank
 B&M	 United Kingdom	the leading variety retailer in UK
 B&Q	 United Kingdom	the second largest DIY retail chain in Europe
 CENCOSUD	 Chile	the largest retailer in South America
 COOP AB	 Switzerland	the second largest business group in Swiss
 CREATIVE CO-OP	 USA	leading home improvement company in U.S.
 DANSK SUPERMARKED AS	 Denmark	the largest retailing enterprise in Denmark
 EL CORTE INGLES	 Spain	the largest chain department store in Spain
 FALABELLA	 Chile	Chile's second largest retailing group
 GIANT TIGER	 Canada	Canada's largest chain of discount stores
 HOBBY LOBBY	 USA	leading arts and crafts retailer in U.S.
 JUMBO SA	 Greece	Greece's largest toy retailer
 KARSTADT QUELLE	 Germany	Europe's largest post-retailing group
 KINGFISHER	 United Kingdom	Europe's largest home improvement chain store
 LI & FUNG	 HongKong	world-renowned sourcing giant
 MAXIMA GRUPE	 Lithuania	the largest Lithuanian capital company
 MIGROS	 Switzerland	the largest retailing group in Swiss
 NEXT	 United Kingdom	the largest clothing retailer in U.K.
 NITORI	 Japan	Japan's largest home improvement retailer
 PIER 1	 USA	the largest home improvement retailer in U.S.
 SAINSBURY'S	 United Kingdom	the third largest retailer in U.K.
 THE TJX COMPANIES	 USA	the largest off-price retailer in U.S.
 TRACTOR SUPPLY	 USA	leading U.S. retailer in home improvement & agriculture
 TUESDAY MORNING	 USA	America's leading upscale discount retailer
 VILLEROY & BOCH	 Germany	world's high-end brand of ceramics and bathroom improvement
 WOOLWORTHS	 Australia	the largest retailer in Australia
 XXXLUTZ GMBH	 Austria	the largest home improvement retailer in Austria
 ZARA HOME	 Spain	world-leading fashion brand
 AMAZON	 USA	America's largest Internet-based retailer
 LG DISPLAY	 Korea	world's famous brand of consumer electronics

Buyers

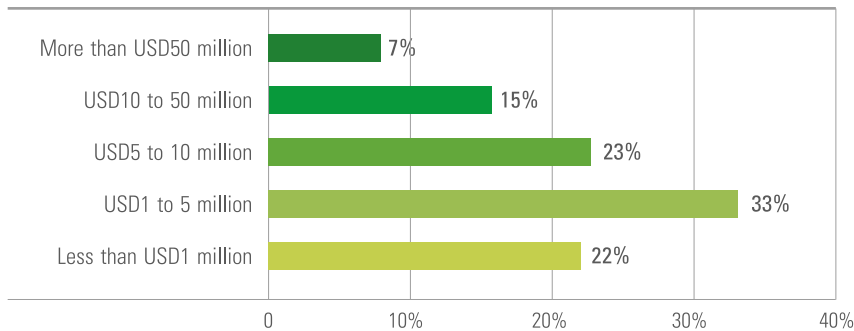
Top 10 Buyers' Countries / Regions



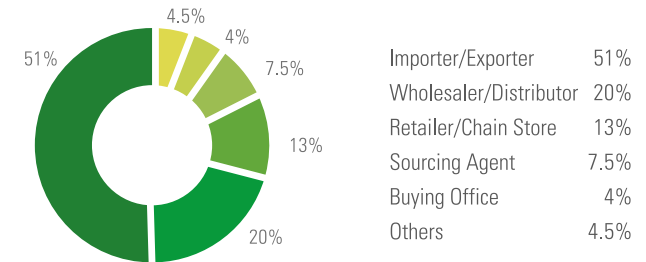
Buyers' Power of Decision-making in Procurement



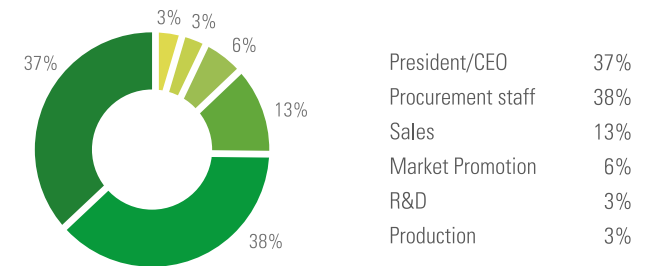
Buyers' Business Turnover



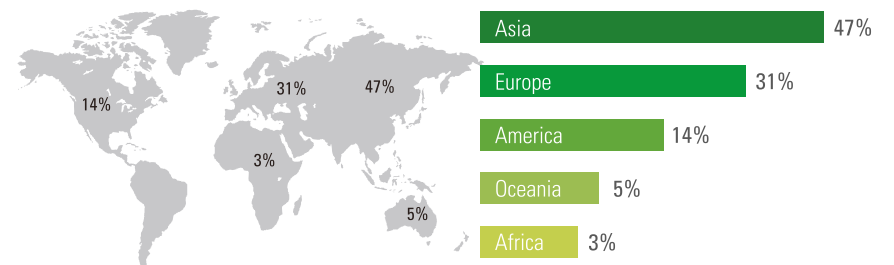
Buyers' Business Nature



Responsibility



Buyers' Geographical Distribution



What Our Buyers Said

“ JINHAN FAIR is my favorite fair, because I can have face-to-face discussions with our suppliers, and appreciate their new products, colors, and material application ideas. I think it is the most popular fair in China, second to none. ”

Torsten Kopplin, Procurement Department
Impressionen Versand GMBH, Germany

“ As international clients have gained momentum of growth, our procurement business is on the rise. The market is better than expected. This time we send six teams to help our clients choose products from six product lines. ”

Xiong Hualin, Director
HongKong Bang Cheng Sourcing, Sourcing Agent of Pier 1, USA

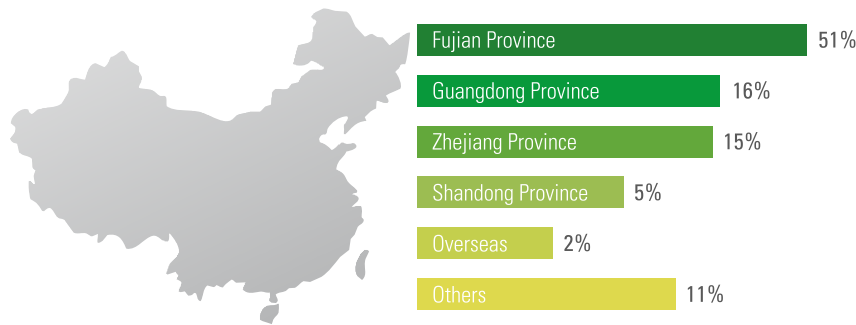
“ Compared with other fairs, JINHAN FAIR is the most impressive in that it showcases fashionable trends, inspiring innovations and credible product quality. ”

Tom Mirabile, Consumer Trend Forecaster
Pantone, USA



Exhibitors

Exhibitors' Geographical Distribution



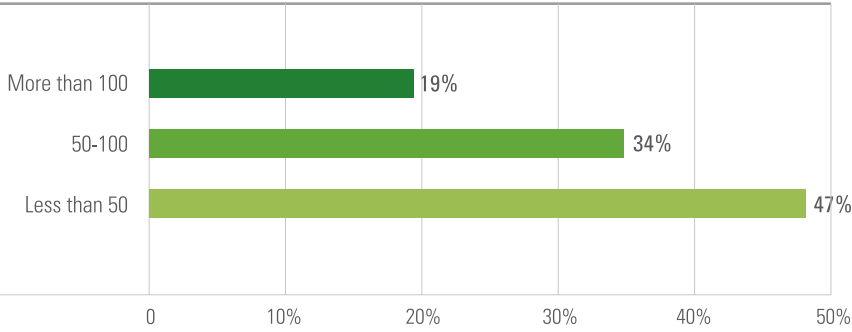
Exhibitor's Participation Objectives



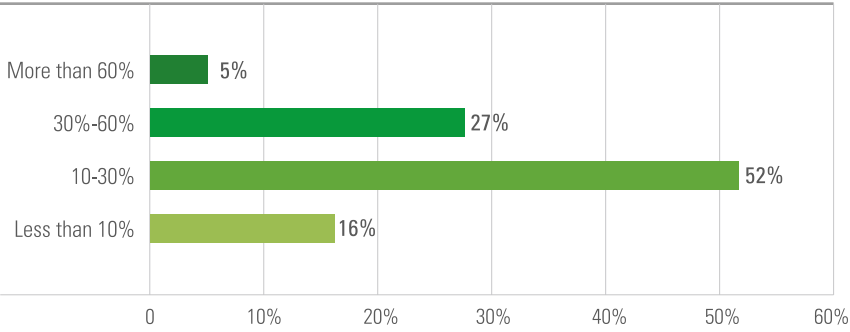
Product Category



Number of Buyers Received by Exhibitors



Proportion of New Buyers Received by Exhibitors





What Our Exhibitors Said

“ We have grown with JINHAN FAIR for 15 years, and we feel it is becoming stronger and stronger. It has evolved from an ordinary exhibition to a one-stop trade platform that provides ample resources for the exhibitors. The new buyers at each fair never cease to amaze us with their quantity and quality. Jinhan's value-added services inform us of the latest trends in the market, and provide an opportunity for us to network with big buyers. Despite the ups and downs of the market, we believe that tomorrow will be better thanks to the support of JINHAN FAIR and its teams. ”

Alan Zheng, Vice General Manager
QuanZhou NanYang Arts & Crafts Co., Ltd.

“ The 31st JINHAN FAIR has delivered impressive results. We had up to 450 buyers, a figure slightly higher than last fair's. And this year we have more meaningful market feedbacks. Important clients chose more samples and had stronger intention of order. We also met many prospective clients. We are more confident in our performance this year after the fair. ”

Peter Lin, General Manager
Fuzhou Homebroad Arts & Crafts Co., Ltd.

“ Our company specializes in the production and export of glassware, with an annual export value of more than 5 million US dollars. To further expand the European market, we joined JINHAN FAIR. Visitors were much more than expected, and the buyers were more willing to buy, of whom new customers accounted for about a half. ”

Liu Jian, President
Beijing Yonglin Glassware Co., Ltd.

Events

As part of the fair, two lectures were organized for the exhibitors from April 23 to 24, offering much dynamism to the event. More than 200 participants engaged in heated discussions about the trends of the European market and the art of visual display, and JINHAN FAIR is committed to sharing the latest business news and trends with the exhibitors to support their growth.

Sourcing Trends of Europe Market


Speaker: Georges Lustig
Du Bout Du Monde, Founder & CEO

 Audience satisfaction: 80%

“ Chinese companies should always be curious about new trends of products and dedicated to R&D while sticking to their own style. ”

Better Display, Better Marketing

Speaker: Olga Sismanidou
Co-founder and Director of Miracles Visual Experiments Co., Ltd.

 Audience satisfaction: 88%

“ The art of display is an important means by which the companies appeal to the customers and increase sales. The trends of future display art include minimalism, art, fantasy and icons ”





JINHAN FAIR
Home & Gifts

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21-27.10.2015

Poly World Trade Center Expo
Guangzhou, China

One-stop Sourcing Fair with
800 Manufacturers

Home Decoration / Outdoor & Garden
Decorative Furniture / Seasonal Decoration
Gifts / Household Items

www.jinhanfair.com

