



The 32<sup>nd</sup> Jinhan Fair for Home & Gifts was held in the Poly World Trade Center Expo in Guangzhou, from October 21 to 27, 2015. The number of regular buyers attending the fair remained stable and nearly 200 global top buyers came on schedule.

Visitors  
50,000

Exhibition Area  
83,000 m<sup>2</sup>

Exhibitors  
800

96% Buyers were satisfied with their sourcing trip

80% Exhibitors were satisfied with their participation

99% Buyers confirmed their participation in next sessions

98% Exhibitors confirmed their participation in the next session

## Featured Exhibition Zones



**LIGHTING ZONE** | 5000+ fashionable modern, traditional, festival lights, indoor and outdoor lighting

"JINHAN FAIR plays a very important role in my China sourcing. I can find products with reasonable price and the latest trends of home decoration here."

Mr. Tanja Riedel,  
Riffelmacher + Weinberger, Germany

"We have participated in all home decoration fairs both home and abroad, and we eventually decide to choose JINHAN FAIR, as it offers the most considerate services and the right buyers to us."

Manager, Zhongshan Guzhen Cavell Lighting Factory



**OUTDOOR ZONE** | 10000+ outdoor garden accessories, setting the trend of international design for 2016

## Global Top Buyers at the 32<sup>nd</sup> Jinhan Fair

Company	Nationality	Rank
B&M	United Kingdom	The leading variety retailer in United Kingdom
Best Buy	USA	The world's largest home appliance retail group
Cencosud	Chile	The largest retailer in South America
COACH HOUSE	United Kingdom	The largest home & gifts wholesaler in U.K.
El Corte Ingles	Spain	The largest chain department store in Spain
EMKE Group	UAE	Global retailer 250
Falabella	Chile	Chile's second largest retailing group
Hallmark Cards	USA	The largest greeting card firm in the U.S.
Hobby Lobby	USA	Leading arts and crafts retailer in the U.S.
JCPenney	USA	America's large chain department store
Jumbo S.A.	Greece	Greece's largest toy retailer
Kingfisher	United Kingdom	Europe's largest home improvement chain store
Kirkland's	USA	America's leading home decoration retailer
LI & FUNG	Hongkong	World-renowned sourcing giant
Land Mark Group	UAE	One of the largest retailers in the Middle East
Michel Toys	Germany	Germany's leading toys & gifts wholesaler
Migros	Switzerland	The largest retailing group in Swiss
Next	United Kingdom	The largest clothing retailer in U.K.
Out of the blue	Germany	Leading gifts wholesaler in Germany
Pier 1 Imports	USA	The largest home improvement in U.S.
Robinson	Thailand	Thailand's large comprehensive department store
Sainsbury's	United Kingdom	Third largest retailer in United Kingdom
Sinokol C&D	India	Well-known household items importer in India
Tammer-Tukku	Finland	One of the largest consumer goods traders in northern Europe
Tedi	Germany	Leading home decoration retailer in Germany
The TJX Companies	USA	The largest off-price retailer in the 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
XXXLUTZ	Austria	The largest home improvement retailer in Austria
ZARA HOME	Spain	World-leading fashion brand

## What Our Buyers Said

"JINHAN FAIR is the best fair I have ever been. It's forgettable to do business here!"

Mr. Pietro Bolzonella,  
Bolzonella Srl., Italy

"We purchase products every year at JINHAN FAIR. Each time we could find out new ideas which are really helpful for our sourcing decision."

Mr. Takashi Hatae,  
Emukai Takashi Shoten Co., Ltd., Japan



"We always come to JINHAN FAIR to source Christmas and home decoration items. What surprised us most is that the fair provides much opportunities to discover new items and new ideas."

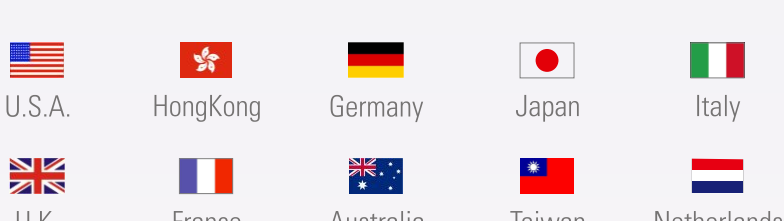
Mr. S.A.Khan,  
Amousa Group, Hongkong



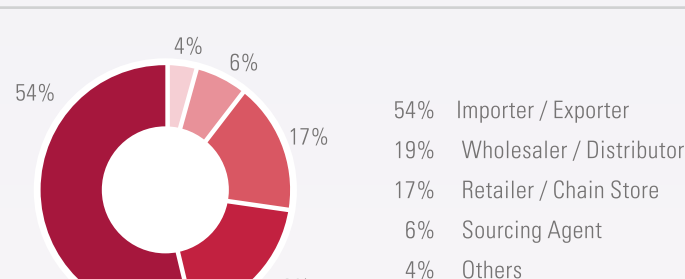
"Our preferred product is home decoration for European market. We have more than 20 suppliers in JINHAN FAIR that give us different choices and improvements of sourcing items."

Mr. Signes Mulet Emilio,  
Signes Grimalt S.A., Spain

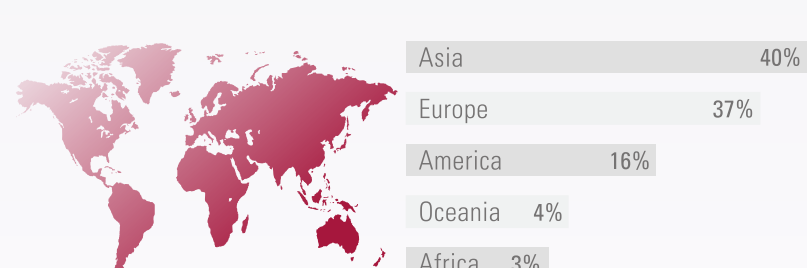
## Top 10 Buyers' Countries / Regions



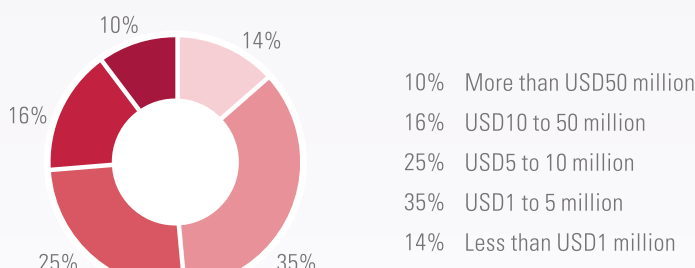
## Buyers' Business Nature



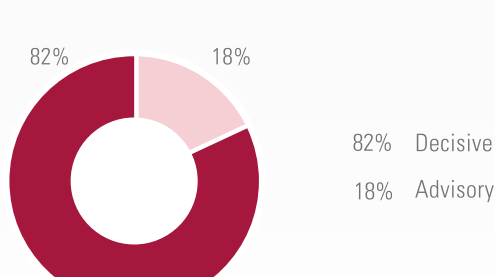
## Buyers' Geographical Distribution



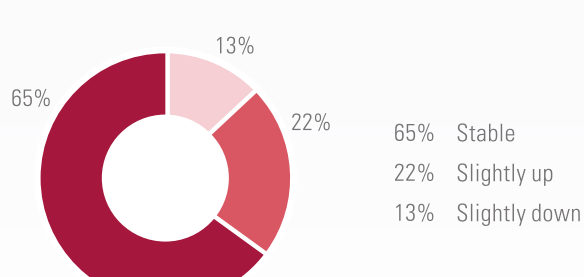
## Buyers' Business Turnover



## Buyers' Role of Decision-making in Procurement



## Buyers' Purchase Price Trend



## What Our Exhibitors Said



"The macro environment is not so encouraging, but we still strengthen our R&D efforts, optimize our exhibits and window display. We also work hard to create more stories and themes for our products. As a result, we receive favorable feedbacks from our buyers. Thanks to the support of JINHAN FAIR, we expect to celebrate positive growth this year despite the adverse situation."

Aaron Zhang, General Manager  
Xiamen Kims Import & Export Co., Ltd.



"All of our patrons come to visit us at this fair, including four purchasing teams from Hobby Lobby. We can retain these big buyers mainly thanks to our focus on product research and development as well as customer services. We expect to see business growth this year."

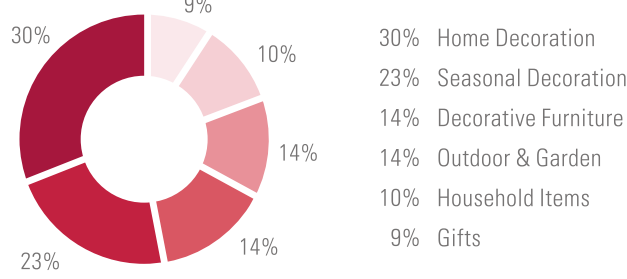
Peter Lin, General Manager  
Fuzhou Homebroad Arts & Crafts Co., Ltd.



## Exhibitors' Geographical Distribution



## Product Category



## Exhibitor's Participation Objectives



87%  
Business Relationship Consolidation



86%  
Brand Promotion



80%  
Market Info Collection



76%  
New Market Exploration



75%  
Trading Volume