

VNU Exhibitions Asia

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On behalf of Hannover Milano Fairs Shanghai Ltd.

DOMOTEX asia/*CHINA*FLOOR

Asia's Hub for Flooring

24-26 March, 2020 - 22nd Edition
Shanghai-China

domotexasiachinafloor.com

DOMOTEX events worldwide



2019 Exhibition Figures

DOMOTEX asia/*CHINAFLOOR* is the leading flooring exhibition in the Asia Pacific region and the second largest flooring show worldwide. As part of the DOMOTEX trade event portfolio, the 21st edition solidified itself as the main business platform for the global flooring industry in Asia.

Exhibitors

1,579

Total Exhibitors

301

International Exhibitors

1,278

Domestic Exhibitors

36

Countries & Regions

Visitors

66,875

Total Visitors

51,783

Domestic Visitors

15,092

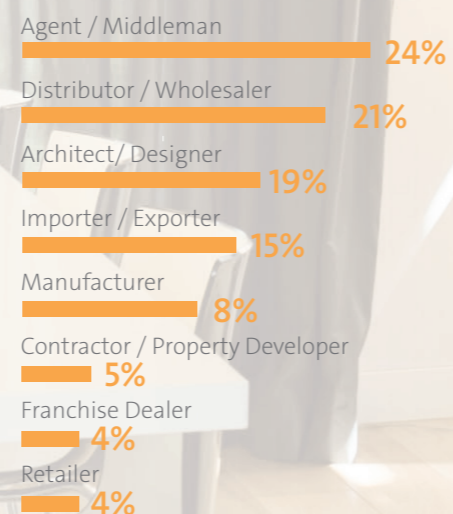
International Visitors

107

Countries & Regions



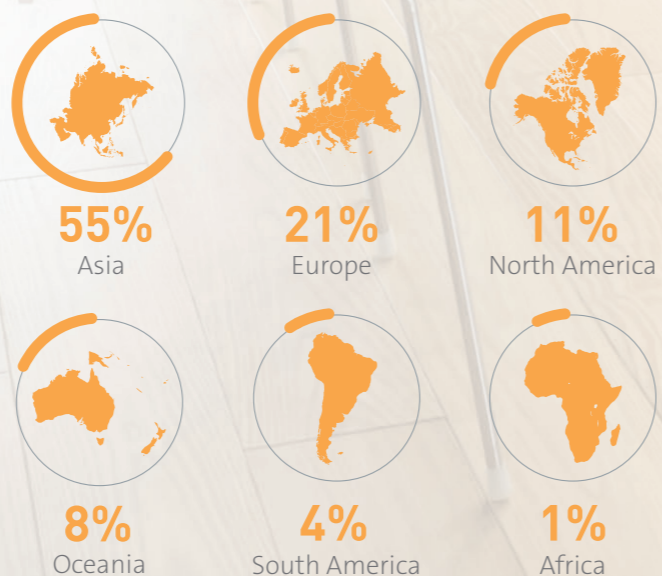
Visitor Profiles



10 National Pavilions



International Audiences





DOMOTEX asia/CHINAFLOOR located in the heart of the Asia Pacific region offers a great opportunity to expand your presence in the emerging Asian markets and find new clients from all over the world. The show promotes and stimulates trade between exhibitors and visitors, meeting the needs of domestic and foreign exhibitors and buyers.



Some of the 2020 Participating Brands



Exhibitor Testimonials

Todd Jarvis
Global Marketing Director
Xiao's Carpet (China) Co., Ltd.

We are very satisfied with our first time participation in DOMOTEX asia/CHINAFLOOR exhibition. We were able to show our products to customers from all over the world. During the show days, not only we met Asian customers, but also some important companies from Europe and the USA.

Bu Liyuan
General Manage
Jiashan Bohua Cashmere Industry Co., Ltd.

In my experience, DOMOTEX asia/CHINAFLOOR is a comprehensive flooring exhibition. We use the platform to enhance our brand image and let more people know about our products. I hope that our products will reach a new level in 2020 through DOMOTEX asia/CHINAFLOOR.

Yu Zhongyan
General Manager, Asia Pacific
Armstrong (China) Investment Co., Ltd.:

Armstrong has participated in DOMOTEX asia/CHINAFLOOR 13 years. From the company's point of view, through this platform, we have gained the attention of many customers and won the respect of the industry and commercial success. We will continue to work with DOMOTEX asia/CHINAFLOOR to open up the market.

Why Exhibit?



Catalyze your Business Development to an audience of 66,000+ visitors (25% international)



Launch your products at the highlighted InnovAction Flooring Campaign pavilions



Gain global exposure from more than 40+ international media partners



Meet famous architects and interior designers at the educational forums and conferences

Why Visit?



1 Increase your business network with over 1,579 exhibiting companies and concurrent conferences



2 Witness the innovation of 2020 at the InnovAction Flooring Campaign



3 Apply for VIP Business Delegations to increase opportunities for market-entry and purchasing in China



4 Discover new trends at concurrents events and programs, such as MaterialDistrict, Luxury Brands Carpet Show and the Sport Flooring Experience Area.

Networking Opportunities, Forums and Summits

MaterialDistrict Expo

The famous European exhibition that brings unique and innovative ideas on materials used in flooring. An inspiration area for designers and producers alike.

World Flooring Forum

Organized in collaboration with China National Forest Products, the forum combines a global market overview. More than 400 top leaders from the biggest Chinese manufacturers and global distributors discuss market trends, technology innovations, material applications, distribution channels and branding.

Floor Heating Summit

Drive the high-quality development of the industry, exchange dialogues with the large-scale solid wood flooring industry, deepen the new changes in the field, and explore the development trend of the industry.

Delegations

Each year DOMOTEX asia/CHINA FLOOR organizes overseas buyer's delegations to participate in the show, with a fully customizable agenda including booth tours, networking events and workshops.

Hosted Buyers Program

A dedicated program bringing together buyers and decision makers from all around the world and provide them with valuable networking opportunities with the exhibitors from DOMOTEX asia/CHINA FLOOR.





High-End Events



Product Categories and Highlights

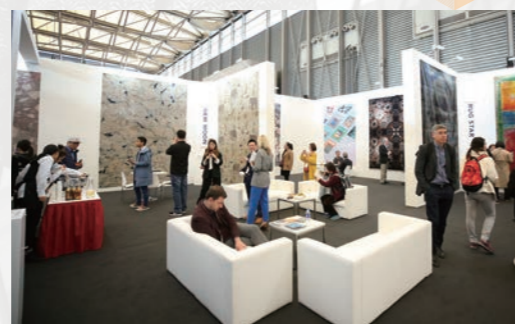


Chinese Original Carpet Design Show

The first and only carpet design event for young Chinese talents starts with an online competition, following by onsite display with a professional jury and prizes to the best carpets.

Luxury Brands Carpet Show

The Luxury Brands curated rug exhibition, organized in collaboration with Cover Magazine brings some of the most sought-after international high-end carpet design brands to Shanghai. The display has proved to be a major success with visitors and exhibitors over the last three years.



InnovAction Campaign

An ideal platform for launching new products and commencing a journey in the flooring industry. Mixing new design trends, latest materials and newest technologies to create flooring goods.



Carpet

- Hall W5 houses carpets for residential use and promotes carpet as a driving force in interior design.
- A debut of “Treasure of Orient” carpet area – a special area featuring oriental carpets and rugs, and the show's first B2C hub.

FloorTech

- E5 showcases intelligent manufacturing solutions and presents options for the future.
- PVC floor color film, decorative paper and paint lead the floor color design in E6 surface decoration materials pavilion.

Wood Flooring

- The highlighted product category is solid wood for ground heating systems. The category is taking over the entire E3 hall showing new technologies, new designs and new products in floor heating.
- An important addition to E4 hall is outdoor flooring area, showcasing waterproof, fireproof and wear-resistant new generation laminate flooring.

Resilient

- Release the SPC flooring industry white paper.
- N2 becomes an “Inspiration Hall”, housing InnovAction area and design forum, where famous interior designers educate the audience on using resilient flooring in interior.
- E7 exhibits sports flooring area and contributes to the industry development.

Participation Options

BOOTH OPTIONS	PRICE
Raw space 12-120 m ²	1,875RMB/m ²
Additional raw space above 120 m ²	1,500RMB/m ²
Corner fee	3,000RMB/corner

STANDARD SHELL SCHEME BOOTH PACKAGE RMB 160/m²



UPGRADED SHELL SCHEME BOOTH PACKAGE RMB 350/m²



W1-W5 Carpet

Carpet Tiles
Woven Carpets & Mats (Machine-made)
Fibers & Yarns & Raw Material Of Carpet
Carpet Production & Cleaning & Maintenance Technology
Carpets & Area Rugs (Hand Made)

E1-E4 Wood Flooring

Solid Wood Flooring
Engineered Wood Flooring
Laminated Flooring
Cork Flooring
Bamboo Flooring
Floor Heating

E5-E6 FLOORTECH asia

Floor Laying Skills & Cleaning & Maintenance Technologies
Floor Machinery & Parts
Wood Supply
Resilient Flooring Technologies

E6-E7 & N2-N5 Resilient Flooring

Resilient Flooring
Sports Flooring
Special Flooring
Industrial & Business Flooring
Stone Plastic Composites Flooring
Wood Plastic Composites Flooring

