

CHE CHINA
HOSPITALITY
EXPO
中国酒店业博览会

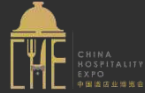
May 29 - 31, 2019

CHINA IMPORT AND EXPORT FAIR COMPLEX

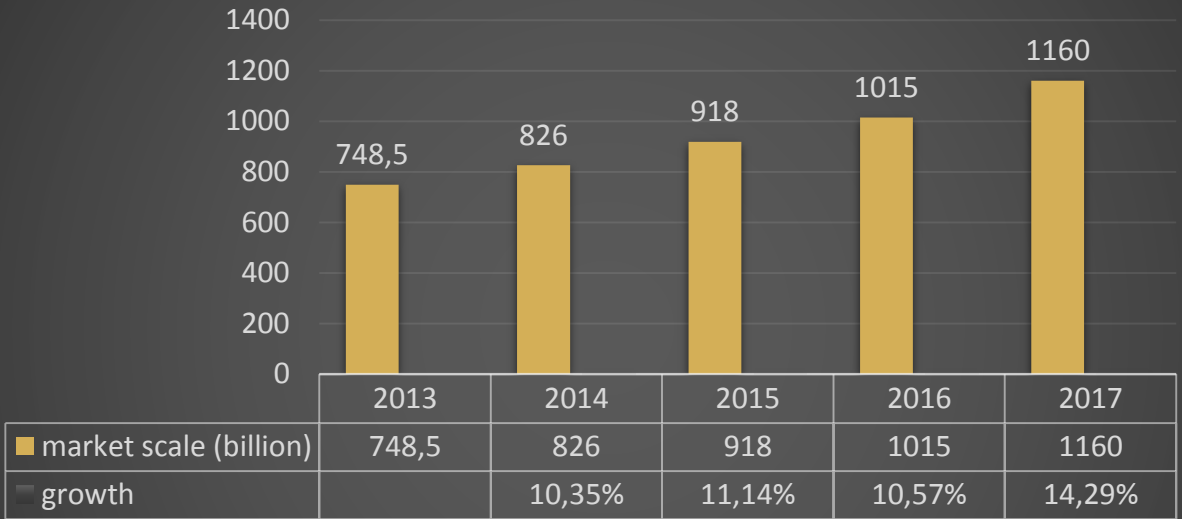
CHINA HOSPITALITY EXPO



Rapid Growth of the Hotel Supplies Market in China



2013-2017 China Hotel Supplies Market Size and Growth Rate



Data Extracted from www.qianinfo.com

China's hotel supplies market size is about RMB 1.16 trillion (USD 167 billion) in 2017.

A growth of about 55% from 2013!

Value Proposition

China Hospitality Expo (CHE) is a major sourcing and networking event in Guangzhou, which is the base for hotel suppliers and one of the fastest growing cities in China.

The event not only provides a total solutions platform but also connects suppliers with hoteliers and distributors in the hospitality industry.

The onsite business-conductive program consists of a series of conferences, competitions, product demonstrations and business match-making activities. This enables exhibitors to meet targeted buyers and potential partners effectively and the best way to maximize their brand exposure and expand market share.

Exhibit Profiles



Catering Equipment



Tableware



Textiles



IT Security & Hotel Intelligence



Hotel Clean Supplies



Business Solutions



Interior Design & Gardening



Fitness & Leisure/ Others



Food & Food Services



Appliance Amenities

Organizers with Strong Industry Support

CHE is an exhibition strongly supported by nearly 100 hotel supplies chambers of commerce and associations, hotel associations, catering associations, and kitchenware chambers of commerce and associations.



A national social organization about hotel supplies
It now has more than 10,000 members



A membership organization in the national wide
kitchen industry and related industries.
A bridge between business groups in the industry.



Global professional exhibition and conference organizer
Known for enhancing exhibitors' return on investment
through strong digital tools



Founded in 1998, the company is known as the
leader of China's hotel supplies industry.
Own "Xinji Shaxi Hotel Supplies Center" and other
influential brand projects.



Visitor Profiles

- Hotels / Resorts
- Restaurants / Cafes / Baking shops
- Bars / Entertainment places
- Interior design companies
- Architecture designers
- Dealers / Agents
- Import / export purchasers
- Manufacturers
- Consulting companies
- Government authorities / associations /
media / scientific research institutes
- Other hotels, catering & retail enterprises

Highlights – Targeted Attendee Program (TAP)

The Targeted Attendee Program (TAP) provides an effective way for exhibitors to meet targeted buyers, maximizing the return on marketing dollars.



Good communication



Acquiring
procurement needs



Effective business
matchmaking



Post-show follow-up
and feedback



Excellent TAP
services

TAP invites targeted buyers with purchasing plan that ready to buy within 12 to 15 months.

Accurate buyer data:

More than 300,000 quality potential buyers database with the support of China Hotel Supplies Association, Hotel supplies chambers of commerce and associations, hotel associations, catering associations, and kitchenware chambers of commerce and associations.

One-to-one efficient matchmaking:

Buyers will be invited to meet exhibitors onsite according to the pre-arranged schedule.

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One-to-one telephone invitation:

The Reed TAP team will communicate with targeted buyers to gain in-depth understanding of their procurement needs, and deliver customized on-site matchmaking sessions starting 4 months before the show.

Creating added value for you:

Helping you get to know new partners, develop new markets, promote your company and brand image.

Reed TAP Team Success Record

2056

Exhibitors Served

In 2018, the team had serviced 2,056 exhibitors.

In 2018, the team has invited over 8,138 industry buyers with customized procurement plan.

Buyers Invited

8138+

3186

Matchmaking Sessions Delivered

In 2018, the team has delivered 3,186 business matchmaking sessions.

* As of October 30, 2018



Guangzhou

China's hotel supplies production, consumption, import and export base

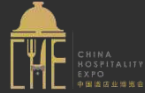
Guangdong ranks first among all Chinese provinces in terms of economy and tourism development. Its capital city, Guangzhou, is well known as “the South Gate” of China as well as China's import and export base in hotel supplies production and consumption,.

Guangzhou has its unique advantages in hosting hotel supplies exhibitions. Recent developments like the Belt and Road Initiative and national supply-side reform is ensuring that the hotel supplies industry will usher in new development opportunities, bringing unlimited business opportunities for exhibitors.

Procurement opportunities

In order to better meet the procurement needs of enterprises, CHE 2019 will be held in the procurement season of May.

Highlights - Online and Offline Promotion



Online promotion

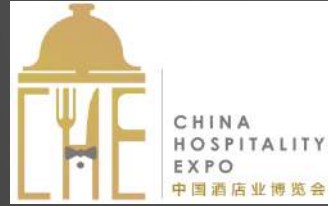
Official website, official WeChat account, EDM, 100+ domestic and overseas media

Offline promotion

Buyer delegations, advertising at the Shaxi Hotel Supplies Center, promotional activities at domestic and overseas exhibitions

Database promotion

Over 300,000 buyers data



Year-round online and offline promotional activities will be conducted to boost publicity and visibility of exhibitors and promoting the exhibition.

Highlights – An Exhibition Brings All-round Business Solutions



Forums

To provide all-round business solutions for the industry, the exhibition will offer a number of forums with top topics to attract trade professionals, such as

- Prospects of China's Hotel Supplies Market
- Hotel Supplies Industry Development under the Belt and Road Initiative
- Effective Hotel Operations
- Maximizing Profitability in the Hospitality Industry



Thematic Annual Meetings

- Annual meeting of members of China Hotel Supplies Association
- Annual meeting of Kitchenware Association under All-China Federation of Industry and Commerce

* Subject to on-site activity scheduling

Your Intelligent Partner, Reed Connect APP!

Reed Connect APP 2017-2018



28652
Exhibitors get leads
from Lead Gen
Scanner

173210
Exhibitor/ Product
Views

70000+
APP User

29455
Match Making
Reminders

12594
Bookmarks



Biz matchmaking

Recommends buyers according to your exhibit range. You may send a meeting invitation by just clicking a button to improve your exhibition efficiency!



Lead Gen Scanner

Scan and acquire sales leads



Big Data Labelling

Helps you quickly identify and find your targeted buyer



Instant Messaging

Speeds up exchanges with buyers before and during the show



2D/3D Floorplan

Allows buyers to find your booth quickly

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For further inquiries, please contact: Ms Shermen Ho
shermen.ho@reedexpo.com.hk