



JINHAN FAIR
Home & Gifts

第39届广州锦汉家居用品及礼品展览会
The 39th Jinhan Fair for Home & Gifts

21-27. 04. 2019

中国·广州 Guangzhou, China

展后报告

POST SHOW REPORT



www.jinhanfair.com

展会概览 Overview

买家情况 Buyers

4月27日，为期七天的第39届广州（锦汉）家居用品及礼品展览会（JINHAN FAIR）在广州保利世贸博览馆圆满落下帷幕。历经20年耕耘，JINHAN FAIR充分代表中国家居用品及礼品行业高水平、专业度、前瞻性，持续引领全球家居工艺品风尚。

展商情况 Exhibitors

On April 27th, the 39th Guangzhou (Jinhan) for Home and Gifts Fair (JINHAN FAIR) was successfully concluded at Guangzhou Poly World Trade Center Expo. With 20 years of hard work, Jinhan Fair fully represents the high level, professionalism and foresight of China's home decoration and gift industry, and continues to lead the fashion trade of home decorations and gifts.

同期活动 Concurrent Events

保利展览 Poly Exhibition



展会概览
Overview



46,535

买家人次
People of visits

买家情况
Buyers



848

展商
Manufacturers

展商情况
Exhibitors

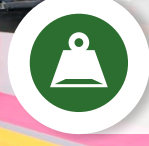


来自
from

160

国家及地区
Countries / Regions

同期活动
Concurrent Events



85,000

平方米 展览面积
Exhibition Area (m²)

保利展览
Poly Exhibition



55%

欧美买家
European & American Buyers



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买家地域分布 Buyers' Geographical Distribution

15%

北美洲 North America

37%

欧洲 Europe

38%

亚洲 Asia

2%

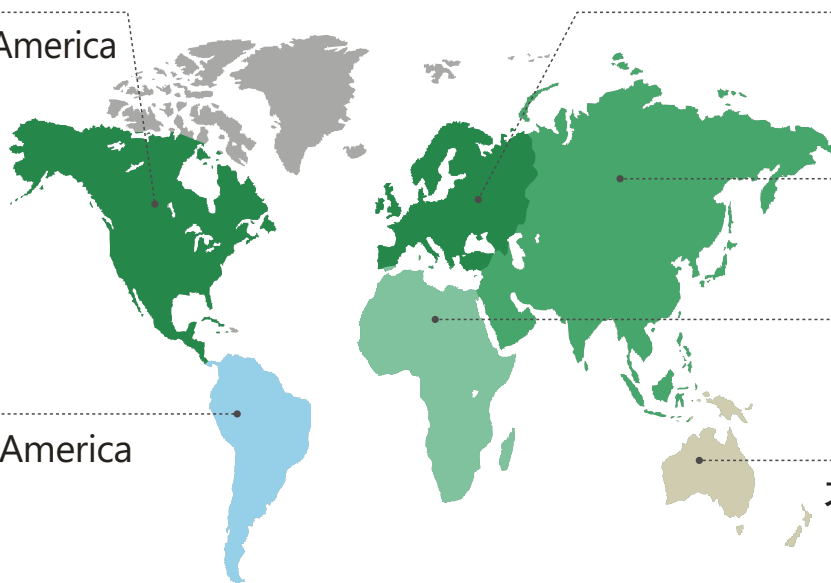
非洲 Africa

3%

南美洲 South America

5%

大洋洲 Oceania



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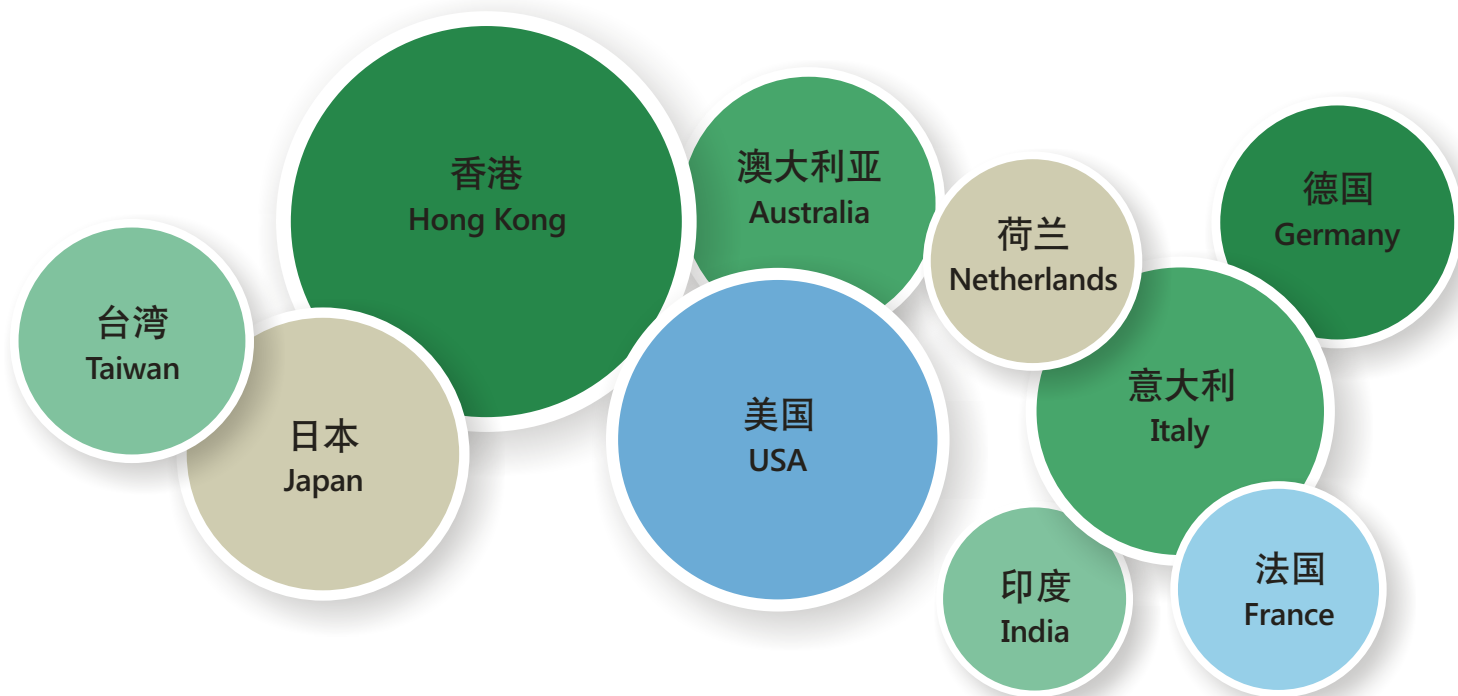
买家情况
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前十买家到访国家和地区
Top 10 Buyers' Countries / Regions



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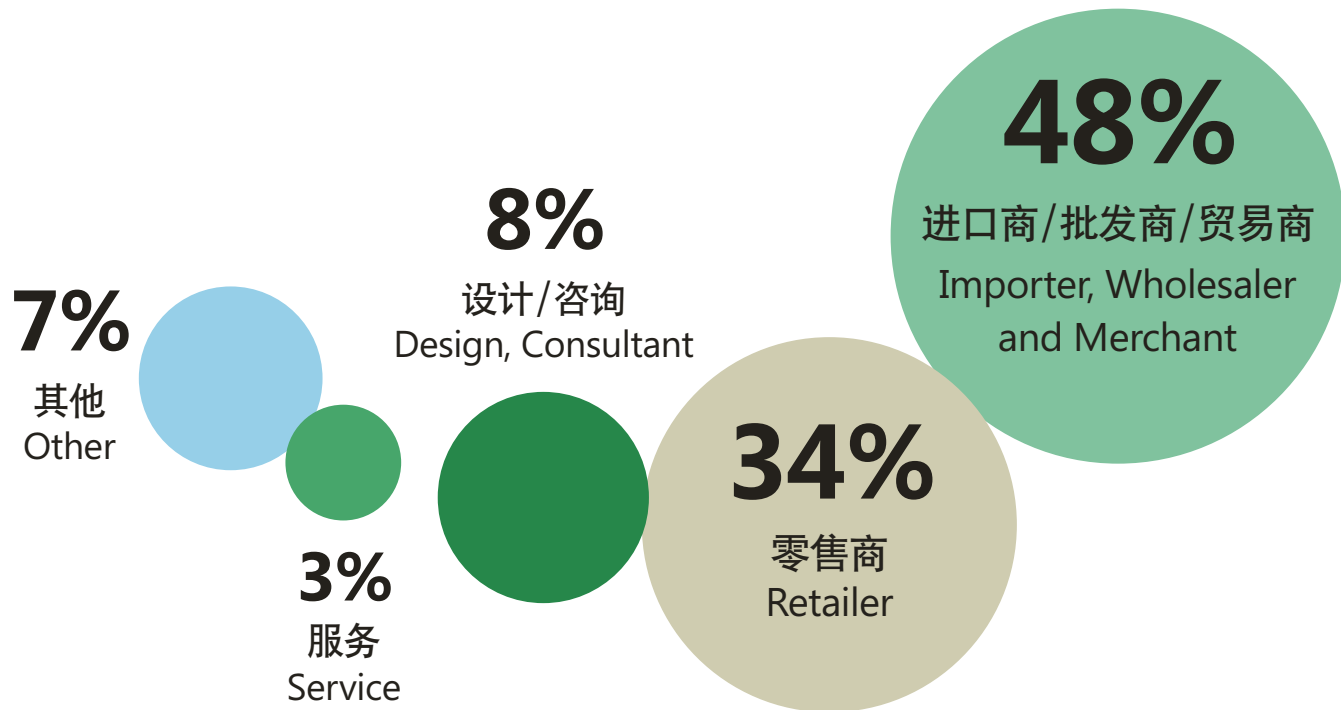
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买家性质构成 Buyers' Business Type



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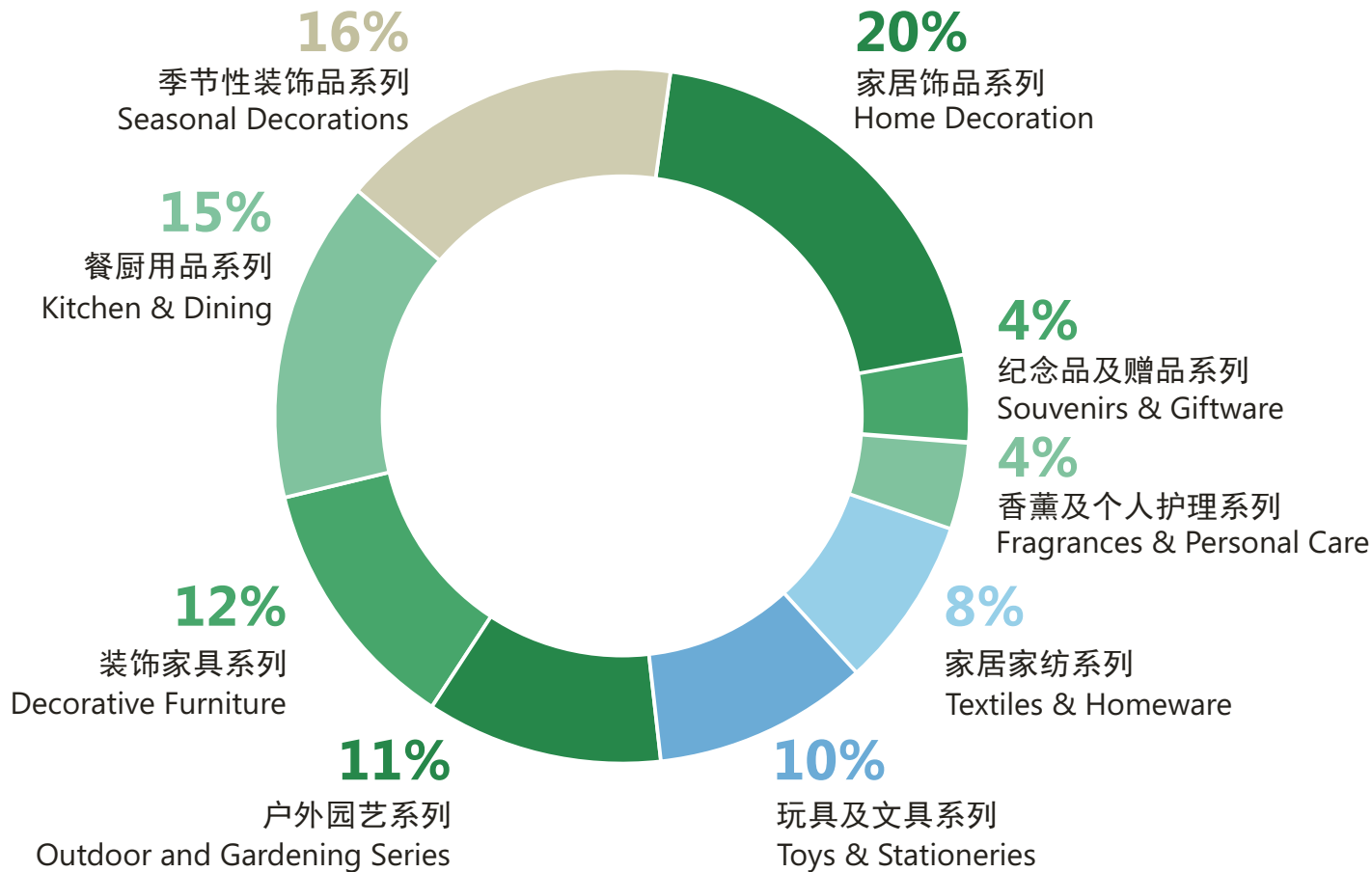
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买家最感兴趣产品 Purchasing Interest of Buyers



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到访大买家 (部分) Top Buyers Visiting JINHAN FAIR

美国、香港团队

丹麦、香港团队

德国、南非团队

德国及荷兰团队

西班牙、意大利团队

美国、加拿大团队

美国、澳大利亚、新西兰团队

英国、意大利、香港团队

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到访大买家 (部分) Top Buyers Visiting JINHAN FAIR



albi

Kirkland's

TEST RITE

creative co-op



BATELA

MIGROS

Z GALLERIE

Tuesday Morning



Sears

MANOR

Sainsbury's

LI & FUNG



NOOR
LIVING
DESIGN PRODUCTS

BEALLS

Exner
GARTEN- & WOHNACCESSOIRES

COST PLUS
WORLD MARKET



casa
INTERNATIONAL

LA CHAISE
LONGUE
DES OBJETS ET DES IDEES

five BELOW

COACH HOUSE



tag

JUMBO

Kingfisher

El Corte Inglés



EDG
enzo de gasperi



XXX Lutz

SPOTLIGHT

展会概览
Overview

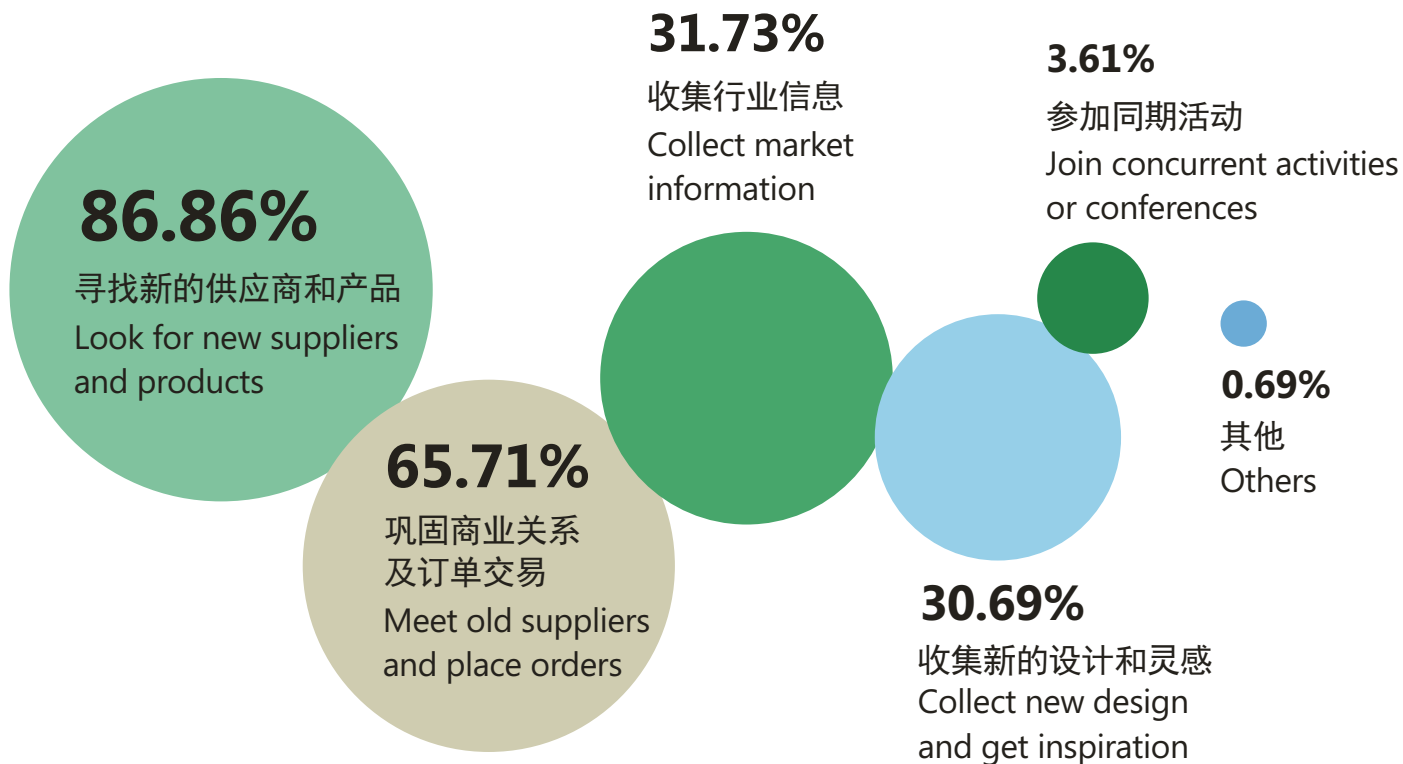
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到访目的 Visiting Objectives



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买家满意度 Buyers' Satisfaction



95.2%

买家表示会将JINHAN FAIR
推荐给朋友

Buyers are likely to recommend
JINHAN FAIR to their colleagues
and business partners

92.3%

具有采购决策权
Buyers are decision maker
for sourcing

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买家评论 Testimonials from Buyers

品种齐全、且能跟上消费趋势的产品系列完美地满足我们的需求，使整个采购过程更高效、便利。

The comprehensive products that keep up with the consumption trend meet our needs perfectly, making the entire procurement process more efficient and convenient.

Ms. Victoria Baykan, the Head of Procurement of TEDi



我们已经连续参观Jinhan Fair十余年，可靠的供应商、常换常新的产品持续提振了买手的新鲜感。

We have visited Jinhan Fair for over 10 years consecutively. Reliable suppliers and frequently updated products keep the buyers fresh.

Keith Davis, Merchandise Manager of Hobby Lobby

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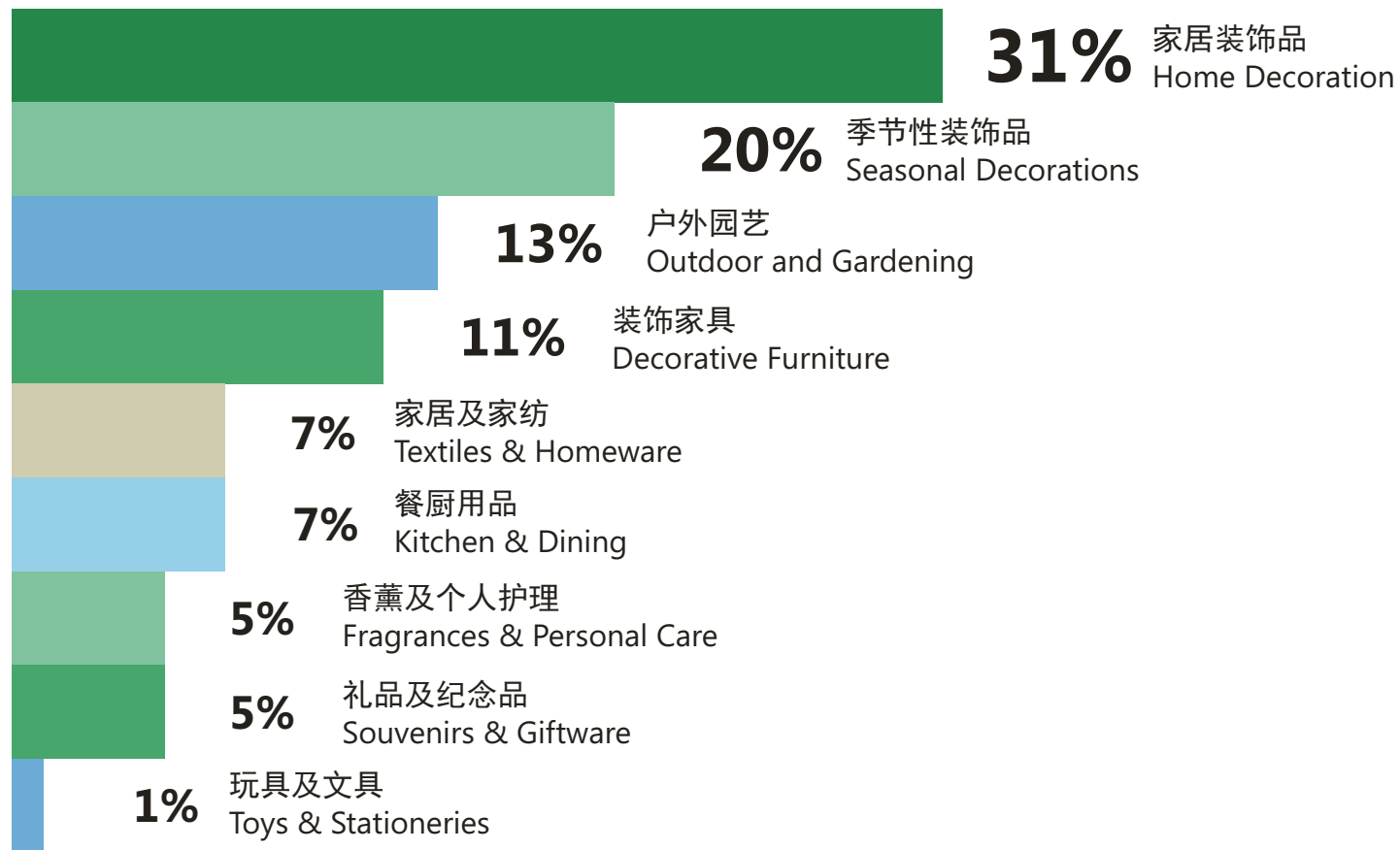
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产品类别构成 Product Category



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潮流新品 Trendy Products

80%以上的展商携新品参展
More than 80% of exhibitors with new products



更多潮流新品, 请访问 <https://www.jinhanfair.com/exhibitors-products/>
View more products, please visit <https://www.jinhanfair.com/exhibitors-products/>

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展商满意度 Exhibitors' Satisfaction

97%

展商表示达到了参展目的
Exhibitors indicated that
they had achieved the goal
of participating
in the exhibition



95%

展商表示下届继续参展
Exhibitors will participate
in next session

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展商评论 Testimonials from Exhibitors



作为一站式专业采购平台，Jinhan Fair带来的客商、引流、服务，都是世界一流的。

As a one-stop professional sourcing platform, Jinhan Fair brings world-class merchants, guidance and services.

福建安溪聚丰工艺品有限公司 研发部经理黄伟昌

Huang Weichang, R&D Manager of Fujian Anxi Jufeng Handicraft Co.,Ltd.



公司和Jinhan Fair，就像相识已久的亲密合作伙伴，从刚开始的零，到现在公司所取得的成绩，都是在这里慢慢积累起来的。

Our company and Jinhan Fair are like close partners known for a long time. What we have achieved now from zero at the beginning are steadily accumulated here.

福州弘博工艺有限公司 总经理林礼渠

Lin Liqu, General Manager of Fuzhou Hongbo Craft Co., Ltd.



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主讲嘉宾 Speaker

Andres Rubiano Matulevich

独立设计师 Independent Designer

演讲主题 Topic

运用2020年最新的家居装饰趋势来打造你的产品
Adapting Your Designs to the Emerging Interior & Home Decoration Trends in 2020

主讲嘉宾 Speaker

Barry Woodward

BWI Home Decor公司创始人 Founder of BWI Home Decor

演讲主题 Topic

你懂得如何与美国家居行业的进口商和零售商做生意吗?
Do you know how to do business with home decoration importers and retailers in the US?



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Scanning the QR Code to Watch Video Online



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We Make Your Business Worldwide

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控股的专业展览主办机构，致力于打造世界一流会展品牌，帮助客户开拓无限商机。

Guangzhou Poly Jinhan Exhibition Co., Ltd. is a professional exhibition organizer incorporated in 2000 under Poly Developments and Holdings. The company organizes top global exhibitions helping our customers expand their business opportunities in China and abroad.

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网址Website: www.jinhanfair.com





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第40届广州(锦汉)家居用品及礼品展览会
The 40th Jinhan Fair for Home & Gifts

21-27.10.2019

广州·保利世贸博览馆
Poly World Trade Center Expo
Guangzhou, China

www.jinhanfair.com



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