

The 44th Jinhan Fair for Home & Gifts
2021. 10. 11-29

POST SHOW REPORT



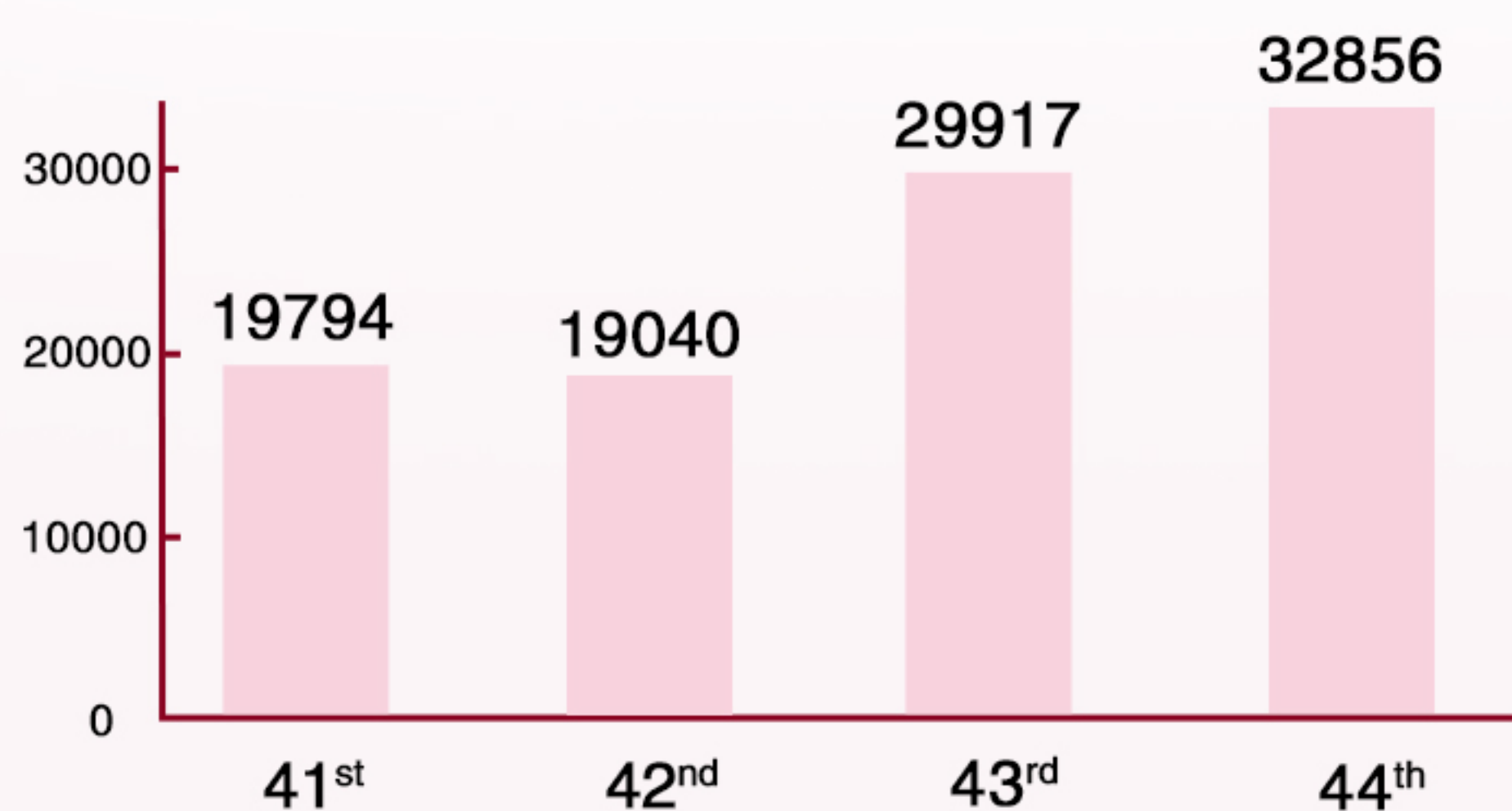
Overview



Over the three week from October 11 to 29, 2021, The 44th Jinhan Fair for Home & Gifts (JINHAN FAIR) was successfully held virtually. The fair brought together over 700 Chinese manufacturers of home decorations, gifts and handicrafts, who showcased trendy, seasonal products online. More than 30,000 professional buyers logged in and visited the platform, and placed up to 3 million intention orders. More than 100 online sourcing meetings were successfully held to precisely match suppliers and buyers, creating a global one-stop sourcing fair and unlimited business opportunities.

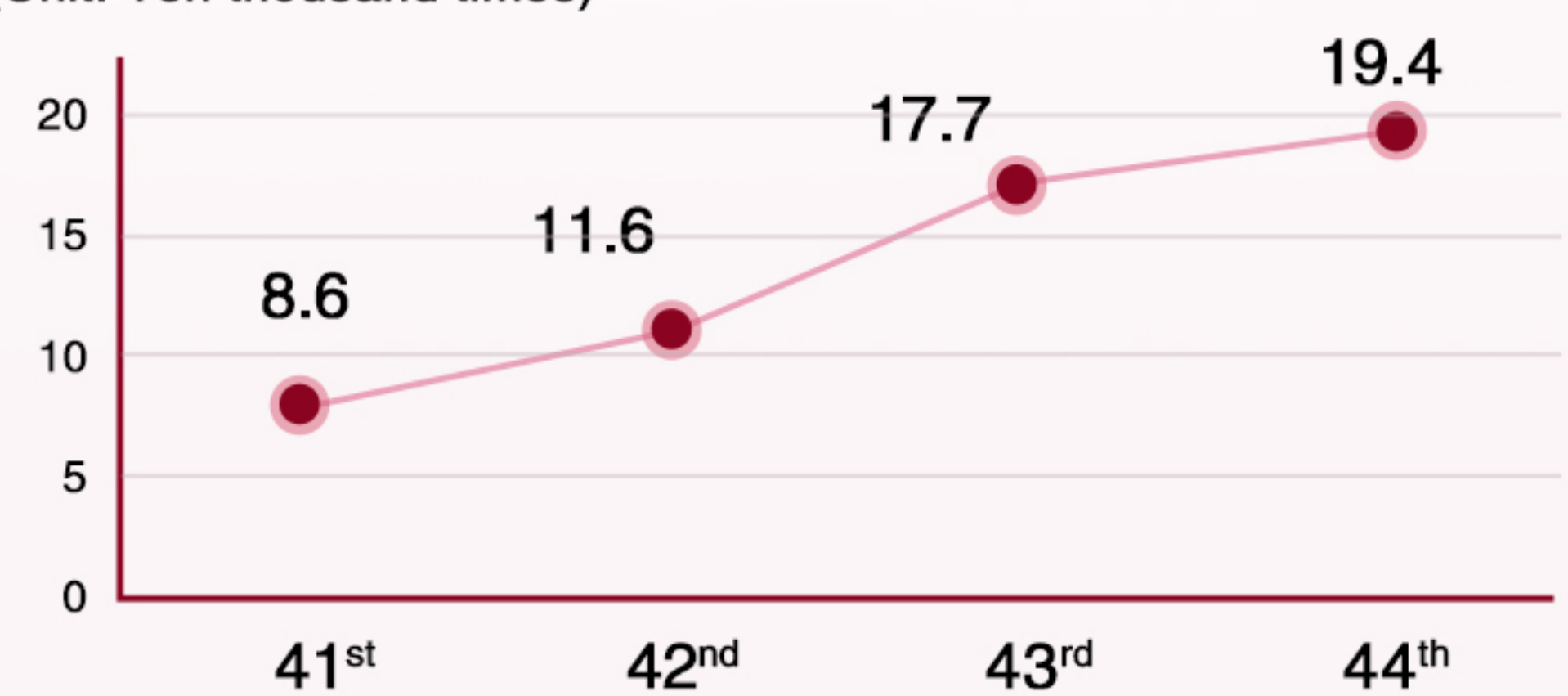


Buyers

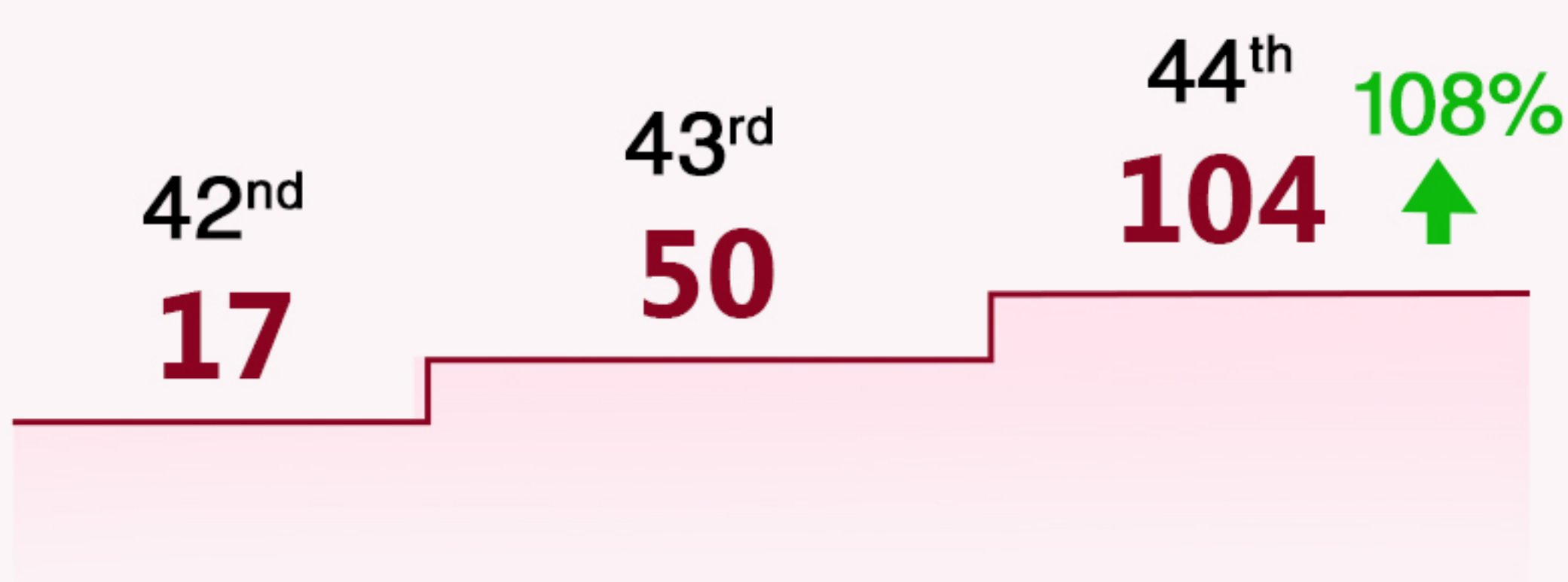


Total Visits

(Unit: Ten thousand times)



Online Sourcing Meetings

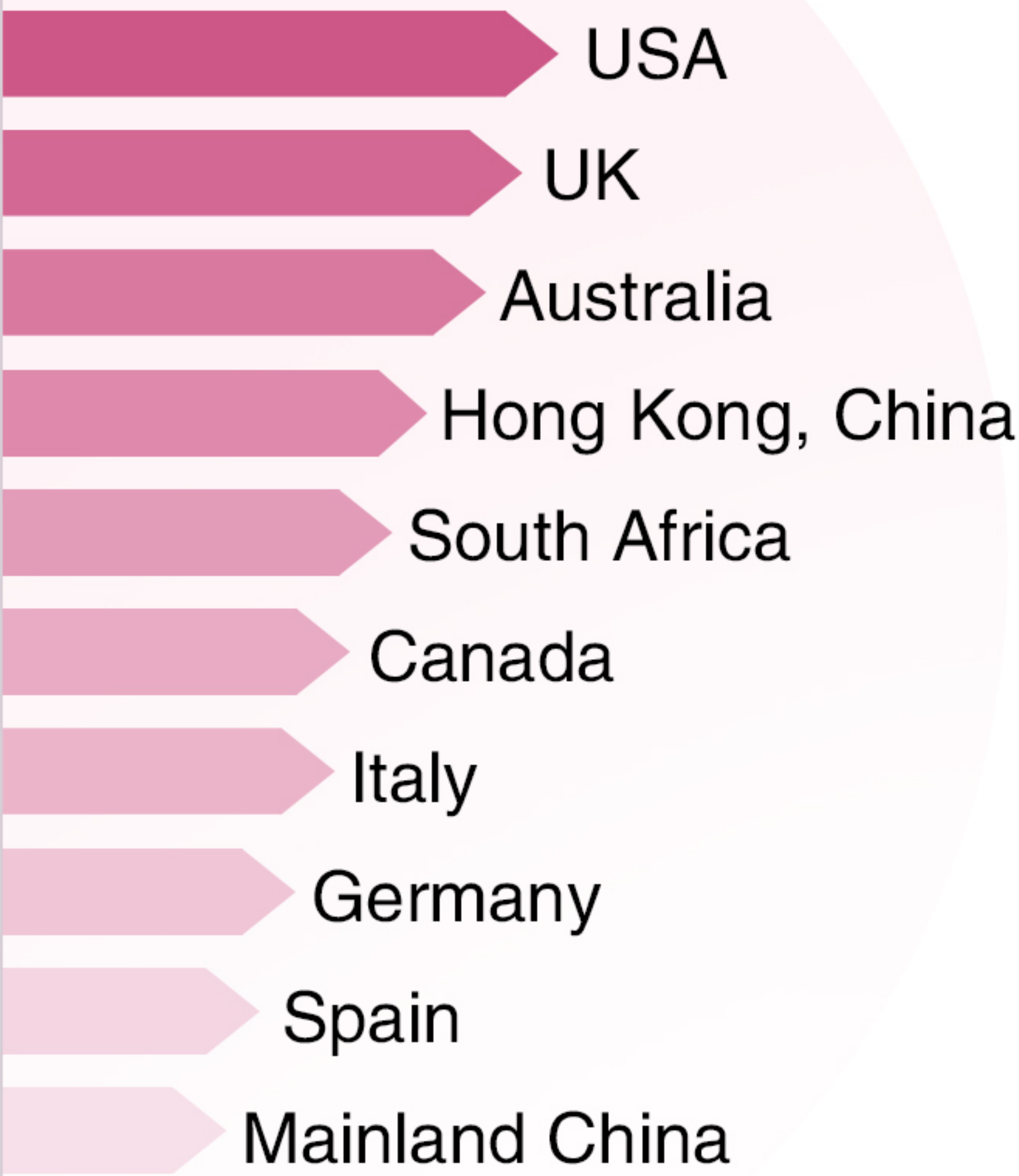


Intention Orders

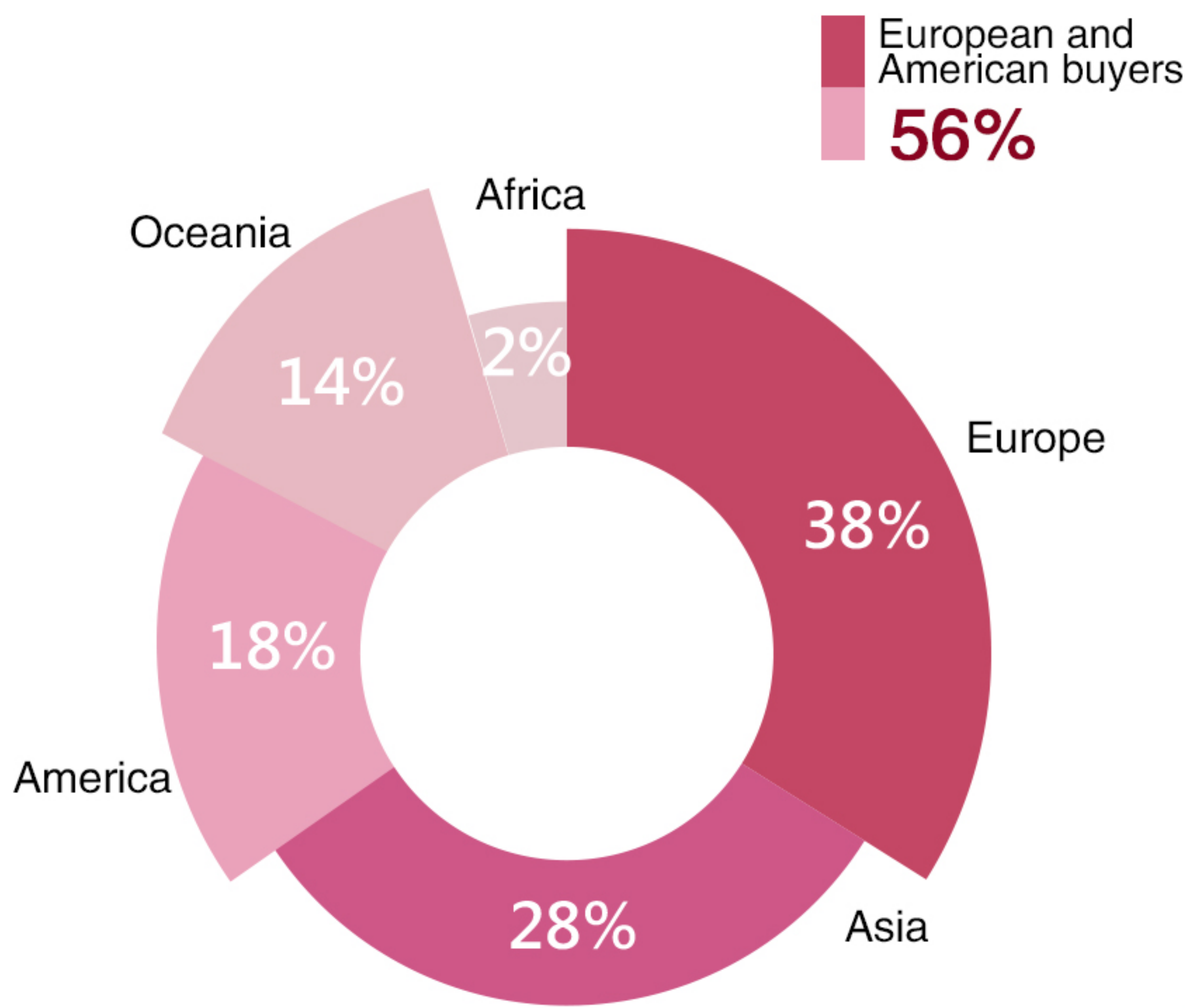


Online Sourcing for Global Buyers

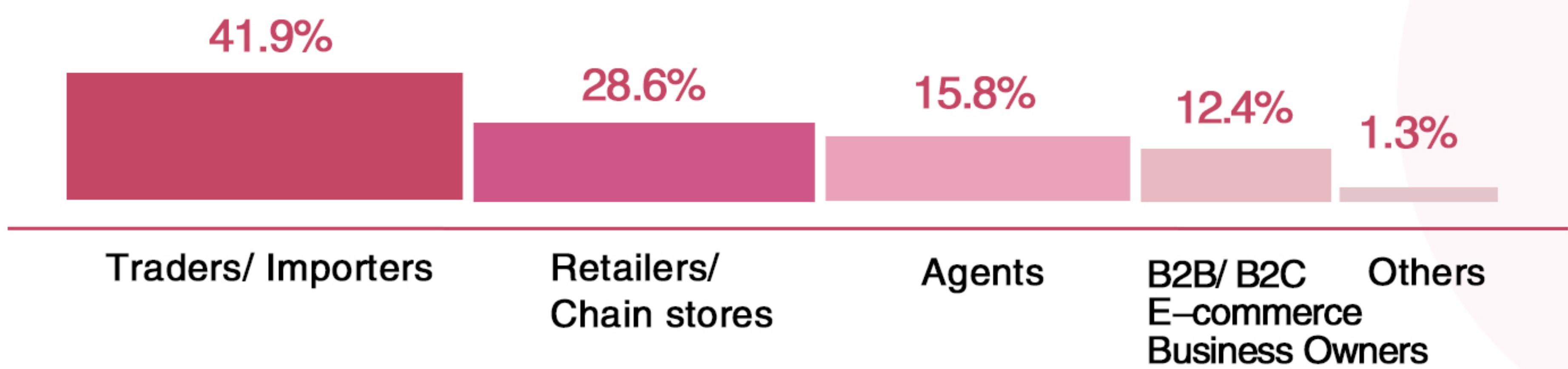
Top 10 Visiting Countries / Regions



Buyers' Geographical Distribution



Buyers' Business Type

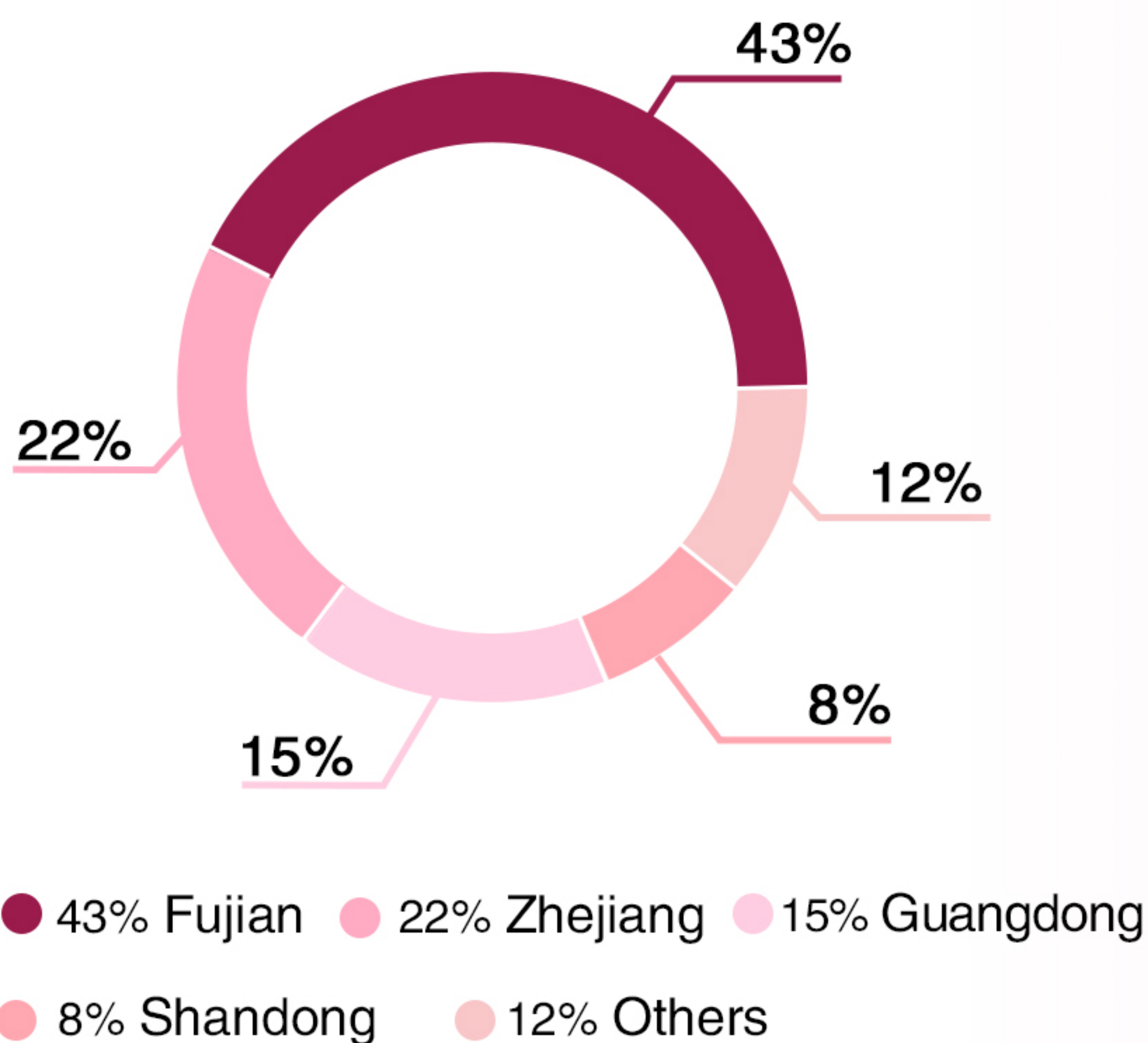


Top Buyers

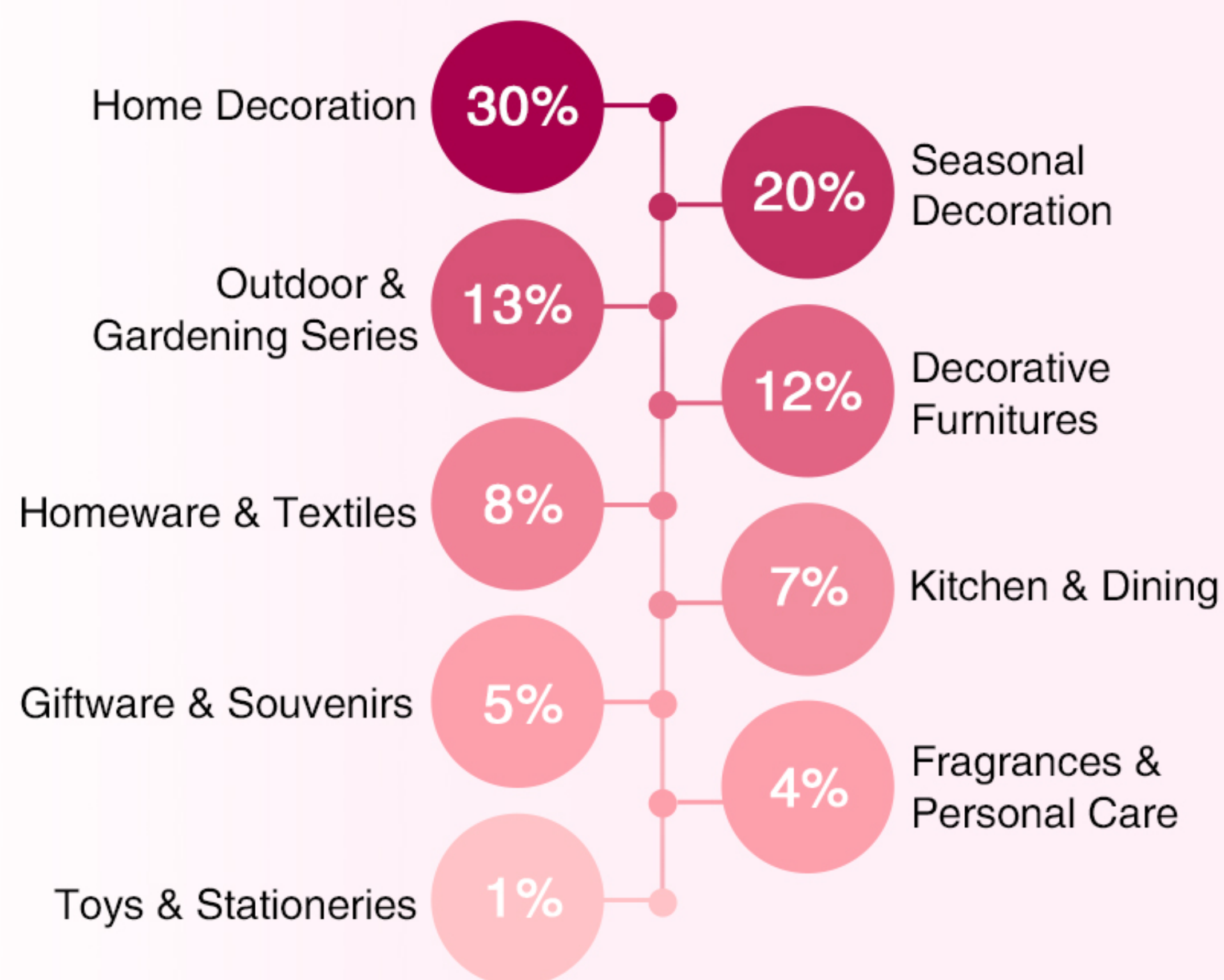


700 Chinese Manufacturers Attended Latest Trendy Products Released

Exhibitors' Geographical Distribution



Category



New Delivery



Over 300,000 popular home decorations with innovative designs were presented at this JINHAN FAIR, covering a large number of product categories. Buyers showed their great interest in geometric patterns, African elements, woven details and natural materials, reflecting latest market trend of this autumn 2021.

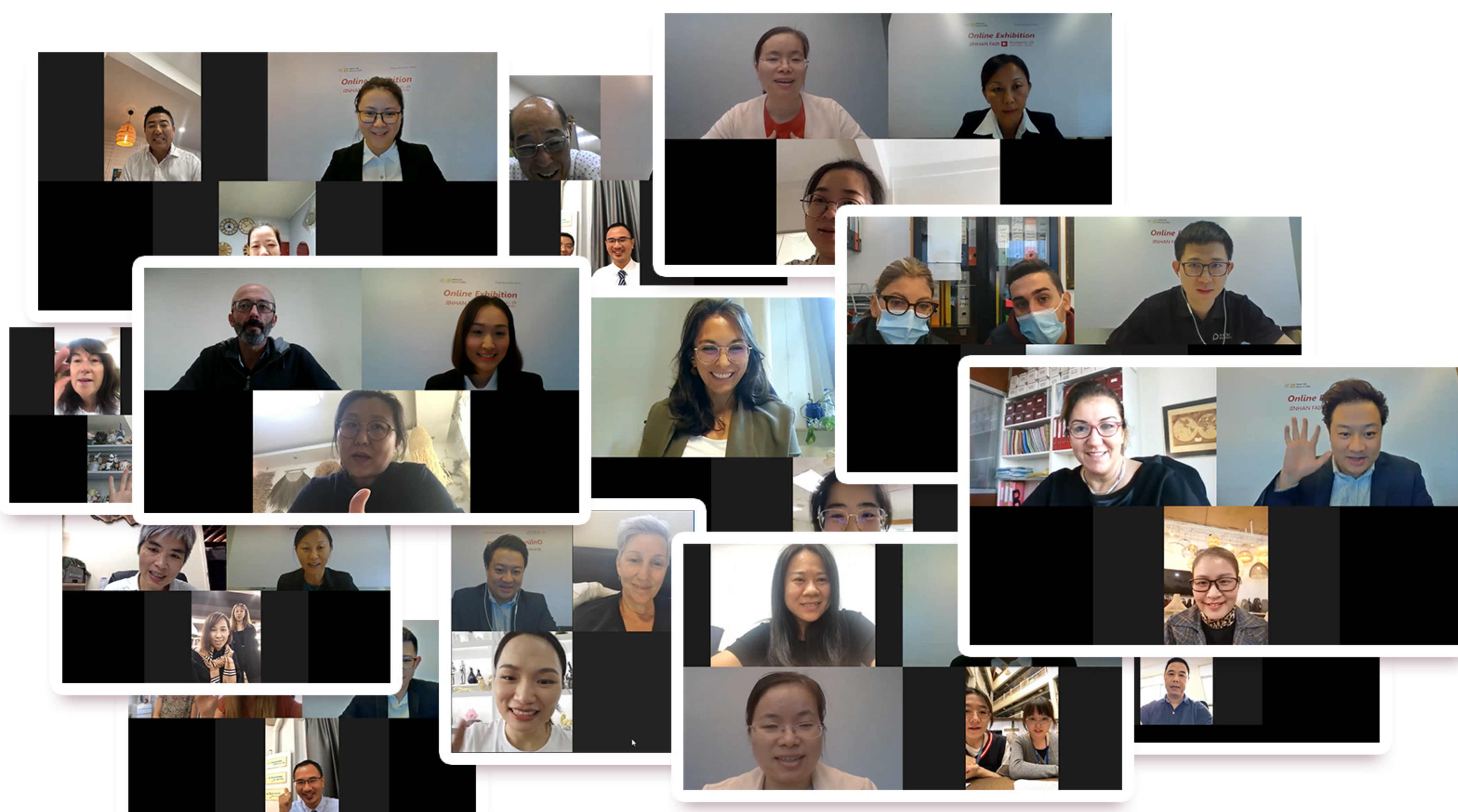
104 Online Sourcing Meetings

During this virtual JINHAN FAIR, buyers' sourcing needs came in thick and fast, and 104 online sourcing meetings were successfully held, reaching a record high in the industry.

Buyer Type	Procurement Category	Buyer Type	Procurement Category	Buyer Type	Procurement Category
Importer/Wholesaler-USA	Lamp/Interior Furniture	Importer-Turkey	Storage	Importer-China	Artificial Flower/ Plant
Retailer-Finland	Home Decoration	Importer/ Wholesaler-USA	Rug/ Outdoor Furniture	Importer-Germany	Furniture
Retailer-Germany	Christmas Decoration	Importer-Italy	Sofa/ Table/ Chair	Importer/ Wholesaler-New Zealand	Home Decoration
Wholesaler-Australia	Flower Pot	Importer/ Wholesaler-Japan	Home Decoration	Importer/ Wholesaler-USA	Wall Decoration
Importer/ Wholesaler-Japan	Lamp	Importer/ Wholesaler-China	Home Textile	Purchasing Agent-China	Glass Bottles
Importer-Germany	Candle	Importer-Turkey	Decorative Drawer	Importer/ Wholesaler-Australia	Flowerpot/ Home Decoration
Importer/ Wholesaler-USA	Interior Furniture	Retailer-Finland	Garden Decoration	Wholesaler-Ireland	Mirror/ Furniture
Dealers-France	Wall Lamp	Wholesaler-Australia	Ceramic Lamp	Importer-China	Mirror/ Frame/ Storage Basket
Importer-Italy	Wire trellis/ Planters/ Flowerpots/ Storm Lanterns	Importer-Germany	Decorative Mirrors	Wholesaler-Australia	Lamp
Importer/ Wholesaler-Australia	Interior Furniture	Importer/ Wholesaler-China	Cushion	Purchasing Agent-China	Wall Decoration
Importer/ Wholesaler-USA	Outdoor Furniture	Importer-Turkey	Basket	Importer-Italy	Christmas Decoration
Importer-Denmark	Planters/ Flowerpots/ Storm Lanterns	Wholesaler-Australia	Garden Decoration	Wholesaler-Ireland	Lamp/ Mirror
Retailer-Italy	Outdoor Furniture/Garden Metal Accessories	Purchasing Agent-Hong Kong, China	Wooden Bench	Purchasing Agent-China	Wall Decoration/ Decorative Furniture
Importer-China	Wall Clock	Importer-Turkey	Laundry Basket	Retailer-Finland	Metal Furniture/ Garden Decoration
Wholesaler-Australia	Windmills	Importer-Germany	Tablecloth	Importer-Germany	Hanging Rack
Importer/ Wholesaler-Japan	Furniture	Importer-Hungary	Toy	Purchasing Agent- China	Rug/ Mug
Importer-China	Wall Decoration	Importer/ Wholesaler-Australia	Flowerpot/ Home Decoration	Importer-Italy	Christmas Decoration
Importer/ Wholesaler-Australia	Bonsai Pot	Purchasing Agent-China	Furniture/ Home Decoration	Importer-UK	Puzzle/ Building Block
Importer-China	Wall Clock	Importer-UK	uzzle/ Building Blocks	Importer-Denmark	Artificial Flower/ Lamp
Wholesaler-Ireland	Lamp/Interior Furniture	Importer/ Wholesaler-Australia	Storage Basket/ Laundry Basket	Wholesaler-Australia	Rattan Chair

* Partial Meetings

Precise Matchmaking and Efficient Service



Integrated Marketing and Omnichannel Display ——Building an Industrial Flow Pool



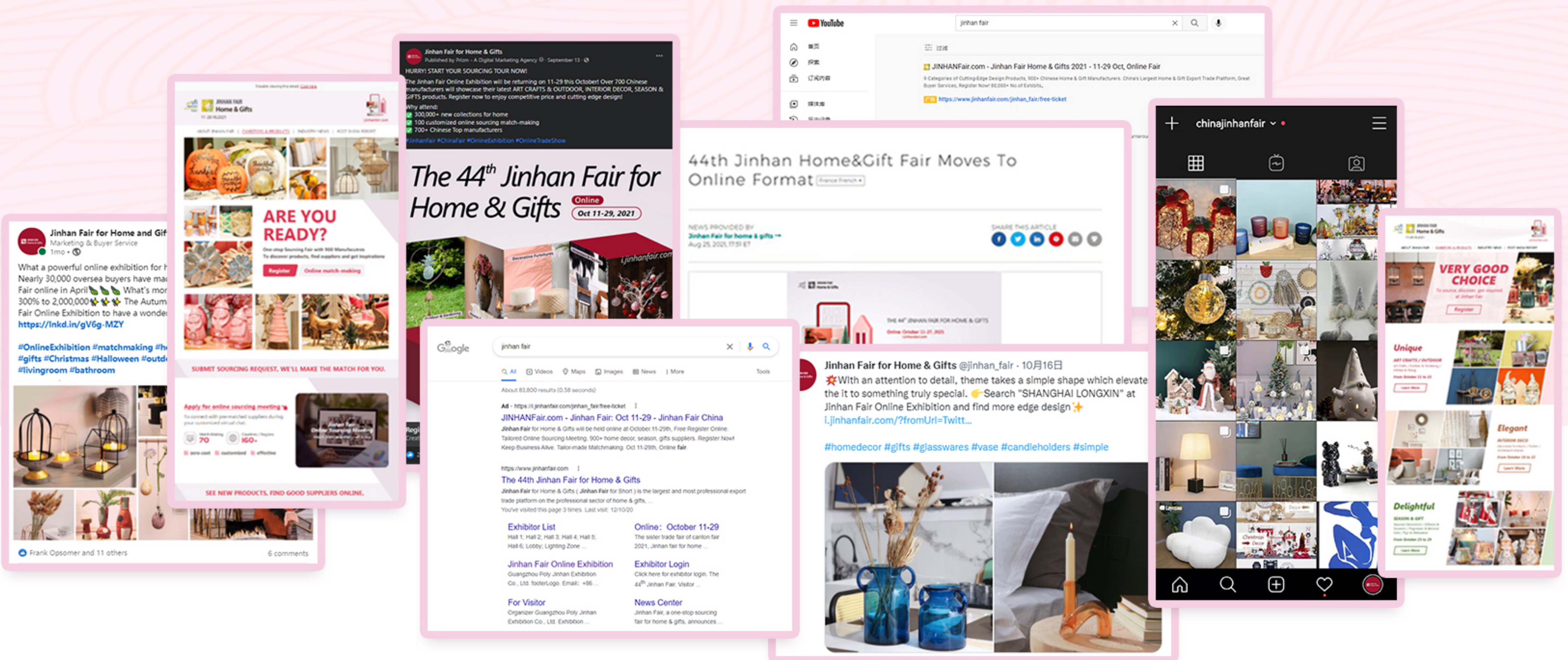
2,400K+
EDM Display



3,110K+
Google Display

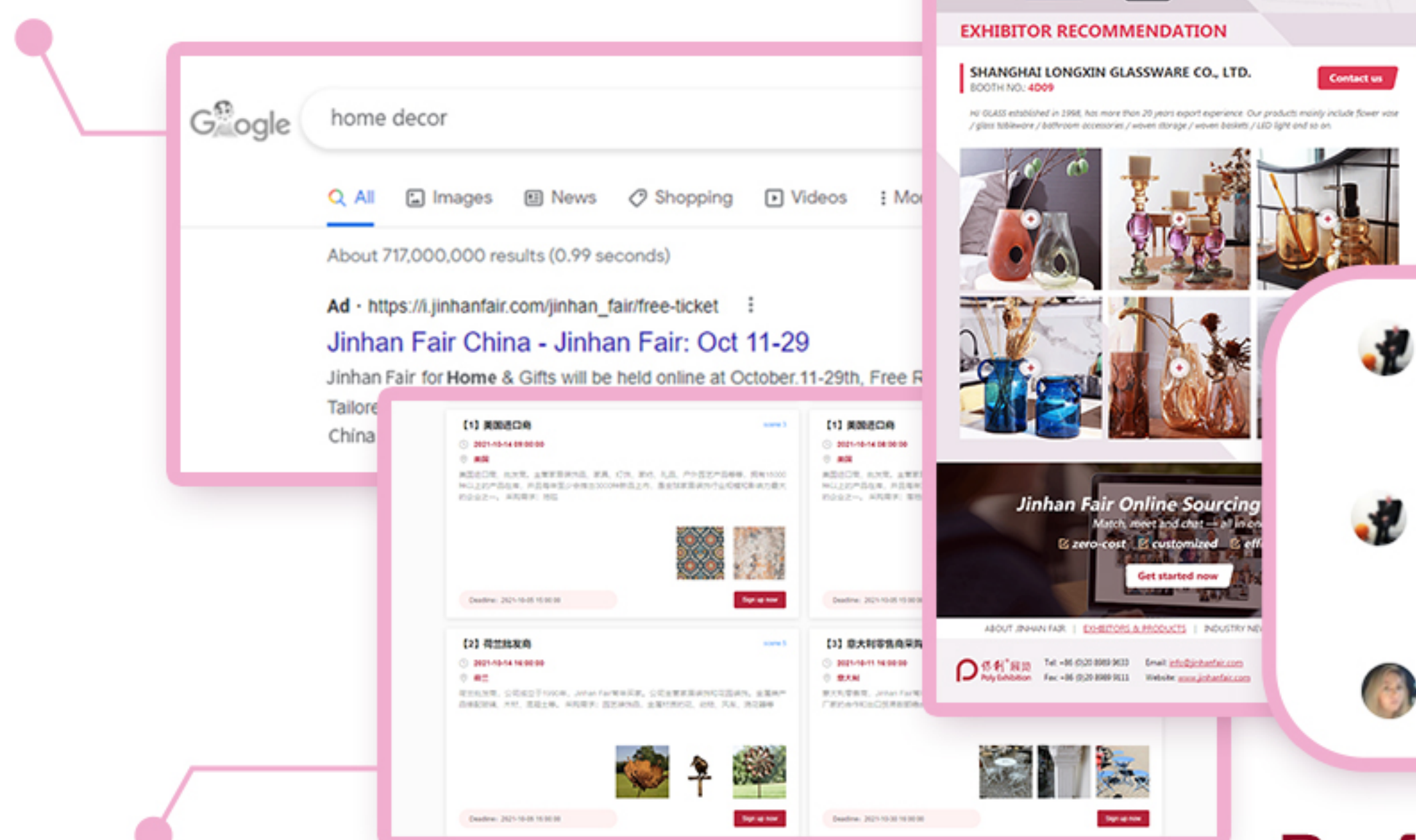


1,500K+
Overseas Social
Media Display



Precise Buyer Development

Locate and attract professional buyers by keywords



Intelligent Recommendation

Product informations pushed to the right buyers

- How to participate in online sourcing
- I will prepare mostly Italian looking furniture metal wire welded lighting original decoration products for hotels and housing projects
- Good day . I am looking for a Hongda Arts company that produces resin decorations. I will be grateful for help . Best wishes . Barbara Cyz Mardecor Pro

Real-time Release

Buyers release sourcing needs and get response from suppliers in a short time

Professional Services

Efficient online sourcing meetings arranged by exclusive consultant team

Buyer Testimonials



Professor Puzzle UK

Lorna Willson (Sourcing Manager)

We never attended JINHAN FAIR before, but recently our company would like to develop new product lines. With the invitation by organizer, JINHAN FAIR, it was great to experience the online show and sourcing meeting service. Thanks to JINHAN FAIR, it made me source as usual by online showroom tour, in which we learnt a lot and got inspirations. We do believe that more cooperations could be conducted with those JINHAN FAIR suppliers in the near future.

RE: RE: Preparation for Jinhan Fair Online Sourcing Meeting

H. Clayton Burrous III

发给: H1047108@jag.com, Emily Burrous, Ray Smith, Carol Kitchner

发件人: H. Clayton Burrous III (claytonb@burrous.com)

收件人: H1047108@jag.com; H1047108@jag.com

时间: 2021年10月25日 (周一) 22:46

大小: 2 MB

Hi Lima and Elma,

Thank you, for arranging the calls. Elma, thought you did a good job as you learned more about our specific needs for the car shelf fronts. We look forward to the quotations from each factory, hopefully by weeks end.

Please let me know if you need anything else from me?

Regards,

Clayton



Akizuki Trading Co.,Ltd. Japan

Denichi Akizuki (CEO)

Our company mainly purchases lighting, and for the past 20 years, we had been visiting China exhibitions every year, and had an idea of Chinese lighting suppliers. We have not visited China since the Covid-19 outbreak, so we were glad to meet some new exhibitors through the JINHAN FAIR. More importantly, we could meet with established exhibitors, familiar faces and even organizing staff from our past cooperation and events, which made us feel at home. We are looking forward to attending offline exhibitions next year, and meeting new and old friends in person.

Exhibitor Testimonials

XIAMEN DECO IMPORT & EXPORT CO., LTD.

Mr. Chen, General Manager



We have been exhibiting at JINHAN FAIR Online from 2020. With the gradual increases in investment of staff and budget to it, we were returned greater and greater benefits. We are now engaged with nearly 100 buyers from Europe, America, Australia and other regions, whom we met or recommended by marketing channels through JINHAN FAIR Online. Thanks to JINHAN FAIR for building us an efficient and effective platform for buyers and exhibitors!

Santa Industrial Co.,Ltd

Mr. Huang, General Manager

What a great experience to join JINHAN FAIR online sourcing meeting! With the help and guidance of organizer, we could have enough time for the market research and further preparation. The online sourcing meeting was initiated by JINHAN FAIR team, in which we could meet and talk with pre-matched buyers directly. Do believe that we would keep contact with those potential buyers. Much appreciated for that, as it's more efficient for us to develop business online!



The One-Stop Sourcing Fair for Home & Gifts

See you at the next **JINHAN FAIR** in April, 2022



To be an exhibitor

Mr. Zhang

Tel: +86 (0)20 8989 9608

Email: zhangyu@jinhanfair.com

Visitor

Ms. Jian

Tel: +86 (0)20 8989 9633

Email: info@jinhanfair.com