

DOMOTEX asia/*CHINA*FLOOR

# More than Flooring

26-28 May, 2025  
Shanghai, China

[www.domotexasiachinafloor.com](http://www.domotexasiachinafloor.com)



Deutsche Messe



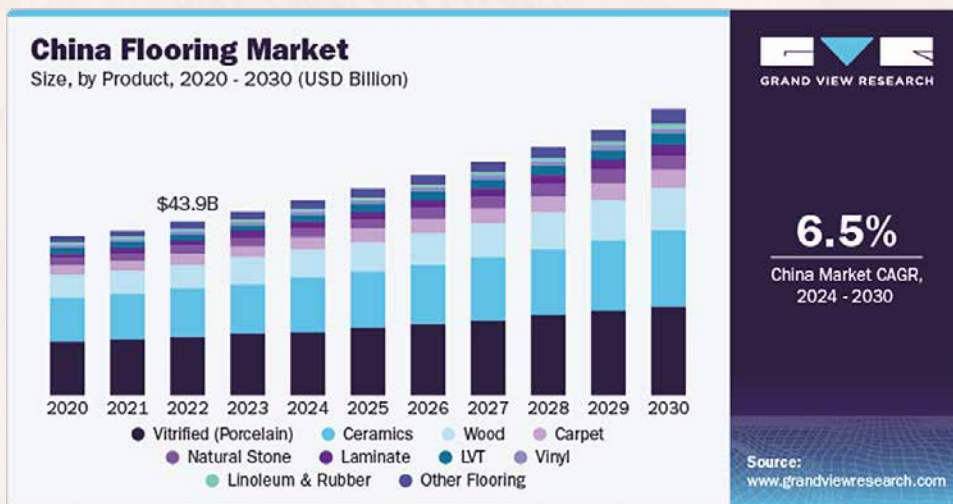
Build Your Dream Group

**DOMOTEX**  
asia *CHINA*FLOOR



# ABOUT ASIA'S FLOORING MARKETS

Asia Pacific is one of the largest flooring products' consumption market in the world. According to Grand View Research, a business intelligence reporting and analytics platform, Asia Pacific's flooring market size was valued at USD 127.56 billion in 2023 and accounted for 45.9% of the total global revenue share. China dominated this market, accounting for its 36.4% revenue share in 2023. APAC's flooring market is projected to grow at a compound annual growth rate (CAGR) of 6.0% from 2024 to 2030, well above the projected CAGR of 5.4% for the entire global flooring market. China's flooring market CAGR for the same period is forecasted at 6.5%, higher than APAC's average growth.



Factors such as increasing investments in development of affordable housing units and smart cities, as well as in upgradation of existing infrastructures and the construction of new ones, are anticipated to fuel the demand for these products in the region. Moreover, the surge in investments to promote growth of tourism sector in region is also anticipated to boost the demand for flooring products. The construction industry in Asia Pacific is also anticipated to continue witness growth, owing to the presence of China, India, Indonesia, and Vietnam, which are some of the key construction markets in the region. Factors such as stable exchange rates, subdued oil prices in China and a moderate inflation will continue to create a favorable environment for the overall economic growth, which in turn, will continue to drive the construction and renovation of residential and commercial establishments.



## ***WHY DOMOTEX asia/CHINAFLOOR IS RIGHT FOR YOU***

**DOMOTEX asia/CHINAFLOOR 2025 will be world's largest dedicated gathering of the year for the entire international floorcovering industry.**

## ***REASONS TO EXHIBIT***

- It is the door of access for your business to some of the most important as well as new emerging Asian flooring markets.
- It puts together the entire world's flooring community, with over 1600 exhibitors and 80,000+ professional visitors from 110+ countries.
- It is the place where the latest innovations and trends in the industry are launched and experienced.
- It allows for exposure to a large portfolio of leading industry media from all over the world, who cooperate with the organizer and who will talk about you and your products.
- It is co-located with other relevant events, under "Build Asia Mega Show" – attracting a diversified range of buyers from the construction, building materials and interior design industries.



# 2024 Edition

**230,000** sqm of gross exhibiting space

**1,600** companies and brands

**83%** re-exhibit intention rate



\*in no particular order





## WHAT EXHIBITORS SAY

### **Marcel Kies**

*President  
HMTX (USA)*

The event is professionally organized and we saw very good traffic from international customers. HMTX Global is very happy to be here with its premium brand ASPECTA. It is exciting to see so many international customers coming back again. We are really looking forward to be back next year.

### **Fabian Kölliker**

*Head of Group Marketing  
Swiss Krono (Switzerland)*

The diversity of people was very good. For us, it's the reason to be here, to strengthen our relationship with our existing local customers but also with new customers; to see, meet and explain them our new products and our novelties. We are looking forward to continue our journey with business and customers in China and the whole Asia Pacific region.

### **Hany Amin**

*International Business Director  
Oriental Weavers (Egypt)*

We are very happy to be here in DOMOTEX asia 2024. It is a good opportunity for us to be in the Chinese market. We can witness other companies' products, exhibit our products, and share our new innovations and new ideas with our customers.

### **Çağlar Kepekçi**

*CEO of EU Branch  
Merinos (Turkey)*

This was our first time at DOMOTEX asia. We have been exhibiting in DOMOTEX Hannover in the last 15 years. And this year we came in Asia to show our new products in China. We met with our customers and we had a chance to showcase our new products in a good manner.



## WHO VISITS

### 2024 EDITION



83,850<sup>+</sup>

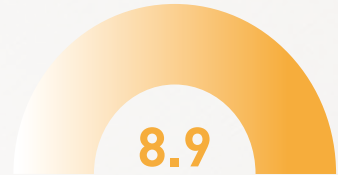
Total Visitors

A RECORD FOR ASPECTS



65,927

Domestic Visitors



8.9 / 10 Visitor Satisfaction Rate



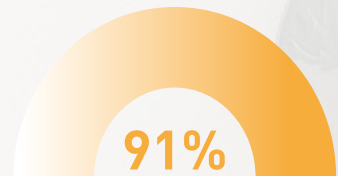
17,923

International Visitors



117

Countries



Revisit Intention Rate

### VISITOR PROFILE

Import / Export trader

22%

General Agent / Agency

18%

Agent / Distributor

16%

Manufacturer / Auxiliary Materials

10%

Architect / Interior Designer

10%

Contractor / Project Manager

8%

E-commerce

6%

Interior Decorator

6%

Real Estate Developer / Project Owner

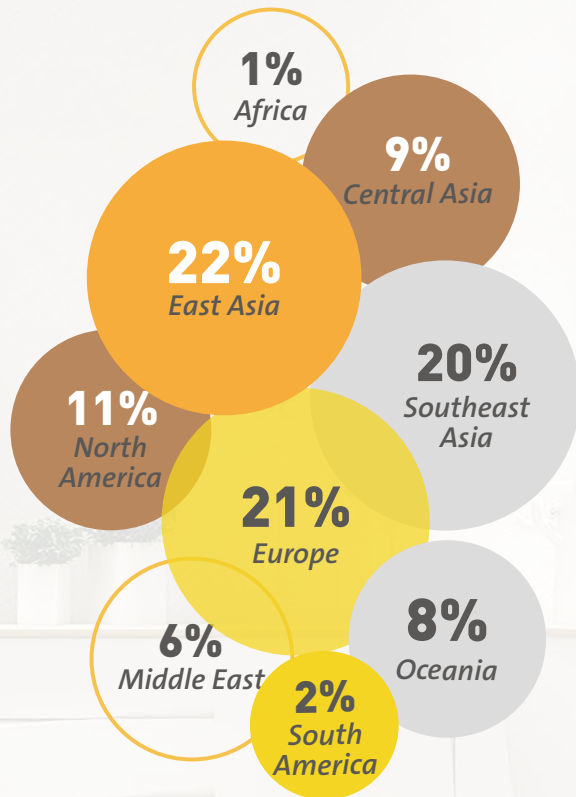
2%

Franchise Dealer

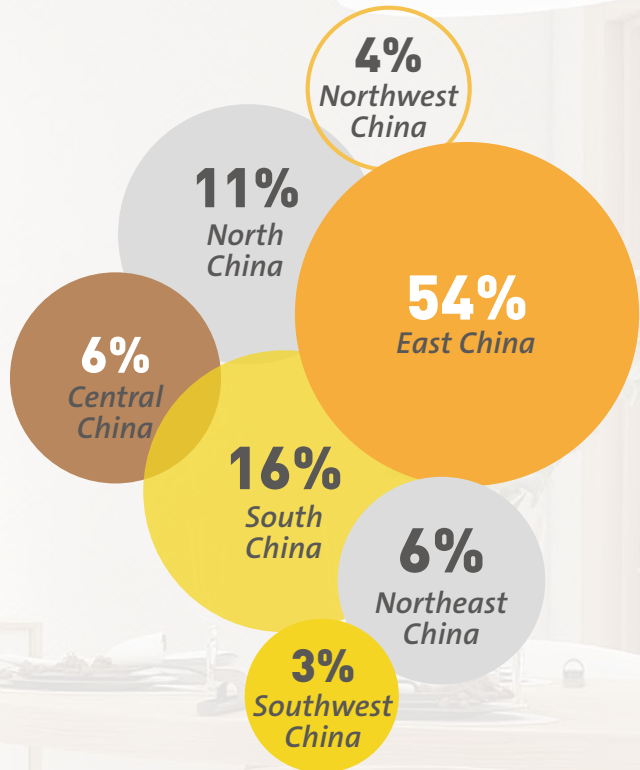
2%



## INTERNATIONAL VISITOR BY ORIGIN



## CHINESE VISITOR BY ORIGIN





# DOMOTEX asia/CHINAFLOOR BUYER CLUB

The Buyer Club of DOMOTEX asia is an exclusive community of top-tier flooring buyers from all over the world. It is created to reward their trust and loyalty to the show as well as to maximize the efficiency of their engagement with the exhibitors through targeted activities, while enjoying exclusive VIP benefits. The Buyer Club members are hand-picked by the organizers or invited exclusively as part of country delegations organized in partnership with Chinese and international industry stakeholders from all different flooring segments.



## WHAT VISITORS SAY

### **Richard Snape**

*The Wooden Floor Company (UK)*

We found 6-7 new suppliers from the show and we placed orders for a value of approximately 1million USD during the event. The show was excellent. I look forward to taking part again next year.

### **Stuart Ewington**

*Handley Industries 2022 Limited (Australia)*

It was great to connect with a range of suppliers. We did find new business opportunities and are in discussions for import of a range of flooring accessories for sale in our outlets.

### **Yi Liang**

*Nartree (China)*

We are a flooring distributor and our sales in the first half of this year have rebounded compared to last year. We participated in DOMOTEX asia 2024 with an optimistic attitude towards the industry and we hope everyone will achieve success in their business.

### **Jianqiao Zhang**

*Grethome (China)*

We came to DOMOTEX asia 2024 mainly to source carpets for our home furnishing projects, and we did find some desirable products at the exhibition. Visiting the exhibition helps us save time and meet more suppliers. I think this year's visit was quite effective.



## Concurrent Events

# Show Highlights

### **BUILD ASIA MEGA SHOW**

Co-located with other related events and activities under “**Build Asia Mega Show**”, DOMOTEX asia/**CHINAFLOOR** is part of a platform established to foster communication and integration among different sectors in the construction, building materials and interior design industry.



### **Interior Space Design Forum**

This conference emphasizes the breakthroughs in integrated distribution, explores comprehensive home decoration channels and collectively discusses the trends and the future of the interior space design. Over a hundred representatives from prominent brands specializing in multi-dimensional interior space attend the event each year to hear from experts in the industry.



### **Cadex - Design with Nature**

Since its first launch in 2016, cadex has been an integral part of DOMOTEX asia/**CHINAFLOOR**. This co-located event acts as a collective of architecture and design-related stimulating creative displays and content, networking events, interactive activities and much more. Through immersive displays and forums, cadex presents cutting-edge architectural and design trends, empower industry professionals and foster collaboration.



### **Material Matters**

Material Matters is a dedicated display area where visitors can get a closer look to outstanding innovative building materials samples, interactive installations, and curated design scenarios. The aim is to inspire design ideas with new materials and explore the next level of integration between interior design and materials' world through installations, creative spaces and labs.





## Participation Options

BOOTH OPTIONS	PRICE
Raw space 12-120 m <sup>2</sup>	1,875 RMB/m <sup>2</sup>
Additional raw space above 120 m <sup>2</sup>	1,500 RMB/m <sup>2</sup>
Standard shell scheme construction fee	160 RMB/m <sup>2</sup>
Upgraded shell scheme construction fee	350 RMB/m <sup>2</sup>
Corner fee	3,000 RMB/corner

### Discounted packages

#### Early Bird

5% discount if booked before 8 Nov,2024

#### 2 Year Contract

First year of participation: 12% discount if more than 100sqm is booked before 24 Jan, 2025. 12% deposit is required.

Second year of participation: 12% discount if booked space is at least 70% of the space booked in the first year.

### Venue Information

National Exhibition and Convention Center (NECC)

Address: 333 Songze Avenue, Qingpu District, Shanghai, China

Tel: +86 021 - 6700 8888

Web: <https://www.necsh.com/cecsh/>

## Product Categories

### Hall 5.2 / 6.2 / 7.1 / 7.2

#### Wood / Resilient / INTERIOR SPACE

Solid Wood Flooring  
Engineered Wood Flooring  
Solid Wood Flooring For Ground Heating System  
Laminated Flooring  
Cork Flooring  
Bamboo Flooring  
Flooring & Wall / Ceiling & Wall /  
Wallboard & Wall Integration  
SPC / LVT / WPC  
PVC Roll Flooring  
Rubber Flooring  
Outdoor Decking  
Sports Flooring  
Surface Decoration Materials  
Business & Industry Flooring  
Special Flooring

### Hall 5.1 / 6.1

#### Carpet / Mats / Carpet Tech

Hand Made Carpets & Tapestry  
Rugs  
Mats & Table Cloth  
Textile Floor Coverings (Wall-to-Wall)  
Printed Carpet  
Carpet Tiles  
Pelt and Leather Carpets  
Natural Materials Carpet  
Non-woven Carpet  
Carpet Machinery & Raw Materials

### Hall 8.1

#### FLOORTECH asia

Flooring Manufacturing Machinery & Accessories  
Coatings  
Flooring Raw Materials & Auxiliary Materials  
Flooring Lay-tech and Pro-tech  
Testing & Certification

### Visitor Entrance





# BUILD ASIA Mega Show



DOMOTEX asia/CHINAFLOOR 2025



BIC 2025



INTERIOR SPACE SHOW 2025



IPD 2025



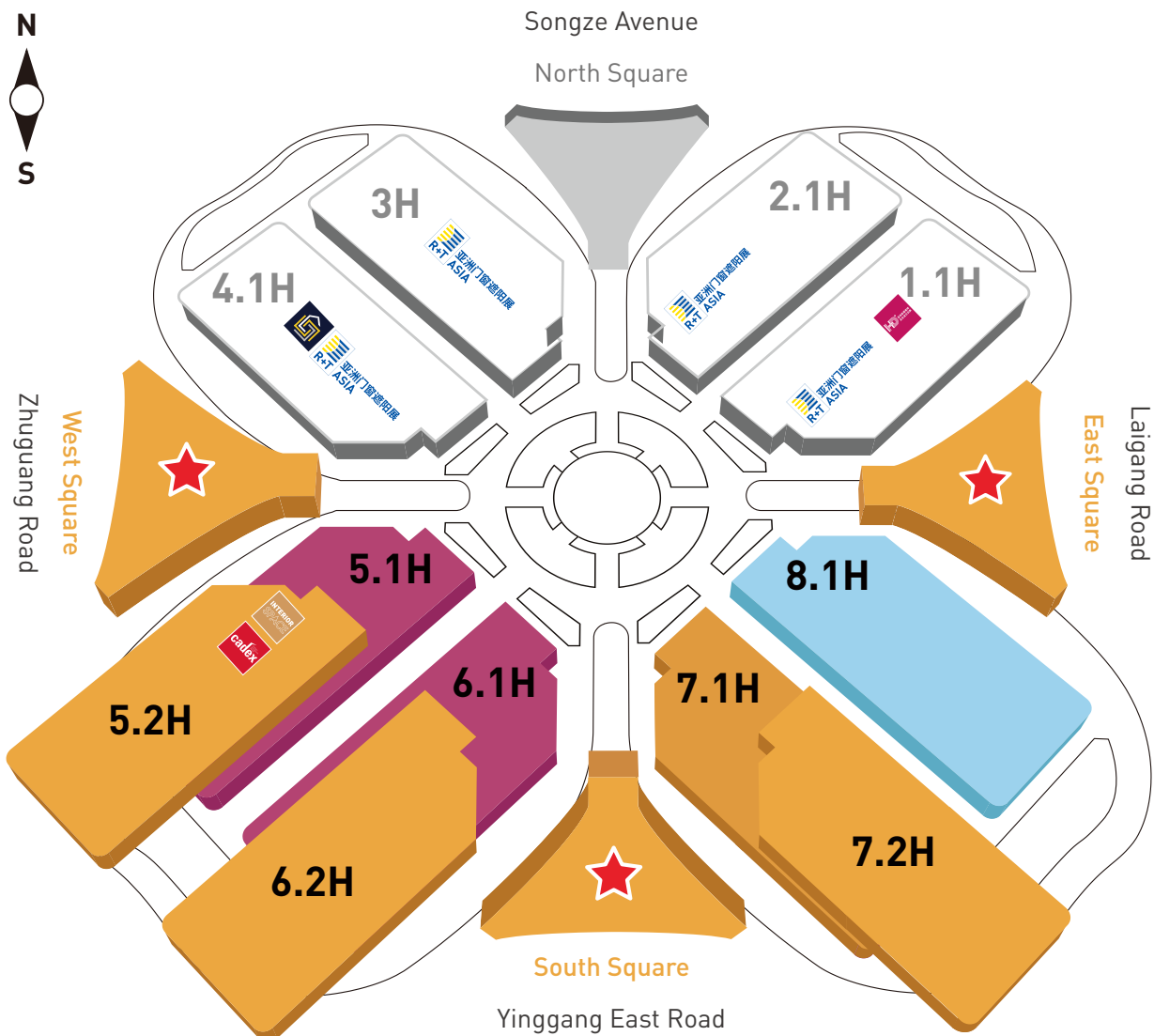
R+T ASIA 2025



cadex 2025



HD+ ASIA 2025







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Deutsche Messe

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DOMOTEX events worldwide



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