

DOMOTEX asia/CHINA FLOOR

More than Flooring

POST SHOW REPORT

28-30 May, 2024

Shanghai, China

www.domotexasiachinafloor.com



Deutsche Messe



FIERA MILANO

Build Your Dream Group

DOMOTEX
asia **CHINA FLOOR**



DOMOTEX asia/CHINAFLOOR 2024 brought the world-wide flooring community together for the 26th time from 28th to 30th of May at the Shanghai National Exhibition and Convention Centre (NECC).

Building on its tradition, **DOMOTEX asia/CHINAFLOOR** partnered with a lineup of significant events, including R+T Asia - the leading Asia-Pacific exhibition for sun shading systems and doors/gates, cadex - an international event for networking, learning, and business activities in the design and architecture field, and others. By coming together under the BUILD ASIA Mega Show platform, these events aimed to facilitate a robust conversation across different industries, enabling seamless integration between various channels and providing attendees with a comprehensive experience in the construction, building materials and interior design sectors.

The strong edition of **DOMOTEX asia/CHINAFLOOR 2024** reinforced once again the leading position of the event in the entire Asia Pacific region. The overwhelming increase of international visitors was a clear indication that China remains a crucial player in the flooring industry. Together with the nearby growing Asian markets, it offers unique development opportunities for everyone. The 3-day large gathering in Shanghai, gave everyone the opportunity to experience in person the latest developments and innovations that the region has to offer.

1,600
Companies & brands

117
Visiting Countries

230,000_{sqm}
Exhibition Area

83,850
Visitors

17,923
Overseas Visitors



EXHIBITORS

1,600 companies & brands showcased their newest products and cutting-edge technologies in a gross exhibiting area of **230,000**sqm.



WHAT DID EXHIBITORS SAY

“

“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.”

Marcel Kies

President / HMTX (USA)

“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.”

Fabian Kölliker

Head of Group Marketing / Swiss Krono (Switzerland)

“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.”

Hany Amin

International Business Director / Oriental Weavers (Egypt)

“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. In general, we are happy to be there. We met with our customers and we had a chance to showcase our new products in a good manner.”

Çağlar Kepekçi

General Manager / Merinos (Turkey)

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EXHIBITOR SATISFACTION



SOME OF THE LEADING EXHIBITING COMPANIES



*in no particular order

VISITORS



The show's visitation remained robust with **83,850** professional visitors coming from **117** different countries. In particular, it registered a remarkable increase of 25% of the international visitors over the previous year, reaching a total of **17,923** and surpassing the record number of the 2019 edition, making thus the show more international than ever.



VISITOR SATISFACTION



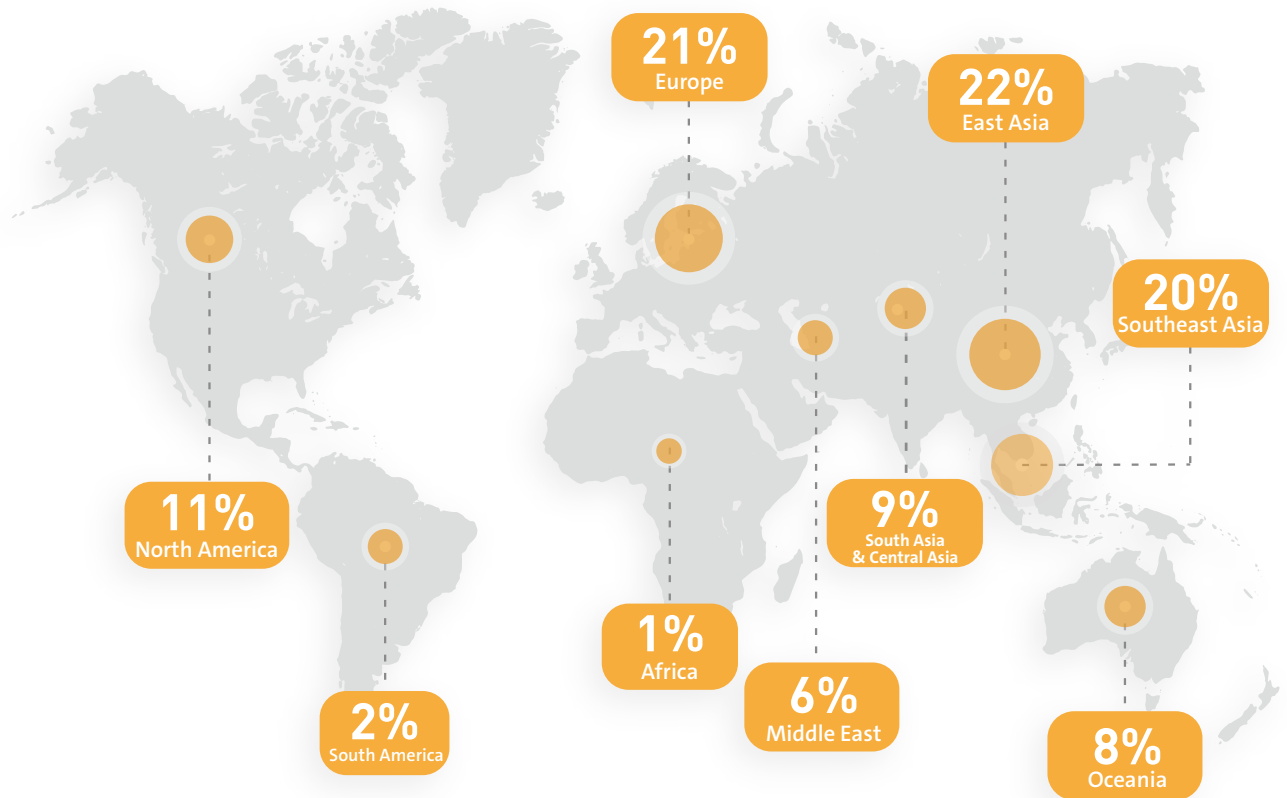
Visitor Satisfaction



Revisit Rate



INTERNATIONAL VISITOR PROFILE



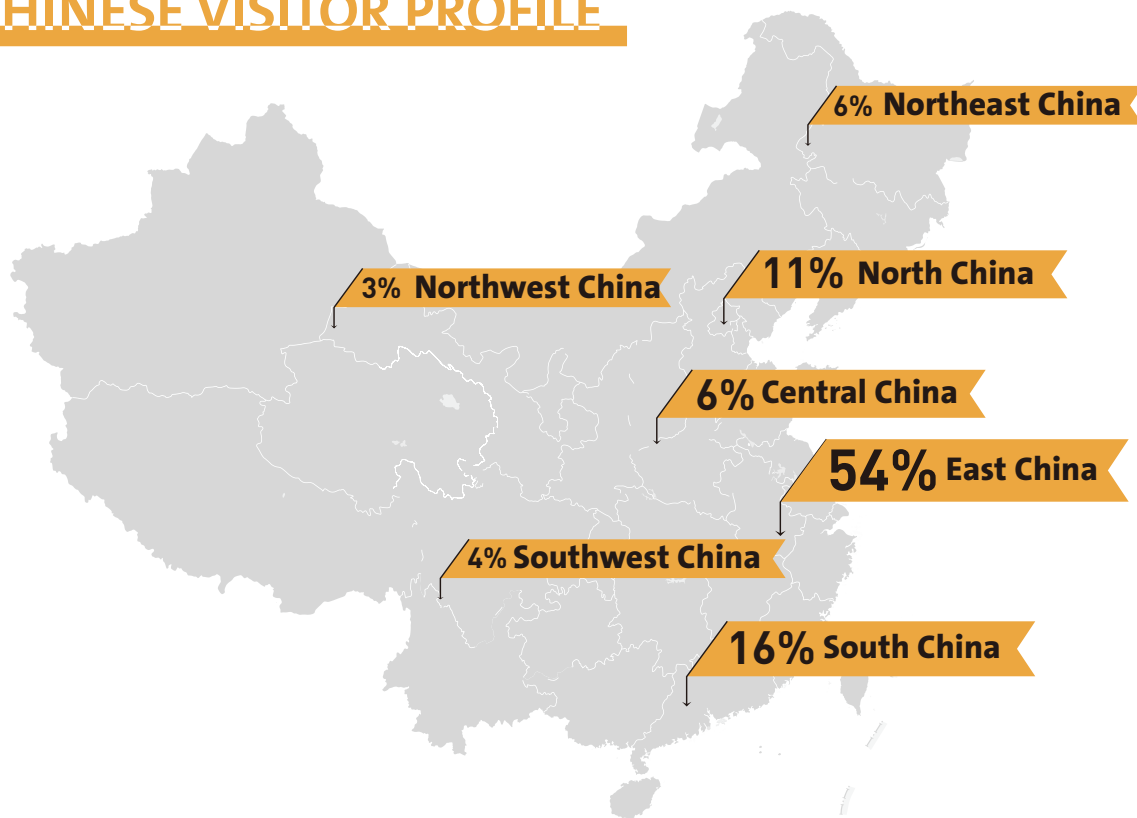
- Asia accounted for 57% of the international visitors, with East Asia and Southeast Asia being the most represented regions. South Korea remains the top visiting country in Asia. The countries in the Asian regions that grew the most over 2023 were Philippines, UAE, Malaysia, India, and Japan.



- Europe returned to make up 21% of the international visitors' numbers, accounting for the second most represented region after East Asia. More than 50% of the European visitors came from Italy, Germany, United Kingdom, Belgium, the Netherlands, Poland and Spain.
- USA was the 6th visiting country. Its visitors grew by 39%, which was higher than the growth of the total international visitor numbers.



CHINESE VISITOR PROFILE



- Eastern China region remains the most important origin of the domestic visitors, accounting for 54% of the total.
- There was a significant increase in the audience from South China and Northeast China, where four major provinces that grew the most were Heilongjiang, Jilin, Guangdong, and Hebei.
- The top 10 provinces and cities in mainland China of visitors are: Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Anhui, Hebei, Henan, Beijing and Liaoning.

BUYER DELEGATIONS

To ensure efficiency in reaching out to the most qualified buyers, the show hosted this year various buyer delegation groups put together in partnership with regional industry stakeholders, associations and media partners from all different flooring segments.

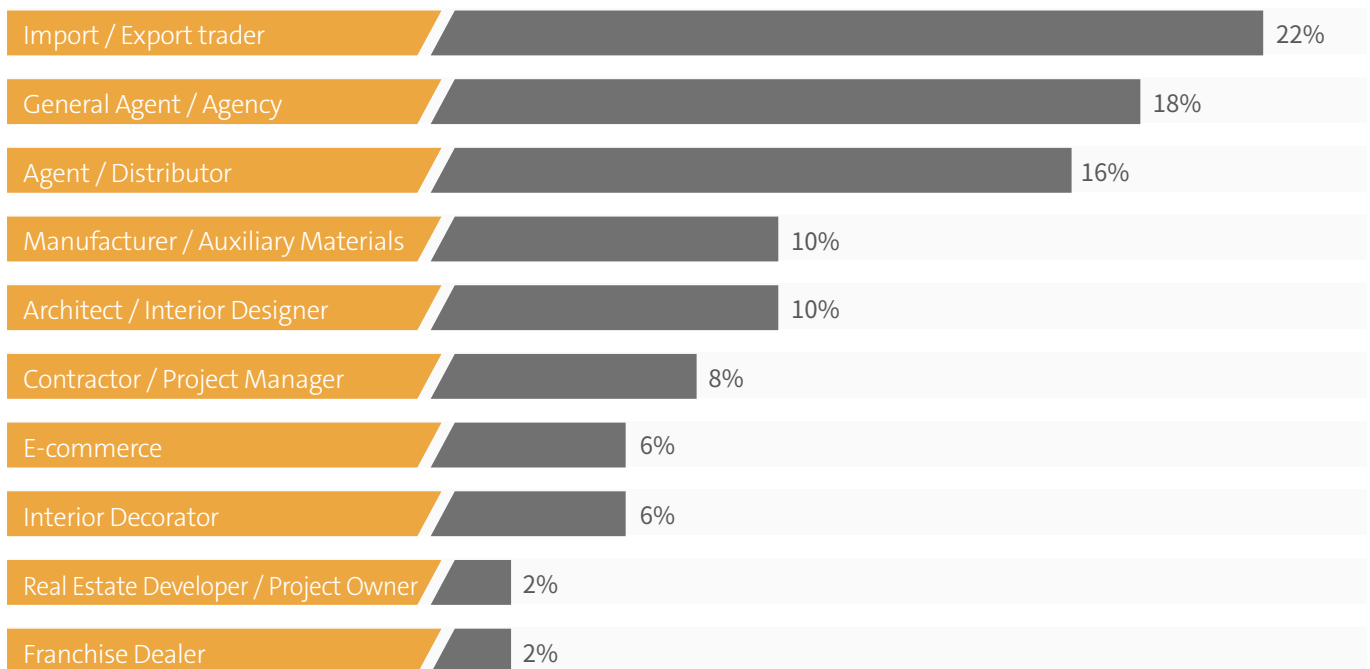
- International delegations included groups of buyers from Italy, organized in partnership with Federparquet (Italian Association of Wood Flooring Distributors and Installers), Australia, organized in partnership with Australasian Timber Flooring Association (ATFA) and Europe & USA organized in partnership with European American Chamber of Commerce and Industry (EACHAM).



- 100 Chinese enterprise project coordinators from Public Construction Branch of China Building Decoration Association, the Interior Decoration Committee of China Real Estate Association, and ten leading trade associations representing Chongqing, Fuzhou, Xiamen, Quanzhou, Jiaxing, Taizhou and Wenzhou, engaged in procurement and docking activities at the event. Additionally, the Nanxun Furniture Industry Association, along with Jinmao Furniture Square, Golden Triangle Square, Haoyijia Furniture Square, and East China Decoration City organized delegation visits for dealers and building material suppliers.



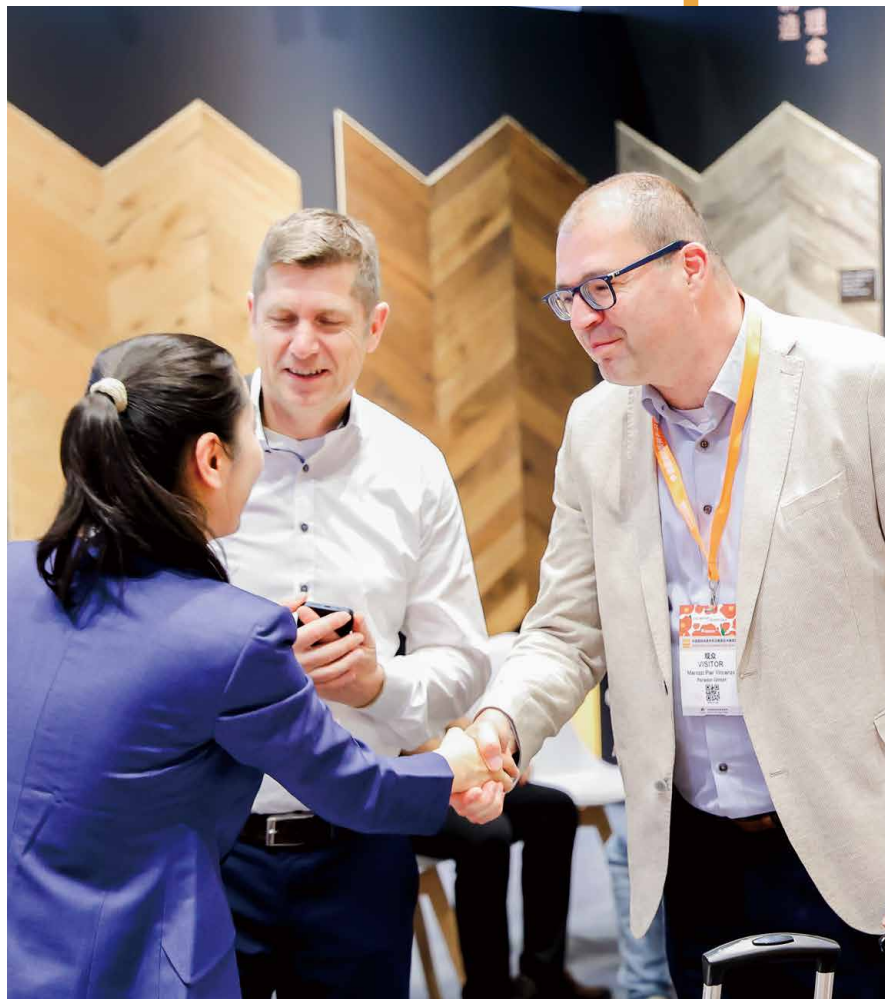
VISITOR PROFILE



- Import & export traders, agents and distributors are the three main categories which account for over 50% of the total.

- Thanks to the synergy created by BUILD ASIA, there has been a significant growth in segments related to engineering, design & applications. The growth rates of visitors from interior decorators, architects, interior designers have exceeded 30% in total.

- E-commerce visitors continue being a category that shows solid increase year over year.





We found 6-7 new suppliers from the show. We ordered approximately 1 million USD at the show. The show was excellent. I look forward to taking part again next year.

Richard Snape

The Wooden Floor Company (UK)

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It was great to connect with a larger 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.

Stuart Ewington

Handley Industries 2022 Limited (Australia)

“

WHAT DID BUYERS SAY

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 this year with an optimistic attitude towards the industry and we hope everyone will achieve success in their business.

Yi Liang

Nartree (China)

We mainly came to DOMOTEX asia 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.

Jianqiao Zhang

Grethome (China)



CONCURRENT EVENTS



International Buyers Guided Tours

More than 150 handpicked flooring buyers from 20 countries cooperation opportunities took part in personalized guided tours to the stands of around 80 exhibitors selected based on buyer's product needs.

Material Matters

Under the theme 'Boundless - Symbiosis', Material Matters inspired design ideas with new materials and explored the next level of integration between interior design and materials through material installations, creative spaces and material labs.



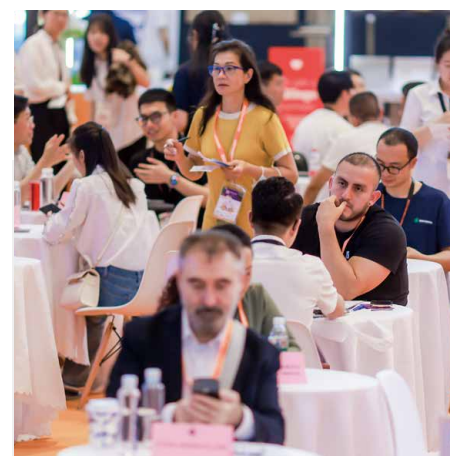
Multi-dimensional Interior Space Design Forum

The conference emphasized breakthroughs in integrated distribution, explored empowering home decoration channels, and collectively discussed the trends and channels of the interior space design. Over a hundred representatives from prominent brands specializing in multi-dimensional interior space converged in Shanghai attended the event and heard from over 30 experts from the industry. Notable brands such as Shanghaijia Decoration, iSpace Home, Nature Home, and Holzer presented their insights at the forum.



Cadex - Design with Nature

Through immersive displays & forums, cadex presented cutting-edge architectural & design trends, empowering industry professionals & fostering collaboration. Among the speakers were representatives from Studio Marco Piva, Vudafieri Saverino Partners, More Design Office (MDO) Architect & Interiors Magazine from India & many more.



Matchmaking Sessions

A full day activity, saw more than 400 matchmaking meetings held at the international buyers' lounge between selected buyers and exhibitors.

MEDIA EXPOSURE

70+

international & domestic
media partners

600+

articles & advertisements
on printed & online media

13

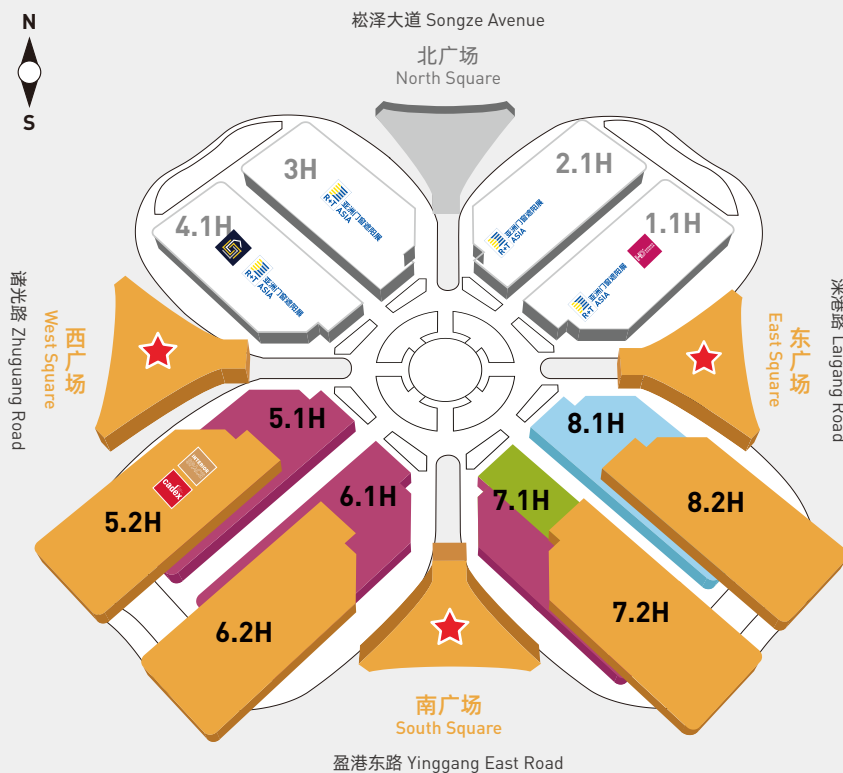
social media
platforms

100,000+

members & followers
on the social media groups



BUILD ASIA MEGA SHOW



DOMOTEX asia/*CHINA*FLOOR
2025 will return again in Shanghai
at the **National Exhibition and
Convention Centre (NECC)**
from **26 to 28 May**.

► For more information visit:
www.domotexasiachinafloor.com
► For booth reservation contact:
may.liu@globusevents.com



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