

DOMOTEX asia/*CHINA*FLOOR

The Global Meeting Point for the Flooring Industry in Asia

*27-29 May, 2026
Shanghai, China*

www.domotexasiachinafloor.com

DACF
Exhibitions
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Deutsche Messe



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Hannover Milano Fairs Shanghai Ltd.

DOMOTEX
asia *CHINA*FLOOR



Dear Flooring Professionals,

It is our great pleasure to invite you to the 28th edition of DOMOTEX asia/CHINAFLOOR, the leading flooring tradeshow in the Asia-Pacific region, taking place in Shanghai, May 27–29, 2026.

As **the largest international gathering** of the flooring industry in Asia, the show will spotlight the latest innovations, technologies, and trends, while opening doors to the fast-growing Asian markets. The strong international participation at the event underscores China's pivotal role as a global hub for flooring trade.

With China's unmatched manufacturing capacity and expanding consumer base, alongside the dynamic growth of Southeast Asia, the region continues to offer boundless opportunities for global business. DOMOTEX asia/CHINAFLOOR stands as **a true global meeting point** for the entire carpet and flooring industry, fostering connections and providing direct access to these thriving markets.

As in past editions, in 2026, the show will again be part of the **Build Asia Mega Show**, an ecosystem of co-located events which create a unique platform that promotes cross-industry synergies, encourages knowledge exchange, and gives access to new channels for business development across the construction, building materials, and interior design sectors.

We warmly invite you to join us in Shanghai in 2026, to explore new opportunities, strengthen partnerships, and together shape **the future of the flooring industry** in Asia Pacific and beyond.

Sincerely,

The DOMOTEX asia/CHINAFLOOR Project Team

A TRUE GLOBAL MEETING POINT FOR FLOORING INDUSTRY IN ASIA

As the leading international B2B floorcovering trade show in the Asia-Pacific region, DOMOTEX asia/CHINAFLOOR brings together flooring professionals from Asia and across the globe. It is the premier platform to network, collaborate, and showcase cutting-edge products, materials, and technologies. With strong international participation year after year, the show reinforces China and Asia's position as global hubs for flooring innovation, manufacturing, and outsourcing.

WHY EXHIBIT?

- » Unlock access to the world's largest and fastest-growing flooring markets.
- » Join the largest international gathering of the flooring industry in Asia-Pacific.
- » Experience the future of flooring, where new innovations and trends are unveiled.
- » Be part of the Build Asia Mega Show and connect with the broader construction, building materials, and interior design sectors.

2025 EDITION



210,000 m²

Exhibition Area



1,500⁺

Companies & Brands



83,056

Visitors



18,121

International Visitors



124

Visiting Countries



WHO EXHIBITS

In 2025, **1500+** companies & brands showcased their latest products and cutting-edge technologies in a gross exhibiting area of **210,000** sqm.



7.6

Exhibitor Satisfaction



7.6

Exhibitor Satisfaction

Some of the leading exhibiting companies

HARD FLOORING & FLOOR TECH



CARPET & CARPET TECH



*in no particular order



WHAT EXHIBITORS SAY

Ragolle

Jiali Qiu
General Manager, China

“DOMOTEX asia/CHINAFLOOR is a professional carpet and flooring exhibition. The buyer targeting here is incredibly precise. The visitors are all highly specialized carpet professionals. It is a perfect match for our brand promotion!”

Associated Weavers

Emile Devos
Area Sales Manager

“It's important for us to meet our customers, find new prospects, and explore new business opportunities. We work with one exclusive distributor in China supplying the whole of China and is important to support him with our presence here. We are very happy with the whole experience this year.”

Standard Carpets

Sharad Bhushan
VP Sales and Marketing

“We have had a lot of customers coming from Australia, New Zealand, Canada. And especially because of the tariffs, we have had an influx of customers from new territories, that we never had before. This is the best show for us. It has exceeded our expectations.”

CARD-MONROE CORP

Zach C. Monroe
VP of Sales & Business Development

“We have been pleasantly surprised with the amount of visitors we have seen from all over the world. China market is the largest export market for CMC. We have greater need to sell machine into China and greater optimism for the many years to come that our business will continue to grow in this market.”

Gerflor

Sebastien GAUCHET
Asia Managing Director

“I was very impressed by the number of participants at DOMOTEX asia. I noticed a great new dynamism in the non-PVC world, where we are invested. I was also very impressed to see many Asian countries' customer coming to visit us.”

CORETEC

Jan Doscche
President

“The organization has made great efforts to make this a beautiful event. We are very happy. This is an exhibition you can't afford not to be in. We have great suppliers, great manufacturers here in China, great products, great presentations. When the clouds are gone and the sun is back up again, we will be ready to enjoy the results.”

SWISS KRONO Tec AG

Fabian Kölliker
Head of Strategic Sales and Marketing

“We had a very good first show day with a lot of overseas customers, but also with good response from our domestic partners here in China. We have a long-term commitment to our strategy and our business here in China.”

Novalis

John Wu
CEO

“We've been participating in DOMOTEX Shanghai for nearly 10 years now and we want to continue to support the show and help drive customers here as well. We have many customers who make appointments to come see us every year and this is a great venue for us to showcase our latest design and products.”

WHO VISITS

The show welcomed an impressive **83,056** visitors from **124** countries - the highest number of participating nations since the event's inception. The international visitation number continued its post-Covid growth trajectory reaching **18,121** overseas attendees, cementing DOMOTEX asia's growing worldwide footprint and China's and Asia's enduring role as global hubs for flooring innovation and out-sourcing.

73%

Optimism on
China Market

90%

Revisit Intention
Rate

8.9

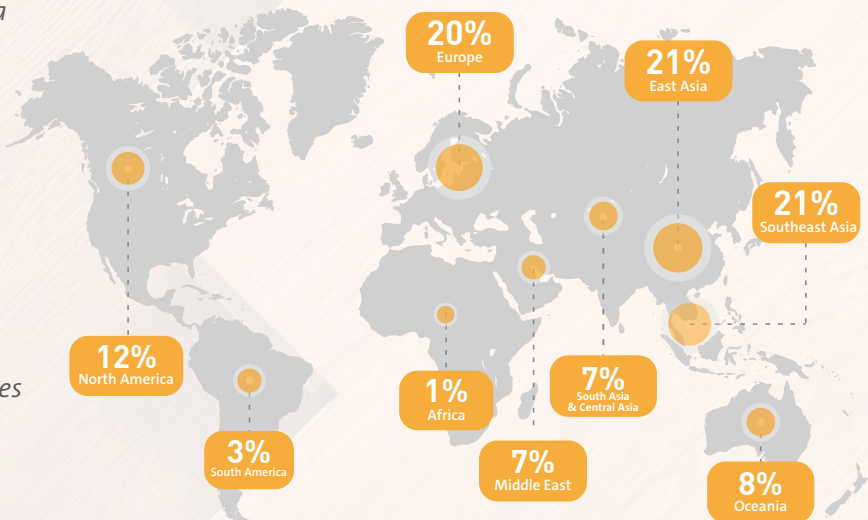
Visitor
Satisfaction

VISITOR PROFILES IN 2025

/ Top 15 countries

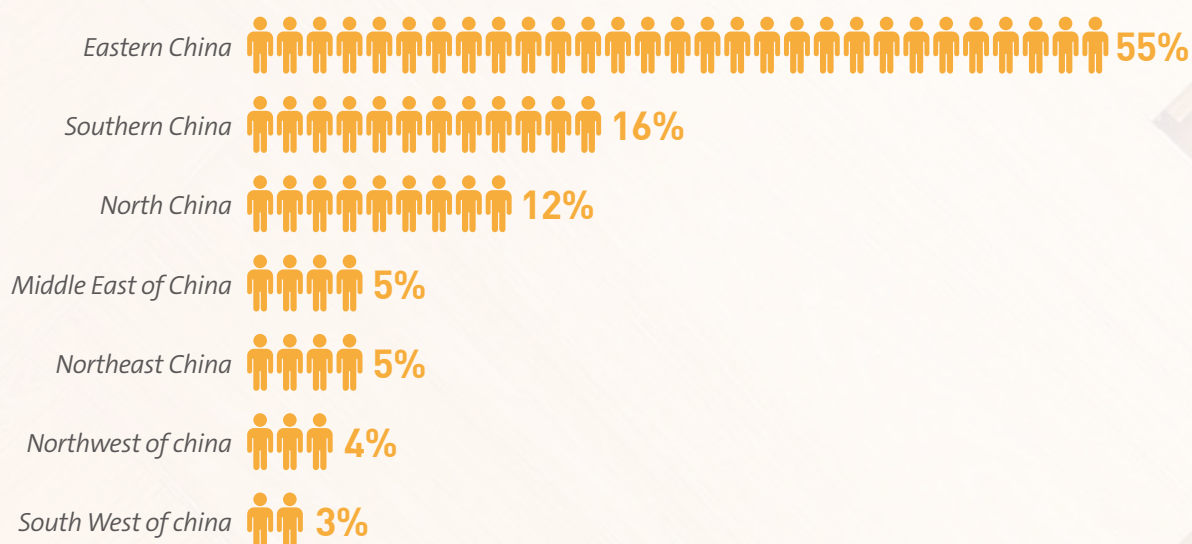
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|--------|---|---------------|
| Top 1 |  | South Korea |
| Top 2 |  | Japan |
| Top 3 |  | Malaysia |
| Top 4 |  | Thailand |
| Top 5 |  | Australia |
| Top 6 |  | India |
| Top 7 |  | United States |
| Top 8 |  | Vietnam |
| Top 9 |  | Singapore |
| Top 10 |  | Indonesia |
| Top 11 |  | Canada |
| Top 12 |  | Philippines |
| Top 13 |  | UAE |
| Top 14 |  | Italy |
| Top 15 |  | Germany |

/ International visitor by Origin

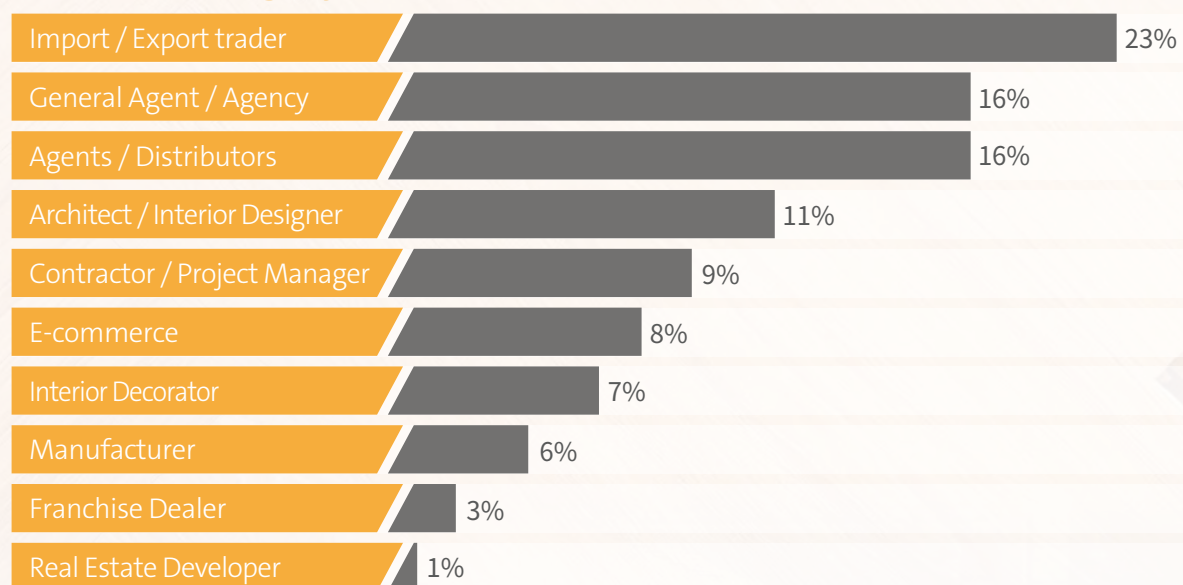


- Southeast Asia reached **21%**, led by Malaysia, Thailand, and fast-growing Vietnam.
- Middle East visitors are on the rise led by the UAE. Saudi Arabia surged by **+49%**.
- Europe held **20%**, while Oceania grew **+10%** and the U.S. **+9%**.
- South America showed strong momentum with **+42.6%** growth.

| Chinese visitor by Origin



| Visitor Category



INTERNATIONAL BUYER CLUB

To ensure efficiency in reaching out to the most qualified buyers, the show hosts every year various buyer delegation groups put together in partnership with regional industry stakeholders, associations and media partners from all different flooring segments. These selected buyers are connected with the exhibitors through various onsite planned business matching and networking activities.



WHAT VISITORS SAY

“We were impressed with DOMOTEX asia/CHINA-FLOOR. We made good new contacts, and are confident of adding their products to our showroom. The organization was great and we felt supported. The hotel, meals at the expo, VIP party, and sightseeing tour were all excellent. We would be 100% keen to return to DOMOTEX asia in 2026.”

Mathew Buxcey

Ultimate Timber Flooring Pty Ltd (Australia)

“I'm grateful for the great DOMOTEX asia/CHINA-FLOOR 2025 experience. It was a huge success for us. We have several deals in the works with people we connected with during the business meeting activities. The networking opportunities were invaluable, and it was fantastic to meet so many like-minded professionals. I'm eager to attend again in 2026.”

Richard Snape

The Wooden Floor Company (United Kingdom)

“I was able to meet everyone I had planned to, and I could as well place orders for projects which were discussed beforehand and finalized during the show. We are for almost 30 years in China, we have developed long and close partnerships and we want to continue this for many more years. I'm eager to attend again next year.”

Frank Nelling

Franz Reinkemeier GmbH (Germany)

“I came to the exhibition to take a look at auxiliary material products on site as we have procurement needs in the second half of the year, and so far, we've already connected with several suppliers. I'm a loyal visitor to DOMOTEX asia, coming almost every year, and I'll definitely come back again next year.”

Ai Yang

Tiadec Architec (China)

CONCURRENT EVENTS AND ACTIVITIES

BUILD ASIA MEGA SHOW

As part of the Build Asia Mega Show, DOMOTEX asia/CHINAFLOOR is co-located with a series of related events that bring together the construction, building materials, and interior design industries. This integrated platform fosters collaboration, innovation, and cross-sector opportunities on a global scale.



Cadex

Launched in 2016, cadex has become a vibrant hub for architecture and design in China. It features inspiring creative displays, interactive activities and keynote speeches by renowned designers in China and abroad. Designed to strengthen connections between flooring companies and the design community, cadex highlights the seamless integration of flooring with interior spaces, fittings, and decoration.



Material Matters

Curated by visionary emerging designers, Material Matters showcases cutting-edge innovations in materials that are shaping the future of flooring and interior design. Visitors can explore hundreds of pioneering building material samples, experience interactive installations, and immerse themselves in forward-looking design scenarios.



China Flooring Innovation Summit

Organized in partnership with the China National Forest Products Industry Association Flooring Committee, this summit is a key forum for the high-quality development of China's flooring industry. With a focus on innovation, sustainability, and shared responsibility, the summit calls on industry leaders to collaborate and drive the next era of growth.



Chinese Original Carpet Design Show

The Chinese Original Carpet Design Show spotlights the creativity of the next generation of carpet designers in China. Featuring more than 150 works from over 60 young talents, the event recognizes outstanding handmade carpet designs through a juried competition. Winners are selected by experts from China's carpet industry alongside leading professors from prestigious design universities.



Participation Options

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

Discounted packages

1 Year Contract Early Bird

5% discount if booked before 7 Nov, 2025.

2 Year Contract

First year of participation: 12% discount if more than 100sqm is booked before 30 Jan, 2026, 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 and application form is submitted

Venue Information

National Exhibition and Convention Center (NECC)

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

Tel: +86 021 - 6700 8888

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

Product Categories

Hall 5.2 / 6.2 / 7.1 / 7.2

Wood / Resilient / INTERIOR SPACE

SPC Whole House Customization

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 / Non-PVC
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
PE-Foamed Mat
Soft Wall Decoration
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/CHINA FLOOR 2026



BIC 2026



INTERIOR SPACE SHOW 2026



IPD 2026



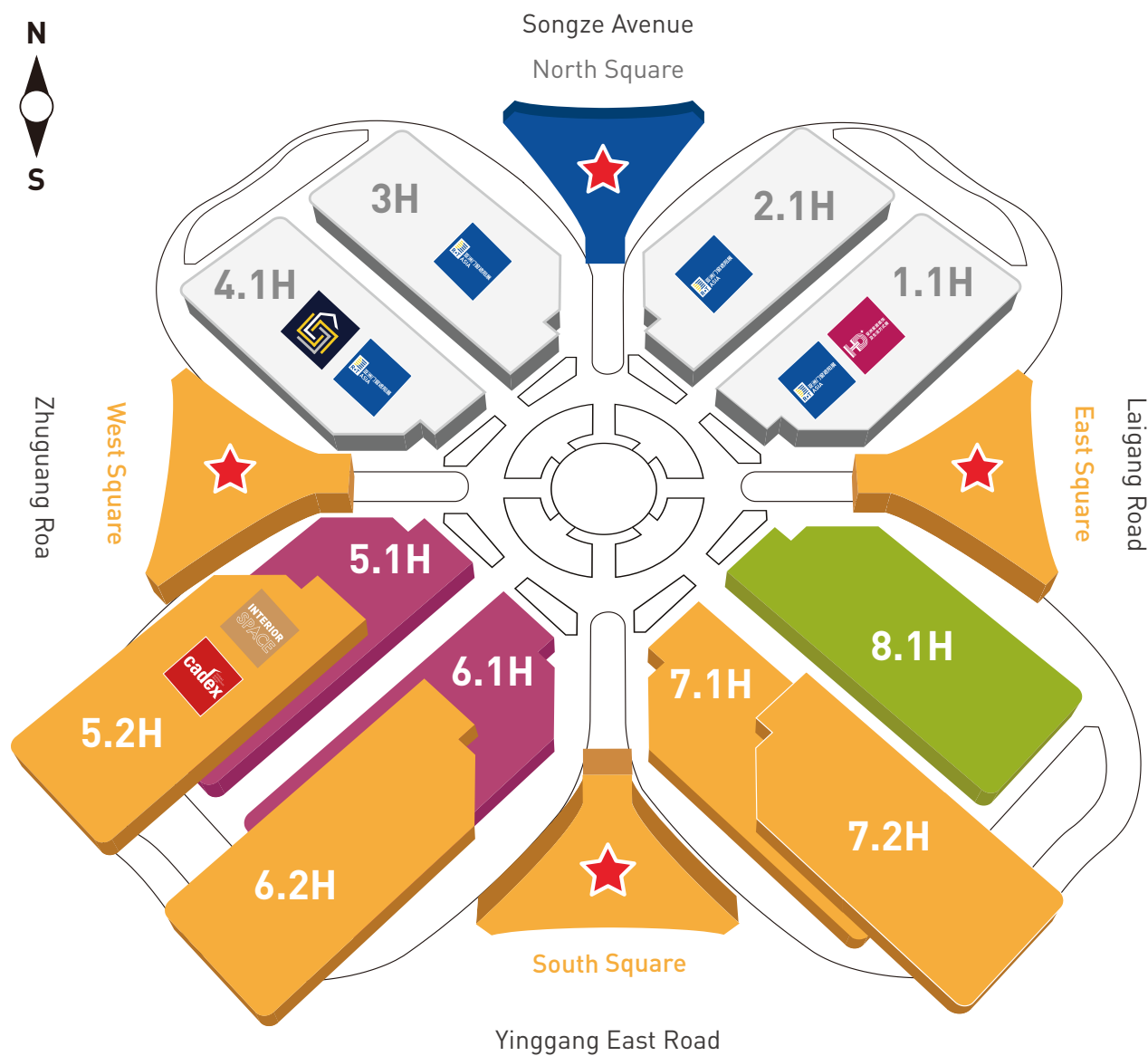
R+T ASIA 2026



cadex 2026



HD+ asia 2026





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DOMOTEX events worldwide



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