

DOMOTEX asia/*CHINA*FLOOR

The Global Meeting Point for the Flooring Industry in Asia

26-28 May, 2027

Shanghai, China

www.domotexasiachinafloor.com

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Exhibitions
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Deutsche Messe



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Hannover Milano Fairs Shanghai Ltd.

DOMOTEX
asia *CHINA*FLOOR



Dear flooring professionals,

DOMOTEX asia/CHINAFLOOR will once again welcome the global flooring community to Shanghai from **26–28 May 2027** for its 29th edition.

Over the past three decades, the event has grown into the world's largest carpet and flooring trade platform, becoming an unmissable international meeting point for the global industry. It showcases the latest innovations in technology, design, and sustainable solutions while bringing together leading brands, manufacturers, distributors, buyers, traders, architects and project professionals from both established and emerging markets.

As part of the **BUILD ASIA Mega Show**, DOMOTEX asia/CHINAFLOOR provides exhibitors with a powerful platform to showcase their products, identify new business partners, and expand their reach across the broader building materials, architecture, and interior design industries. This unique integration with complementary sectors creates valuable opportunities for cross-industry collaboration, new business development, and sustainable growth.

The global flooring industry is entering a new phase, shaped by shifting supply chains, evolving consumer expectations, sustainable development, and rapid advances in materials, manufacturing, and design. Against this backdrop, China continues to play a pivotal role in the global flooring industry, supported by the region's advanced manufacturing capabilities and well-established sourcing ecosystem. Throughout the recent evolving economic and international trade landscape, DOMOTEX asia/CHINAFLOOR has demonstrated remarkable resilience, helping businesses navigate market challenges, seize emerging opportunities, and move forward with confidence.

We warmly invite you to join us in Shanghai in 2027 and together shape the future of the carpet and flooring industry across Asia Pacific and beyond.

Sincerely,

The DOMOTEX asia/CHINAFLOOR Project Team

| A TRUE GLOBAL MEETING POINT FOR FLOORING INDUSTRY IN ASIA

As the leading B2B floorcovering trade show in Asia-Pacific, DOMOTEX asia/CHINAFLOOR brings together global flooring professionals to network, collaborate, and showcase cutting-edge products and technologies. Despite persistent economic and trade headwinds, the exhibition continues to serve as a resilient and trusted platform that supports industry growth, fosters business opportunities, and helps companies adapt to an evolving market landscape.

| WHY EXHIBIT?

- » Expand your reach into the most dynamic and rapidly growing flooring markets.
- » Join the world's largest annual gathering of carpet and flooring professionals.
- » Experience the future of flooring, where the latest innovations and trends are unveiled.
- » Leverage the synergies of the Build Asia Mega Show and connect with professionals from the broader construction, building materials, and interior design sectors.

| 2026 EDITION



WHO EXHIBITS

More than **1,500** leading companies and brands from China and over 40 countries trust DOMOTEX asia/CHINA FLOOR as their preferred platform to showcase products, strengthen existing business partnerships, and build new connections. With an exhibition area spanning over **200,000** sqm and a strong international presence, the event has become a true global meeting point for the flooring industry.

Some of the Leading Exhibiting Companies from the Previous Editions

HARD FLOORING & FLOORING TECHNOLOGY



*In no particular order

CARPET & CARPET TECHNOLOGY



*In no particular order



I What Exhibitors Say

We are happy to be present again at DOMOTEX asia/CHINAFLOOR this year. Coretec, as the architect of multilayered PVC flooring, has been a trend-setter and an innovator. I think we owe it to the organizer and to the China market to be present in each edition. We will definitely come back next year.



Coretec
Jan Dossche
President

It is always a pleasure for Daejin to participate in DOMOTEX asia/CHINAFLOOR. The exhibition is a great opportunity to introduce our new products and connect with customers. We appreciate the organizer's dedication and are proud to be part of this event. We look forward to returning again next year.



Daejin (Decoria)
Chulho Jun
Senior Manager



We're very happy with this edition of DOMOTEX asia/CHINAFLOOR because we met many new customers from Central Europe, Eastern Europe, Latin America, Canada and Australia. We will definitely come back next year, because obviously we have expanded our customer base quite dramatically after these days in Shanghai.

UNY Group
Francis Maurice Debrabandere
General Manager

This was the first time our Board organized a pavilion at DOMOTEX asia/CHINAFLOOR, and we met strong interest from our members to participate in this new opportunity to expand their business in China and the broader Far East region. The exhibition met our expectations in terms of visitor quality, business opportunities, and market exposure.

Ministry of MSME, India
Shaubhik Bhardwaj
Section Officer (Coir Board)



We are truly happy about our second consecutive participation in DOMOTEX asia/CHINAFLOOR. The positive feeling of last year has been confirmed in this edition. We are ready for our third participation in a row in 2027.

Ragolle
Hendrik Masquillier
International Sales Manager

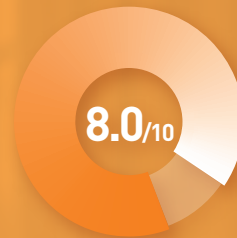


We are pleased to announce that we will once again be exhibiting at DOMOTEX asia/CHINAFLOOR in 2027. The event also provides an excellent opportunity to support our large and loyal customer base while strengthening relationships with manufacturers and industry partners throughout the region.

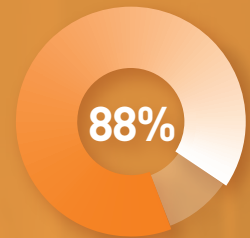
Card-Monroe Corporation
Zach C. Monroe
VP of Sales & Business Development

WHO VISITS

More than **83,000 carpet and flooring professionals** from over **145 countries** visit the event each year. International participation continues to grow steadily, with overseas attendance reaching a record 18,302 visitors in 2026.



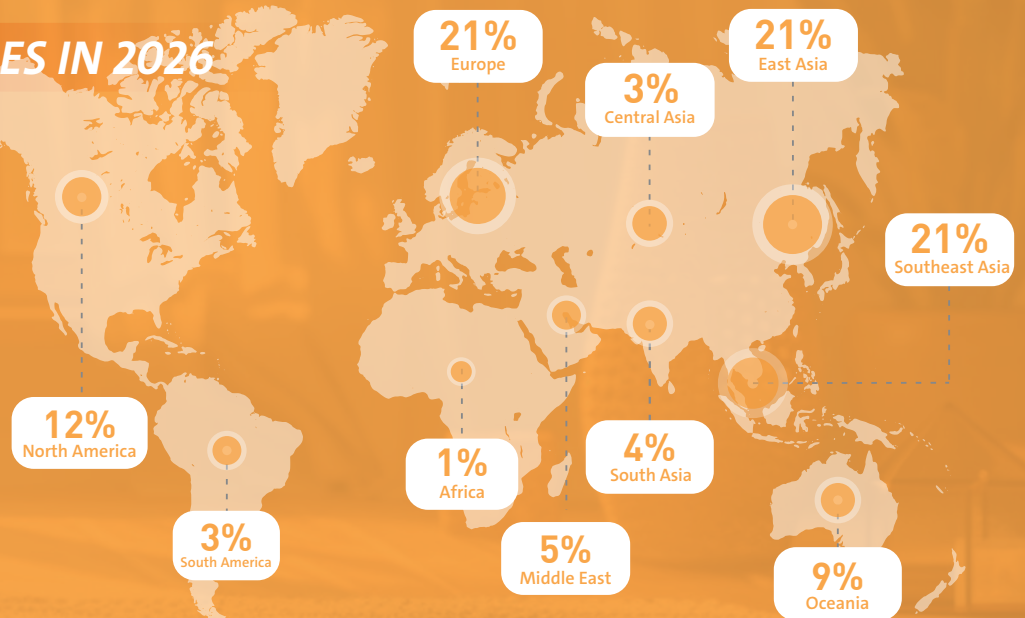
Visitor Satisfaction Rate (1–10)



Revisit Intention Rate

VISITORS PROFILES IN 2026

International Visitor Profile

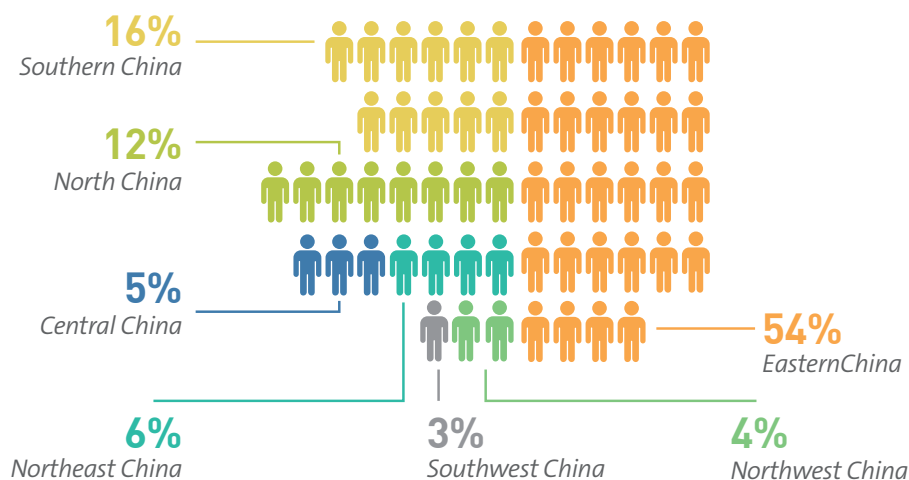


- **Asia accounted for 54% of international visitors**, with participation from Belt and Road markets showing the strongest growth momentum.
- **Europe recorded steady growth**, driven by increased attendance from Poland, Germany, Italy, the UK, and Spain.
- **North America maintained strong engagement**, with visitor numbers from Canada increasing by **14.3% compared with 2025**, while the U.S. market remained stable.
- **Global participation continued to expand**, with Oceania growing by **21.6%**, Africa nearly doubling, and South America increasing by **8.5%**.

Top 15 Countries with the Highest Attendance

	South Korea		Australia		Malaysia		Thailand		Japan
	India		United States		Singapore		Vietnam		Indonesia
	Canada		Poland		Germany		Pakistan		Italy

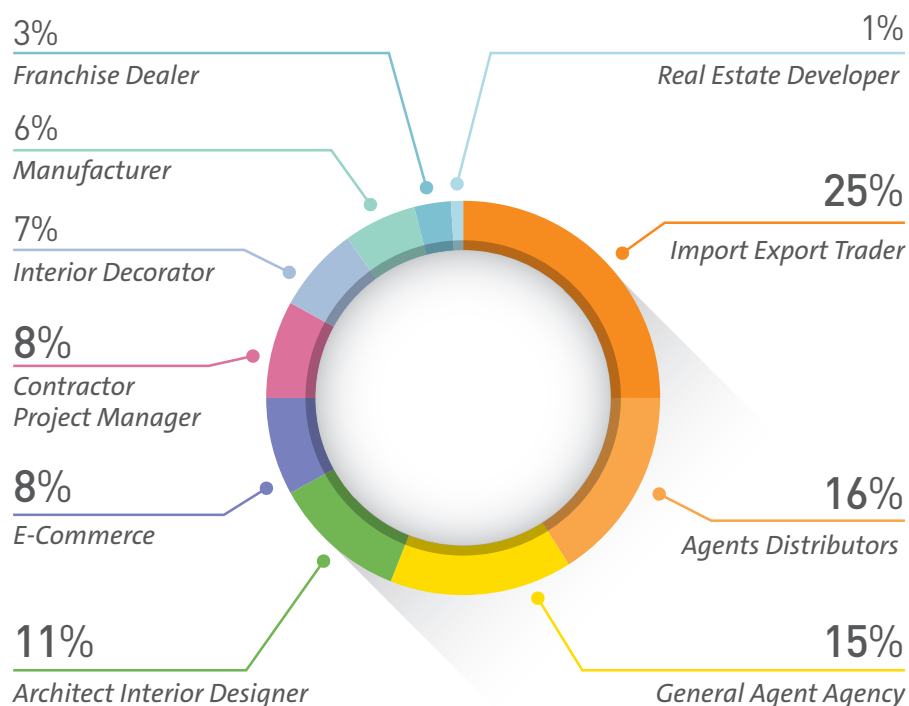
I Chinese Visitor Profile



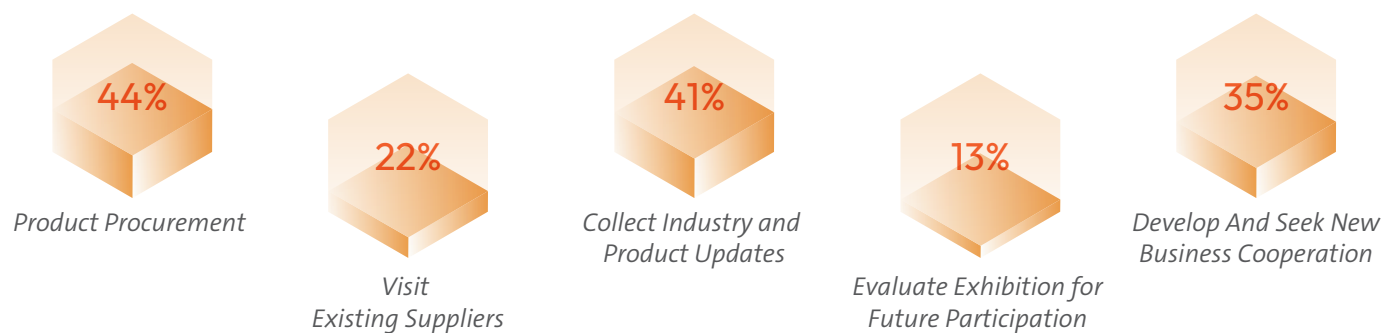
I Chinese Visiting Regions

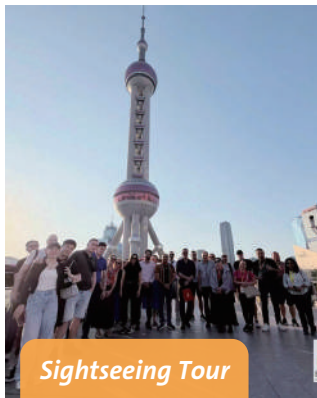


I Visitor Profile



I Main Purpose of Visit





Sightseeing Tour



Networking VIP Night



Business Matching

INTERNATIONAL BUYER CLUB

To ensure efficiency in reaching out to the most qualified buyers, DOMOTEX asia/CHINAFLOOR hosts each year various buyer delegation groups, developed in partnership with regional industry stakeholders, associations, and media partners across different flooring segments. These targeted initiative facilitates meaningful business connections and create valuable opportunities for networking and collaboration.



Guided Booth Tours

I What Buyer Club Members Say

“We discovered many new product types and a wide variety of options, including Chinese manufacturers that have already set up production overseas. It was also a great opportunity to meet people from the same industry, reconnect with old acquaintances, and make new contacts. We need to focus more on differentiation, product selection, quality, and service, instead of only competing on price.”

Surapat Trairattanathada (Thailand)

9000Group Co., Ltd.

“This marks my 15th time attending the show in person – and 2026 has easily been one of the best editions yet. The show is noticeably busier this year, and that’s exactly what makes it so exciting – seeing the industry come back to life with far more attendees than in recent years fills us with so much optimism. It’s been a fantastic 2026 show, and we can already tell the whole year ahead is going to be full of great new opportunities.”

Andres Abad (United States)

Masters Building Products

“We have been coming to DOMOTEX asia/CHINAFLOOR for over 20 years. It is where we have built and nurtured countless long-standing business partnerships, and every visit leaves us brimming with valuable, actionable insights. We look forward to returning for many more successful editions to come.”

Mark Doherty (United Kingdom)

Flanagan Distribution Scotland Ltd

“We attend DOMOTEX asia/CHINAFLOOR every year. This edition once again offered a comprehensive product mix, with clear zones across the wood flooring, resilient flooring, and carpet halls. Many exhibitors showcased new decorative patterns, and our discussions with several shortlisted suppliers were promising.”

Jianhua Li (China)

Shenzhen Yunzhuo

CONCURRENT EVENTS

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.

Asia Flooring Talks

Featuring distinguished speakers from around the world and attracting more than 250 industry professionals, this workshop delivers a series of insightful presentations and engaging panel discussions exploring the latest market insights, emerging trends, manufacturing innovations, interior design developments, sustainability strategies, and evolving consumer behaviours across Asia's key flooring markets - all presented from a global perspective.

cadex

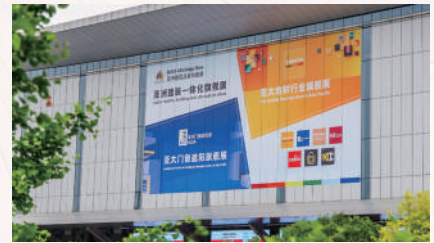
For years, cadex has served as a premier platform within DOMOTEX asia/CHINAFLOOR, fostering cross-industry collaboration for the contract, design, and architecture community. Its main conference takes place on the first day of the show, bringing together Chinese and international experts in architecture and interior design to explore how sensory economy principles can be integrated into design, supported by real-world case studies and success stories.

Carpet Island by Red Note

Red Note Carpet Inspiration Island, targeting carpet brands, home designers, distributors, and industry influencers, provided an in-depth analysis of Red Note's curatorial operation system and viral content strategies for carpet influencers. The initiative aims to establish a comprehensive pathway integrating trend forecasting, content creation, curator-led distribution, and closed-loop transactions.

China Flooring Industry Channel Innovation Conference

In response to the implementation of the Healthy China strategy and the need for stronger integration across medical care, elderly care, and construction sectors, this forum brings together stakeholders from government, industry, academia, research, and application sectors. It aims to establish an efficient cross-disciplinary collaboration platform, address the core needs of integrated medical and elderly care development, and support the high-quality growth of the industry.



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 6 Nov, 2026.

2 Year Contract

First year of participation: 12% discount if more than 100sqm is booked before 29 Jan, 2027, 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.necsh.com/cecsh/>

Product Categories



Hall 5.2 / 6.2 / 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 / 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 Technology

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 7.1

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 2027



BIC 2027



INTERIOR SPACE SHOW 2027



IPD 2027



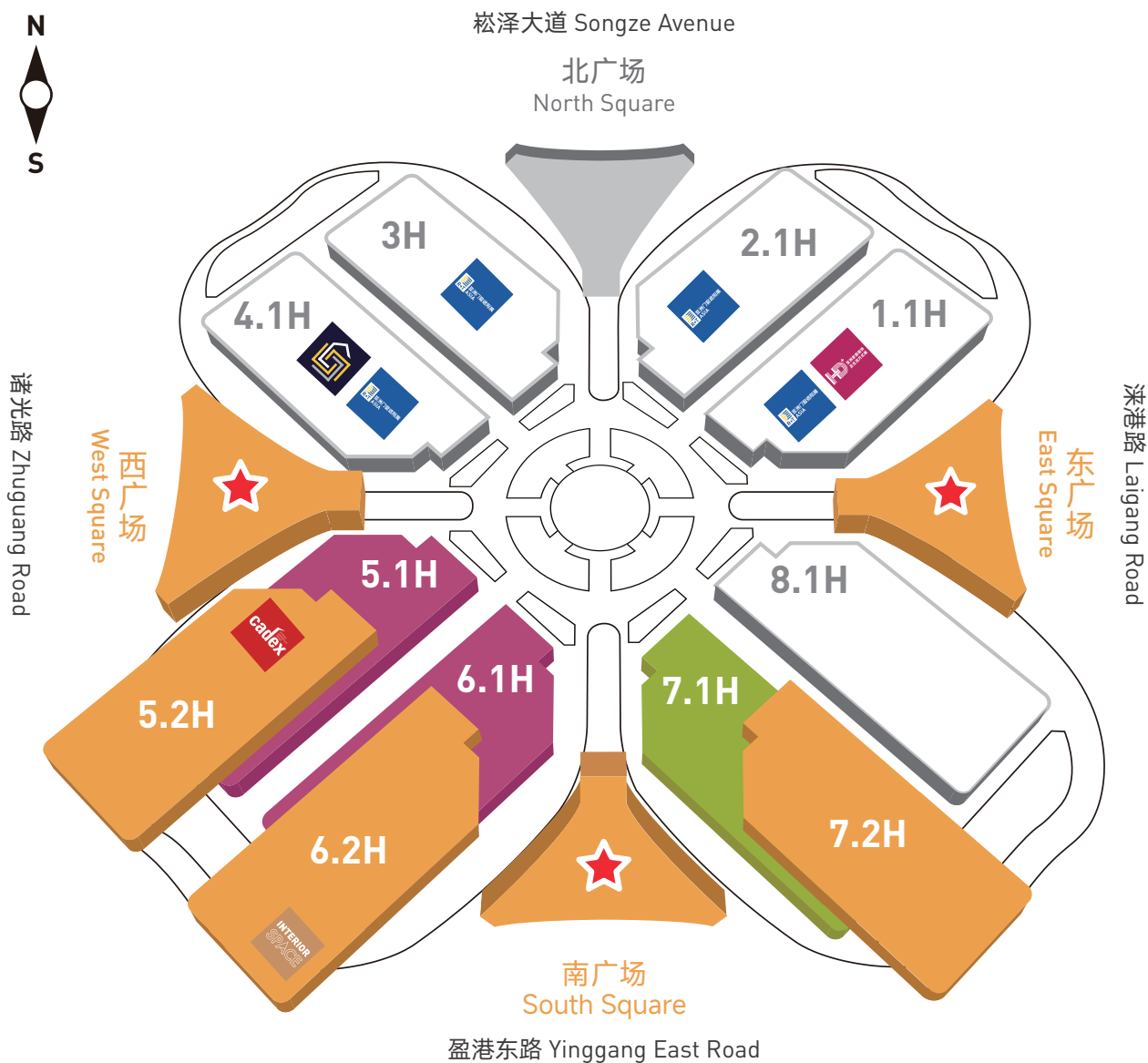
R+T ASIA 2027



cadex 2027



HD+ asia 2027





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