



第二十七届中国（北京）
国际墙纸 / 墙布 / 窗帘暨家居软装饰展览会
The 27th China (Beijing) International
Wallpapers / Wallcloths / Curtain and Home Decorations Exhibition

中国国际展览中心（新馆）
China International Exhibition Center (New Venue)

展后报告

POST SHOW REPORT

2019.3.1-4

主办单位
Organizers

中国国际展览中心集团公司
China International Exhibition Center Group
法国智奥会展集团
GL events SA

承办单位
Co-organizers

中展众合（北京）国际展览有限公司
CIEC Union (Beijing) International Exhibition Co., Ltd.

► 墙纸、墙布、窗帘暨家居软装行业的盛会

智奥会展合资公司旗下2019年首展、第27届中国（北京）国际墙纸墙布窗帘暨家居软装饰展览会（CHINA WALLPAPER）3月4日在北京圆满闭幕。

CHINA WALLPAPER 2019使用北京中国国际展览中心新馆10个展馆，展示面积达到13万平方米，2000余家企业参展。参观人数同比去年增加了10%，达到了96,689人（2018年：87,021人）。专业观众主要来自中国境内26个省市地区及78个国际采购团体。将近60%的参观者以采购和寻求货源为主要目的，将近32%的人了解市场信息以及建立商业联系。

CHINA WALLPAPER 2019以整体家居配套为导向，以转型升级、改革创新为主题，呈现涵括墙纸、墙布、窗帘布艺、家纺面料、饰品花边、窗饰遮阳、皮革软包等丰富品类，依托展会的平台聚合效应，释放强大的行业信息，为众多国内外优秀设计师、软装企业、设计机构等提供更丰富化、多元化、时尚化的家居素材与配套资源，打造一个凝聚行业精英、发挥聚合优势的互动开放平台与软装时尚策源地。参展的知名品牌有：艾是、雅琪诺、米素、诺奇兄弟、名家、欣旺、米兰、亚马逊、华莱美、格莱美、七特丽、百丽美家、立桐、联翔领绣、别丽美特、格兰布郎、红宝石、欧罗兰等1600余家墙纸、墙布、窗帘、皮革及辅料企业。



A GREAT SHOW OF GATHERING GLOBAL HOME DECORATION INDUSTRY

The first exhibition in 2019, The 27th China (Beijing) International Wallpapers / Wallcloths Curtain & Home Decorations Exhibition (CHINA WALLPAPER) organized by the joint venture of GL events was successfully closed in Beijing on March 4.

CHINA WALLPAPER 2019 covered 10 exhibition halls of China International Expo Center in Beijing, with exhibition area of up to 130 thousand square meters and attracting more than 2,000 enterprises (exhibitors and brands). The number of visitors increased by 10% compared with the last year and reached 96,689 persons (2018: 87021 persons). Professional visitors were from 26 provinces, cities and regions within the territory of China and 78 international purchasing groups (buyer groups). Almost 60% of the visitors aimed for purchasing and seeking goods sources and almost 32% of them knew about market information and established business relations.

Guided by whole house furnishing and themed by transformation and upgrading, reform and innovation, CHINA WALLPAPER 2019 covered wallpaper, wall cloth, curtain and fabrics, home textile and fabrics, decorative articles and lace, window decorative and sunshade and leather bag etc. Supported by the platform gathering effects, it offers a wide range of industrial information, and offers abundant, diverse and fashionable house furnishing materials and partnering resources for domestic and overseas excellent designers, soft decoration and designers and build an interactive opening platform and software decoration spot for industrial elites and yielding the advantages of complementation. Famous participating brands include: ARTSKY, YAKINO, MESU, NOCKYBROTHERS, M-REAL, UNIWAL, MILAN, AMAZON, Hualaimai, GLAMOR, 7TELI, BAILIMEIJIA, Litong, Liangxianglingxiu, Charisma, GRAHAM& BROWN, RUBY, OULUOLAN and more than 1600 wall paper, wall cloth, curtain, leather and auxiliary material enterprises.

观众概况

TRADE VISITOR SUMMARY

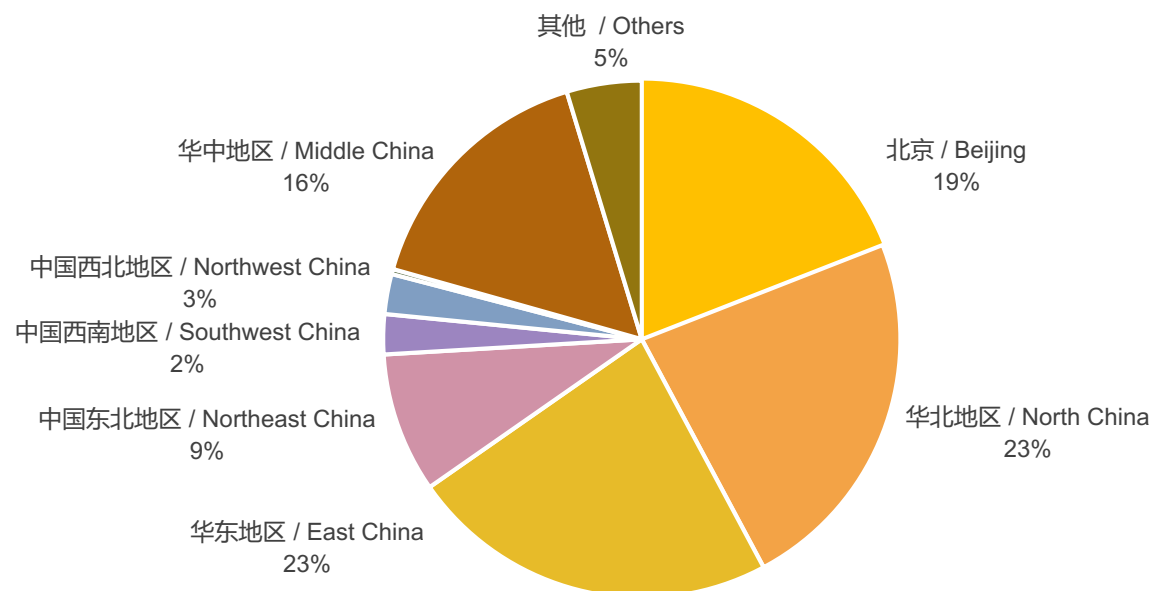
65,184 位来自国内外的行业观众，总计96,689人次

65,184 trade visitors home and aboard, 96,689 visits total

	观众人数 / Trade Visitors Number
2019年3月1日, 周五 / Friday, March 1 st , 2019	31,633 人 / Persons
2019年3月2日, 周六 / Saturday, March 2 nd , 2019	22,231 人 / Persons
2019年3月3日, 周日 / Sunday, March 3 rd , 2019	9,894 人 / Persons
2019年3月4日, 周一 / Monday, March 4 th , 2019	1,426 人 / Persons
总计 / Total	65,184 人 / Persons

观众地域来源

Visitors geographic resources

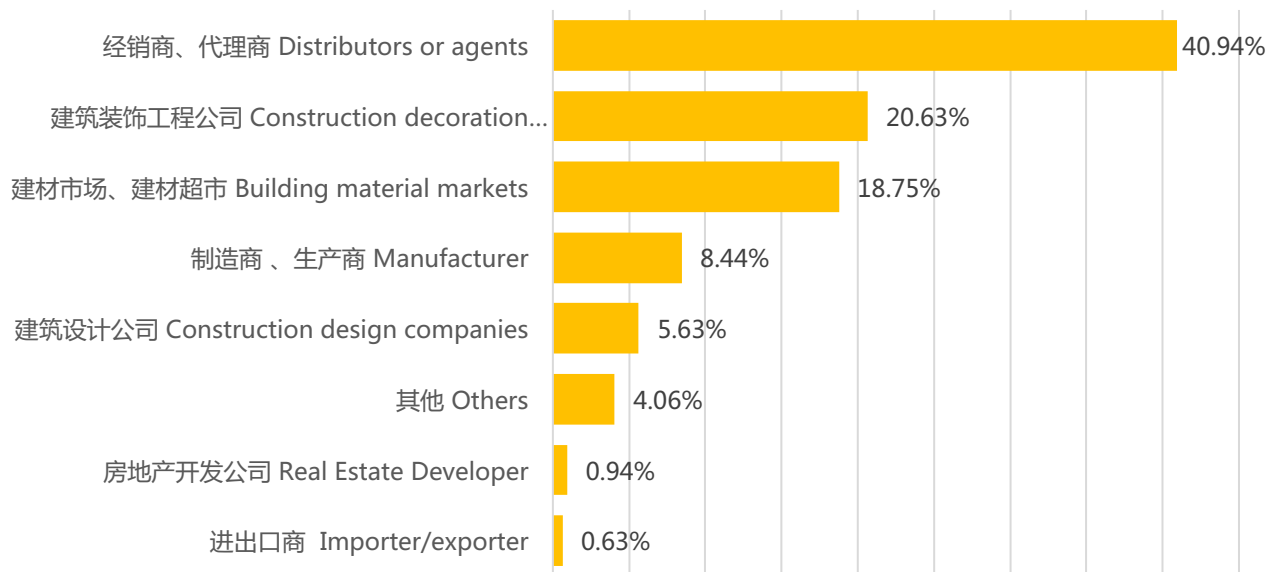


展览会观众地域分布主要来自于华北地区（包括北京本地）、华东地区、以及华中地区。占观众总数的 **81%**。

Most trade visitors come from North China (including Beijing local visitors), East China and Middle China, amounted **81%** of total.

观众类别分析

Company category of trade visitors



主要参观目的

Purpose of visiting

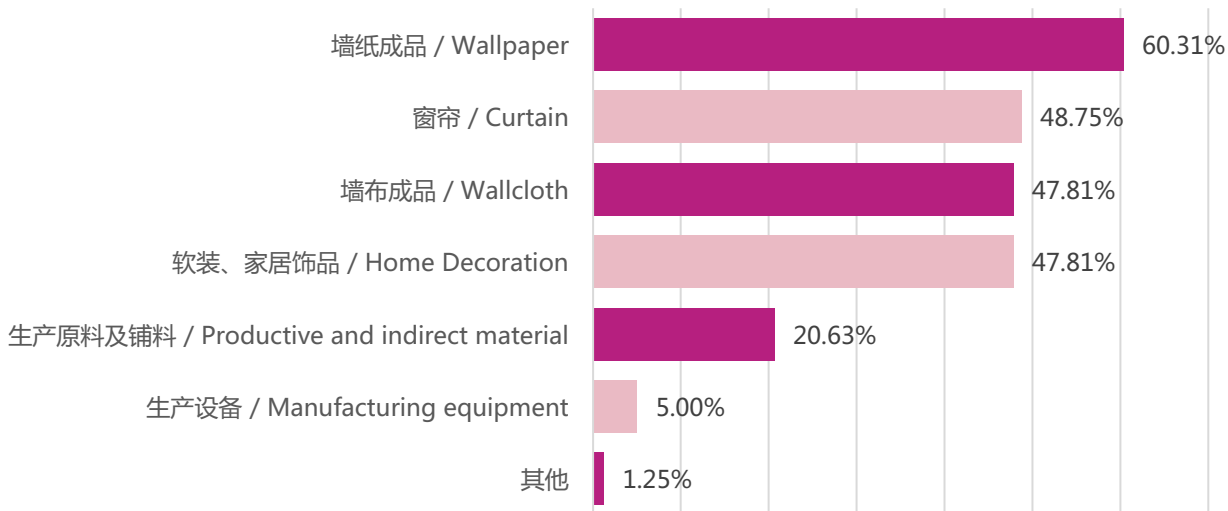


“建立商业联系” 以及 “了解市场信息” 是达成最多的参观目标

“Establish business connections” and “Get market information” are the most achieved purpose of visiting

参观的目标展品 (多选项)

Target exhibits of visiting (multiple choices)

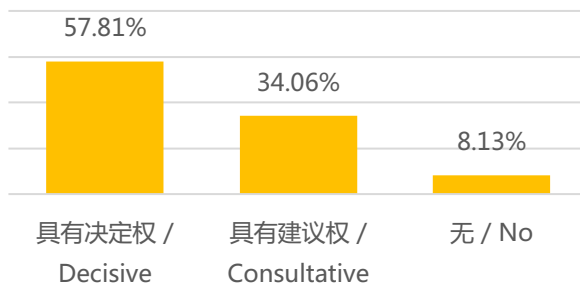


参观的目标展品主要集中在墙纸、墙布、窗帘以及软装家居饰品。

The target exhibits of visiting focus on
Wallpapers;
Wallcloths;
Curtain;
Home decoration products.

采购中所扮演的角色

Role in purchase decision making



▶ 参展商概况

EXHIBITORS SUMMARY

1,060 家参展企业

77% 参展商来自华东 (浙江、江苏、广东); **11%** 参展商来自华北 (北京、天津、河北)

120,000 平方米展览面积 , **10** 个展馆 (包括2个室外展馆)

1,060 exhibitors

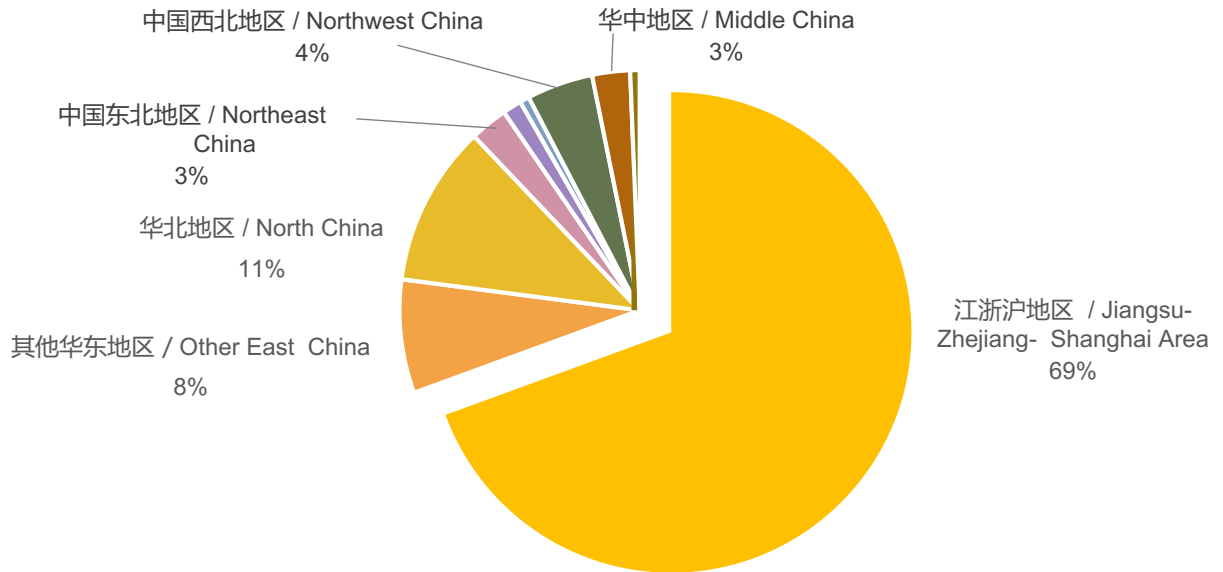
77% exhibitors from East China (Zhejiang/Jiangsu/Guangdong)

11% exhibitors from North China (Beijing /Tianjin/Hebei)

120,000 m² exhibition space, **10** halls total (incl. 2 outside tent)

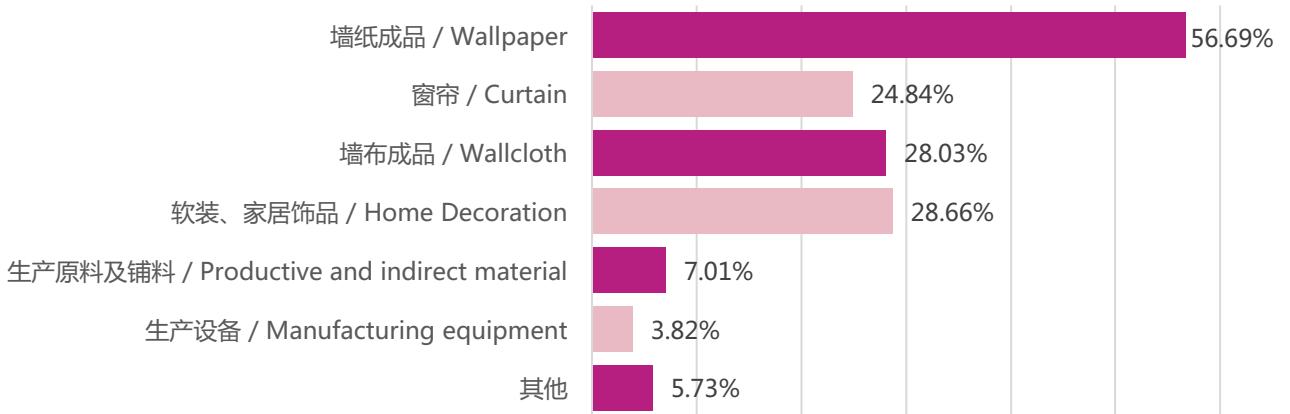
参展商地域来源

Exhibitors geographic resources



参展商展品类别

Exhibitors category



同期活动

CONCURRENT EVENT

展会现场同期还举办了《2018中国墙纸墙布行业白皮书》（以下简称《白皮书》）发布会，深度剖析当下墙纸墙布行业问题以及对行业未来发展趋势进行预测，指引中国墙纸墙布行业更加长足稳定的发展。同期还举办了“2019年墙纸墙布发展年会”，行业大咖解读《2018经销商加盟数据报告》、《2009-2018墙纸墙布行业10年年鉴》，为墙纸十佳品牌、墙布十佳品牌、经销商推崇品牌、优秀创新品牌、高成长性品牌、金牌供应商等颁发奖项。

During the exhibition, the release conference for Whitepaper for Wallpaper and Wall cloth of China 2018 (hereinafter referred to as the Whitepaper) was held to analyze any industrial problems of the wallpaper and wall clothe industry and forecast the development trend in the future and guide the wallpaper and wall cloth industry of China for developing stably and on a long-term basis. Meanwhile, the "Annual Conference for Wallpaper and Wall Cloth Development 2019" was convoked. Industrial figures explained the Report on Dealers' Franchising Data 2018 and Ten-Year Yearbook for Wallpaper and Wall Cloth from 2009 to 2018 and awarded prizes to the top 10 wallpaper brands, top 10 wall cloth brands, distributors' recommended brands, excellent and innovation brands, high-growth brands and prime suppliers.