

Press

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Press Release

Interior Lifestyle China 2017
China International Trade Fair for Household Products and Accessories
Shanghai Exhibition Center
Shanghai, China, 14 – 16 September 2017

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Interior Lifestyle China 2017 opens next week with increased internationalism and more exhibitors

Retail 4.0 theme to address industry's most pressing issues through the fringe programme

Home Style Award returns to honour innovation and design

Shanghai will be at the centre of the consumer goods industry next week, as the city plays host to the country's premier household products and accessories trade fair – Interior Lifestyle China. The only fair in China focusing solely on the mid and high-end of the market and featuring leading domestic as well as international brands, 395 exhibitors from 19 countries and regions will showcase their latest products from 14 – 16 September (2016: 384, 14 countries / regions). Adding to the internationalism this year are brands from countries that didn't participate in the 2016 edition, including Belgium, Canada, Denmark, Malaysia, New Zealand, Spain, Sweden and the US, joining other returning participants from Europe and Asia.



This year's fair will feature an increased number of exhibitors from more countries

Messe Frankfurt (HK) Ltd
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Welcoming buyers to the fair next week will be country and region

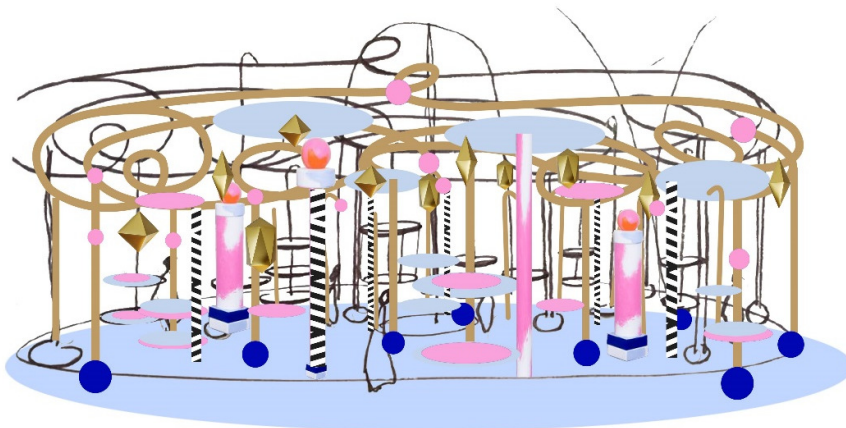
pavilions and zones from Denmark, Germany, Japan and Taiwan, as well as the China Premier Zone for leading Chinese lifestyle products suppliers. Joining these are a number of display areas providing visitors with design & trend inspiration and market updates, including JD.com Kitchen, Home Style Award area, the Playland Theme Display, the New Materials Lab area and much more.

Retail 4.0 theme to address industry's most pressing issues through the fringe programme

This year's fair theme, Retail 4.0, has a big influence on the fringe programme which features a number of interactive activities, display areas and seminars. This year, these will focus on two main aspects in particular: the experience of the retail space, and the way consumers now shop online and offline. Retail 4.0 is a progression the industry has made through various retail trends to the present, where online and offline shopping channels are now of equal importance in China. This presents both opportunities and challenges for the industry, and the fair's fringe programme will provide a platform for participants to both discuss the most pressing issues, and discover the latest tools and solutions to address them.

Fringe programme highlights

- Theme Display Area: Titled Playland, this zone will use the concept of Retail 4.0 to illustrate how to make the shopping experience fun for consumers, as well as how the retail space design can be improved.
- JD Kitchen: organised by JD.com, the fair's strategic online partner and one of China's largest B2C online retailers with over 230 million active users, this zone will feature more than 20 international and domestic brands that are prominent on this platform including Meissen, Staub, Villeroy & Boch, WMF and Zwilling.
- On Design Show: Also following the Retail 4.0 concept, the On Design Show returns to the fair again with the theme this edition of The Local Goods, and will demonstrate how to re-brand products to make them more marketable in today's retail environment.



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In addition to the fringe programme events and zones which will assist exhibitors and buyers to learn about the online retail market in China and increase their presence in it, the fair organisers are targeting more buyers from the online sector to ensure exhibitors can maximise the potential of this trend. As a result, an increased number of e-tailer buyers will attend the fair this year through the business matching programme, and will meet with brands that are looking to set up online distribution channels, or expand or diversify their current online presence, in the country.

Home Style Award returns to honour innovation and design

Returning to the fair again this year is the Home Style Award, the only competition of its kind in China's household products industry. A platform for showcasing innovation and product design, this year's awards include Design Excellence, Supreme Functionality, Young Talent of the Year sponsored by JD.com, Retailers' Choice and the Grand Award for the best entry amongst all prize winners. An awards ceremony will be held during the fair, while all prize-winning products will be on display at the fair and online.

Interior Lifestyle China 2017 is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <http://interior-lifestyle-china.hk.messefrankfurt.com>.

Further press information & picture material

www.hk.messefrankfurt.com/hongkong/en/media/consumer-goods/interior_lifestyle_china/news.html

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

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