

Press release

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## The best of both worlds at Interior Lifestyle China 2018: a high-end lifestyle and effective business platform

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**As the 2018 Interior Lifestyle China concluded on 15 September, participants endorsed the effectiveness of the fair regarding two of its central elements: having both a strong high-end lifestyle focus that reflects the latest consumer demands & lifestyle trends, as well as being an effective business platform to take advantage of the continuing potential in the Chinese market. In total, 437 exhibitors from 27 countries and regions participated in the 13 – 15 September fair (2017: 395, while the 23,570 visitors in attendance represented a 2 per cent increase compared to 2017.**

“Interior Lifestyle China is a unique trade fair in the country,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. “The fair’s high-end buyer profile, as well as its appeal to industry players from throughout the country, set it apart from others, and make it the business platform of choice for leading international and Chinese brands. What’s more, Interior Lifestyle’s positioning in the market, buyer profile and onsite events and zones are all at the cutting-edge of the latest lifestyle, consumer and retail trends in China, making the fair not only an effective place to do business, but also the ideal way to learn and test their China market strategy. The increases in the exhibitor and visitor figures this edition are pleasing, but the key takeaway from this week’s fair is the all-round quality of the platform.”



Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

That quality was enhanced by the fair's renowned fringe programme, which once again this edition included new features that reflected the latest trends in the market. Among other events and zone, the programme included the new Pop-Up Store which provided solutions to retailers; the Innovative Materials: Design New Lifestyle area which provided future lifestyle designs paired with innovative materials; the Retail Lab, which showcased shop design services; and the Neuni Shop, where 20 young designers featured their unique designs and ideas. Founder of the Neuni Group, Ms Lyla Wu, commented: "As a first-class home lifestyle platform, this fair is a good way to convey the concept of our designs, showcase our products and bring new material concepts to more people in the industry."

### **Exhibitors' voices**

#### **Mr Lars Friis Nielsen, Sales Director, AYTМ, Denmark**

"Interior Lifestyle China creates a good atmosphere and platform in terms of helping our brand to establish and grow our business in China. Compared to other fairs here in China, we can see there are more professional buyers. The fair has a good approach to attract industry professionals."

#### **Mr Michael Preis, Head of Export, Fashy GmbH, Germany**

"This fair helps us a lot. The surroundings – not just the other exhibiting brands but also the special environment of this building – help to position brands in the high-end market. This fair is one of the best in terms of strengthening our export market and sales. We have been exhibiting here for a long time, but we are still meeting many new customers. Just on day 1, the number of new customers we met was more than ever before. There were maybe about 65 – 70 and about 45 – 50 are potential buyers that might turn into good business."

#### **Mr Shengzhou Huang, Sales Manager, Shanghai Mengquan Trading Co Ltd, China**

"It can be said that Interior Lifestyle China is our best experimental field for newest retail trends. This fair reflects the current consumer retail trends which help us to identify and plan our upcoming market strategies."

#### **Mr Xiang Xijun, Supply Chain Director, home-united.com, China**

"This is our 11<sup>th</sup> time exhibiting in this fair, and the reason for our continued presence is because it helps us to find the most ideal clients. All the industry players are here with clear sourcing needs and strong interest in our brands. We always have very rewarding results at this fair."

#### **Ms Xia Li, Founder & General Manager, Shanghai Sweets Family Distribution Co Ltd, China**

"This is a platform that reflects the attitude of excellent life. With the structural changes in the Chinese market and the continuous improvement of consumer capabilities, people's pursuit of higher quality of life is increasingly on the stage. As a high-end lifestyle fair, Interior Lifestyle China can deeply reflect the market trends and changes, which

is why we have been exhibiting here for several years.”

**Ms Jean Zhu, Marketing Supervisor, Keiki China Distribution Limited, China**

“Interior Lifestyle China plays an important role in terms of helping us to increase our brand awareness and expand our retail business in China. The positioning of this fair is highly aligned with our target audience and strong in gathering genuine buyers, which is very helpful in terms of expanding our business and finding partners in China.”

**Mr Lan Tao, General Manager, LC Living (China office), Thailand**

“We don’t necessarily need to be in a large scale fair but a high-quality one. Interior Lifestyle China is the fair we need in China. The fair’s image, overall design and selection of brands match perfectly with our brand concept. This fair’s specialty is its ability to gather high-quality niche brand exhibitors. What’s more, the location of the Shanghai Exhibition Centre is very beneficial as well, and it has highlighted the quality of the fair.”

**Buyers’ voices**

**Ms Jessie Wang, General Manager, Evergrow Import & Export Trading Co Ltd**

“Interior Lifestyle China is an international platform with many leading overseas brands on board. We’ve met many potential global dining and living brands and intend to have further cooperation with them. Our main target is to source from the high-end brands all over the world, and we’re pleased to find so many of them here.”

**Mr Chaopeng Luo, Project Manager, Shenzhen Manjinghua Yizhan Culture Industries Co Ltd, China**

“I’m delighted to see that the fair has attracted more designer brands, buyers and dealers introducing international high-end brands. More cooperation can be created in these areas to help us further expand in the market. The exquisiteness of this fair is the highest among other fairs visited. The Giftique zone and the Nakagawa Masashichi Shoten are definitely my favourite highlights of this show.”

**Ms Celine Cheung, Purchasing Manager, Gome Holdings Group**

“This fair offers a wide variety of products and, most importantly, the products I need. As a high-profile fair, the collection of brand exhibitors in Interior Lifestyle China is what I expected. There are also many highlights, which comprehensively reflect the trends and concepts of the domestic high-end consumer market.”

The next Interior Lifestyle China will take place from 11–13 September 2019. The fair is organised by Messe Frankfurt (Shanghai) Co Ltd. For more information about the fair, please visit <http://interior-lifestyle-china.hk.messefrankfurt.com>.

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Interior Lifestyle China 2018  
Shanghai, China, 13 – 15 September  
2018

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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 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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).

\*preliminary numbers 2017

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