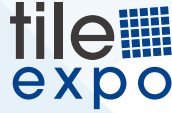


THE SURFACE + DESIGN EVENT™



CHINA

The Surface + Design Event China

上海国际地面墙面材料、铺装及设计展览会

The Leading Event for Stone,
Tile, Floor + Wall Covering Industry
in the Region

2020. 12. 9 - 11

Shanghai New International Expo Center
Shanghai, China



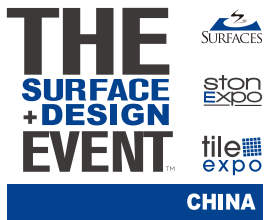
CCCMC

中国五矿化工进出口商会

CHINA CHAMBER OF COMMERCE OF METALS MINERALS &
CHEMICALS IMPORTERS & EXPORTERS

WWW.SURFACESCHINA.COM

2019 EVENT OVERVIEW



The Surface + Design Event China 2019 (SURFACES China), organized by Informa Markets and CCCMC, was successfully held on December 11-13, 2019 at Shanghai New International Expo Center.

In partnership with the North America event, The International Surface Event (TISE), the first edition of SURFACES China presented a three-day exhibition and conference with **11,000+**sqm exhibition space, featuring 30+ free-to-attend conference and seminar sessions.

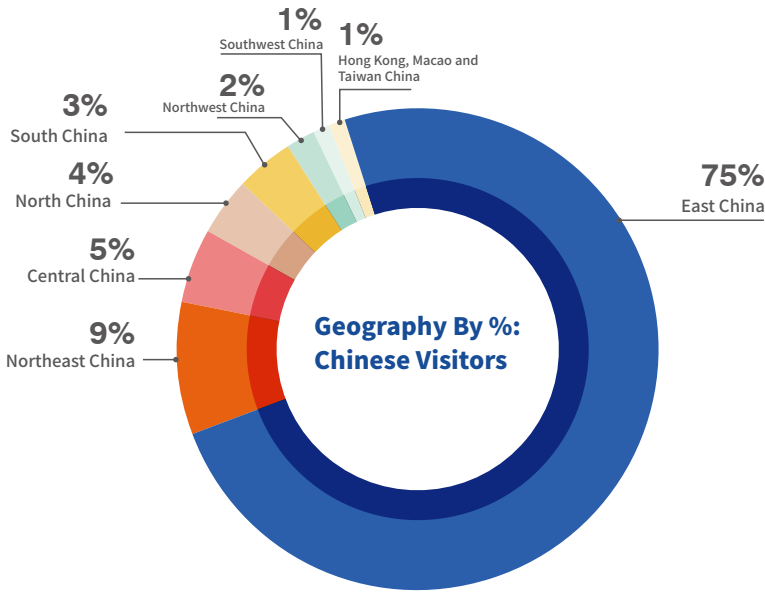
The event brought together **110+** leading manufacturers and suppliers including regional producer groups from Yunfu, Linyi & Guizhou, and hosted **11,000+** trade visitors from **34+** countries and regions, including architects, designers, importers, exporters, contractors, developers, distributors, agents, owners, producers, design institutes, associations and other industry stakeholders.

★ **110+** Leading Manufacturers and Suppliers

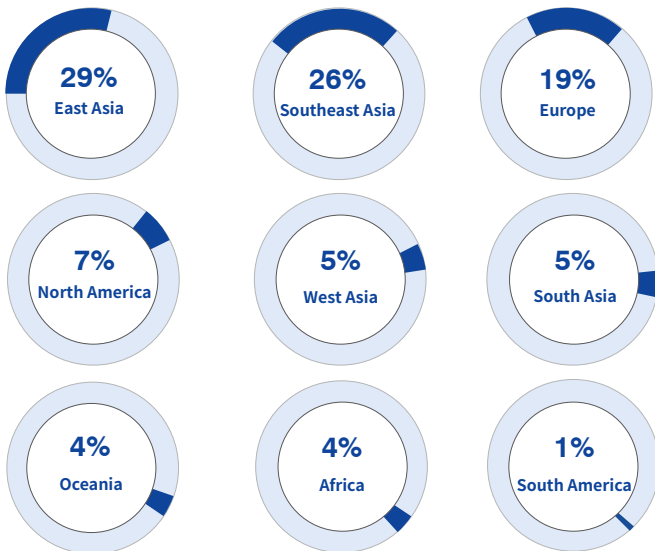
🚩 **34+** Countries and Regions Represented

🗣️ **30+** Free Sessions

2019 EVENT FIGURES



Geography By %: International Visitors



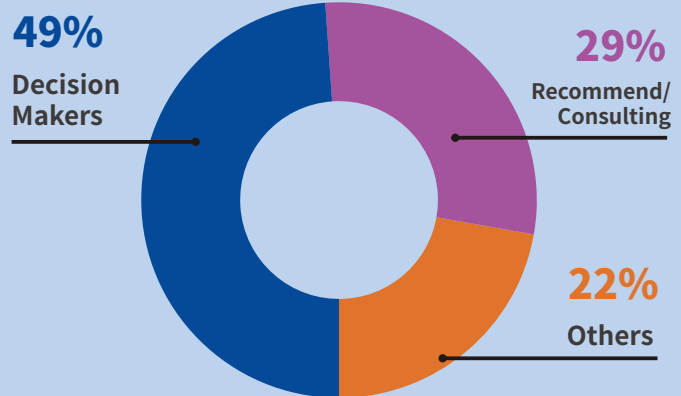
Top 10 Countries



Business Type



Visitor Decision-Making Power Analysis:
78% of Visitors Have Decision-making Influence.



Visiting Objective

- 35% Find New Products and Technologies
- 34% Source Products / Find New Suppliers / Business Meetings
- 13% Network and Consolidate Contacts with Suppliers or Business Partners
- 11% Collect Market and Product Information
- 6% Attend Conference and Seminar
- 1% Other

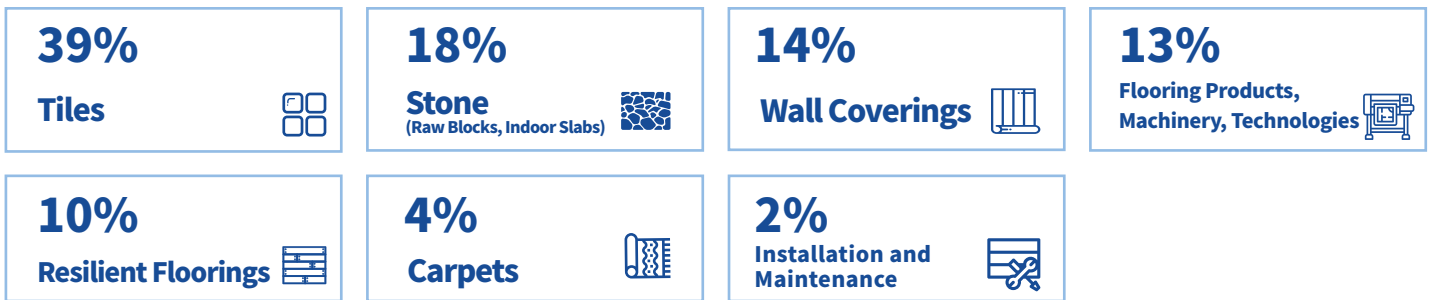
The leading Comprehensive And Dedicated Event to Explore Innovative Surface Materials + Design

WHY EXHIBIT?

- Meet with quality buyers, develop new business partners and generate new business opportunities.
- Build your brand and increase the profile of your product and brand in the industry.
- Showcase the latest products, technologies and services.
- Network and establish the relationships with industry stakeholders.
- Exchange information, and keep up with the latest trends and developments in the industry.



PRODUCT CATEGORIES



2019 EXHIBITORS



*Part of the 2019 Exhibitors.

CONFERENCE PARTNERS



CONFERENCE HIGHLIGHTS



Industry Leader Talks: Ecosphere Competition, PC Development and Trends, Macroeconomic Outlook

Industry professionals and experts share and discuss the 2020 macro-economic trends and new direction of construction industry modernization, with the hope of helping the industry stakeholders to have a significant breakthrough in the 3.0 era of business competition.



Transform and Innovate: Innovative Technologies and Creative Thinking in Stone Industry Transformation

In-depth analyze the future development trend of the stone application market. Senior management of leading enterprises share the new products and technologies emerging with the industry transformation. The new marketing mode of the stone industry has been opened.



Variation of Chinese Design: Space, Time and Architecture

Leading architectural designers share their original opinions on architectural renovation and updates with rich and detailed cases and discuss the trend of blur space type in the industry.



Tap into the Future

Combining science and technology with human creativity, to meet the personalized needs of different industries for creativity, in order to help enterprises foreseeing the future of market with the trend prediction on design, consumption patterns and retail.



Emerging Trends in Commercial Interior Architecture

Focus on the future trend of global interior architecture, and design planning which is more suitable for China's national conditions. Key guests from famous architectural design firms such as Gensler, CL3 and KPF share practices to help industry colleagues solve the "pain point" dilemma.

EVENT HIGHLIGHTS

Onsite Design Exhibition

Commercial Interior Space Design Trends Showcase / Variations of Chinese Design: Public Space and The Renovations

Joining hands with AIA IR and INTERNI, SURFACES China invites senior members, award winners and well-known design firms to showcase fabulous cases of commercial interior space design, construction project and public/old space transformation.



Trends Hub: Innovative Surface Materials and Design

Trends Hub presents a special exhibition that provide an opportunity for leading brands to showcase their creative products, materials and design.



Major Construction Projects: Bidding and Tendering Information Release

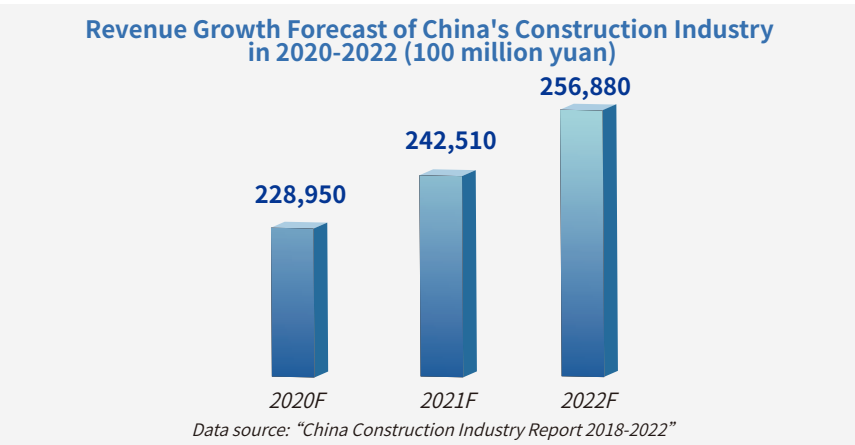
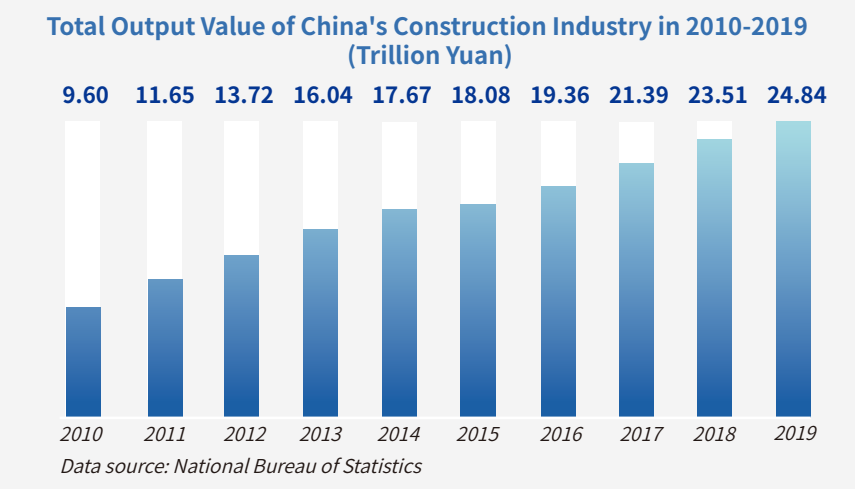
Joining hands with zhaobiao.cn to conduct the release of major construction projects' bidding and procurement details, and illustrate the general development of the future biddings and the procurement trends of building materials



Market Trend At-A-Glance

The year 2020 is a decisive one in building a moderately prosperous society in all respects, and it is also the concluding year of the 13th Five-Year Plan. To further change the development mode, accelerate the pace of energy conservation, emission reduction and green development, promote the supply-side structural reform of building materials industry, promote structural adjustment and optimization, transformation and upgrading to a deeper turn, will be the top priority of the building materials industry into a new period of development.

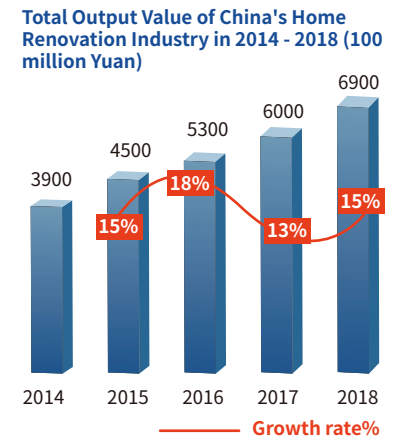
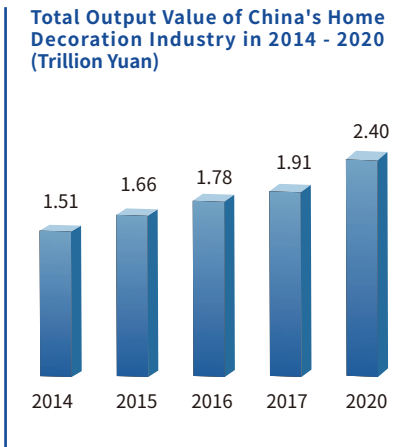
- The Urban Population in China will increase from 54.4% in 2014 to 75.8% in 2050.
- From 2010 to 2030, China's total population is expected to increase by 6.9%.
- The output value of commercial buildings is expected to reach 2.8 trillion yuan in 2019.
- Residential construction accounts for the largest share of China's construction industry, accounting for 50% of the total output value.
- Infrastructure construction accounts for 16.1% of the total industry share, which is expected to keep rising.
- The 13th Five-Year Plan for the Development of Construction Industry requires that by 2020, the proportion of urban green buildings will reach 50%.



The increase of China's population and urbanization will create new demands for China's construction industry market



Real estate has entered the age of five trillion stock houses every year. The market of old house renovation and self-built houses will expand new development for the construction industry.



Book Your Stand Now, Secure A Prime Location And Enjoy the Early-Bird Rates!

SURFACES CHINA 2020 BOOTH OPTIONS

Early-Bird Rates

● Space Only (Min. 18sqm), USD 200 per sqm

The Option includes: Exhibition Space, Exhibition Hall Security during Exhibition Hours, Public Area Cleaning.

● Shell Scheme (Min. 9sqm), USD 220 per sqm

The Option includes: Exhibition Space, Stand Construction/Dismantling, Panel Walls, Carpet, Fascia Board (text only), Cleaning, Exhibition Hall Security during Exhibition Hours, One (1) Reception Desk and Two (2) Chairs, One (1) Socket, Two (2) Spot Lights

*All prices include 6% VAT.

*The early-bird rates will be available until 30 June 2020.

Exhibitor Benefits

- * 150 words company profile listing in Show Directory
- * 150 words company profile listing on SURFACES China Official Website
- * Exhibitor Badges
- * Access to VIP Buyer Program
- * Trade Visitor Invitations
- * Exclusively sponsorship and advertising opportunities only open to exhibitors
- * Press releases published on SURFACES China Official Website

PLUS: VIP Buyer Program provides a match-making service which facilitate pre-scheduled meetings with senior decision makers you're looking to connect.

Co-located Event:



Plan for SURFACES China 2020 and secure the best stand for your business!

Exhibiting and Sponsorship Inquiries, Please Contact:

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E: James.Xiao@informa.com



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