



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



CHINA INTERNATIONAL INTEGRATED
CUSTOM HOME FURNISHING EXHIBITION
CHINA INTERNATIONAL **DOOR** INDUSTRY EXHIBITION

Organized by: China National Forest Products Industry Association
China Timber&Wood Products Distribution Association
GL events SA
China International Exhibition Center Group Co.,Ltd.
Co-organized by: CIEC GL events (Beijing) International Co.,Ltd.

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EXHIBITION DATE : 9-12, March 2020

EXHIBITION VENUE :
China International Exhibition Center (Shunyi New Hall), Beijing

www.customhomefair.com

BROCHURE



Exhibition Profile

★“1st Show of The Year” Leading The High-end Custom Trend of China's Decoration Industry

The CIDE show, with its full name called “China International Integrated Custom Home Furnishing Exhibition and China International Door Industry Exhibition”, is held every March in Beijing, China. CIDE is chronically the 1st show of China customized home furnishing and door industry every year, and is highly valued by the industry. CIDE 2019 reached 130,000 m² in show scale, and welcomed trade visitors from 38 countries and regions with over 160,000 visits. In 2020, the CIDE show will further dedicate to provide an ideal B2B platform for its exhibitors and trade visitors, as well as to explore its way on the process of internationalization and branding. The CIDE 2020 is to lead the high-end custom trend of China's decoration industry.

★A Platform Meeting The Industry Demand on Quality and Branding

CIDE 2020 is to be held during March 9-12, 2020, at China International Exhibition Center (Shunyi New Hall). With the increasing demand of quality life from consumer side, “Quality “ and ”Branding”have become the two keywords of the consumption trend. CIDE, as the leading trade show among home furnishings and doors & window industry, will enhance its exhibition quality and highlights in the aspect of Design, Trends and Technology innovation, to meet the new industry trends. CIDE show is aimed to be forged to the top quality trade show among the home furnishings and doors & window industry in China market.

★A Stage of Seeking Opportunities, A Place of Inspiration

The main exhibit category of CIDE 2020 includes: customized home furnishings, customized doors&windows, hardware/ coatings & machineries. The leading brands and enterprises are gathering at here. The 130,000 m² scale CIDE exhibition is not only an important platform for trading the products, marketing the brands, establishing the distribution channels and communicating the innovations, but also a stage for designers to share their concepts and ideas. It is a place of inspiration.



EXHIBITION AREA (m²)



NUMBER OF EXHIBITORS



NUMBER OF VISITS



Hall Arrangements

◆ International Brands & Domestic Well-recognized Brands (Hall W1)

International brands for home furnishings, doors & windows; Domestic well-recognized brands for whole-house decorations, customized furnishing products, wooden doors etc.

◆ Customized and Wooden Doors (Hall E1,E2,E3 and E6)

Whole-house decorations, Customized furnishing products (Wardrobes, Cabinets, Wall paneling, Stairs, Study room, Tatami, Cloakroom), Wooden doors, etc.

◆ High-end Entrance Doors/Non-wooden Doors Door & Windows of New Type (Hall W2 and E7)

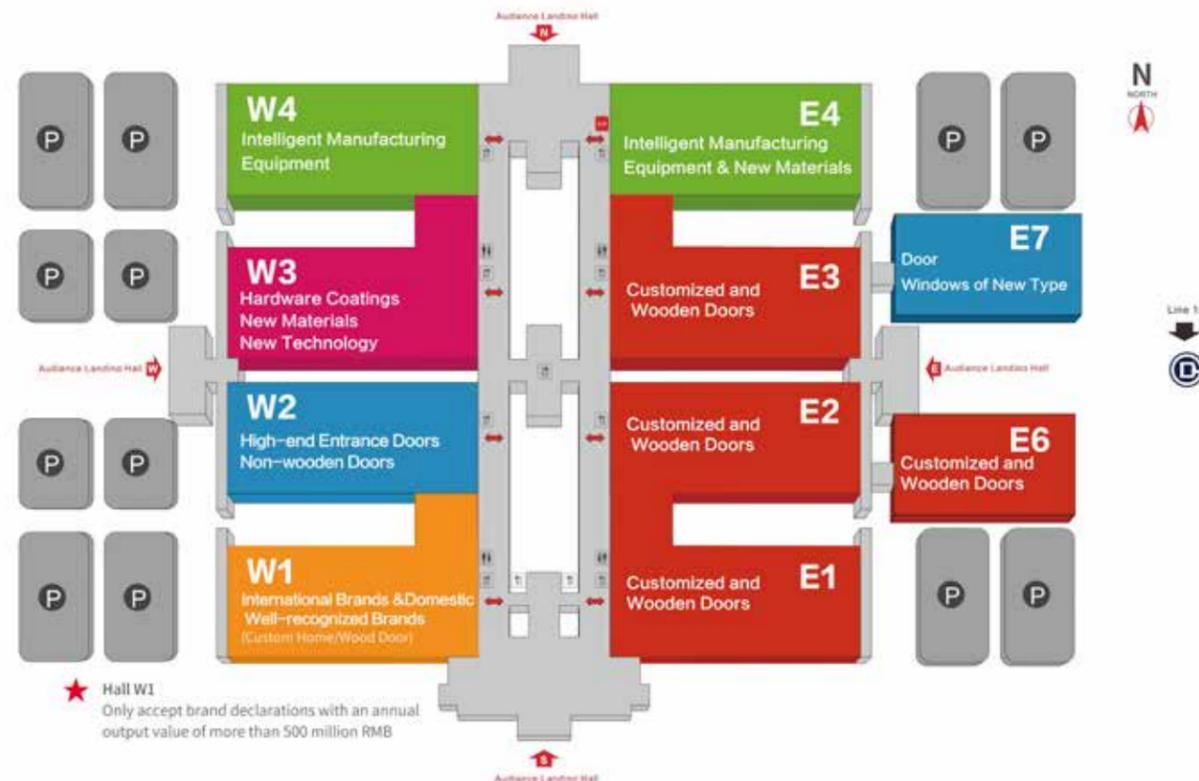
High-end entrance doors, Courtyard doors, Indoor non-wooden doors, Doors and windows of new type, Intelligent housing systems, Sun rooms, Fences, etc.

◆ Hardware / Coatings / New Materials / New Technology (Hall W3)

Environment friendly coatings, Hardware, Lock, Accessories, Automatic control technology, etc.

◆ Intelligent Manufacturing Equipment (Hall W4, and E4)

Deep processing equipment, Home furnishings manufacturing equipment, Automated production lines, etc.



STATISTICS OF CIDE 2019

01 TRADE VISITORS CATEGORY



02 PURPOSE OF VISITING

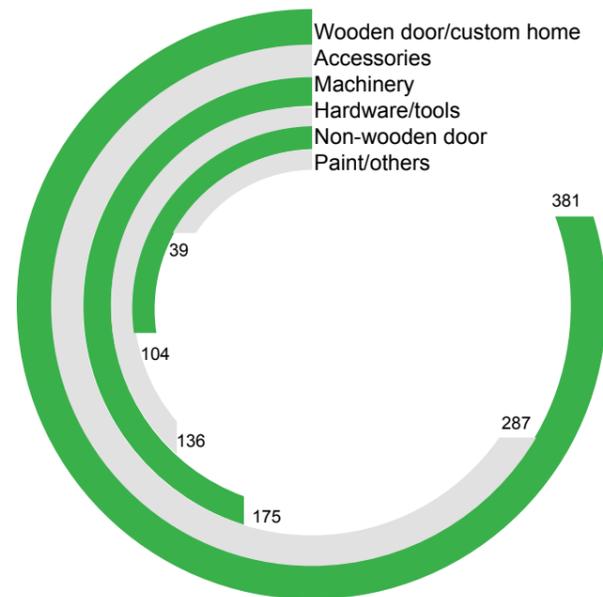


STATISTICS OF CIDE 2019

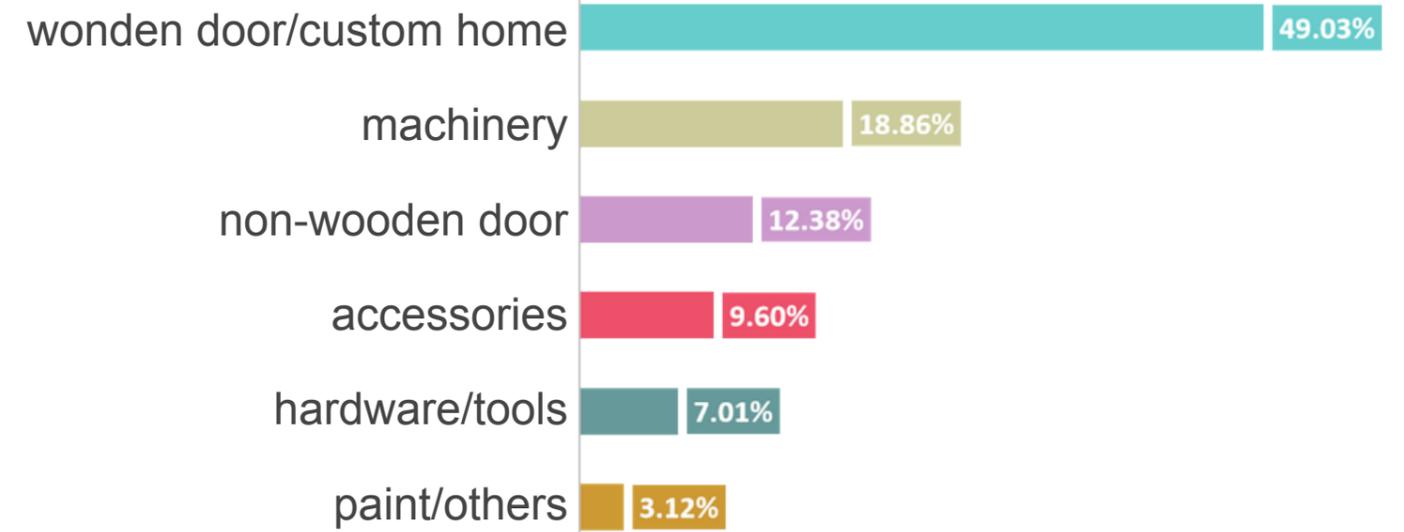
03 LOYALTY OF TRADE VISITORS



04 EXHIBITORS CATEGORY-according to exhibitor numbers



05 EXHIBITORS CATEGORY-according to exhibiting space



VOICE OF EXHIBITORS



"This is the first time that Simobr has participated in the CIDE. This year, in addition to exhibiting in the southern China, we also made our debut on CIDE, which is recognized as the leading exhibition of the industry in China. I hope that through this exhibition platform, our company Simbor can be awarded by more people."

SIMBOR 新标

— Luo Yongqiang
Director of Simbor

"TATA has continuously participated in CIDE for 18 years, TATA launched a frameless wooden door during CIDE 2019, and brought a series of top-notch products designed by masters, such as internationally reputed designers Liang Zhitian and Dai Kun. With the exhibition platform, we have launched The 'Dandelion Talent Program' and 'C Shop Partner' model for the first time, and we have attracted the attention of many young entrepreneurs."

TATA 木門

— Zhang Yan
Deputy General Manager of TATA



"Compared with the year 2018, the passenger flow volume of this year's exhibition is relatively large, and this year's investment situation is much better than that of last year. Xindi has received good overall evaluation on wooden doors by dealers. Our company has also been proven good by market feedback that 36 dealers have signed with us on the first day."

XINDI 鑫迪木门
简单 · 开启美好

— Li Jun
Deputy General Manager of Xindi



VOICE OF EXHIBITORS



"Superus launched the new Morandi series during this exhibition. Besides, we organised a selection conference topicized as 'Superus, Win the future' during CIDE. More than 150 potential distributors have paid the deposit to ensure the franchise opportunity. After the on-site selection, 101 new partners have been selected to be distributor."

尚品本色木门 SUPERUS
为空间而生的
艺术木门

— Zhang Jingbo
General Manager of Superus



Costs Of Participation

Booth types	International brands and Domestic well-recognized brands hall (Hall W1)	The rest topic halls (Hall W2-W4, E1-E7)
Raw space booth (Minimum 36 m ²)	RMB 1,850 / per m ²	RMB 1,100 / per m ²
Shell scheme booth (Minimum 9 m ²)	RMB 18,500 / per 9 m ²	RMB 12,000 / per 9 m ²
	Each 9 m ² shell scheme includes: three panels, carpet, 1 information desk, 2 chairs, 2 spotlights, 1 power socket (220V. 5A), fascia board with company name.	



ABOUT US

CIEC GL events (Beijing) International Exhibition Co., Ltd. is a joint venture company between China International Exhibition Center Group (CIEC) and GL events. It owns a team of more than 100 employees focusing on organising trade shows in the specific sectors of construction filed like building materials, door industry, home decoration and HVAC, etc. The trade shows organised by the company sum up to 700,000 sqm each year.



GL events

GL events, whose HQ locates in Lyon, was founded in 1978. It is listed on Euronext Paris, Segment B. The core business of GL events covers 3 business segments, i.e. VENUES (venue management), EXHIBITIONS (exhibition organising) and LIVE (consulting, design and services for events). Through its wide global network made up of more than 90 offices, every year, with organizing 200 exhibitions, managing 50 venues and staging 3,700 events, GL events is a critical force for city promotion of 27 MICE destinations. GL events reported consolidated annual revenue of €1.041 billion for 2018, which ranked a leading position in the industry.