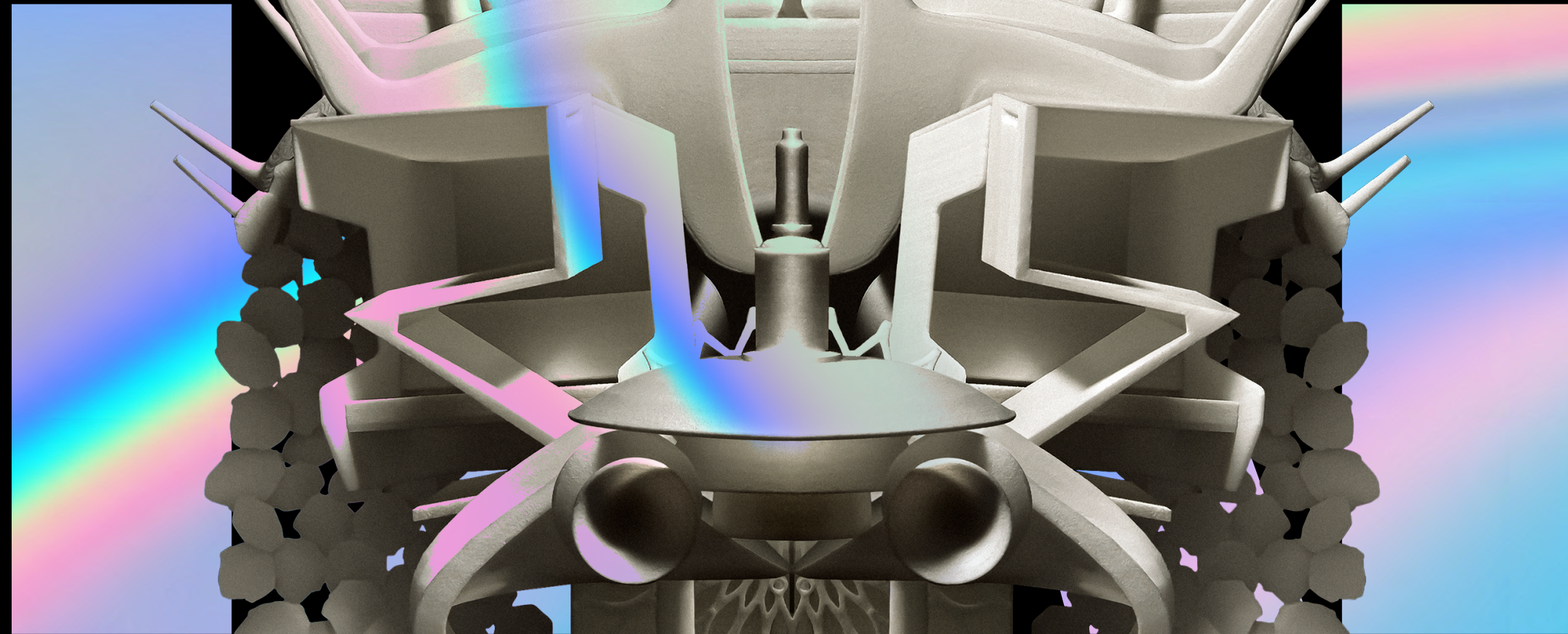


19—22 JUNE 2024
SHANGHAI WORLD EXPO
EXHIBITION &
CONVENTION CENTRE

DESIGN

WORLD



ASIA'S LEADING
INTERNATIONAL
DESIGN EVENT
亚洲权威国际设计盛会

设计上海

design
SHANGHAI

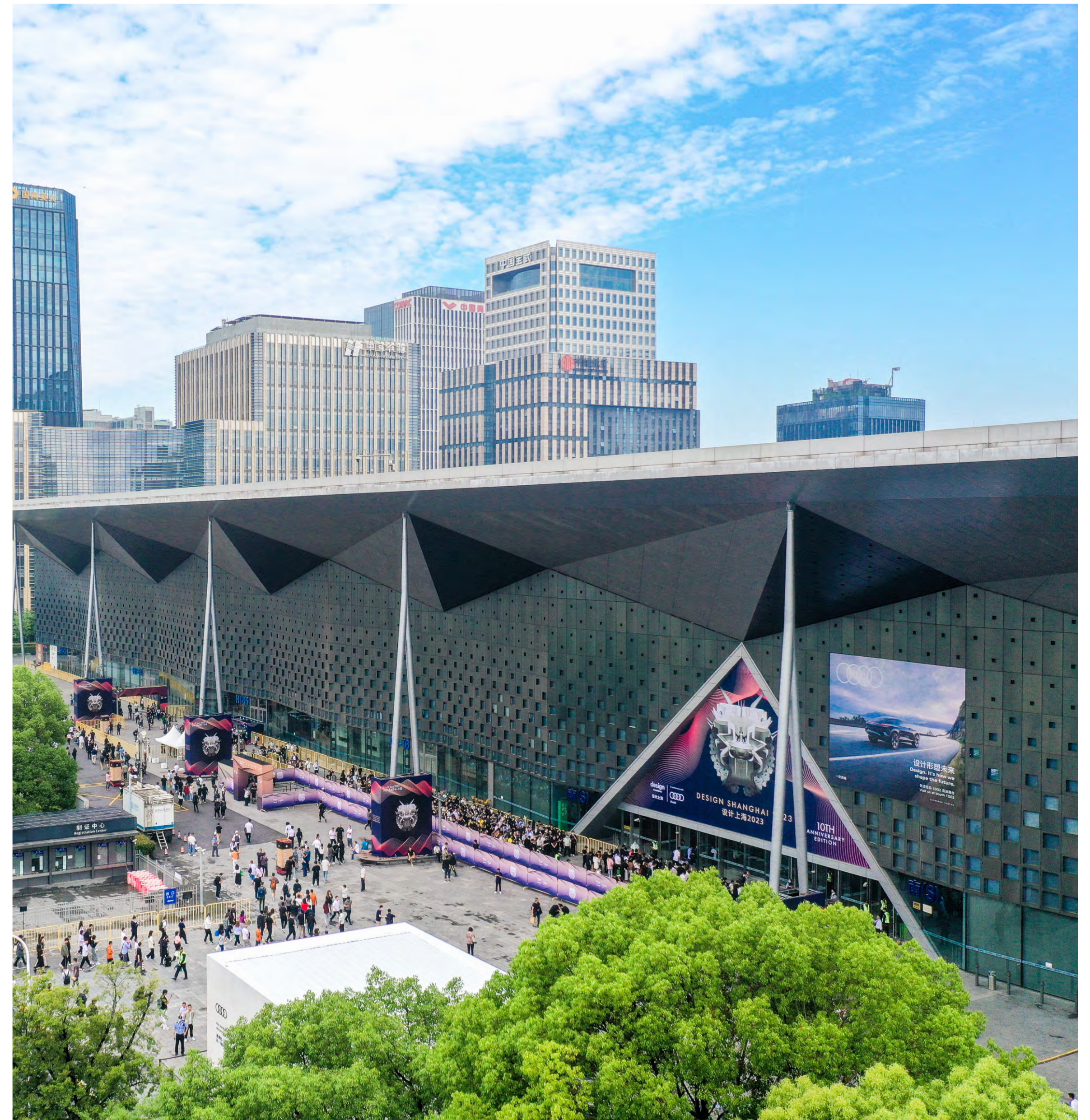
设计上海

PRESENTING INTERNATIONAL DESIGN BRANDS TO THE WORLD'S BIGGEST DESIGN MARKET FOR OVER 10 YEARS

IN JUST 10 SHORT YEARS, DESIGN SHANGHAI HAS BECOME ONE OF THE BIGGEST DESIGN SHOWS IN THE WORLD.

It is comfortably the most significant international design show in Asia. The trade audience comes from all corners of the globe to Shanghai for the event, attracting over 70,000 visitors in 2023.

China and Asia is one of the fastest-growing markets for the design and creative sectors globally. Design Shanghai is the leading platform for the industry in Asia.



WHY VISIT?

WHY CHINA?

China is the world's biggest consumer of luxury goods. ¹

China is the world's largest exporter and second largest importer. ²

By 2030, China will be the first country in the world to count on a heterogeneous middle class with more than one billion individuals. ³

China is the world's largest development market and is forecasted to grow at an annual average of 8.6% between 2022 and 2030. ⁴

By 2025, China will have constructed the equivalent of 10 New York-sized cities since the 1990s. ⁵

200,000 companies studios work in architecture, interior design, property development and other related areas in mainland China, with the total number of practitioners is over 10 million. ⁶

Revenue in the Furniture market amounts to US\$76.78 billion in 2022; expected to grow annually by 13.23% from 2022 to 2026. ⁷

Bespoke furniture captures substantial revenue and is expected to grow to \$52 billion by 2024 with an estimated annual growth of 20%. ⁸

The market of furniture designs for children alone is expected to reach \$30 billion by 2025. ⁹



DATA RESOURCES

1. Forbes.com
2. Worldbank.org
3. Global Economy & Development Working Paper 100
4. Fitch Solutions Infrastructure Report
5. American Institute Of Architects (Aia) Shanghai
6. 163.Com
7. Statista
8. Retexspa.com
9. Grandviewresearch.com
10. Shine.cn

WHY SHANGHAI?

In 2021, Shanghai's creative and design industry output reached 1.6 trillion yuan (US\$232 billion) and is expected to hit more than 2.0 trillion yuan by 2025.

Annual Growth Rate of Shanghai's design industry more than 10% since 2012

By 2025, Shanghai will be home to 20 national industrial design centres and 200 city-level innovation centres.

By 2030, Shanghai plans to further enhance its international competitiveness and reputation to become a world-class "city of design"

Shanghai - A magnet for foreign investment and talent

10 TESTIMONIALS



B&B ITALIA

B&B Italia group considers Design Shanghai as a partner to facilitate direct dialogue and engagement with the Chinese design community. It also provides our group with a platform to present our design inspirations and allow for ideas exchange with the local community.



HANSGROHE CHINA

Design Shanghai has always pioneered in developing new designs and innovative technologies. I believe Design Shanghai provides us with an unparalleled design platform.



MAISON DADA

It is fantastic because we have something to share, something in common. I am positively surprised over the amount of media coverage the organizers has managed to gather for the show.



MOROSO

We decided to attend Design Shanghai because we believe that this is a new and significant emerging market and that there is major interest in China for Italian design companies like Moroso. I think this is related to our history, our craftsmanship and a strong international affinity for the brand. This fair represents a unique chance to promote Moroso in this region of the world, an ideal platform to show our products and a strong brand- building environment as a result of the major media exposure.



FLOS

Being recognized as Asia's largest and leading international design event, Design Shanghai represents a precious visibility platform for our business, giving us the opportunity to reach the ideal targets of potential clients, especially from the Chinese A&D community.



HAY

It is fantastic because we have something to share, something in common. I am positively surprised over the amount of media coverage the organizers has managed to gather for the show.



CARL HANSEN & SØN

Design Shanghai was incredible, we met numerous new clients and significantly raised the profile of our brand in Asia. The quality of visitors was perfect with a the right mixture of A&D along with wealthy buyers.



ROCHE BOBOIS

This is our 8th time exhibiting at Design Shanghai, we have grown with Design Shanghai since the very beginning. I hope the show will continue to grow, and evolve more with even more brands and exhibitors coming to this world leading event.



ANTONIO LUPI DESIGN S.P.A.

Design Shanghai 2017 has been our first exhibition in China. We are happy to have chosen it as the ideal platform to target the best design professionals in China and in East Asia



OCCHIO

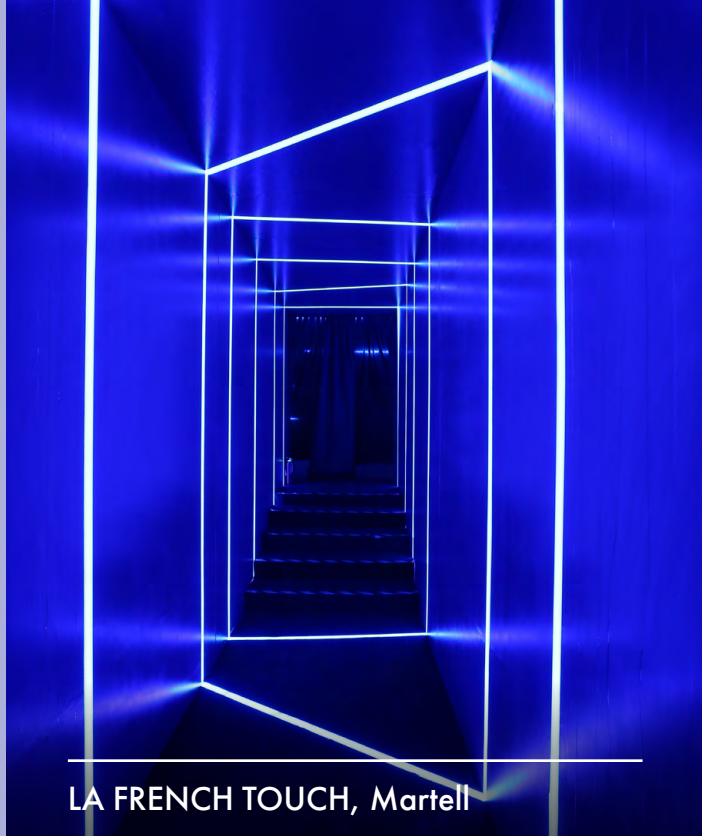
Occhio has never participated in any international trade show which is not in Europe. Design Shanghai has left a wonderful impression and memory with us. We think Design Shanghai is an international show not just for China, but also for the entire Asia Pacific region.

69% EXHIBITORS COMPLETELY/VERY SATISFIED WITH DESIGN SHANGHAI VISIT

63% VISITORS FIND ATTENDING DESIGN SHANGHAI COMPLETELY/VERY IMPORTANT

OVER HALF OF THE EXHIBITORS ARE WILLING TO RECOMMEND DESIGN SHANGHAI TO OTHERS

INSPIRATIONAL FEATURES & INSTALLATIONS DRIVING VISITORS, GENERATING PRESS



LA FRENCH TOUCH, Martell



City of Towers, Zaha Hadid Design



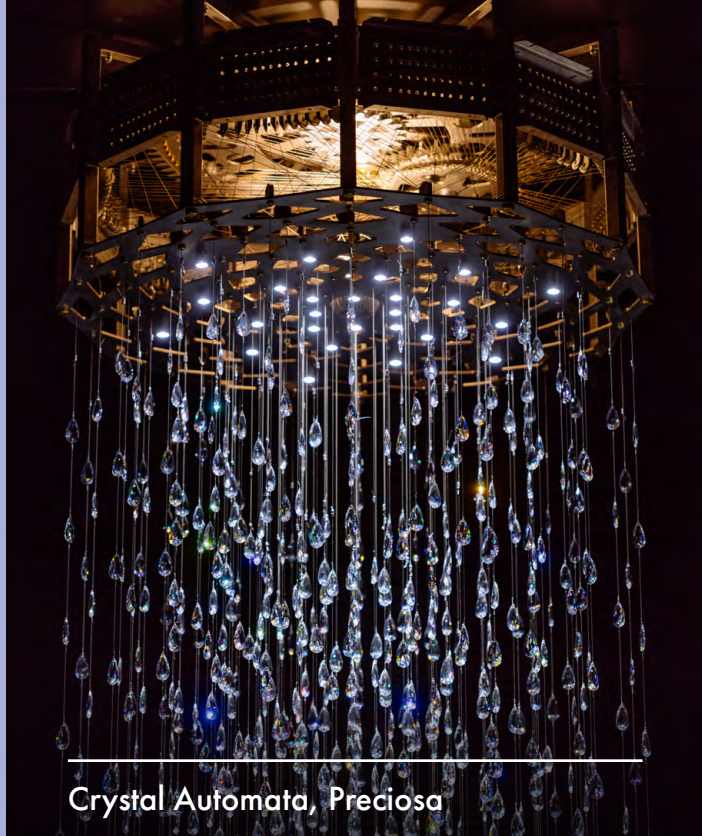
TOUCH, ORIA



Apollo, Timothy Oulton



Bally Jean Prouvé 6x9 house



Crystal Automata, Preciosa



Nike Sportswear GC Air Max 100



Lasvit UPERNOVA



Waterschool, Swarovski



Prologue, Swarovski

CHINA'S MOST POWERFUL DESIGN AUDIENCE

WELCOMED OVER HALF A MILLION HIGH-PROFILE VISITORS IN THE LAST 10 YEARS

The best architects across China and the West

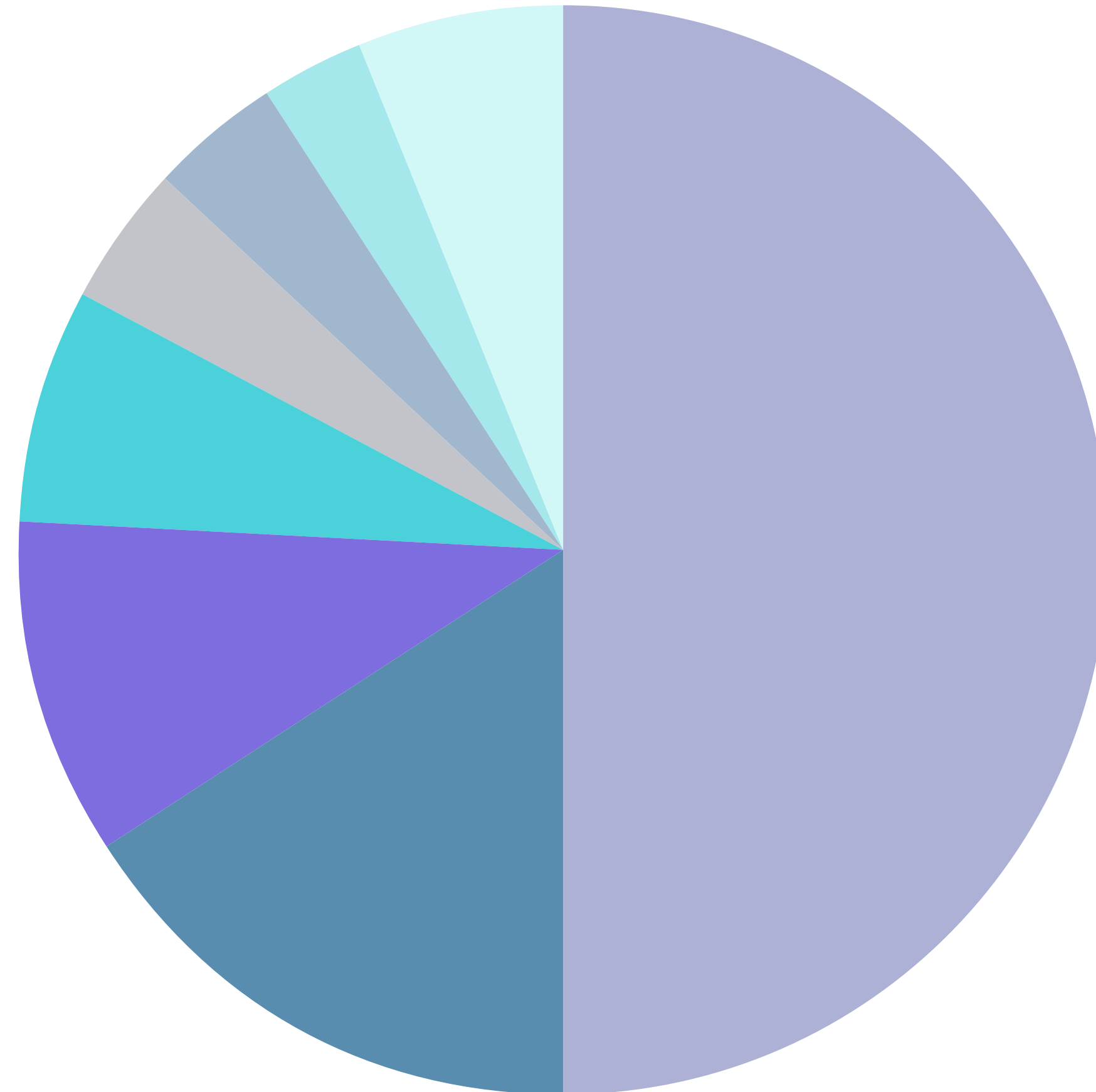
The most prolific interior designers from around the world

Highly influential property developers from Shanghai

and nearby cities
China's elite and qualified buyers and retailers

Key decision makers from private and public sectors

Highly targeted, affluent public audience



VISITOR PROFILE

Architects Practice & Design

Agent & Distributer

Developer

Collector

Product Designer

Retailer & Wholesaler

Press & Media

Other

QUALITY IS KEY

TOP 100 ARCHITECT COMPANIES ASIA BASED

Gensler	HPP Architects	Ronald Lu & Partners
Nikken Sekkei	Link Arkitektur	Archetype Group
Aecom	DLN	Broadway Malyan
HDR	P&T	Allies And Morrison
Perkins+Will	LWK & Partners	Henning Larsen
Sweco	Kunwon	Wilmotte & Associés
IBIGroup	Asya	Itten + Brechbühl
Hok	Leigh & Orange	Aukett Swanke
Aedas	Chapman Taylor	GVA
Dp Architects	National Engineering	SSH
Perkins Eastman	Bureau	Sheppard Robson
HKS	Ehaf Consulting	Un Studio
DLR Group	Engineers	Jaspers-Eyers Architects
Foster+Partners	Architectus Group	Nordic
Stantec	IDOM	Valodeet Pistre
White Arkitekter	Dewan	Architectes
Cannon Design	Aidea	MG2
Smith Group	Bates Smart	10design
Heerim	B+H Architects	Page
Haehahn	Populous	Progetto Cmr
Nihon Sekkei	BIG	CP Kukreja Architects
ATP	KEO	Morphogenesis
CMP	Lemay Coinc.	C.f. Møller Architects
Atkins	Allford Hall	Warren And Mahoney
AREP	Monaghan Morris	Schneider +
ZGF Architects LLP	GHD Woodhead	Schumacher
Tengbomgruppen AB	PBK	Wongtung & Partners
Kume Sekkei	Ishimoto	Gf & Partners
NBBJ	DSP Design Associates	AHR
BDP	Corgan	A26 Architectures
三菱地所设计	Axs Satow	Scott Brownrigg

Pascall + Watson	Purcell	Henn Gmbh
Visionarch	Quadrangle	Diamond Schmitt
Sikka Associates	Plp Architecture	Architects
Architects	FCB Studios	Showa Sekkei
Leo A Daly	Saraiva + Asociados	

TOP 100 INTERIOR DESIGN COMPANIES ACROSS CHINA AND ASIA PACIFIC AREA

Gensler	Space Matrix Design	Vocon
Perkins + Will	Consultants	Sargenti Architects
AECOM	EYP	Marc-Michaels Interior
Jacobs	NBBJ	Design
HOK	Corgan	Flad Architects
IA Interior Architects	J&A	Shlemmer + Algaze +
Hirsch Bedner	Ware Malconb	Associates Interiors &
Associates (HBA)	Steve Leung Design	Architecture
Stantec	Group	CDC Designs
NELSON	TPG Architecture	CBT
HKS	Rockwell Group	FRCH, a NELSON
Leo A Daly	Wilson Associates	company
Callison RTKL	Page	Elkus Manfredi
Perkins Eastman	STUDIOS architecture	Architects
DLR Group	ZGF Architects	YiTian Design
Cannon Design	Shenzhen Matrix	Yabu Pushelberg
Smith Group	Interior Design	Shepley Bulfinch
G-Art Design	HLW International	DSP Design Associates
International	Little	LS3P
M Moser Associates	Ted Moudis Associates	OTJ Architects
HDR	Populous	Avro KO
Skidmore, Owings &	RSP Architects	Dalton Steelman Arias
Merrill	ASD SKY	& Anderson (DSAA)

Clark Nexsen	Mancini Duffy	Margulies Perruzzi
The Gettys Group	Fogarty Finger	Architects
Wimberly Interiors	Architecture	Wolcott Architecture
B+H	Stonehill & Taylor	Hartman Design Group
Huntsman Architectural	Architects	Nicole Hollis
Group	Milo Kleinberg Design	Array Architects
The Lawrence Group	Associates (MKDA)	Dyer Brown Architects
Chipman Design	STG Design	Design Duncan Miller
Architecture	PDR	Ullmann (DMU)
TRIO	Ryan Young Interiors	Partners by Design
Jeffrey Beers	Robert A.M.Stern	Bergmeyer
International	Architects	CHAMBERS
Ricky Wong Designers	Denton House Design	Tricarico Architecture
The Switzer Group	Studio	and Design
Daroff Design + DDI	Design Republic	Aria Group Architects
Architects	Partners Architects	Kasian Architecture
DES Architects +	ENV	Interior Design and
Engineers	AP+IDesign	Planning
Baskervill	CID Design	
Cooper Carry	Di Leonardo	
Rottet Studio	International	

THE WORLD'S BEST HOTEL GROUPS

Marriott International	International	Chan & Chang Group
Jing Jiang International	Oyo Hotels & Homes	Hyatt Corporation
Holdings	Huazhu Group Ltd	Shangri-La Hotelsp
Hilton Group	Green Tree Hospitality	
Intercontinental Hotels	Group	
Wyndham Hotel Group	Alliance Advisory	
Accor Hotels	Aman Tokyo	
Choice Hotel	A.W.lake Spa Concepts	

TOP 100 CHINA'S PROPERTY DEVELOPERS

Garden	Group	Boill Holding Group
Vanke	Times China	Aijia
Poly Group	Jelenbergh	Huahongjiaxin
Sunac	Shinsun	Dayjust
Wanda	Redstar	Baibuting
China Overseas Land &	Radiance Group	Cccg Real Estate
Investment Ltd	Fusheng Group	Zhangtai Group
Greenland	Mcc	Titan
Green Town	Midea	Zovie Real Estate
Cfd	Longjitaihe	Chanfine Group
Cr Land	Cofco	Leading
Long For	Powerlong	Chiway Group
Gemdale	Newopen	Zeijing Group
Seazen	Suning	Central Congroup
Shimao Property	Jinrui Holding	Orsun
Cifi	Bright Real Estate	Zodigrand Group
Risesun	Sanshenghongye	Teamrise Group
Jinke	Yanlordland	Jinqiao Group
Zoinaland	China Gezhouba Real	Lanrun Group
Zhenro	Estate	Yincheng Group
Yango	Galaxy Holding Group	Zhongan Group
Agile	Beijing North Group	Dafaland
Brc	Real Estate	Sundy
Tahoe	Oriental Ginza	
China Jinmao	Modern Land	
Logane	Dothinkgroup	
China Aoyuan Property	Pku Resources	
Group Limited	Siud	
Kaisa	Chinayinyi	
Excellence Group	Hongkun	
Tianjin Real Estate	Sansheng	

YOU WILL BE IN GOOD COMPANY EXHIBIT WITH THE MARKET LEADERS

**WELCOMED OVER 2500
WORLD-RENOWNED
DESIGN BRANDS FROM
OVER 30 COUNTRIES IN
THE LAST 10 YEARS**



**B&B
ITALIA**

ligne roset®


CARL HANSEN & SØN

Cassina

driade

FLOS

FOSCARINI

Fritz Hansen®

HAY

kvadrat


MAGIS

Minotti

Miele

m o o i

MOROSO™

Occhio

**ROLF
BENZ**

SELETTI


STELLAR WORKS

SWAROVSKI

**Tom
Dixon.**

U+

vitra.

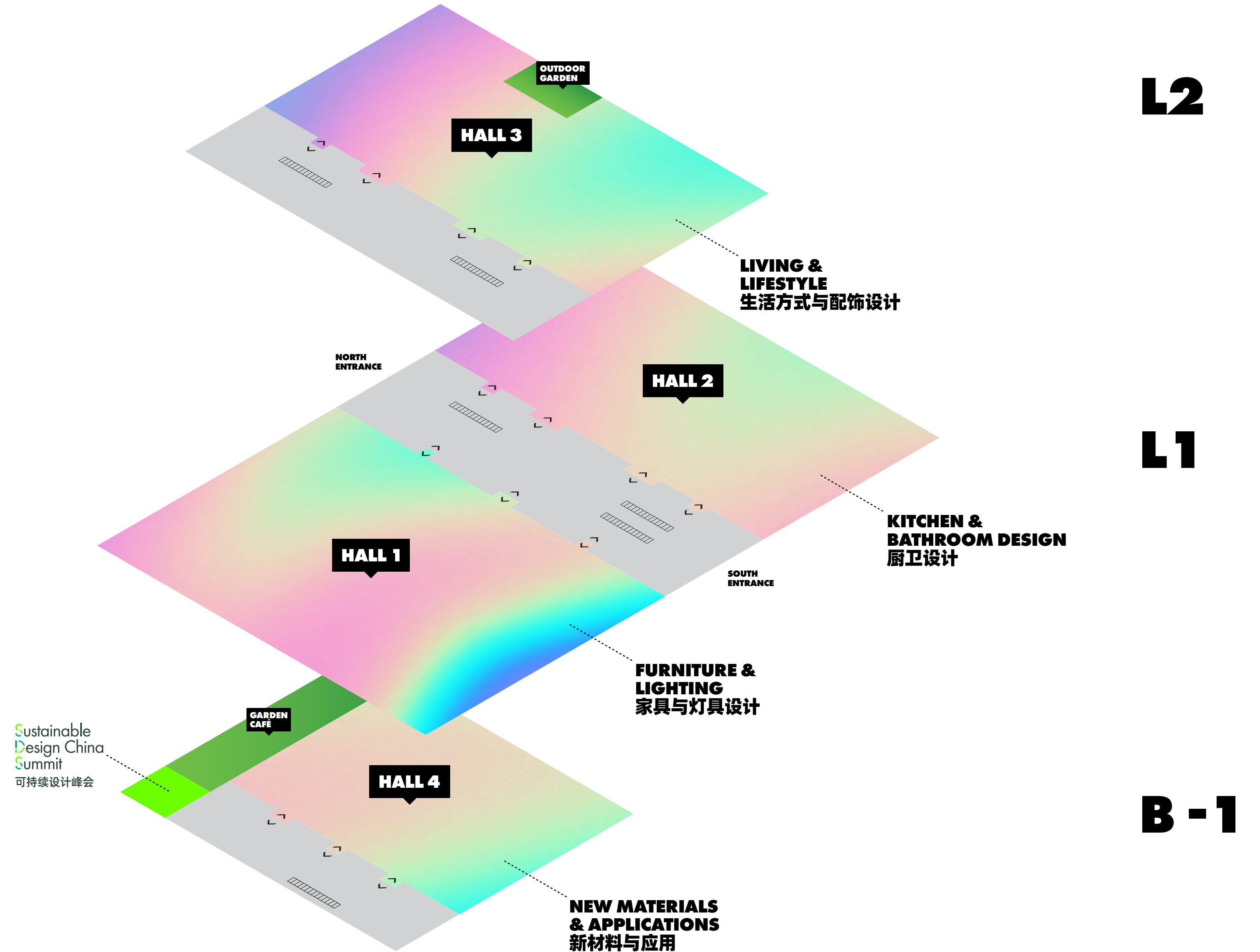
AXOR®
hanagrohe

BIGGER AND BETTER THAN EVER

INTRODUCING HALL 4: NEW MATERIALS & APPLICATIONS

A BRAND NEW HOME FOR INNOVATIVE MATERIALS AND APPLICATIONS

Design Shanghai aims to explore how eastern and western design philosophies can work together synergistically across 4 vibrant Halls. The event also features bespoke installations, an inspirational design forum and exciting networking events.



4 VIBRANT HALLS DELIVERING A WORLD OF DESIGN

**HALL 1
FURNITURE &
LIGHTING**

**HALL 2
KITCHEN &
BATHROOM DESIGN**

**HALL 3
LIVING &
LIFESTYLE**

**HALL 4
NEW MATERIALS
& APPLICATIONS**

HALL 1 FURNITURE & LIGHTING

THE HUB OF CREATIVE FURNITURE & LIGHTING DESIGN TALENT

At Hall 1 of "Design Shanghai," outstanding furniture and lighting designs from top-notch domestic and international brands, as well as exceptional independent designers, will gather to showcase diverse design styles. This hall will serve as a hub for furniture and lighting design masterpieces from around the world, displaying a rich array of design treasures and boundless creative inspirations.



"We are very happy. For Rolf Benz, this is our second time exhibiting at Design Shanghai. This time, I feel it is even better, based on yesterday's results, for me it is amazing. As an international brand which needs promotion in a global context, we certainly want to introduce our brand to more consumers in China, thus, Design Shanghai is exactly the right stage."

ROLF BENZ

HALL 2 KITCHEN & BATHROOM DESIGN

PRESENTING THE HIGHEST-END INNOVATIVE DESIGN SOLUTIONS

The kitchen and bathroom section presents the highest-end innovative design solutions. This highly-demanded section demonstrates quality innovation across components, materials, equipment and effective space optimization.



“La Cornue happily chose Design Shanghai to share the French “Art de Vivre” of cooking with key designers, architects and property developers. Without a doubt, the quality of the meetings associated with the exceptional organization will contribute to our success in Asia. We are proud to have chosen Design Shanghai for our first presence at a showcase in Asia.”

LA CORNUE

“Design Shanghai has attracted many designers and lifestyle trendsetters come to visit. We are happy to be part of this great exhibition, and we have felt the huge passion and love for design from Shanghai crowd.”

MIELE

“Design Shanghai has always pioneered in developing new designs and innovative technologies. I believe Design Shanghai provides us with an unparalleled design platform.”

AXOR



HALL 3 LIVING & LIFESTYLE

A BRAND NEW HOME FOR INTERIORS & ACCESSORIES

Design Shanghai's Hall 3 has emerged as the premier destination for the homewares, interiors, and accessories industry in China. This elegantly curated space is dedicated to living and lifestyle, bringing together top domestic and international brands, craftsmen, and artists. From soft furnishings to fragrances, accessories to textiles, and tableware to high-quality design products spanning categories like carpets, wallpapers, paints, and artworks, Hall 3 offers a comprehensive showcase of innovative designs.



"We are excited to be a part of Design Shanghai for the very first time and look forward to telling the story of our 148-year-old brand. As a Danish brand, Louis Poulsen sees great value in building up awareness in the Chinese market sharing our passion for good lighting. Design Shanghai is the perfect platform to showcase our product offering to the right people in the business."

LOUIS POULSEN



"Design Shanghai was a phenomenal show for Denby and has been integral to our launch into China. Export and in particular Asia is key area of growth for us and we have never seen a show with so much buzz and excitement. We will continue to invest in the market and see Design Shanghai as fundamental to the growth of this market"

DENBY

HALL 4 NEW MATERIALS & APPLICATIONS

THE MATERIALS AND APPLICATIONS HALL CAPTURES NEW TRENDS IN THE INDUSTRY AND SHOWCASES INNOVATIVE MATERIALS AND APPLICATIONS GLOBAL BRANDS.

This year, Design Shanghai introduces its latest addition, Hall 4, with a keen focus on new materials and application design, presenting these materials in a format that is both richer and more captivating. Innovative material application has long been a pivotal concern within the design sphere. Here, a plethora of international brands will showcase the latest materials and application solutions, offering cutting-edge inspiration and practical solutions for diverse design practitioners, including material designers, engineers, product designers, architects, interior designers, and artists. This platform aims to foster creative exploration and facilitate exchange, propelling the design industry towards a future of innovation.



“Design Shanghai is one of the most influential shows in Asia, gathering numerous leading brands to this spectacular event every year. There were countless things to explore at the event — creative designs, innovative application of colour and materials. It was such an eye-opening and inspiring event!”

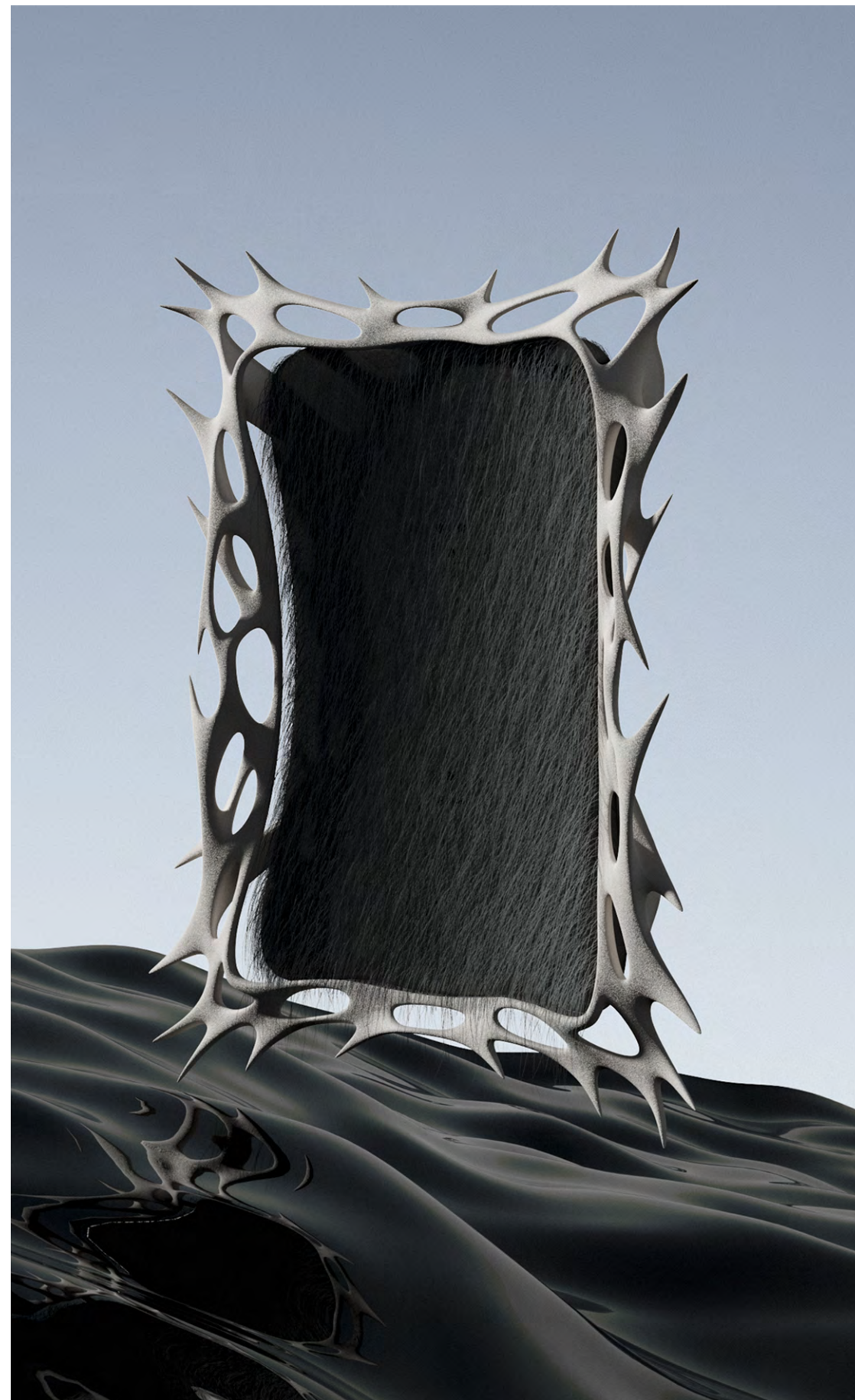
ARMSTRONG

SUPPORTING YOUNG GLOBAL TALENT & CRAFT

TALENTS@HALL 1

LETTING DESIGN GROW

TALENTS originated from Design Shanghai, curated by designer Frank Chou, and was first launched in 2020. In order to better help young designers grow and gradually improve the design ecology in China, TALENTS focuses on the localization of Chinese design, upholds the brand value of people-oriented design, focuses on people through design, discovers potential young designers, and gives them professional career guidance. The theme of TALENTS 2024 will be "THE QUEST FOR THE QUESTION." Driven by creativity, designers are challenged to set their sights on discovering and solving problems.



neooold@HALL 3

neooold curated by designer Chen Min, features "Art+Extension" as the theme for 2024. The significance of extending craftsmanship has consistently been one of neooold's dedicated development directions. The exhibition design, presented by the architectural firm line+ under the direction of architect Meng Fanhao, extracts the cultural symbol of the bracket arch, a traditional architectural element, to construct a precise and melodious space.



SPECIALLY CURATED PROGRAMMES AND SECTIONS

Design Shanghai partners with leading design and creative studios, luxury fashion brands and influential media titles to create creative talks and specially curated sections.

FEATURES

RÓNG@HALL 4

“Rong” means melting and fusion. The “Rong Design Library” is dedicated to deconstructing traditional crafts into materials and techniques, actively exploring the future of tradition. “Casting” is the research topic of the ninth edition of “Rong Design Exhibition,” following the themes of bamboo, silk, clay, copper, paper, mortise and tenon joints, coloring, and weaving.

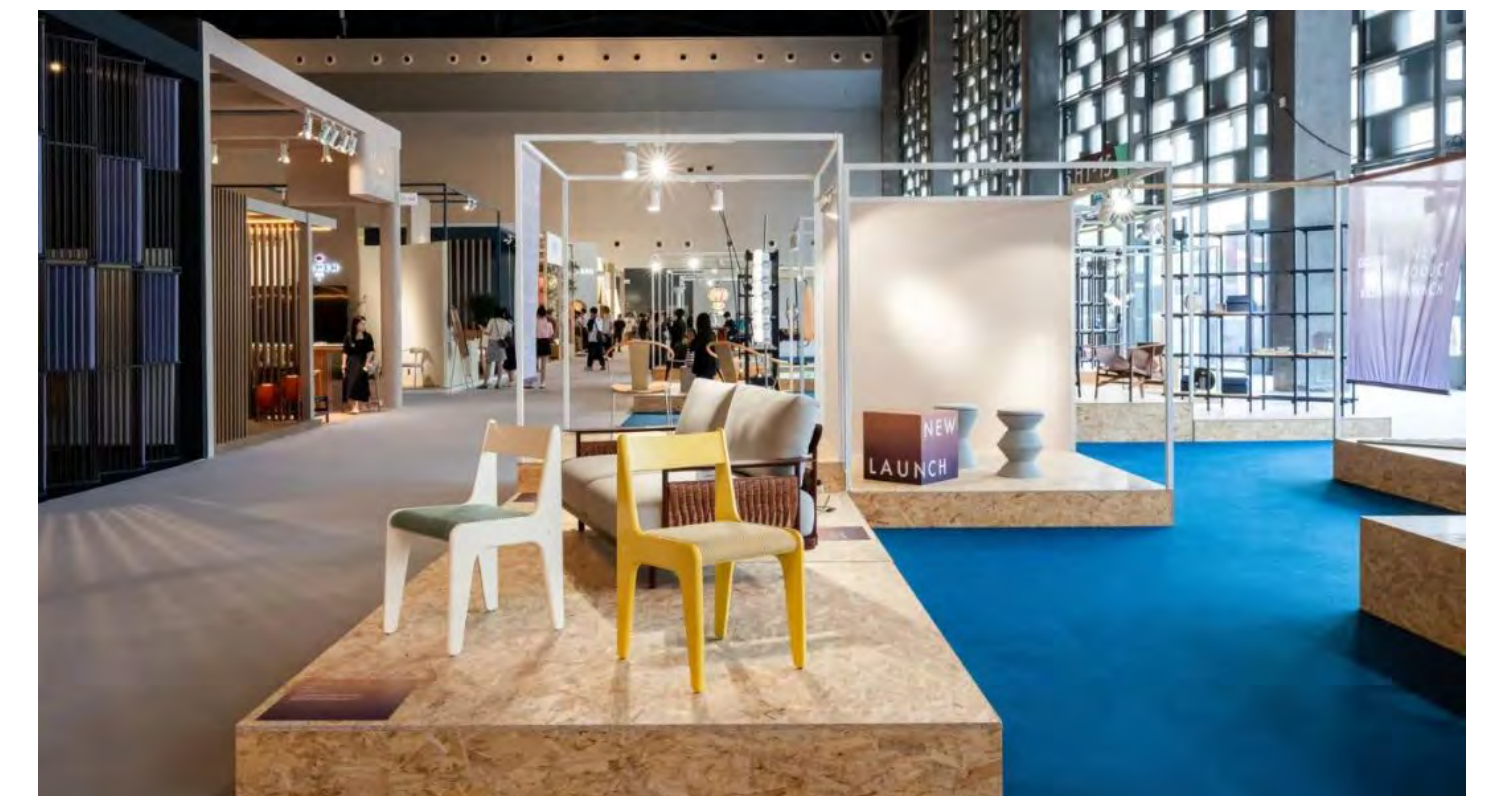


MATERIALS FIRST @HALL 4

“Materials First,” curated by materials expert Chris Lefteri, utilizes cardboard to shape horizontal and vertical planes, aiming to place materials at the core of the creative process. This initiative collaborates with numerous exhibitors from Design Shanghai, transforming easily disassembled structural installations into transport props after the exhibition. It seamlessly combines cutting-edge materials, sustainable design, aesthetics, and functionality.

NEW PRODUCT LAUNCH

In 2024, ‘Design Shanghai’ will once again feature a dedicated New Product Launch area at the entrance of the exhibition hall. This curated space will showcase the most sought-after new design works from every pavilion, with over 1,000 new products making their debut on-site.



“B&B ITALIA GROUP CONSIDERS DESIGN SHANGHAI AS A PARTNER TO FACILITATE DIRECT DIALOGUE AND ENGAGEMENT WITH THE CHINESE DESIGN COMMUNITY. IT ALSO PROVIDES OUR GROUP WITH A PLATFORM TO PRESENT OUR DESIGN INSPIRATIONS AND ALLOW FOR IDEAS EXCHANGE WITH THE LOCAL COMMUNITY.”

B&B ITALIA

ASIA'S LEADING FORUMS & TALKS: 300+ DESIGN ICONS

Design Shanghai, in partnership with renowned designers and brands from both domestic and international arenas, presents a robust series of design forums and workshops. This lineup includes the Kohler · Exquisite Design Shanghai Design Forum, CMF Conference, Workplace Conference, Innovation Workshop and Presentation Zone.

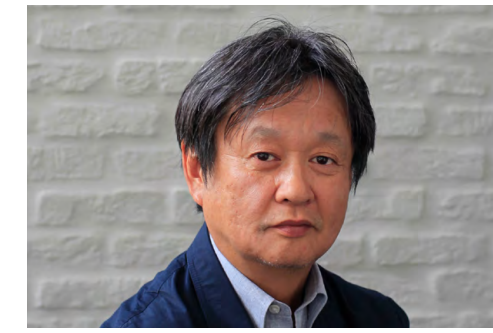
"In Design Shanghai, there is a variety of work being exposed by international companies which is really good for the fair, as well as some very new talent coming up."

JAIME HAYÓN



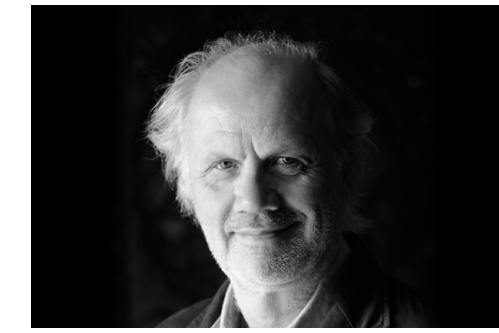
KOHLER · EXQUISITE DESIGN SHANGHAI DESIGN FORUM

The Kohler Exquisite · Design Shanghai Design Forum has always been the main stage for intellectual exchanges during Design Shanghai. This year's forum, themed "The New Universal Language of Design", will feature distinguished thinkers and authoritative figures from the global design community to discuss the universal language of design.



NAOTO FUKASAWA

Japanese product designer



ALDO CIBIC

Founder of Cibic Workshop,
Founding member of Memphis



MARCEL WANDERS

Dutch Product and Interior
Designer, Cofounder and Artistic
Director of Moooi



**GEORGE YABU &
GLENN PUSHELBERG**

Co founder of Yabu Pushelberg



ZANDRA RHODES

"Princess of Punk"
British Fashion Designer



TOM DIXON

British Designer



KELLY HOPPEN

Interior Designer, Product Designer,
Author, TV & Film Personality



PHILIPPE STARCK

French industrial architect
and designer



JAIME HAYÓN

Spanish artist-designer, founder of
Hayon Studio



MICHAEL YOUNG

British product designer



KARIM RASHID

American Industrial Designer



PATRICIA URQUIOLA

Spanish architect and designer,
Art Director of Cassina



ANDRE FU

Hong Kong Architect, Interior
Designer, Founder of AFSO



THOMAS HEATHERWICK

Founder of Heatherwick Studio



PAOLA NAVONE

Prestigious architect, designer
and art director



JIANG QIONG ER

Shang Xia's CEO & artistic director

THE MOST WELL-ATTENDED & COMPREHENSIVE FORUM PROGRAMMES IN ASIA 300+ WORLD LEADING DESIGN ICONS ON STAGE

CMF CONFERENCE@HALL 4

Color, materials, and finishes (CMF) play a crucial role in design. This year, Design Shanghai is launching the CMF Conference at Hall 4, where global CMF industry experts and designers will discuss the theme "The Source of Design Inspiration: CMF Aesthetics." They will share cutting-edge industry trends and guide us through the intricacies of Eastern and Western CMF design aesthetics in the realms of interior, architectural, and industrial design, allowing us to experience the fusion of tradition and modernity.



INNOVATION WORKSHOP @HALL 3

The Innovation Workshop focuses on the cutting-edge application of new materials and technologies in the field of design. Speakers from world-leading material production brands will gather here to share the latest achievements and creative applications in new material design.



WORKPLACE CONFERENCE @HALL 1

Design Shanghai, in collaboration with the International WELL Building Institute (IWBI) and the U.S. Green Building Council (USGBC), is hosting the Workplace Conference. This event will explore the theme "Reshaping the Office Experience through Design - Flexibility, Empathy, Collaboration, Innovation." It aims to provoke thought among designers and audiences about how to redefine work methods, reconstruct office spaces, and reshape diverse work experiences in the post-pandemic era.



PRESENTATION ZONE @HALL 2

Presentation Zone serves as a dedicated stage for exhibitors to showcase their latest and most exceptional products, share emerging design trends, and provide invaluable insights into market intelligence.

COMPREHENSIVE DIGITAL CAMPAIGNS

AWARD WINNING MARKETING AND PR CAMPAIGNS

INCLUSION IN ASIA'S MOST SUCCESSFUL DESIGN EVENT'S SOCIAL MEDIA ACROSS WECHAT, WEIBO, TIKTOK, LITTLE RED BOOK, AND INSTAGRAM.

WECHAT OFFICIAL ACCOUNT

China's most influential social media platform

25,000+ Subscribers
Feature Post Avg. Reads: 3,000+
Popular Post Avg. Reads: 30,000+

WECHAT CHANNEL

Popular public feed of video & photo content

Followers: 10,000+

WEIBO

China's most popular microblogging platform

Followers: 27,000+

TIKTOK

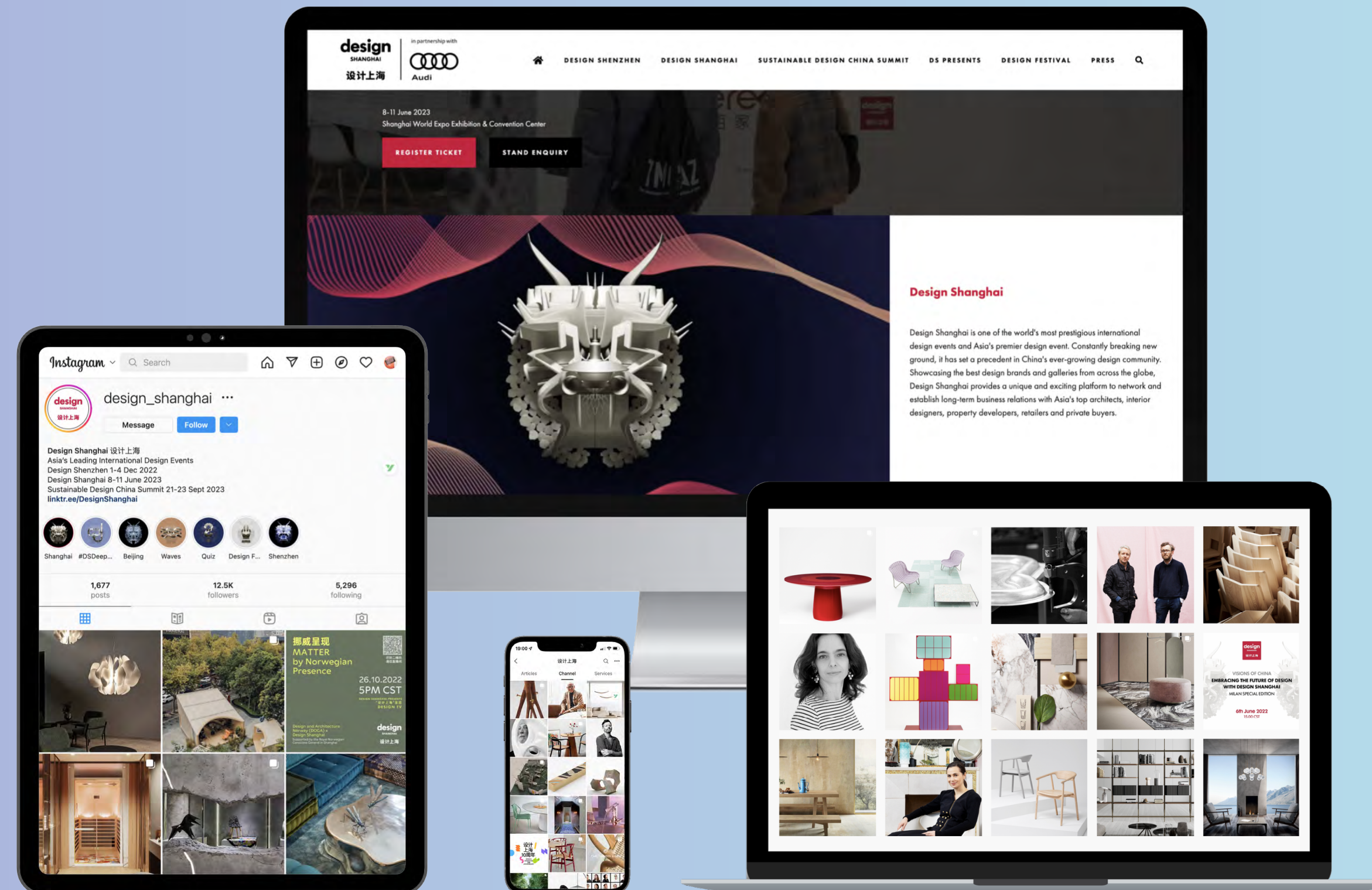
China's most popular short-form video platform

Followers: 5,700+

LITTLE RED BOOK XIAOHONGSHU

China's foremost fashion and luxury shopping platform

Followers: 3,000+



ENGAGEMENT

#DesignShanghai2021 has 110 million views and 44,000+ engagement

INSTAGRAM

The top social media platform targeting international audience

Followers: 14,000+

LIVE STREAMING AND WEBINAR

Collaborate with exhibitors, media partners and industrial professionals to launch live streaming programmes and webinars throughout the exhibition, so that you can stay update with the latest industrial news and interact with designers.

EMAIL CAMPAIGN

Extensive email campaign to over 600,000 design professionals, with exhibitors heavily featured in visitor facing emails.

WEBSITE

Total website visits: 1,903,965;
Unique website visits: 773,149;
new users: 168,972

PR SUPPORT AND MEDIA EXPOSURE

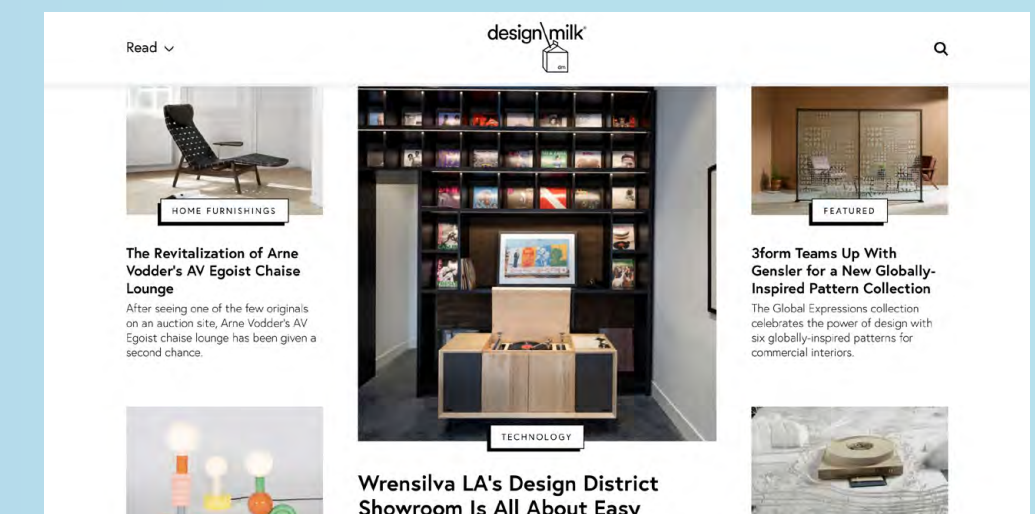
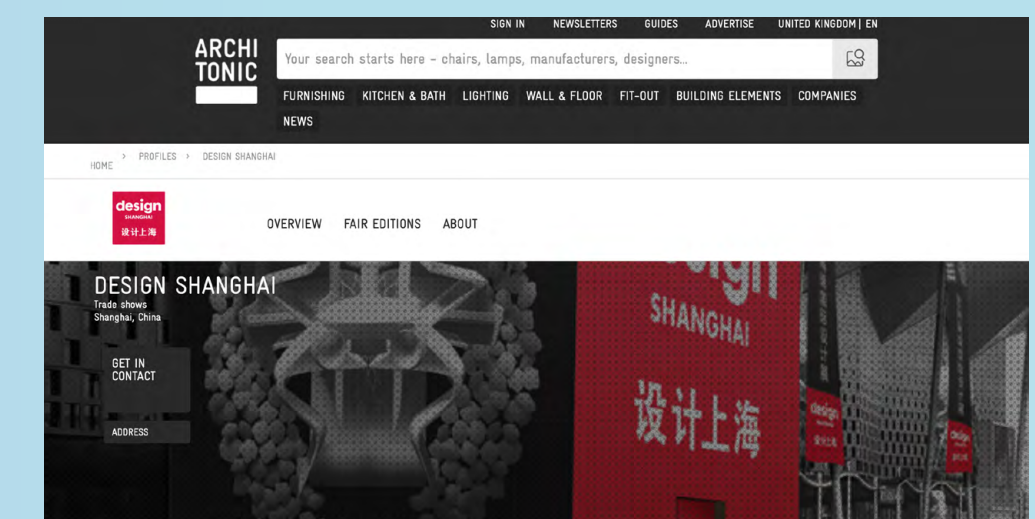
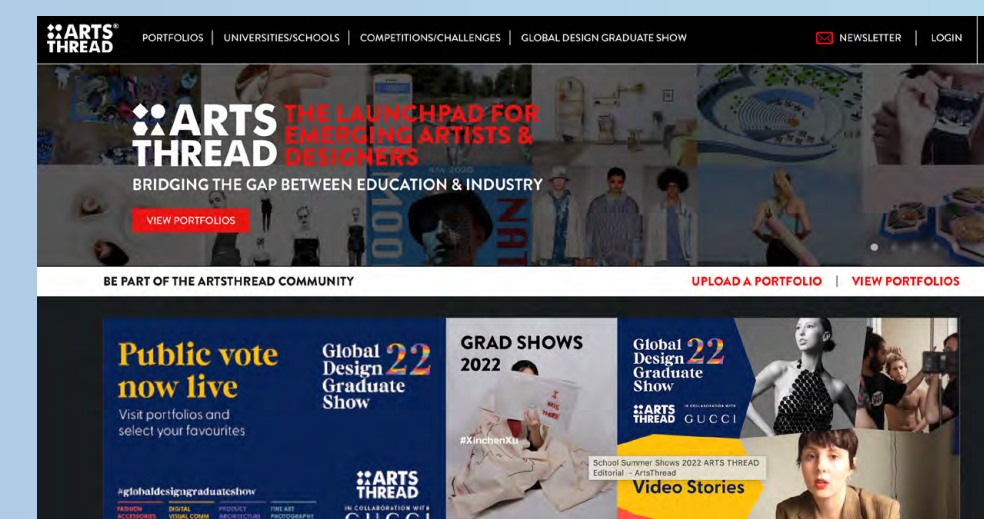
AWARD WINNING MARKETING AND PR CAMPAIGNS

PR SUPPORT

Design Shanghai runs a comprehensive PR campaign targeting leading trade titles, national and international press. Over 1,200 press visitors attended Design Shanghai 2023, contributing more than 3,000 press coverage.

MEDIA EXPOSURE

The integrated campaign reaches highly targeted audiences through partnership marketing. In the last ten years, we partnered with 200+ leading print and digital medias internationally.



CONNECTING BUSINESS & NETWORKING

AWARD WINNING MARKETING AND PR CAMPAIGNS

YEAR ROUND BUSINESS AND NETWORKING EVENTS



TRADE BUYERS PROGRAMME

The Trade Buyer Programme is run by a dedicated trade relationship team. The aim is to identify and attract real buyers with projects to visit the show and to meet the exhibitors onsite. Our targeted trade buyers programme regularly attracts more than 1000 hand picked buyers from all over Asia. The top 20 buyers were hosted by Design Shanghai and had on average more than 8 prearranged meetings.



BUSINESS MATCH-MAKING TECHNOLOGY

Business Matchmaking Service is one of the most significant valued-added services for exhibitors to meet qualified visitors. Buyers and exhibitors can arrange onsite meetings in advance to discuss real projects, to establish mutual relationship and to capture effective business opportunities.



ROADSHOWS

Roadshows in key cities across China including Shanghai, Beijing, Shenzhen. These are very engaging and interactive face-to-face events where exhibitors, buyers, journalists can meet for networking throughout the year.

SATELLITE EVENTS

ENGAGE WITH CHINA'S DESIGN COMMUNITY

Design Shanghai partners with leading design and creative studios, luxury fashion brands and influential media titles to create a series of networking events during the show. These events provide unique opportunities to engage with leading figures within China's design community.

Our creative project, Design Shanghai @Xintiandi Design Festival has presented over 100 of our favorite events and design destinations in the heart of Shanghai since 2017, where you will be inspired by some of the most creative minds in this metropolitan.



EVERY DETAIL MATTERS



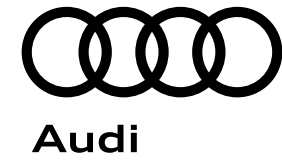
TOP FOOD AND BEVERAGE EXPERIENCE AT DESIGN SHANGHAI

Design Shanghai is complimented by an array of food and drink outlets where you can grab a bite to eat and soak up the atmosphere of the show over a coffee or snack, etc. There is always a variety of catering to satisfy the most demanding of taste buds.



POWERFUL PARTNERSHIPS

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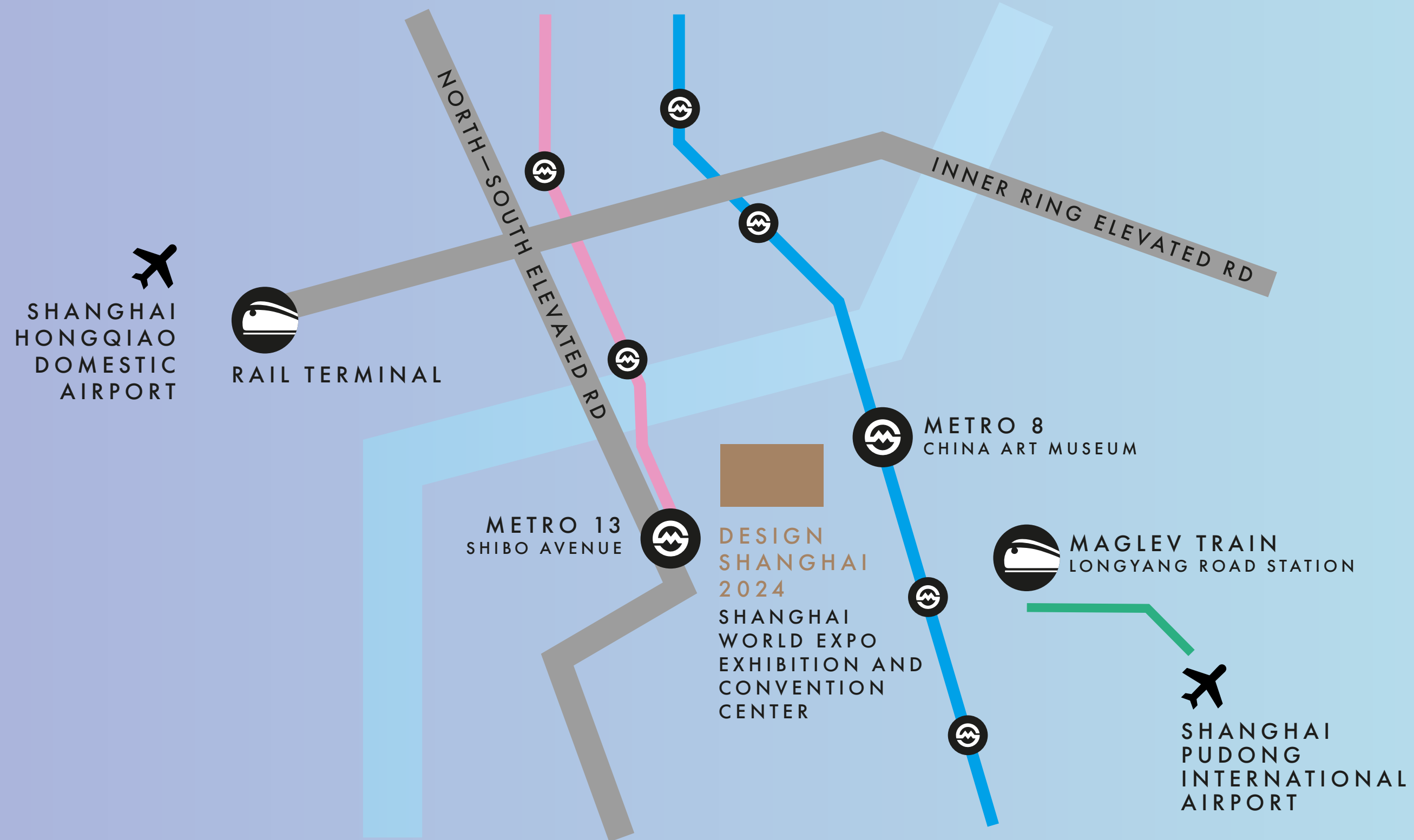
PERFECT LOCATION

ABOUT THE VENUE

Built in 2010 for the World Expo with 95,000 of modern exhibition halls

Hosts world-leading trade events weekly, ranging from technology to fashion, from optical to furniture

Brings together exhibitors and trade audiences in market-leading facilities



PERFECT LOCATION

5 minutes walk from 3 Metro lines (Line 7 & 8 & 13) , with easy access to People's Square

17 minutes drive from Shanghai South Railway Station

20 minutes drive from Shanghai Railway Station

30 minutes drive from Shanghai Hongqiao International Airport

35 minutes drive from Shanghai Pudong International Airport

Parking area for over 2,000 vehicles

Close to the China Art Museum, the EXPO Center, the Mercedes-Benz Arena and several Five-Star Hotels

**TAKING THE WORLD'S
FASTEST GROWING DESIGN
EVENT TO NEW LEVELS. BE
PART OF THE JOURNEY**

CONTACT US

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DESIGN AWARDS