

INVITATION



CGFF 2018

China Guangzhou International Floor Fair 2018



May
9th-11th,
2018

China
Import &
Export Fair
Complex



WWW.CGFF.
NET

China Flooring Market Trends and Forecast

The three products below have been becoming the new trends and focus in China market. As the savory cake that worldwide industrial companies want to have a bite of, it's the best time for you to catch the opportunity. And CGFF is your first choice!

Eco-friendly Flooring

With strengthening environmental laws and residents' increasing eco-consciousness, environmental friendly floor products, such as epoxy floors, waterborne floor coatings, permeable floor, and etc, will be the most sought-after products in the near future.

Decorative Flooring

Though only has been introduced to China for a few years, decorative flooring has already caught the attention of Chinese high-end consumers in Beijing, Shanghai, Guangdong, and etc. It is widely considered that decorative flooring is the blue ocean of China's flooring market.

Sports Flooring

The 13th Five-Year Plan stipulated that by 2020 over 25,500 new sports facilities of various sizes will be built all around China, increasing sports ground area per capita to 1.8 sq.m. Boosted by favorable policy and increasing sports demands, by 2025 sports ground area per capita will further grow to 2 sq.m according to chyxx.com.

Recap of CGFF 2017

Quick Facts

Show Floor:

20,000 m²

Exhibitors:

174

(Up by 38%)

Visitor Footfall:

15,000+

Domestic Buyers Up

By **32%**

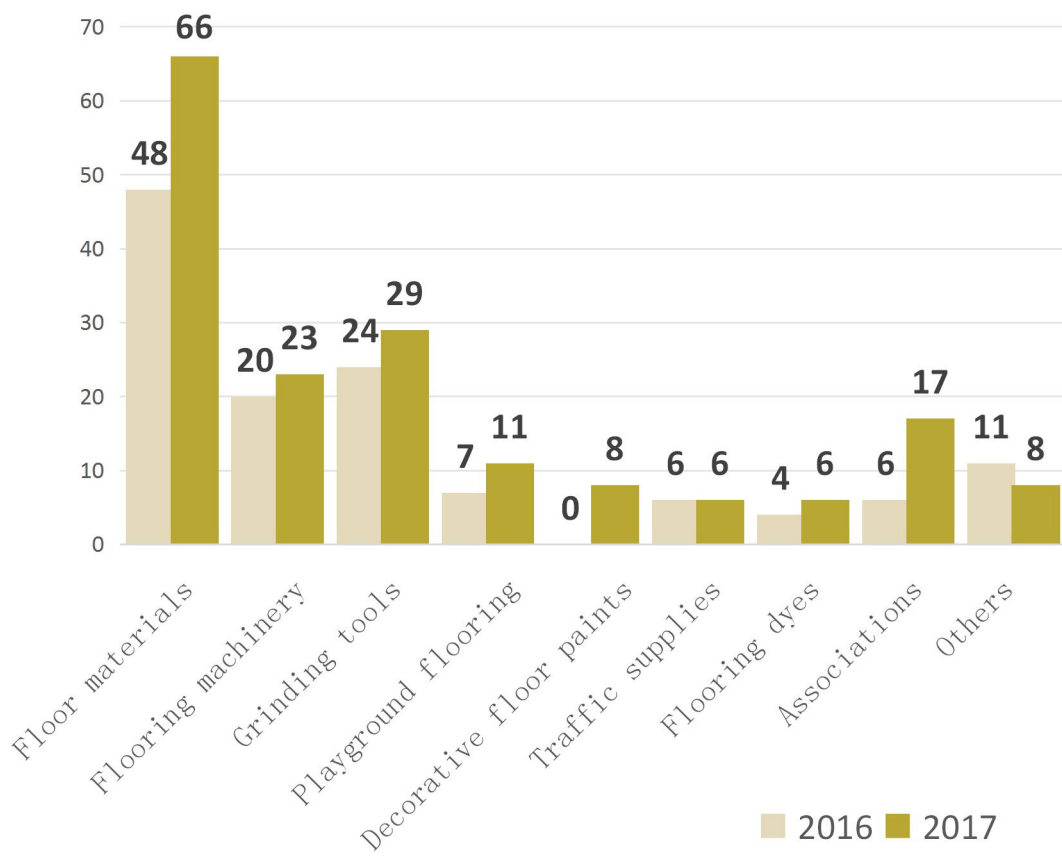
Oversea Buyers Up

By **24%**

Partial Feature Exhibitors:



2016 & 2017 Exhibitor Comparison by Sectors:



Exhibitor
Satisfaction Rating
as High as Always!

82%

exhibitors were successful in meeting their overall objectives;

84%

exhibitors were successful in generating new leads and contacts;

92%

exhibitors were satisfied with the exhibition opportunity and visitors level;

87%

exhibitors will continue to exhibit for the coming years.

Exhibitor Testimonials

The international diversity of buyers has impressed us the most. Through CGFF 2017, we was able to reach out to various oversea markets without leaving the country! Glad that we have attended the show for we have received many cheering comments from buyers at home and abroad, and our brand influence has also increased greatly.

—Sheng Bang

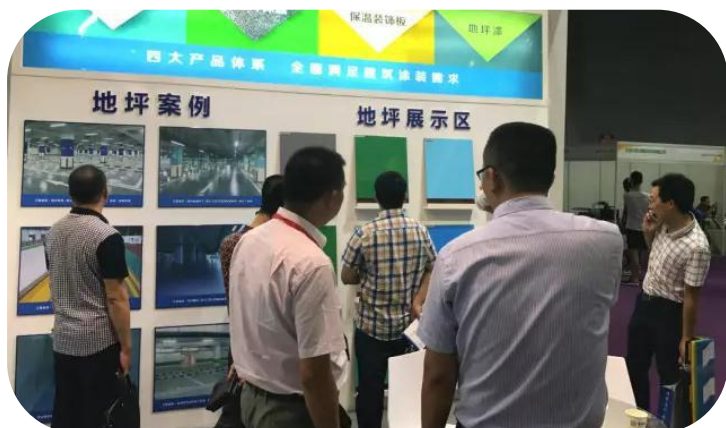


It was a great pleasure to attend CGFF 2017. We have met with insiders from all over the country, and the presidents of Yunnan and Chongqing’s flooring associations even sat down and had a long talk with us. After the show, we organized a group of buyers to visit our flooring construction site in Shenzhen, which have helped us garner deals of tens of thousands of RMB.

—Zeal

CGFF 2017 has provided an excellent platform for technical exchange, project cooperation and new product launch. Leveraging on this great opportunity, we showcase our latest offerings to an global audience and have received enthusiastic response!

——Supe



We were very happy to find that a lot of buyers at the show had strong environmental awareness, which coincided with our company vision and brand concept. Our products was not only approved by domestic buyers, but also visitors from Japan, US, Russia, Singapore, Malaysia, Canada, and etc.

——First

Concurrent Activities



Decorative Floor Paint Display Area

Tapping into China's growing appetite for high-end artistic floor design, CGFF 2017 specially set up a decorative floor paint display area, featuring leading decorative paint and paint tool experts like Buck, ESAYDCO, Palazzo Savoia, G.SB, TASSANI, Oikos, ModernMasters, and etc. Many visitors said they are very surprised to see so many cutting-edge decorative paint products arrayed under one roof, and they were very eager to try out these marvelous products in their next project.

Live Demonstration of Self-leveling Floor Construction by Mapei Group

In addition to displaying their quality products as our esteemed exhibitor, this year Mapei Group also volunteered to host the live demonstration program of floor construction open to every show attendees for free. This world leader in adhesives and chemical products showed us their superb construction technique of self-leveling floor for 2 days straight, face-to-face interacting and communicating with on-site professionals.

Designed for enterprises to share new technology in the most direct and vivid form, this educational program attracted thousands of on-site professionals to participate.

▼ Demonstration Zone Crowded by the Audience

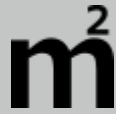


Preview of CGFF 2018

Expected Show Scale



**2 Exhibition
Halls**



**Show Space:
30,000 m²**



**Exhibitors:
220+**



**Visitors:
20,000**

Programs & Activities



2018 Asia-Pacific Floor Summit

Asia-Pacific Floor Summit is widely regarded by floor professionals as a must-attend annual event for the latest technologies, concepts, applications and market trends.

Based on the success of 2017, CGFF is going to invite representatives from key industry players worldwide to share the latest findings of flooring in front of an international audience!

This summit will also serve as a very effective promotion platform for speaker enterprises to demonstrate their leading positions in the industry.



Partial Expert Speakers From 2017



Dr. Qiu Qinghua

General Manager of DR Novel Materials
Topic: Technical Progress on Environment Friendly Resin Flooring Material



Mr. Achim Kilppstein

Global Business Developing Manager Epoxy Systems at Aditya Birla Chemicals
Topic: Waterborne Epoxy Flooring of High Performance, Low Emission and Cost



Mr. Liu Quanhuan

Manager of South China Branch of SpecChem
Topic: Application of Waterborne Polyurethane Mortar on Food Industry



Mr. Shen Jinru

Technical Manager of Mapei Group
Topic: Features and Applications of Self-leveling Cement in Mapei Brand



Mr. Zhang Ligang

General Manager of Aodecai Nano Paint
Topic: How to Select the Right Color of Flooring Materials

CGFF Connecting With Nationwide Insiders Via Associations

■ To serve as a network hub for China's flooring community, CGFF is active in partnering with flooring associations from across China like Fujian, Shandong, Hubei, Jiangsu, Sichuan, Zhejiang, Xinjiang, Hebei, and etc.

Besides, as the initiator of both Guangdong Flooring Association (207 members so far) and China Waterborne Flooring Innovation Alliance (97 members so far), CGFF holds unparalleled appeal to Chinese insiders.

Therefore, a grand rally of nationwide professionals at CGFF 2018 is to be expected!

A Sample of Our Media Partners



Please Note the Expanded Exhibition Scope!

Regular Exhibits:

Flooring Materials, Various Flooring Systems, Cement-based Flooring, Flooring Machinery, Concrete-based Flooring Machine and Material, Floor Cleaning Machine, Sport Floor Supplies, Stone-based Protection, etc.

Newly Added Exhibits:

Floor Paint, Architectural Paint, Decorative Paints, Building Chemicals and Adhesives, Wooden Flooring, Resilient Floor, Flooring Production Equipment, Carpets, Floor Tiles, etc.

Target Visitor

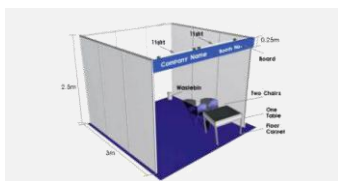
Importer, exporter, dealer, agents, distributor, retailer, wholesaler, manufacturer, supplier, contractor, parking lot, shopping mall, hospital, school, official, factory, real estate developer, theme park, attraction, warehouse, logistics company, hotel, association, scholar, designing institute, media, etc.

Standard Booth

(3m x 3m=9sqm)

USD 2,200

(Double opening Booth adds \$ 10% per one)



Deluxe Booth

(3m x 3m=9sqm)

USD 2,600/Booth

(Double opening Booth adds \$ 10% per one)



Raw Space

USD 150/sq.m

Additional management fee required RMB 50/sq.m

Minimum rental area is 36 sq.m, with no construction. no facility.

Exhibition Space Are Filling Up Fast! Reserve Yours Now!



Exhibition Fee



Contact Information

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