

CHINA HOME FURNISHING EXPO 2025



www.chfexpo.com



March 6-9, 2025

Exhibition Venue
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

**A NEW HORIZON !
A BIG DIFFERENCE !**

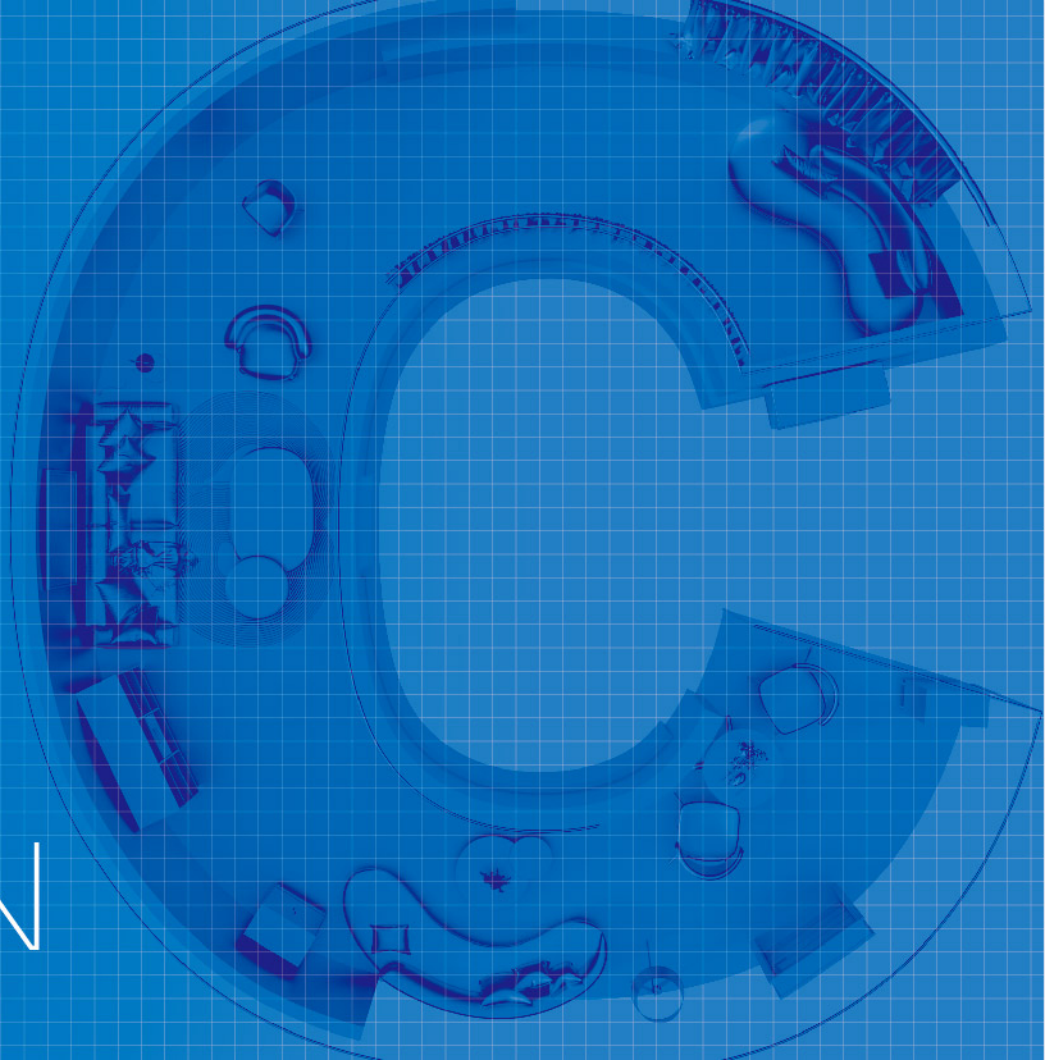


中展智奥(北京)国际展览有限公司
CIEC CL events (Beijing) International Exhibition Co., Ltd.

2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

EXHIBITION OVERVIEW

/ 01



A NEW HORIZON A BIG DIFFERENCE

China Home Furnishing Expo 2025 integrates the resources of China (Beijing) International Building Decorations & Building Materials Exhibition, China (Beijing) International Wallcoverings and Home Furnishings Exhibition, and China International Door Industry Exhibition & China International Integrated and Customized Home Furnishing Exhibition. This event showcases products and technologies across the entire home furnishings supply chain, including building decoration materials, customized door-wall-cabinet, Whole-house soft decoration and so on.

The expo attracts leading brands nationwide to launch new products, providing a catalyst for the rapid growth of emerging enterprises. It offers a unique opportunity for domestic agencies & distributors, decoration construction companies, international traders, designers & design institutes, real estate developers and owners and so on to stay abreast of the latest trends and explore a vast array of new products. Serving as a premier business platform, it fosters connectivity across the entire product chain and promotes seamless industry-wide collaboration.

CHINA HOME
FURNISHING EXPO 2025

Exhibition Area / **250,000m²**

Exhibitors / **3,000+**

Visitors / **200,000+**



2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

WHY CHOOSE US

/ 03





GEOGRAPHIC ADVANTAGE



As the capital of China and the center of politics, culture, transportation, and international exchanges, Beijing's radiation and influence are far ahead of other cities in the country. For enterprises, participating China Home Furnishing Expo in Beijing for promotion can achieve twice the result with half the effort.



OPPORTUNE TIME



The first home furnishing exhibition of the year, to help exhibitors sign orders. Helping growing enterprises to stand out and increase their industry popularity.



UNITY OF THE PEOPLE

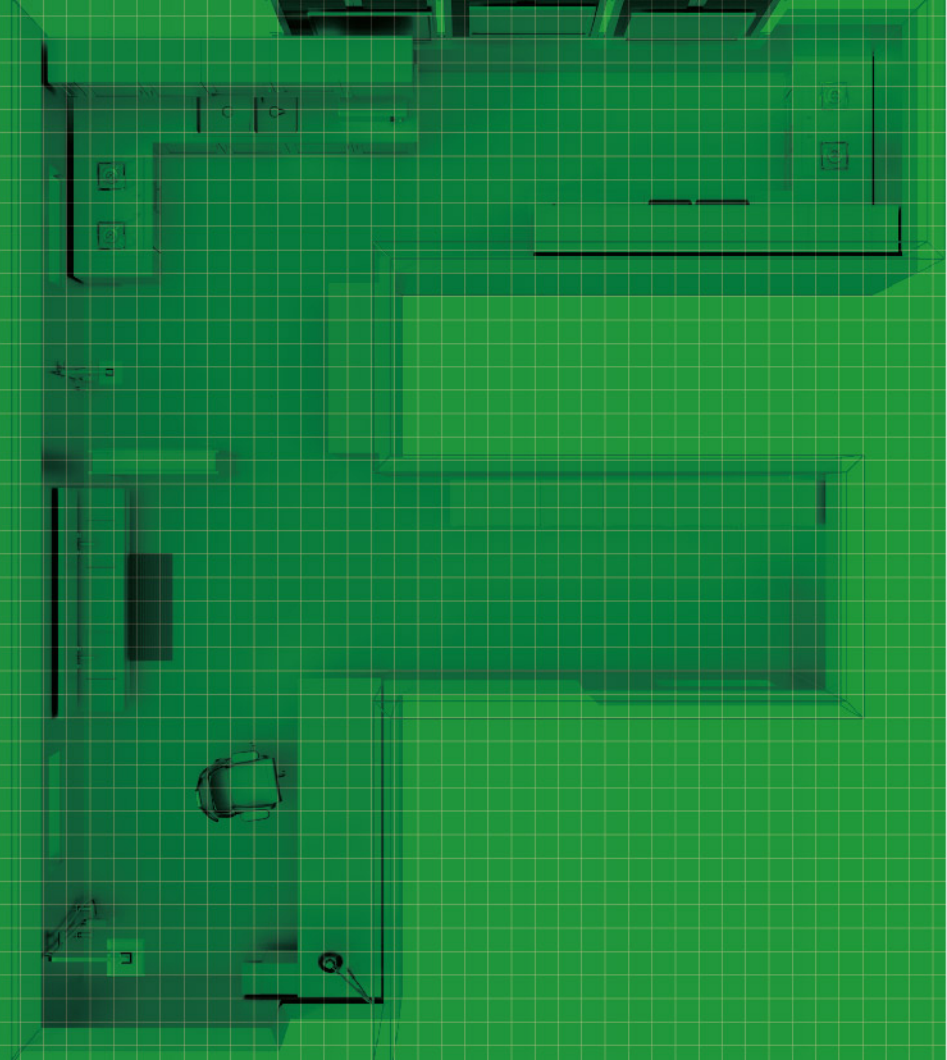


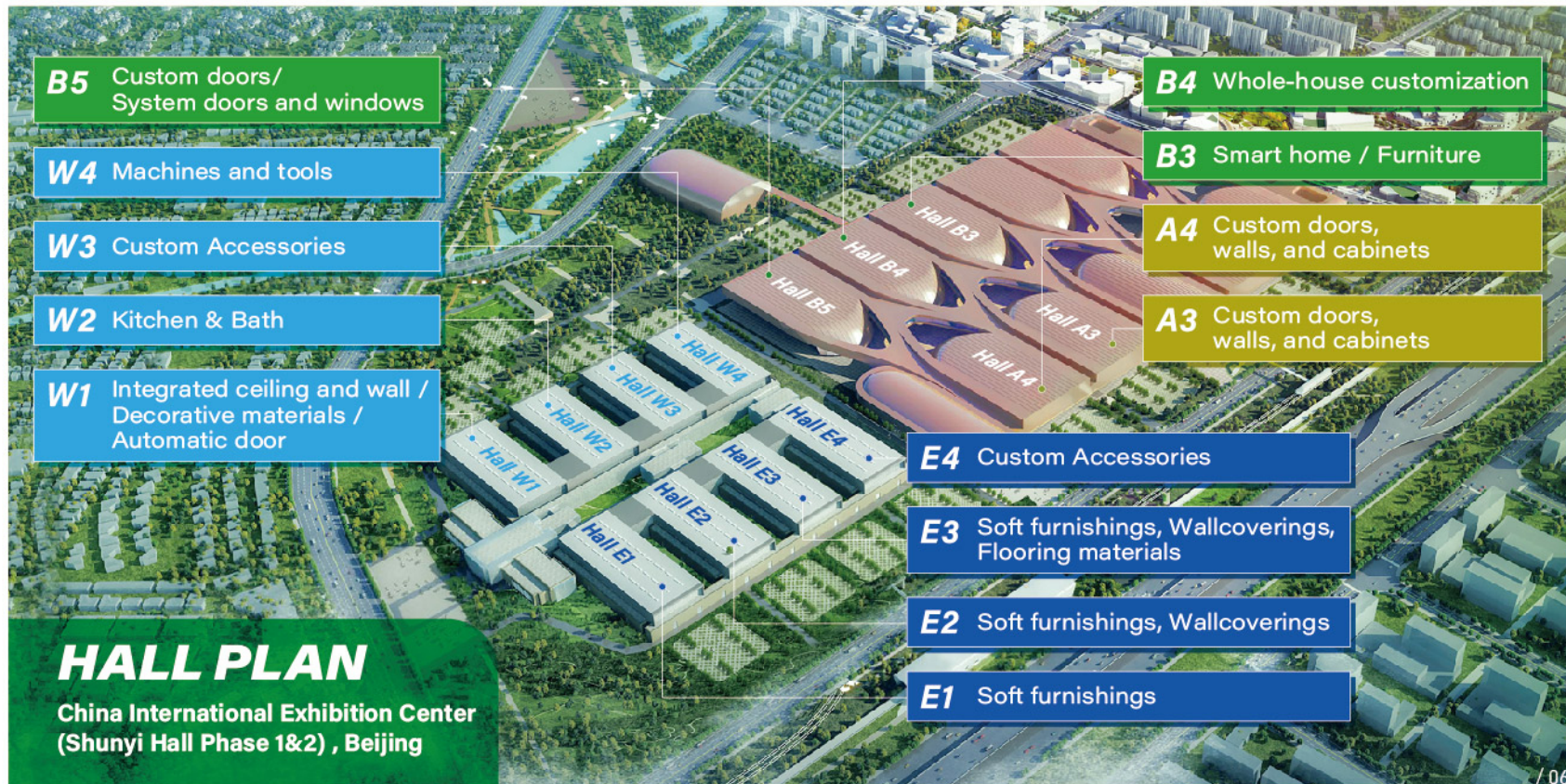
The exhibition covers the entire home furnishing industry chain, meeting the needs of trade visitors to view a vast range of products across the entire industry, making it easier for them to select products.

2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

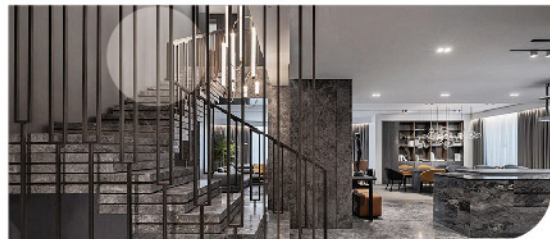
EXHIBITION PLANNING

/ 05





Custom Home Furnishings



- Whole-house customization
- Whole-house furnishing
- Custom wooden doors
- Custom artistic villas
- Custom tatami
- Custom doors, walls, and cabinets
- Custom staircase
- Custom wood structures
- Custom accessories

Soft Furnishings



- Whole-house soft decoration
- Wallpaper
- Wall fabric
- Curtains
- Home textiles
- Decorative accessories
- Leather upholstery
- Intelligent sunshade
- Soft decorative accessories
- Floral arrangements



Kitchen System

- Kitchen appliances
- Stoves and cookware
- Kitchen cabinets
- Kitchen countertops
- Kitchen hardware

Doors and Windows

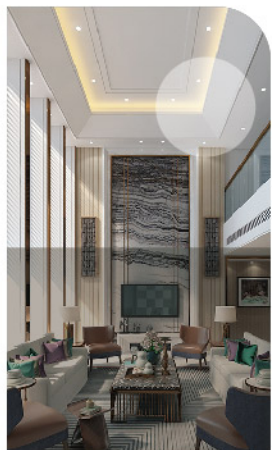


- Doors
- Windows
- System doors and windows

Bathroom System



- Bathroom appliances
- Sanitary ware
- Bathroom hardware
- Shower rooms and accessories
- Sauna rooms and accessories



Integrated Ceiling and Wall

- Gusset plates
- Lighting modules
- Ventilation modules
- Heating modules
- Aluminum alloy sheets

Exhibits Profile

Wall Decorative Materials



- Artistic coatings
- Diatom mud
- Background wall
- Wall tiles
- Wall guards
- Wall decorative accessories

Flooring Materials

- Floorboards
- Carpets
- Floor mats
- Floor tile
- Floor coatings
- Flooring accessories



Building Materials and Profiles

- Timber
- Stone
- Glass
- Gypsum
- Acrylic
- Hardware
- Stainless steel decorative products
- Paints and coatings
- Glue

Furniture



Lighting Fixtures



Machines and Tools Gardening



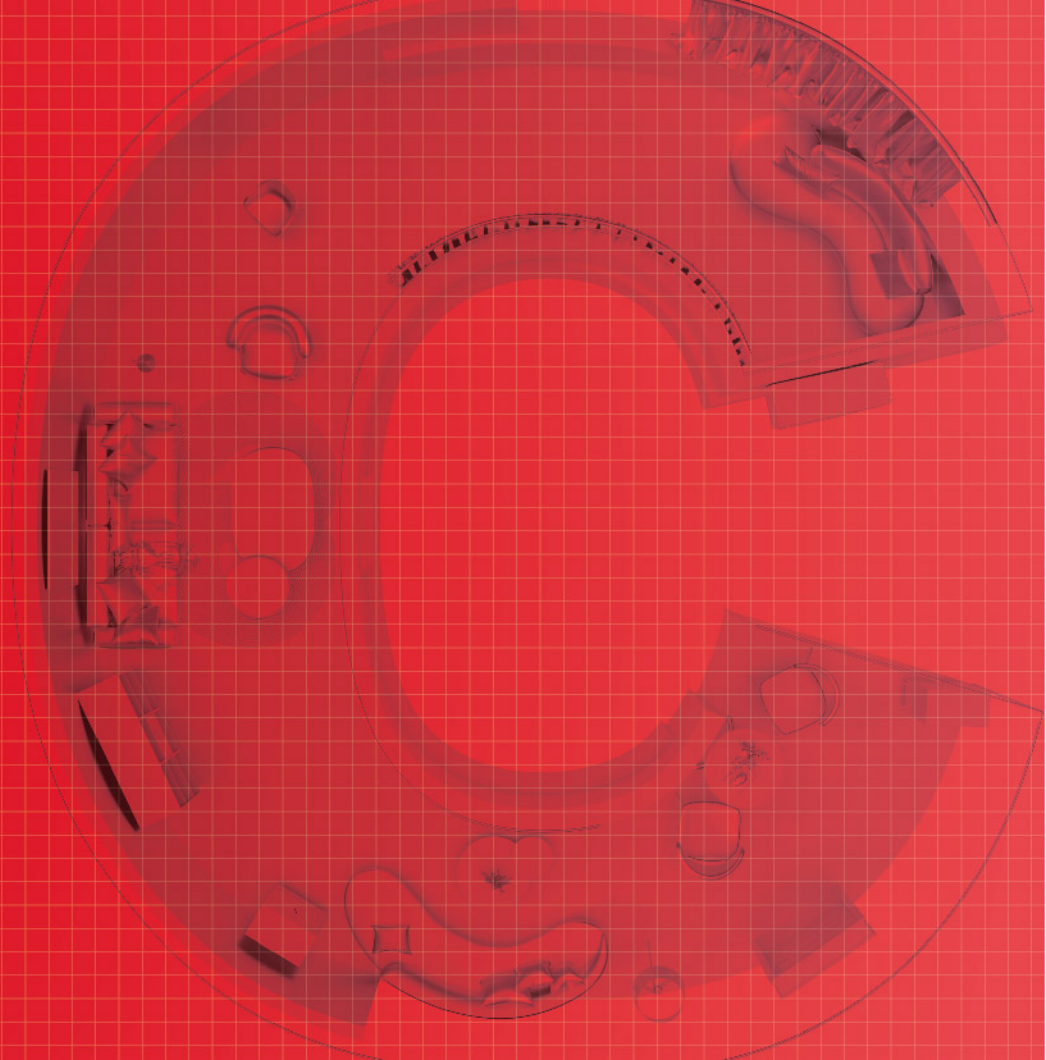
- Home comfort system
- Intelligent security
- Smart appliances
- System solutions

Smart Home

2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

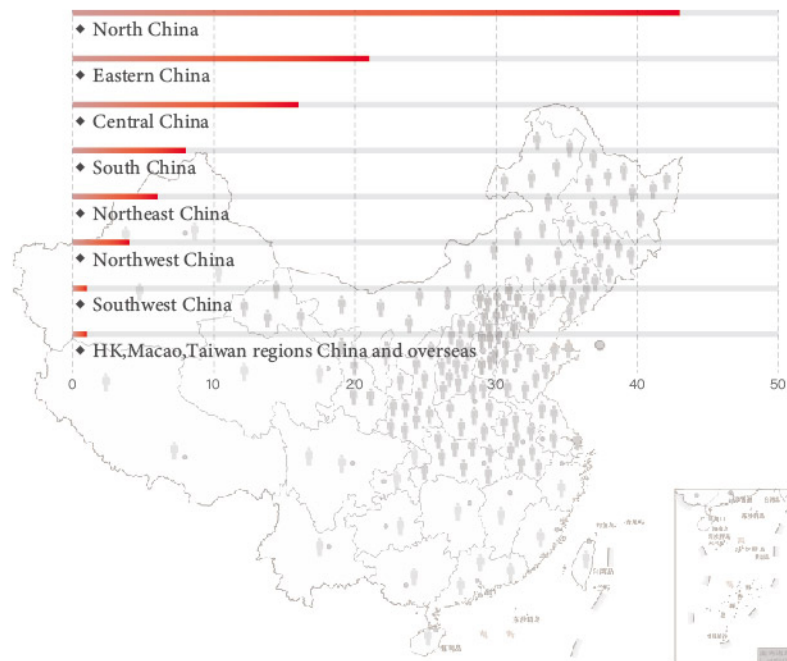
EXHIBITION ANALYSIS

/ 09



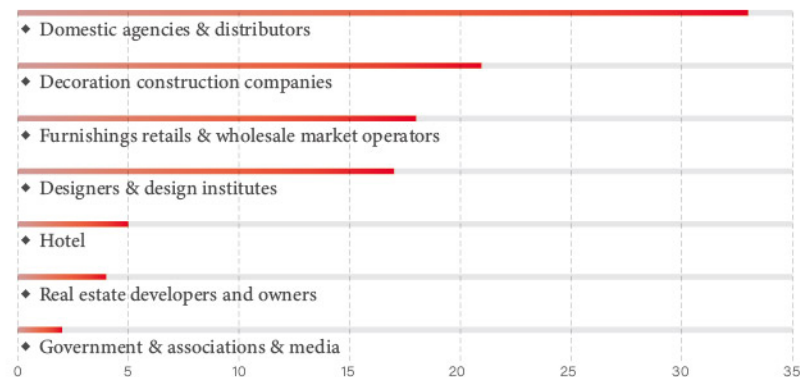
Visitor Area

China Home Furnishing Expo operates from North China, its exhibition influence extends nationwide.



Visitor Profile

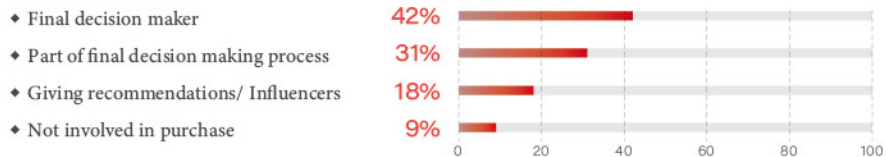
Domestic agencies & distributors, decoration construction companies have emerged as the primary visitor groups;
The proportion of designers/design institutes is steadily increasing.





○ Visitors' purchasing decision-making power

91% of the visitors are directly or indirectly involved in purchasing decision-making.



○ Purpose of visiting

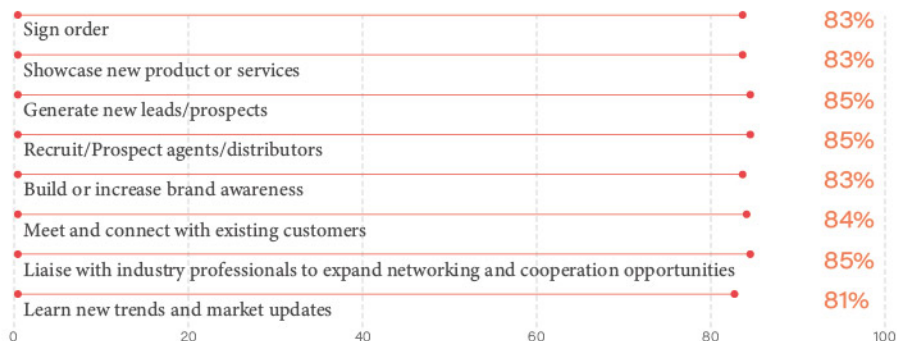
Understanding trends and procuring / ordering are the main objectives of visitors.





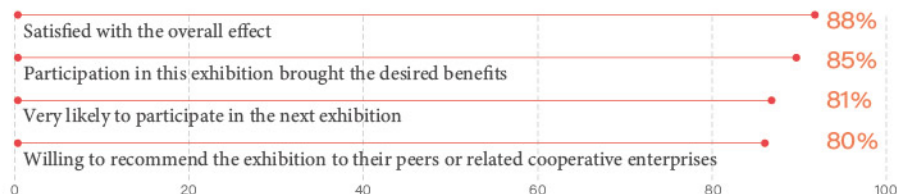
Achievement of exhibition objectives

The rate of achieving the purpose of participation of exhibitors is over **80%**.



Exhibitor satisfaction rate

85% of exhibitors participating in the exhibition have reaped the desired benefits, with an overall satisfaction rate of **88%**.





Testimonials



Liu Jie,
CEO, Aijia

Offline exhibitions can provide a real experience and feeling. We have participated in CIDE for more than ten sessions. We hope that the exhibition will be more diversified in terms of the level and types of customers, and organize more designer activities, marketing campaigns, forums, etc. I wish a promising future for CIDE.



Zhang Jie,
Marketing Director,
Leadshow

This is the 10th year that Leadshow has participated in China International Wallcovering & Home Furnishings Exhibition. There are some changes in the exhibiting brands as a reflection of the industry reshuffle. As the leading brand in the industry, we are confident to lead the industry in a better direction. In the future, we hope that China International Wallcovering & Home Furnishings Exhibition will keep improving and continue to lead the industry to move forward.



Liu Wei,
Vice President of Marketing,
Zhejiang Entive Smart Kitchen
Appliance Co., Ltd.

In the daily business, we have been constantly developing new franchise information. China (Beijing) International Building Decorations & Building Materials Exhibition serves as a bridge for manufacturers and dealers who are interested in engaging in this industry. This platform has allowed us to have direct contact with target customers. We have also noticed newer products and technologies produced by other brands in the exhibition. Enterprises learn from each other, promote each other, and jointly promote the high-quality development of the industry.



Peng Yuancong,
General Manager of Art
Coatings Project Department,
Carpoly Group

Carpoly has participated in China International Wallcovering & Home Furnishings Exhibition many times. Many people think that the current market environment is under great pressure. However, at this China International Wallcovering and Home Furnishings Exhibition, we can see many dealers, agents and other professional visitors looking for projects. The exhibition's effect is very good. I think multi-category integration will be a new development opportunity in 2024, and I hope that China International Wallcovering & Home Furnishings Exhibition can further develop in this regard and provide more business options for entrepreneurs.



2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

EXHIBITION PLANNING

/ 15



CHINA HOME FURNISHING NEW TREND CEREMONY

In March, the *China Home Furnishing New Trend Ceremony* was held with a focus on new products, new designs, and new trends in China's home furnishing industry.

The ceremony invited **172** guests and displayed **14** categories of single products and **11** creative design scene spaces in an exhibition area of **1200m²**.

Famous brands, industry leaders, excellent designs, and professional audience assembled to discuss the home furnishing industry and the new ecosystem.

China's Home Furnishing New Product Recommendation Area

dazzling new annual selected products were exhibited;

China's Home Furnishing Trend Design Area

eye-catching personality trend designs were displayed;

China's Home Furnishing Trend Release Area

corporate experts expressed their in-depth insights.



2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

POWER OF DESIGN



The Power of Design (POD) Creative Special Exhibition brings together over **100** outstanding designers in the industry. More than **20** designer forums were held in a creative display area of **1200m²**, talking about pioneering design concepts, displaying personalized design aesthetics, and transmitting the power of contemporary design.

These forums were the focus of the exhibition, bringing industry professionals a superb visual experience and the most cutting-edge and trendy design concepts.





CJAWARD - China's Innovative Home Furnishing Enterprises Selection

CJAWARD, co-organized by China (Beijing) International Building Decorations & Building Materials Exhibition and NetEase Home Furnishing, based on the stage of China (Beijing) International Building Decorations & Building Materials Exhibition and with focus on the industry's diversified innovation trends, selects and awards three major categories of awards, namely, **"Annual Excellent Innovation Brand"**, **"Annual Science and Technology Innovation Brand"**, and **"Annual Marketing Innovation Brand"** to promote the development of innovation in China's home furnishing industry.



House Award-China Contemporary Residential Design Awards

NetEase Home Furnishing / NetEase Design, in cooperation with CEIC-GL, and urban local organizations, launch the **"HOUSE China Contemporary Residential Design Award"**, focusing on the future trends of house furnishings, such as green, ageing, intelligence and individuality, and discovering and encouraging China's outstanding contemporary human settlements designers by focusing on the future power of innovation.



2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing



软装行业
影响力品牌奖
INDUSTRY INFLUENCER
BRANDS AWARDS

软装行业
新消费品牌奖
NEW CONSUMER
BRANDS AWARDS

软装行业
设计创新品牌奖
INNOVATIVE DESIGN
BRANDS AWARDS

Annual Award of Outstanding Brands in China's Soft Furnishings Industry

The award is jointly organized by the China International Wallcovering and Home Furnishings Exhibition, Sohu Focus Home, and Sohu Focus Design with professional guidance from the China Building Decoration Association Soft Furnishing Branch. The award selects **"Industry Influencer Brands Awards"**, **"New Consumer Brands Awards"**, and **"Innovative Design Brands Awards"** based on the industry's **influence**, **new consumption**, and **design innovation**.



Beautiful Design Award - China Interior Design Competition

CEIC-GL and Shejiben work together, with innovation as the attitude and beauty as the keyword, to discover emerging designers with professional vision, help young designers expand their horizons and build fame, and support China's design to go abroad, so that more people can see the power of China's design.





**National Door Industry and Customized
Home Furnishing Market Trend
High-level Forum**

Tour Exhibition of 20th Anniversary of Quality-
Service Double Commitment Brand (Beijing)



Home Furnishing Trend

Chinese Large Home Industry Ecological
High-quality Development Conference



**China Forestry Industry Carbon Neutrality
and Carbon Peak Strategy Implementation
and ESG Development Forum**



**CBDA China Architectural
Decoration Design Art Exhibition**

"Face to Face" East-West Design and
Communication Beijing Sub-Forum



New Power · New Consumption

Home Furnishing
Channel Trends Forum



**New Trends - Door and Customized
Home Brand Summit and China
Home Furnishing Cup**

2023 Outstanding Home Brand
Recognition Ceremony



Trendy Space

Home Furnishing
Trend Release Forum

2025.03.06-03.09
China International Exhibition Center
(Shunyi Hall Phase 1&2), Beijing

PROMOTION MATRIX

/ 21





Synchronized dissemination on over **130** network media.

Continuous exposure in over **6+** advertisement placement platforms.

More than **6** official self-media content output.

More than **1.5** million audience database for accurate expansion.

EXPOSURE IN
THE WHOLE CYCLE
CAN BE AS HIGH AS OVER
98.42 MILLION.

CHINA HOME
FURNISHING EXPO **2025**





A NEW HORIZON!
A BIG DIFFERENCE!

Booth Price

Raw space **RMB 1,050/sqm**

Shell scheme **RMB 1,200/sqm**

Contact us:

CIEC GL events (Beijing) International Exhibition Co., Ltd.

Address:

Room 388, 4th Floor, National Exhibition Center,
No. 6 North Third Ring Road, Chaoyang District, Beijing

Website:

www.chfexpo.com



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

CHINA
HOME
FURNISHING
EXPO
2025