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2018 深圳国际厨具展览会

2018 Shenzhen International Kitchenware Expo

同期展览 Co-located Events:

2018 深圳国际餐饮食材展览会

2018 Shenzhen International Catering and Ingredients Exhibition

2018 深圳国际渔业博览会

2018 Shenzhen International Fisheries & Seafood Expo

2018 年 11 月 22-24 日

22-24 November 2018

中国·深圳会展中心

Shenzhen Convention and Exhibition Center, China

主办单位 Organisers:

广东省厨具协会 Guangdong Province Kitchenware Association

深圳市商用厨具行业协会 Shenzhen Commercial Kitchen Ware Industry Association

深圳市饭店业协会 SHENZHEN HOTEL ASSOCIATION

上海歌华展览策划有限公司 Shanghai Gehua Exhibition Planning Co., Ltd.

网站: <http://www.chujuexpo.com/>

展后报告

Show Report

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展会概况 Exhibition Overview

展会面积 Exhibition Scale 7500 sqm

参展商数目 No. of Exhibitors 228

观众人次 Visits 9696

2018 深圳国际厨具展览会已于 11 月 22-24 日在深圳会展中心胜利召开。这是商业厨具智能商用设备汇聚、商机无限的平台,更是商家产品捕信捉息、贸易合作的盛会。本次展会是由多年办展经验的歌华展览首次在华南地区打造的专业展会,受到了参展企业的好评,参观人次达 9696 人次

The Shenzhen International Kitchenware Exhibition 2018 was successfully held in Shenzhen Convention and Exhibition Center from November 22 to 24. This is a platform for the convergence of commercial kitchenware intelligent commercial equipment and unlimited business opportunities. It is also a grand gathering for business products to catch information and trade cooperation. This exhibition is the first professional exhibition created by Gehua Exhibition, which has many years of exhibition experience, in South China. It has received high praise from

exhibitors with 9696 visitors.



众多纷至沓来的宾客来自于贸易经销商、酒店餐厅、商业/民用地产开发商、商超零售业等行业，同时更有行业协会嘉宾及来自海内外专业商贸团的莅临参与，以及商用厨具行业人员来此观摩。本次盛会得到了现场展商与观众的热烈反响与支持，据统计，为期3天厨具展共有9696人次观众到场参观。本届厨具展为商用厨具行业发展、企业招商引资、经贸洽谈带来无限商机。

Many guests come from trade dealers, Hotel restaurants, commercial/civil property developers, Shangchao retail industry and other industries. At the same time, guests from industry associations and professional business groups from home and abroad, as well as commercial kitchenware industry personnel come to visit. According to statistics, 9696 people attended the 3-day kitchenware exhibition. This kitchenware exhibition brings infinite business opportunities for the development of commercial kitchenware industry, enterprises to attract investment, economic and trade negotiations.



2018 深圳国际厨具展览会依靠自身的影响力，已经在华南乃至全国拥有一定的影响力。国内外厨具企业看好深圳国际厨具展览会的市场推广能力，广东省内不少著名厨具企业把参展深圳国际厨具展作为进军全国市场的桥头堡，将产品推向全国直至海外市场。本届展会参展的企业遍布沿海的广东、浙江、江苏、山东、福建、等多个省市，推出行业领域内最高端最智能最顶级的商用厨具设备，充分体现展会在区域合作方面的作用。其中，不乏知名企业，有广州星星制冷设备有限公司、深圳耀星实业有限公司、浙江翔鹰中央厨房设备有限公司、深圳深福记厨具有限公司、深圳前海习特实业有限公司、深圳速八环保有限公司、深圳市裕兴实业有限公司、深圳美利林进出口有限公司、杭州航电制冷科技有限公司等等，兄弟省市参展企业成为展会主力军，势必吸引海内外同行的眼球，极大聚集展会人气。

Shenzhen International Kitchenware Exhibition 2018 has a certain influence in South China and even in the whole country, relying on its own influence. Domestic and foreign kitchen enterprises are optimistic about the market promotion ability of Shenzhen International Kitchen Fair. Many famous kitchen enterprises in Guangdong Province take Shenzhen International Kitchen Fair as a bridge to enter the national market and push products to the national and overseas markets. The enterprises participating in this exhibition are all over the coastal provinces and cities of Guangdong, Zhejiang, Jiangsu, Shandong, Fujian and so on. They have launched the highest-end, most intelligent and top-level commercial kitchen utensils and equipment in the field of industry, which fully reflects the role of the exhibition in regional cooperation. Among them, there are not well-known enterprises, such as Guangzhou Star Refrigeration Equipment Co., Ltd., Shenzhen Yaoxing Industrial Co., Ltd., Zhejiang Xiangying Central Kitchen Equipment Co., Ltd., Shenzhen Shenfuji Kitchenware Co., Ltd., Shenzhen Qianhai Xite Industrial Co., Ltd., Shenzhen Supar Environmental Protection Co., Ltd. Shenzhen Yuxing Industry Co., Ltd. Shenzhen Merrylane Import & Export Co., Ltd., and Hangzhou Avionics Refrigeration Technology Co., Ltd. and so on, brotherly provinces and cities exhibition enterprises become the main force of the exhibition, it is bound to attract the attention of colleagues at home and abroad, gather exhibition popularity.

参展商数据 Exhibitor data

参展商按产品分类 Exhibitor Breakdown by Product Category

商用厨具 commercial kitchen 62%

餐厨制冷类设备 Kitchen refrigeration equipment 18%

厨房设备 Kitchen equipment 10%

厨房用品 Kitchen supplies 7%

洗涤用具 Washing appliance 3%

展会带来的得益 **Benefits Gained from Exhibition**

维护/巩固现有客户 92.5% Meet/Sell to Current Customers

寻找新合作伙伴/客户 92.3% Find New Products/Clients

发布新产品/服务 91.1% Launch New Products/Services

扩展销售渠道 93.1% Expand existing Sales Channels

提升企业品牌/产品/服务知名度 94.2% Increase brand awareness/Products/Services

与有关商务及政府部门取得联系 78.7% PR purposes

收集市场信息 92.3% Collect Market Intelligence

参展商反馈 **Exhibitors' Feedback**

93% 认为这次认为这次参展成绩满意-非常好

93 % think this exhibition is satisfactory - very good

90%认为这次这次观众质量满意-非常好

90 % think this time the audience is satisfied with the quality - very good

88%计划参加 2019 深圳国际厨具展览会

88 % plan to participate in 2018 Shenzhen International Kitchenware Expo

86%乐意邀请行业朋友参加下次展会

86 % are willing to invite friends from the industry to participate in the next exhibition.

观众数据 Audience data

观众地区分类 Audience area classification

华南 South China、 51%

华中 central china 14.9%

华东 East China 13%

华北 North China 9.8%

东北 Northeast 7.1%

西南地区 Southwest region 2.9%

西北地区 Northwest region 0.6%

观众行业分布 Audience industry distribution

贸易、经销 Government agencies, associations, media	65%
星级酒店 Star Hotel	16.4%
生产加工 Production and processing	13.6%
商超百货 Shangchao department store	3.5%
政府机关、协会、媒体 Government agencies, associations, media	1.5%

观众按部门分布 Audience distribution by department

采购部 Purchasing department	39.6%
销售部/市场部 Sales / marketing	15.7%
项目部 Project department	8.9%
生产部 Production department	8.6%
设备部 Equipment department	9%
技术部 Technical department	7.8%
行政部 Administrative department	6%
研究开发部 Research and Development Department	2.4%
其他 Other	2%

观众感兴趣的展品 Visitors' Most Interested Exhibits

商用厨房设备 Commercial kitchen equipment	57.2%
厨房用品 Kitchen supplies	17.5%
食品加工设备 Food processing equipment	8.9%
运输设备 Transport equipment	5.4%
包装设备 Packaging equipment	6.8%
其他 Other	4.2%

同期活动 Concurrent Activities

2018 深圳餐饮采供对接会 Catering purchase and supply docking meeting



优秀供应商评选 Excellent Suppliers Selection and Award Ceremony

