

Press Release

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High take-up rate paves way for Shunde Expo 2015 success

Slated to take place in China's home appliance manufacturing base of Shunde in Guangdong province from August 20-22, the China International Exposition for Household Electrical Appliances (Shunde Expo) is highly anticipated in the domestic industry's event calendar.

The trade fair pulls in some of China's key appliance makers every year, with nearly 70 percent of the booth spaces this year booked up by companies including Midea, Galanz, Vanward, Macro, RoyalStar and Donlim, and a host of famed kitchen appliance brands. A regular fixture at Shunde Expo, the Taiwan pavilion, helmed by the Taiwan Electrical and Electronic Manufacturers' Association, will return stronger and bigger to showcase top accessories and components from the region.

With increasing emphasis on health and wellness, related appliances, such as massage cushions, footbaths, fruit juice press as well as air and water purifiers have become hot items that buyers are sourcing for. Catering to this demand, Shunde Expo has established a dedicated health appliances zone since 2014 to provide buyers with a more comprehensive selection and an insight to the latest industry trends.

Other exhibit segments on the 50,000-square meter show floor will comprise a selection of top brands, kitchen appliances, audio and video equipment, home living appliances and industrial design solutions.

The Pearl River Delta, Jiangsu and Zhejiang province, North China and Northeast China markets will continue to be the event's focus to draw distributors, agents, product designers and buyer delegations.

The last edition featured 693 exhibitors from Mainland China, Macau, Hong Kong and Taiwan and attracted over 50,000 visitors.

To learn more about Shunde Expo, visit www.shundeexpo.com.



Shunde Expo 2015

Shunde Exhibition Centre, China

August 20-22, 2015

www.shundeexpo.com

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About Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events. With over 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop the **China Shunde International Exposition for Household Electrical Appliances** into the premier international trade show of its kind in Asia.

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