

No. 4

China Shunde International Exposition for Household Electrical Appliances 2008 – where the charm and elegance of the Chinese household electrical appliances converge

The China Shunde International Exposition for Household Electrical Appliances 2008 (Shunde Expo) is set to be an ideal trading platform for the Chinese Household Electrical appliances industry. Strategically located in the Shunde region of Foshan City, Shunde Expo provides direct access to both large and small, international and local household electrical appliances and components manufacturers. With the expertise of Koelnmesse GmbH, a first-time co-organiser of the Shunde Expo, the exhibition is set to soar to greater heights, with international outreach.

(16 April 2008) After more than 20 years of development, the Shunde region of Foshan city, Guangdong has gradually become the largest manufacturing base for household electrical appliances in China. On the basis of its 4 key advantages, namely, industry scale, the number of famous brands, comprehensive range of products and technology leadership, Shunde was recognised by the State as China's Household Electrical Appliances Capital in 2006. It has 6 China Famous Brands under its wing, which are Midea, Kelon, Rongsheng, Galanz, Macro and Vanward. At the same time, Shunde also has 18 China Top Brands, 49 Guangdong Famous Brands and 51 Guangdong Top Brands, which are larger scale companies with advanced technology and high management standards.

The strength of "Made in Shunde" household electrical appliances is built on the excellent foundation of Shunde's household electrical appliances industry and its large industry supply chain. The first Shunde Expo was successfully held in 2001, and over the past 7 years, it has steadily positioned itself as an "Ideal Trading Platform for Chinese Household Electrical Appliances". For years, strong industry foundation, huge number of famous brands, active processing trade and variety in exhibition format are the most unique features of Shunde Expo. This year, Koelnmesse GmbH, equipped with extensive experience from organising domotechnica, which is the worlds leading household electrical appliances exhibition in, will leverage on the foundation of China's "Household Electrical Appliances Capital", to enhance its professional and international image of Shunde



China Shunde International
Exposition for Household
Electrical Appliances

Shunde Exhibition Center,
Daliang, Shunde, Guangdong
Province, China

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www.shundeexpo.com

Contact for further inquiries:
Agnes Heng
Assistant MarCom Manager
Telefon +65 6500 6732
Telefax +65 6296 2771
Email a.heng@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Telefon +65 6500 6700
Telefax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

Expo, and propel Shunde Expo to be amongst the first class exhibitions in the world.

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Shunde is located in the central region of the Pearl River Delta, with Guangzhou city centre 38km to its north, Macao 78km to its south and Hong Kong 120km to its southeast. Shunde is also one of the manufacturing centres in Pearl River Delta, with a wide scope of influence and developed information communication systems. Due to its excellent geographical advantage, various small and medium household electrical appliances and component manufacturers as well as service companies from Zhongshan, Nanhai and Zhanjiang, etc have gathered in Shunde. As such, Shunde's complete household electrical appliances industry chain, which is based on the distribution channel of branded household electrical appliances and service systems of the industry, is formed within the shortest geographical distance. At the same time, various international brands have also started to invest in Shunde and build their own product-manufacturing base. They are Japan's Toshiba, Sanyo, Matsushita and Paloma, Germany's Bosch and USA's Whirlpool, etc. This has undoubtedly contributed to the success of the Shunde's household electrical appliances industry landscape.

Currently, there are more than 2,000 companies dealing in household electrical appliances manufacturing and supplies in Shunde. The household electrical appliances include refrigerators, air conditioners, washing machines and various kitchen and bathroom electrical appliances, etc as well as a complete range of upstream and downstream packaged products. Shunde is the leader in the production and sales of household electrical appliances like refrigerators, air conditioners, microwave ovens, rice cookers, electric fans, electronic sterilisers and water heaters, etc in the country. At the same time, Shunde is also one of the largest manufacturing base for air conditioners, refrigerators, water heaters and dish sterilizers in the country and the largest supply base for electric fans, rice cookers and microwave ovens in the world. In 2006, the total output value of large-scale household electrical appliances companies in Shunde was RMB91.7b, which is 39.2% of the total output value of large-scale industrial companies. There is also significant growth in the production volume of various household electrical appliances, where production of refrigerators grew 5.3% to 3.2m units, production of microwave ovens grew 14.5% to 32.9m units, production of electric fans grew 34.4% to 2.7m units, production of rice cookers grew 203.9% to 23.7m units,

production of ventilation hoods grew 203.9% to 4.3m units, production of electric water heaters grew 46.7% to 2.7m units. The household electrical appliances manufacturing industry has not only become an important pillar in Shunde's economy, it also plays a very important role at the national level.

The Shunde Expo is held from 17 – 20 October 2008. An expected 55,000 visitors and buyers from various export processing companies will gather here, working together to create and enjoy the ideal platform for household electrical appliances trading in Asia.

For more information and updates, please visit www.shundeexpo.com

Organiser:

Koelnmesse GmbH is established in 1922. With 86 branch organisations across the world, it is one of the largest exhibition service companies in the world. More than 50 successful exhibitions are held regularly in Cologne, Germany each year, of which 25 are considered leading exhibitions for their respective industries. domotechnica was started in 1974 and has now become the most influential white household electrical appliances exhibition.