

Appliance Frontline Exhibiting Excellence



Appliance World Expo -Beijing 2006



Organizer: China Household
Electrical Appliances Association

Date:
May 10th-13th, 2006

Venue:
Beijing Exhibition Centre

**Appliance
Environment Development**



■ ■ **An International Household Appliances Fair to be Held in China**

"Appliance World Expo", an international household electrical appliances exhibition, is held in continuity by China Household Electrical Appliances Association (CHEAA) since 1992. It's the most important international trade fair in China for the household appliance industry. China is now the most dynamic manufacturing base of household electrical appliances in the world. With its numerous first class

appliance producers, perfect industrial supply lines and a huge consumer market, China has become the focus of attention in the global appliances industry. Thanks to the rapid growth of China's appliances manufacturing industry, fast expansion of domestic market, and increasing influence on neighboring countries and regions, Appliance World Expo has become an international arena for appliance producers to showcase their strength and promote their brands. It has also become the ideal place for companies to negotiate global procurement, seek OEM collaboration and look for partners to develop new technologies, etc. With the purpose of promoting the exchange and communication among enterprises in the industry, Appliance World Expo now sincerely invites appliance buyers, suppliers and producers around the world to get together in Beijing and jointly push the global appliance industry to a new height.

■ ■ **Review of Previous Exhibitions**

Appliance World Expo is held for every two years. Appliance World Expo - Beijing 2006 will be the 8th holding since its debut in 1992. Due to the CHEAA's extensive influence in the industry and rich experience in organizing international exhibitions, as well as the advantageous location of Beijing, all previous exhibitions have successfully attracted a large number of well-known brands to participate. The exhibitors of Appliance World Expo - Beijing 2004 included China's top tier enterprises, such as Haier, Kelon, Hualing, Little Swan, Hisense, etc. Foreign companies and joint ventures accounted for 40 percent of all exhibitors, of which there were European brands such as Siemens, Electrolux and ACC; American brands such as Whirlpool; Japanese brands such as Panasonic, Hitachi and Sharp; Hong Kong and Taiwanese brands such as Eupa and Donlim. There were about 35,000 visitors to the show. Overseas visitors mainly came from Japan, South Korea, Philippines, the United States, UK, Germany, Italy, and other countries and regions.

■ ■ **Creating a Green Society**

The prevalence of household electrical appliances gives people great convenience but at a cost of huge power consumption and environmental damage. Assisting in protecting the ozone layer, reducing greenhouse gas emission, recycling waste appliances and restricting the use of toxic materials are important challenges the industry is facing. Environmental protection, saving energy and people's health is crucial to the quality of people's life, global environment and sustainable economic growth. People are becoming increasingly concerned with these issues. At present, saving energy and effective use of resources are in the common interests of the whole industry. For this reason, **appliance • environment • development** is the theme of the Appliance World Expo - Beijing 2006. The exhibition will highlight the unremitting efforts the industry has made to improve the quality of people's life, protect the environment and seek a harmonious development. Let's create a green society hand in hand.

■ ■ **Appliance Frontline Exhibiting Excellence**

Appliance World Expo - Beijing 2006 will showcase Appliance Frontline Exhibiting Excellence as the main thread, concentrating on the display frontline technologies and highlighting all major changes that took place in the industry during the past two years. It will serve as a platform for producers, distributors, and suppliers to demonstrate their technical and brand strengths while engaging themselves in an active exchange and communication.

Appliance World Expo - Beijing 2006 will pay great attention to the technical and market development trends, as well as hot issues in industry today. Also, Appliance World Expo will organize a series of corresponding events and invite industrial experts to discuss the future of the industry. It will take advantage of Beijing media to extensively promote the exhibitors. Let's look forward to Appliance World Expo - Beijing 2006 to show us a future with boundless possibilities.

Participate Guide

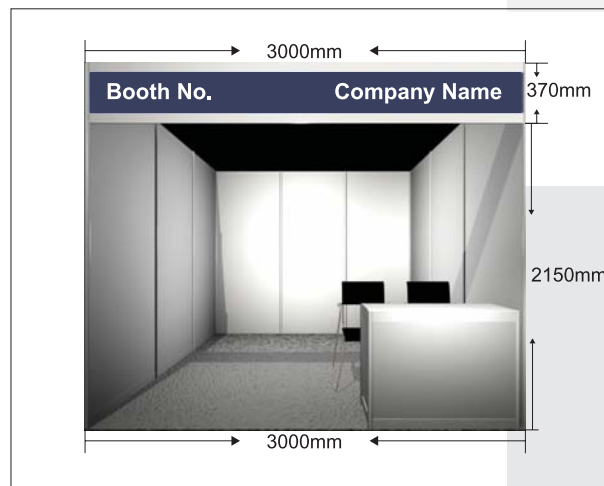
Stand cost

Package stand: US\$2100

The Standard Booth will include:

- Floor space (3mX3m)
- Logo and name in both Chinese and English
- White back wall side walls
- Carpet
- 1 reception table, 2 chairs
- 1 electric socket, 2 lights

Raw space: US\$160/m²



Package stand

How to apply

01> Fill out the application form and return it by mail or fax to the organizer by Mar.1, 2006 with signature and company seal.

02> Upon receiving the application form, the organizer will contact the prospective exhibitor in time to confirm the booth and payment.

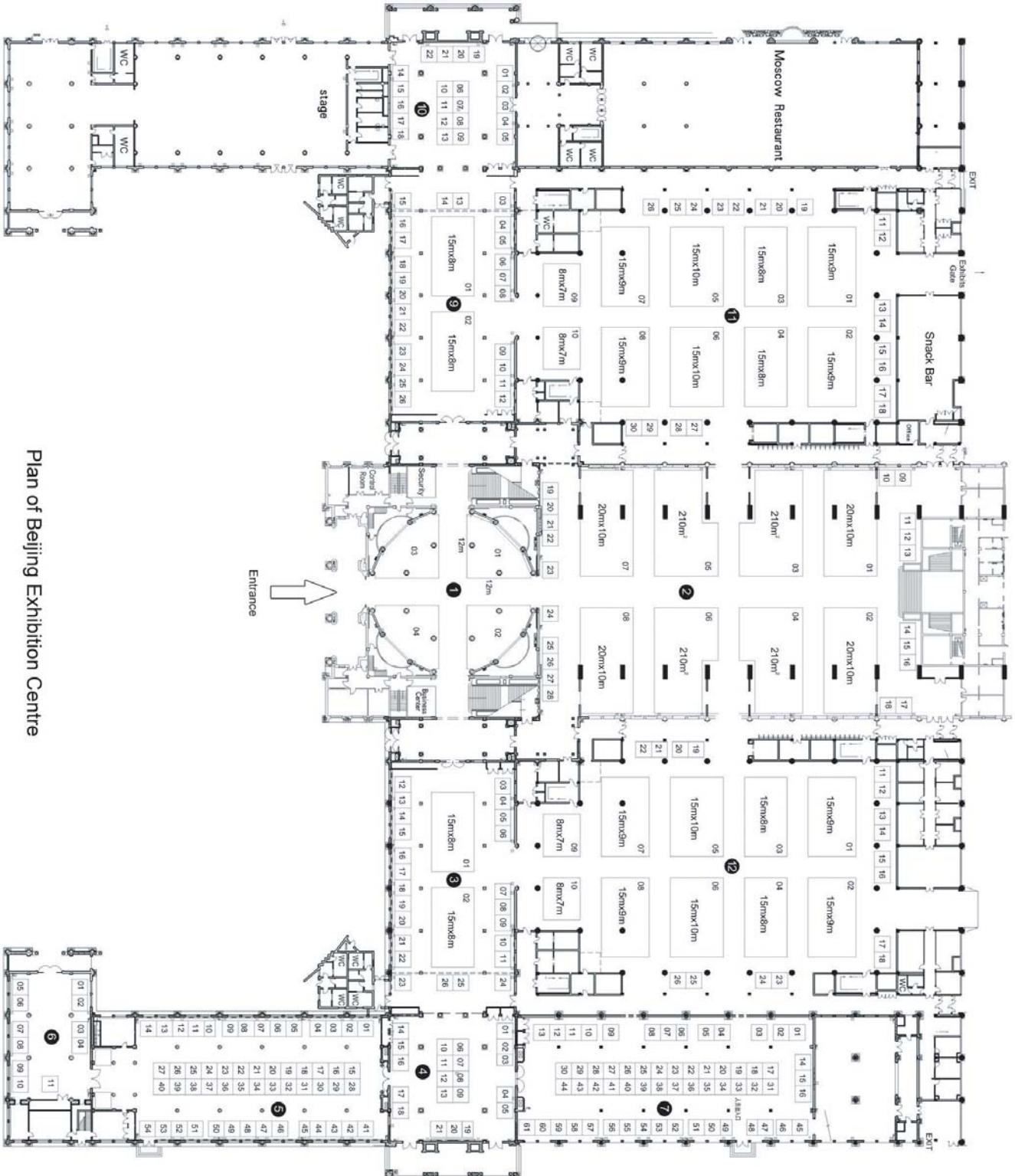
03> After receipt of payment, exhibitors will receive the Exhibitor's Manual, which includes rules for exhibitors and events which will take place during exhibition and other services.

04> The exhibitors should make preparation works to get ready for the exhibition in accordance with the requirements of the Exhibitor's Manual.

05> The organizer will assign booth locations with a priority list based on exhibitors' entry date.

Booth Fee

Standard Booth(3m X 3m): US\$2100 Raw Space: US\$160/ m²



Plan of Beijing Exhibition Centre

Category of Exhibits ↘

Products

Refrigeration product
Air-conditioner
Cleansing utensil
Ventilation system
Kitchen ware
Heating appliances
Equipment for personal care
Equipment for wellness
Intelligent household product
Network and information appliances
Solar power product
Audio/video product
Others

Equipments

Technological and production equipment
Apparatus, meters and testing facility
Recycling equipment of WEEE

Materials and Components

Raw materials
Components and accessories

Publications

Appliance related audio/video publications
Appliance related periodicals and reference books

Exhibitor Service:

- Full-scale exhibition promotion and publicity activities
- Provide exchange and negotiation opportunities for producers, distributors and suppliers
- Assist in the transport and customs declaration of exhibits
- Various advertisement services, including billboard, lamp house and gate tower advertisements inside the exhibition hall, outdoor balloon banner, admission ticket, representative certificate, Catalogue advertisement, etc.
- Publish exhibitor and product profile (less than 200 words) for free in the Appliance World Expo - Beijing 2006 Catalogue
- Assist exhibitors in hotel reservation and transport
- 24 hours booth security and regular booth cleaning service

Activities and Events:

Forum on Hot Appliance Issues --- Authoritative industrial experts will be invited to discuss hot issues concerning the appliance industry.

Technological Exchange --- Provide an opportunity for the exchange of the latest household electrical appliance technologies.

"New and Special Product Award"--- Appraise and give award to new and special appliances that use new technology, or appliances that are novel, creative or unique in function or structure.

Product Industrial Design Contest --- Give award to the products which have the most creative industrial design.

Purchase and Negotiation --- Provide a special communication platform for manufacturers, distributors and suppliers for purchase and negotiation.





Contact us

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