

Press release

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New dates, new venue: Interior Lifestyle China moves to Shenzhen to unlock Greater Bay Area potential

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To capitalise on high per capita spending in Shenzhen and the wider Greater Bay Area market, China's leading home décor and lifestyle trade fair is heading to this vibrant city for its upcoming 16th edition. The relocation brings the added advantage of running concurrently with the Autumn edition of China (Shenzhen) Cross-Border E-commerce Fair (CCBEC) – guaranteeing a strong turnout of relevant buyers from the consumer goods industry. Instead of its previously scheduled late September dates in Shanghai, the upcoming edition will now take place from 13 – 15 September 2023 at the Shenzhen World Exhibition & Convention Centre.



Interior Lifestyle China will be held concurrently with the Autumn edition of China (Shenzhen) Cross-Border E-commerce Fair (CCBEC). The Spring edition earlier this year attracted 70,360 visitors.

The relocation marks a significant milestone in Interior Lifestyle China's 16-year history and promises to open new market opportunities for participants. As one of China's wealthiest cities, Shenzhen saw a 2.6% increase in per capita disposable income in 2022, reaching RMB 72,718¹. "Our priority is to locate the fair where the most potential exists, and Shenzhen offers a lucrative market for exhibitors to establish connections with local retail channels and distributors," explains Mr Edward Che, General Manager, Messe Frankfurt (Shenzhen) Co Ltd. "At the same time, Shenzhen's strategic location in the Greater Bay Area, home to other key consumer markets such as Hong Kong and

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¹ 'Annual disposable income stands at ¥72,718', Eye Shenzhen. Published 16 February 2023.
http://www.eyeshenzhen.com/content/2023-02/16/content_30078322.htm

Guangzhou, will provide exhibitors the best opportunity to gauge consumer interest and product suitability among young, high spending buyers from the region.”

Consumer goods synergies

In addition to its prime location, the fair will benefit from running alongside the Autumn edition of China Cross-Border E-commerce Fair, one of the largest events of its kind in China, encompassing consumer goods suppliers, cross-border service providers, and e-commerce platforms. The Spring edition earlier this year attracted more than 1,600 exhibitors and 70,360 visitors.

“This co-location will offer visitors a comprehensive view of the consumer goods industry and attract a larger pool of relevant buyers for Interior Lifestyle China’s exhibitors,” adds Mr Che. “As the boundaries between B2B and B2C continue to merge in the retail space, we are increasingly focusing on buyer diversity and attracting a wider spectrum of sales channels to the fair, including end users and social media influencers. For this same reason, we are also introducing an improved fair layout and scenario-based zoning to provide buyers with a better sourcing experience.”

Interior Lifestyle China – Shenzhen Edition is a leading international fair for homeware and lifestyle products, gathering mid-range and high-end exhibitors from around the world to showcase their latest, quality products and to access the Chinese market. The fair is organised by Messe Frankfurt (Shenzhen) Co Ltd. For more information, please visit <https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en.html>

Further press information & picture material

<https://interior-lifestyle-china.hk.messefrankfurt.com/shanghai/en/press.html>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

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