

A sub-show of HOTEL & SHOP PLUS

Shanghai International Hospitality Design & Supplies Expo 2021

POST-SHOW REPORT

Organizers

 中国旅游饭店业协会
China Tourist Hotel Association

 中国百货商业协会
China Commerce Association for General Merchandise

 中国照明电器协会
China Association of Lighting Industry

 中国建筑文化中心
China Architectural Culture Centre

sineexpo | informamarkets



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PART I Show Overview

HOTEL & SHOP PLUS

Starting fresh in a post-pandemic world, HOTEL & SHOP PLUS 2021 concluded with great success on 2 April, following a wonderful 4-day run at Shanghai New International Expo Centre.

As one of the three iconic events held under the guidance of Shanghai Municipal Administration of Culture and Tourism during China's "14th Five-Year Plan" period, HOTEL & SHOP PLUS is a dual-core event dedicated to hospitality and commercial space industry, and expands into the fields of Commercial Interior Design and Smart Retail, as an addition to the original show sectors including Building & Decoration, Lighting, Smart Retail, Hotel Furniture, Hotel Supplies, Cleaning and Maintenance. It brings together end buyers from tourist attractions, real estate developers, department store and shopping mall owners, hotel groups, design firms, contractors and more all under one roof, to form a one-stop sourcing platform of construction, operation, products, services and solutions for hotels and commercial space.

Guided by

Shanghai Municipal Administration of Culture and Tourism

Organized by

China Tourist Hotel Association

China Commerce Association for General Merchandise

China Association of Lighting Industry

China Architectural Culture Centre

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Exhibition Area

200,000 SQM

Exhibitors

2100+

Visits of Trade Buyers

121,410

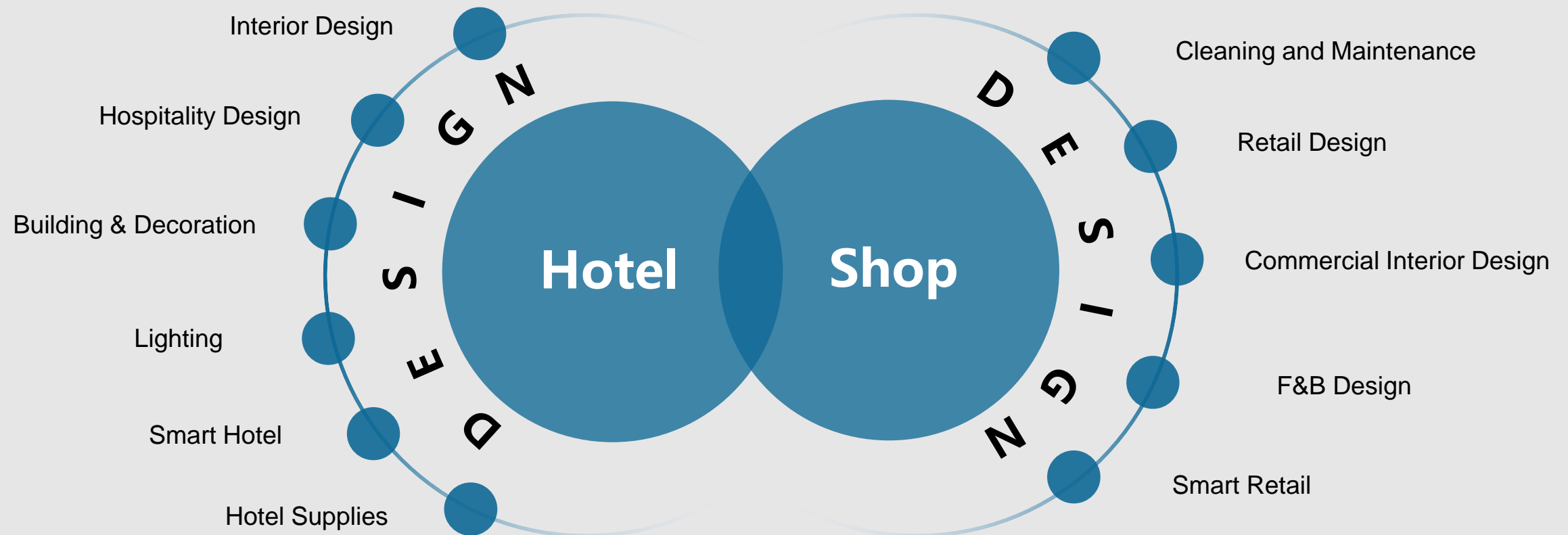
Forums

80+

Hotel Mockup Rooms

15+

A dual-core event



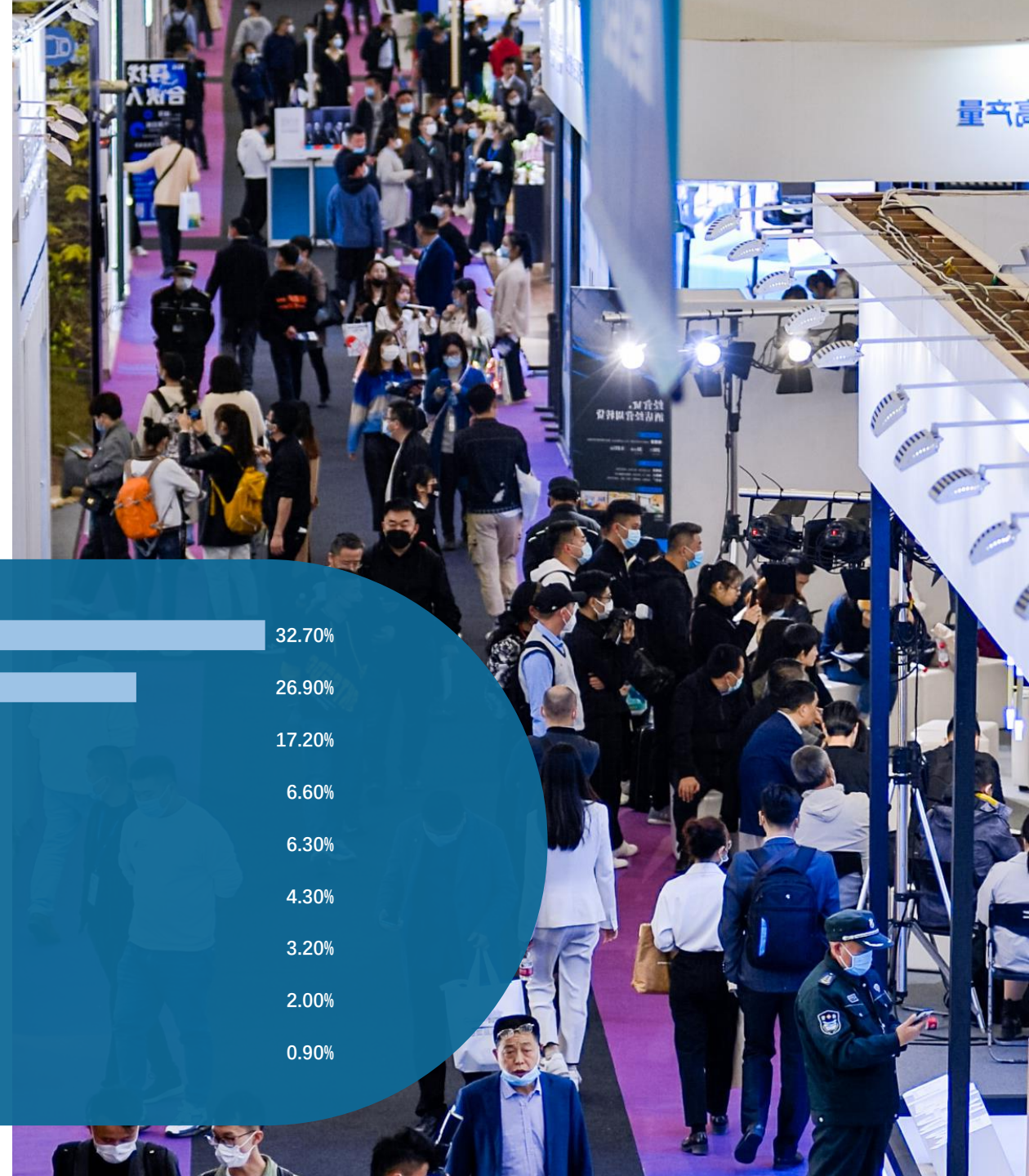
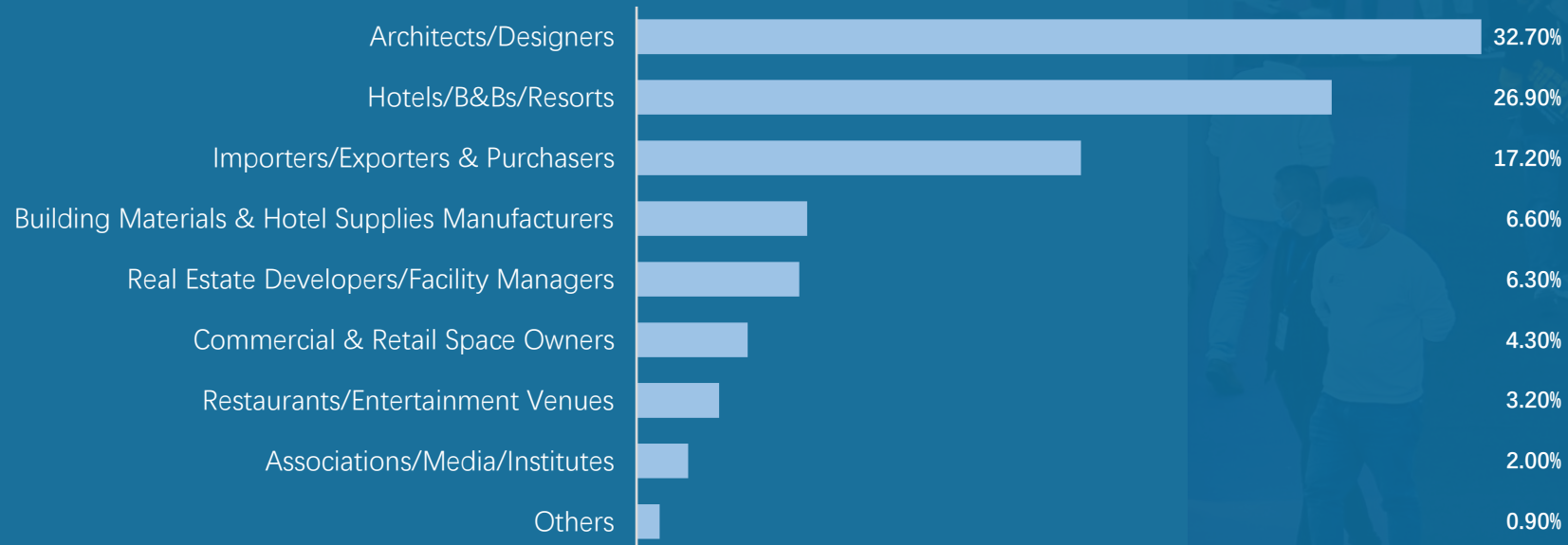
One-Stop Purchasing Platform of Construction and Operation for Hotels and Commercial Space



PART II Visitor Analysis

Visitor Business Categories

The four-day event attracted **121,410** visits of professional buyers from the fields of **hotel, design, real estate, commercial space, facility management**, and **retail**.



Visiting Purpose

Consolidate contacts with suppliers

17%

Evaluate the show for future exhibiting

15%

Purchase new products

14.3%

Seek agents and partners

12%

Attend on-site activities

15.1%

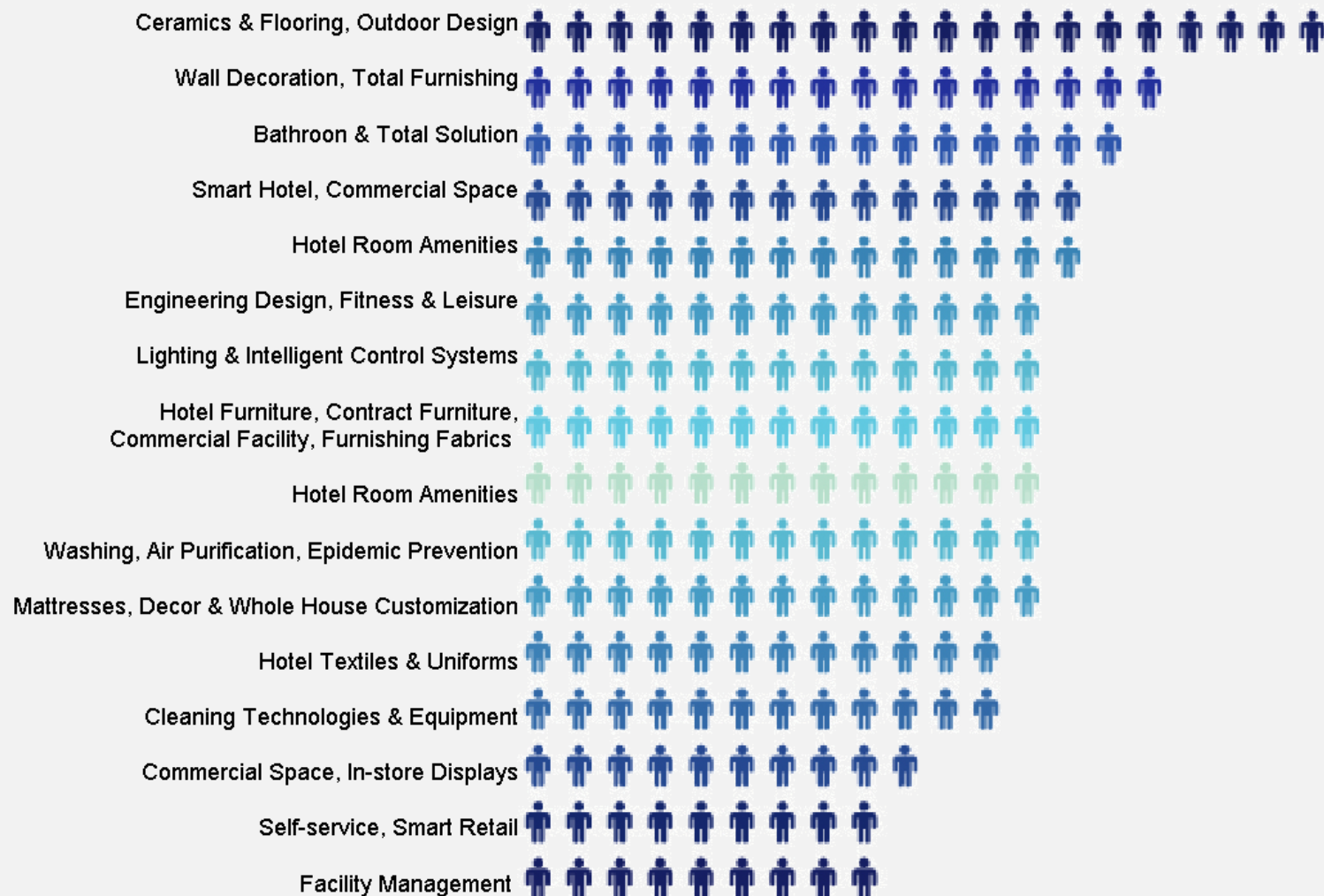
Collect market information

14.4%

Find new suppliers

12.2%

Exhibit Categories of Interest

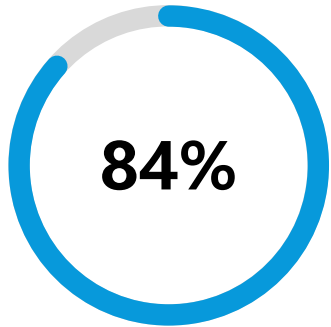


Visitor Regional Distribution

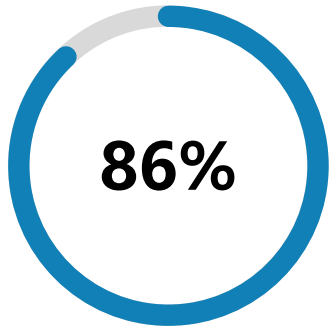


Shanghai	52.5%
Jiangsu	21.9%
Zhejiang	17.9%
Guangdong	9.1%
Shandong	7.6%
Beijing	5.4%
Anhui	4.0%
Henan	3.9%
Overseas	3.6%
Sichuan	2.4%
Fujian	2.2%
Others	18.6%

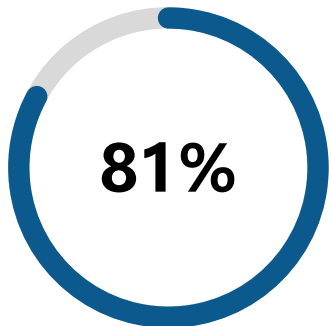
Visitor Satisfaction



Be satisfied with the exhibition



Will attend the exhibition again



Will recommend the exhibition to colleagues and friends



Visitor Testimonials

It can be said that HOTEL & SHOP PLUS is our old friend, and we sincerely hope the show getting better and better. Hope it will bring better products and brands to consumers and investors, and help we hoteliers to find more newest quality materials through the platform.

Thomas Chen
Executive President
Home2 Suites by Hilton China



HOTEL & SHOP PLUS provides a networking platform for property owners, hoteliers and suppliers to meet up with each other. It also provides property owners a better opportunity and platform to select hotel products. I hope the show will get better and better!

Meinan Zhang
Vice President
Youxi Movie Hotel

At HOTEL & SHOP PLUS 2021, we have found many new products and materials. Both window displays and immersive mockup room shows have brought us a unique experience.

Ping Mei
Chief Representative, China
Capella Hotel Group Asia



Visitor Testimonials

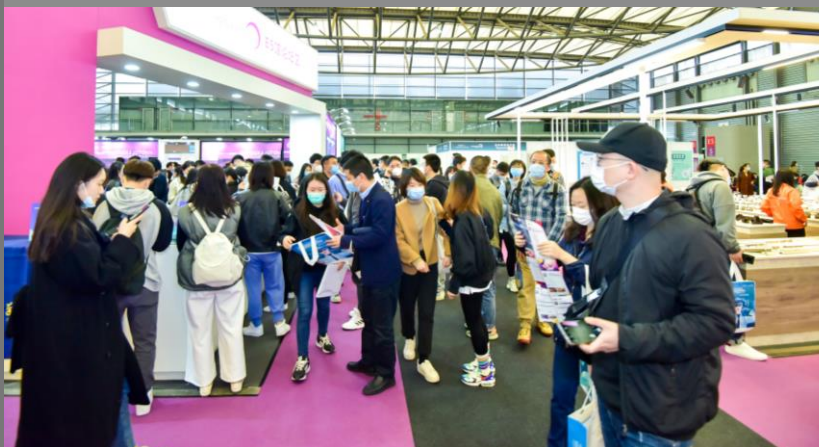


Cross-industry integration urges lighting professionals to broaden horizons. China Int'l Lighting Design Forum at HOTEL & SHOP PLUS is such a platform for industry professionals to exchange information. It's not only an opportunity to improve personal communication, but also an important force to drive the industry moving forward.

Qifeng Li
Executive Director
BPI

It's the first time that we participated in HOTEL & SHOP PLUS. The show is very impressive! There were exhibition halls with a large number of exhibitors and exhibits all well organized. In addition to the latest hospitality and commercial interior design cases globally, what surprised us most was that we continued meeting good friends in the exhibition halls. For everyone it was like a fun party!

Kokaistudios



Speakers at China International Building & Interior Design Forum shared opinions on the future of hospitality and new design approaches. It's a good chance to connect with interior designers, architects, developers, and hotel operators. The event itself is perfectly organized, and the "Golden Palace Awards" gala dinner has been a smooth and splendid ending of the event.

Wolf Loebel
Co-founder & CEO
RhineScheme GmbH

Visitor Testimonials

HOTEL & SHOP PLUS provides rich resources and business opportunities for us to create scene-oriented, fashionable commercial space with good experience! It's so valuable that we have gained a lot. Hope the show will get better and better!

Daoan Huang
General Manager
Hisense Plaza



HOTEL & SHOP PLUS is well organized with a large number of leading companies. Among the cutting-edge products, some can be used immediately, some may be later, some we may recommend to our merchants, and others may change our thoughts on management. In short, we have gained a lot.

Zhaoxia Zhu
President
Zhengzhou Department Store



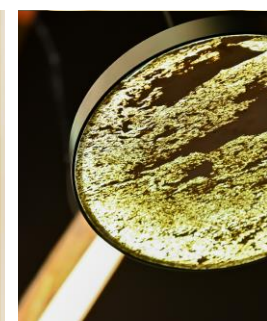
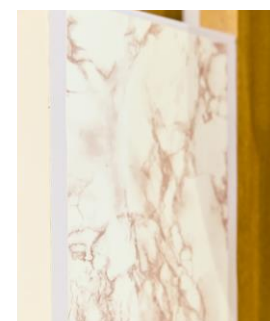
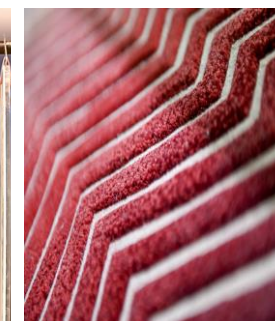


PART III About Exhibitors

Building & Decoration

- Hall E1 Bathroom & Total Solution
- Hall E2 Ceramics & Flooring
- Hall E3 Wall Decoration, Total Furnishing
- Hall E4 Engineering Design, Fitness & Leisure

Featured Exhibitors



Lighting & Smart Hotel

Hall E5 Lighting & Intelligent Control Systems

Hall E6 Smart Hotel, Commercial Space

Hall E7 Smart Hotel

Featured Exhibitors

OPPLE
欧普照明

三维极光 Pak
光·享·简·范·照明

NVC
雷士照明

KANGCAI
LIGHTING

COMELY
新特丽照明
COMELY Lighting

Tons:

品匠灯饰
匠心品质 匠心之选

Y 元峥灯饰®
YUANZHENG LIGHTING
北京 上海 中山

Saintly·圣丽®

QING YING
轻盈科技

BE-TECH 通达

云迹科技
YUNJI TECHNOLOGY

bittel
比特·智慧特别

睿沃科技
RETHINKING
TECHNICAL TECHNOLOGY

LUMOUS
鹿马鹿能科技

优地科技
Excelland A
小帅科技

SALTO
inspired access

COTELL®
COLLECT

未来屋
智能空间运营商
小米生态链企业

BONWIN



Hotel Supplies & Textiles

Hall W3 Hotel Room Amenities

Hall W4 Hotel Supplies

Hall W5 Hotel Textiles & Uniforms

Featured Exhibitors

两面针®

Canasin
JANGRE CALAMEN TONG CO., LTD.
康乃馨

ZIHIUI
FABRIC WORLD

SIDEFU
易得福

YAGAO
雅高

TONNEY®
特耐

Dr.OPPEAL® 欧佩股份
OPPEAL CORPORATION

GROUPE GM
EXCLUSIVE MEMBER

CALMAC

VANITY
GROUP

东兴酒店用品有限公司
Dongxing Hotel Supplies Co., Ltd.

2湖®
EZJC

Kinhao®
健浩酒店电器

iHotel
ideas for hotel

amain 雅棉

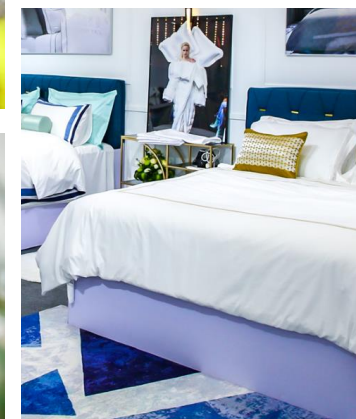
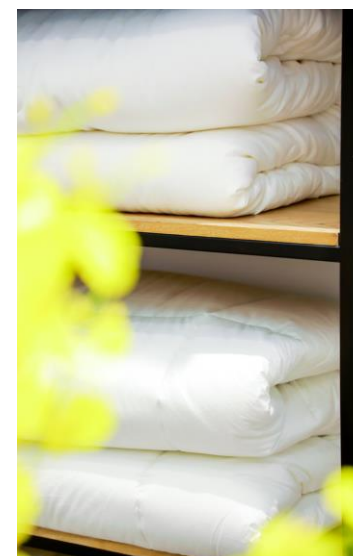
金海成®
JINHAICHENG

南

guestsupply®
a Sysco company

Cetis

L'OCCITANE
EN PROVENCE



Exhibitor Testimonials



This was our second year to be here. Visitors are highly targeted, including buyers from hotels, commercial properties, and design firms. HOTEL & SHOP PLUS gives us a good opportunity to promote our products in the engineering and hospitality sector. It enables professional buyers to better understand our brand.

Jiehui Hu
CEO, Asia Pacific
COSO



This was our first year to exhibit at HOTEL PLUS, and it left a good impression on us. There were many visitors on the show floor, and it brought us a large number of buyers in the hospitality sector. We'll participate again in the next show.

Meng Gu
Deputy Director of Engineering Dept.
FSILON



It was the first year that we exhibited at HOTEL & SHOP PLUS, and it attracted many visitors. Especially after the show became a part of Tourism Plus this year, there were more buyers from cultural tourism sector such as tourist attractions, apart from those from hotels and design firms. Next year, we'll also plan our product showcasing targeting different buyer groups.

Xin Zhao
General Agent, East China
LG

Exhibitor Testimonials



Thanks HOTEL & SHOP PLUS for giving us the opportunity to introduce our products to professional visitors. Here we can also meet up with many clients including hotel owners, designers, and engineers. The show's market positioning is highly consistent with our products, so we will participate again in the exhibition in the following years.

Yang Zhang
Marketing General Manager
COMELY



This was our fifth year to be here. Every year HOTEL & SHOP PLUS has a high popularity. Many thanks to the show organizer for building up the platform. Both the quality and quantity of buyers at this year's show exceeded our expectations. We look forward to our cooperation next year very much.

Haibin Chen
Founder
Xie Zhu Technology



We have participated in HOTEL & SHOP PLUS for more than 20 years, and our booth is popular among visitors every year. For our company, the show is a very important channel for marketing promotion. During the 4-day show period, we have met up with many buyers from hotels, B&Bs, and cultural tourism sector. It provides us with a platform to showcase our newest products and technologies. We will continue increasing our investment in the platform.

Hongbin Zhang
Chairman & Founder
TONNEY



PART IV Exciting Activities

Insights and Practice Series Activities

80+

On-site activities

Forums and competitions covering the entire industry chain, ranging from commercial real estate to hospitality design and operation, retail design, interior design, and lighting design

1,000+

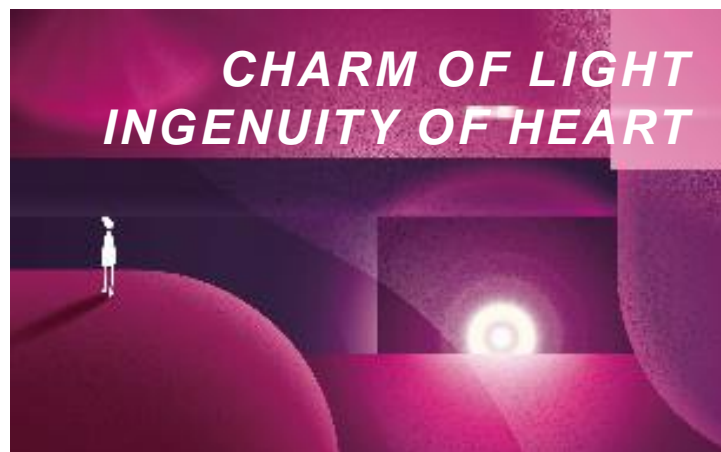
Speakers

Industry influencers from commercial real estate developers, shopping malls, retail shops, hotel groups, architecture and interior design firms

12,000+

Delegates

Professional attendees from the fields of tourism, real estate, commercial space, retail, hotel, design, to name a few



Design Week Shanghai



Design Week Shanghai 2021 brought together thought leaders from China's hospitality and commercial space industry. Through forums and special displays, it provided a platform for architects, designers, hoteliers and developers to share their projects and build connections with others, contributing to the development and improvement of China's original design force.

“Breaking Boundaries, Finding Harmony” China Int’l Building & Interior Design Forum



12

Hospitality design
leaders

500+

Attendees

IDF 2021 gathered industry influencers to share their design cases ranging from hotels to retail shops and commercial complexes, to inspire the hospitality and commercial space industry in the new normal.



IDF 2021 Speakers



Ian Yu
Partner & Interior Design Director
Kokaistudios



Hao Li
Vice President & Design Principal
JERDE



Christina Luk
Founder & Design Director
LUKSTUDIO



Philip Handford
Design Director
Gensler



Joe Lau
Design Director
HBA Architecture



Cathy Wang
Founder & Creative Director
Montaigne Design



Ken Wai
Global Design Principal
Aedas



Shaun Lee
Co-founder & Chief Designer
ADDDDESIGN



Wolf Loebel
Co-founder & CEO
RhineScheme GmbH



Andy Hall
Founding Partner
MQ Studio



Ping Mei
Chief Representative, China
Capella Hotel Group Asia



Benjamin Hu
Head of Design and Engineering
IHG Greater China

Other Hospitality Design Forums

Hotel Design Starts Again

MAPMC

CRIDA China Restaurant Interior
Design Forum & Awards Ceremony

TastingKitchen

Post-pandemic Innovation and
Reshaping

Shejiben

I-ding Think Tank Forum &
I-ding Design Award Ceremony

I-ding Think Tank, I-ding
Award Organizing Committee

I-DING DESIGN AWARD CEREMONY AND I-DING THINK TANK FORUM
艾鼎國際設計大獎頒獎典禮暨艾鼎智庫高峰論壇
2020-2021



I-D
I-D
艾
文
20



Other Hospitality Design Forums

B&Bs Design Forum

Forum on Hotel Design

Hospitality Design Forum

Exploring New Type of Human
Settlement

NetEase Design

*Professional Committee of
Hotel Facilities Management
of CABEE*

Searchome

*Achifocus, DCSJW,
CAC FORUM*



Charm of Light Series Activities



Journey of Smart Lighting

6

Architectural and hospitality lighting design forums

30+

Influential lighting designers

“Converging Lights, Embracing Technologies” China Int’l Lighting Design Forum

The forum brought together influential lighting designers, interior designers, hoteliers, commercial real estate developers and more all under one roof, discussing topics about lighting design from the perspectives including technology, design, aesthetic, and commercial application. By sharing lighting design thoughts and cases, the forum indulged all attendees with the power of lighting in design process and the charm of light!



Other Lighting Design Forums



"The Vessel of Light"
Lighting Design Forum

First Design

China Post-Pandemic Healthy Lighting
Industry Development Forum

Cali-light

New Opportunities of Commercial Space -
Design and Beauty

eLicht

Lighting Makes a Better City Life

Dengguangbang

Emotion Expression of Lighting Forum

Luce e design



Other Lighting Design Forums



2021 Speakers



Jack Lim
Head of Lighting Design & Chief Designer
Arup



Jason Du
General Manager
DASUN



Guojian Hu
Operations Director
ROI



Baijun Du
Founder
PRID



Hui Li
Founder & Chief Designer
PROL



Thomas Lee
Managing Director
BPI



Lei Huang
General Manager
Pak



Miuyi Jiang
Vice President & Executive General Manager
GOLD MANTIS



Vera Chu
Lighting Design Director
Vermilion Zhou Design Group



Yamaguchi Tatsuma
Design Director
Lighting Images



Jia Wang
Design Director
RE-SENSE



Xianli Meng
General Manager
eCozy&Licht

Hotel Culture Week



Empowering hospitality and cultural tourism sector

A series of activities at Hotel Culture Week have gathered over 70 hotel mockup rooms, 500 speakers and couples of national and international premium companies in the hotel supply chain. Through summit forums integrated with mockup room, the show worked as the platform and hub for hotel management groups, commercial property management companies, local tourism bureaus, real estate developers, investors, owners and vertical media to share industry news, learn market trends and exchange market information, achieving the three goals - investors and operators, projects and designers, products and channels. In addition, Hotel Uniform Show and Hotel Housekeeping Competition add more shines to the hospitality and cultural tourism sector.

China Hotel Procurement Conference

Jointly held by HOTELN and Sinoexpo Informa Markets, organizer of HOTEL & SHOP PLUS, the conference has entered the fourth year. Themed as “Reshaping Procurement, Boundless Innovation”, it attracted over 400 attendees, discussing new trends for hotel procurement in a post-pandemic world, benefits between buyers and suppliers, and cooperation opportunities. It provides an open platform for hotel owners, managers and companies in the hotel supply chain to exchange their resources.



Asia Hotel and Travel Forum Annual Meeting



The annual meeting brought together more than 800 industry leaders including property owners, investors, brand managers, investment and financing representatives, architects, interior designers, and consultants. In addition to sharing the innovative development concepts of the hotel and tourism industry in the new era, another event of The Centre of AHF - The 16th China Hotel Starlight Awards Ceremony - was also held amid the annual meeting.



Other Hospitality Forums

HGMC China Cultural Tourism Hotel Brand Forum

*Hotel General Manager
Forum China, 酒店焦点
资讯, 饭店业杂志*

China Hotel Investment AC Index Forum

3acube, GrowthClub

The 5th LIWULI Forum - Searching Resources of
Hotel Design & Pre-opening

LIWULI

Smart Building and Hotel Application Forum

QJ.smartech

Smart Building Ecosystem Conference

homedo.com

Digital Technology Hotel Forum

Meadin.com

Future Hotel Digital Operation Forum

Xie Zhu Technology

Hotel Asset Management Forum

Hotelers

Hotel Textiles from Sourcing to
Rental and Washing

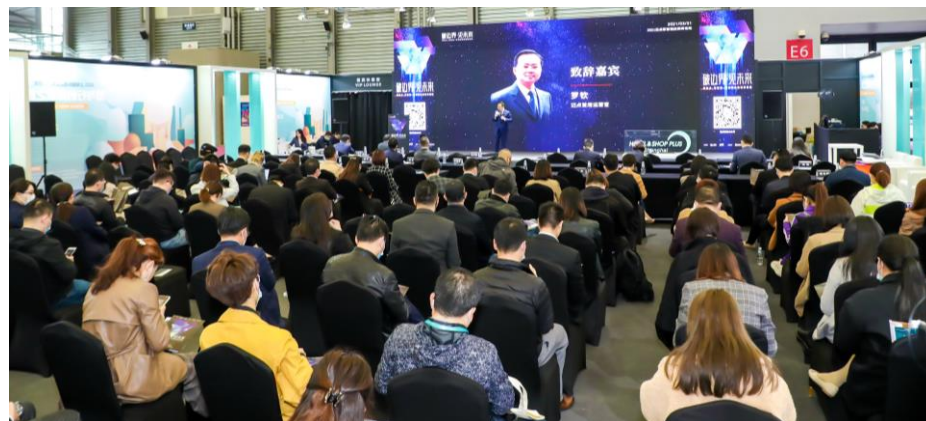
YDC

China Hotel Industry Forum

METIME



Other Hospitality Forums



2021 speakers



Jian Sun
CDO
IHG Greater China



Guogang Yu
Vice President of China
Marriott International



Yuming Chen
Vice President of Purchasing
Huazhu Group



Xinwei Li
GM, **YANGO Hotel**
Secretary General
Hilton China Owners Association



Taishan Ye
President
Landison Tourism Group



Hao Zhu
Marketing director
Greenland Hotel And Tourism Group



Zhenyu Sun
Vice President &
GM of Resort and Hotel Management
FOLIDAY



Ming Yao
Purchasing Director
BTG Homeinns Hotel Group



Shuai Zhao
Vice Director of Procurement
S & N Group



Jianlong Yu
General Manager of
Purchasing Center
New Century Hotels & Resorts



Weijian Zhu
CEO
Radisson RED (China)



Huada Dong
Central Purchasing Director
GCH



Shadow Chin
Brand Director
Home2 Suites by Hilton China



Lingjiang Wei
Deputy Director of Luxury and
Lifestyle Brand Development
Accor Hotels



Edward Hu
President
IWG China

Hotel Plus Mockup Room Show



Funyard Hotels & Resorts



Home2 Suites by Hilton



Qingzhu Group



CMG China



Youxi Movie Hotel

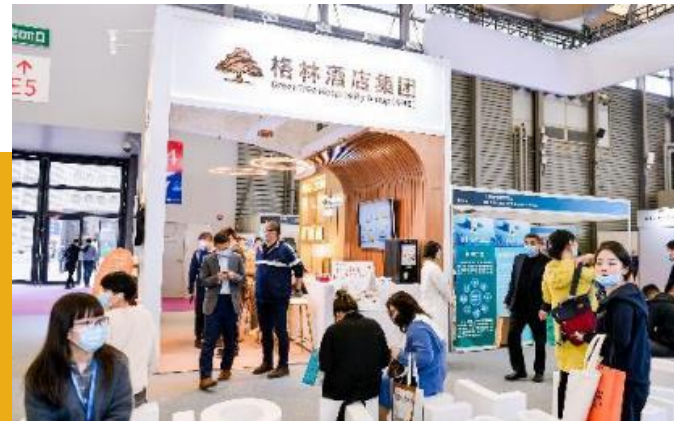


iElectronic sports

Hotel Plus Mockup Room Show



Shandong Spring Oriental Hotel
Management Co., Ltd.



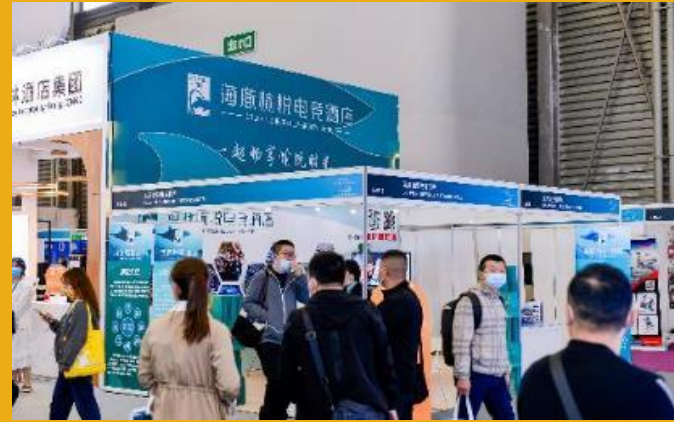
GreenTree Hospitality Group



J&S international design institution



Alfilo



Dolphin Cheerful Smart Hotel



Hotel Plus B&Bs Cultural Festival

Hotel Uniform Show

The 8th Hotel Uniform Show, jointly held by Shanghai Tourism Trade Association Hotel Branch and Sinoexpo Informa Markets, organizer of HOTEL & SHOP PLUS, drew to a successful close at SNIEC in Shanghai.

The 3-day event was composed of runway shows, short plays, and hotel uniform trend release. The annual event once again indulged hoteliers and brand owners with rich content.



Hotel Uniform Show

Winner

Oriental Riverside Hotel Shanghai

1st Runners up

Donghu Hotel Shanghai
Shanghai Royal Hotel Management
Group

2nd Runners up

Greenland Hotel and Tourism Group
Chateau Star River Shanghai
LVSHOU Hotel Shanghai



Hotel Housekeeping Competition



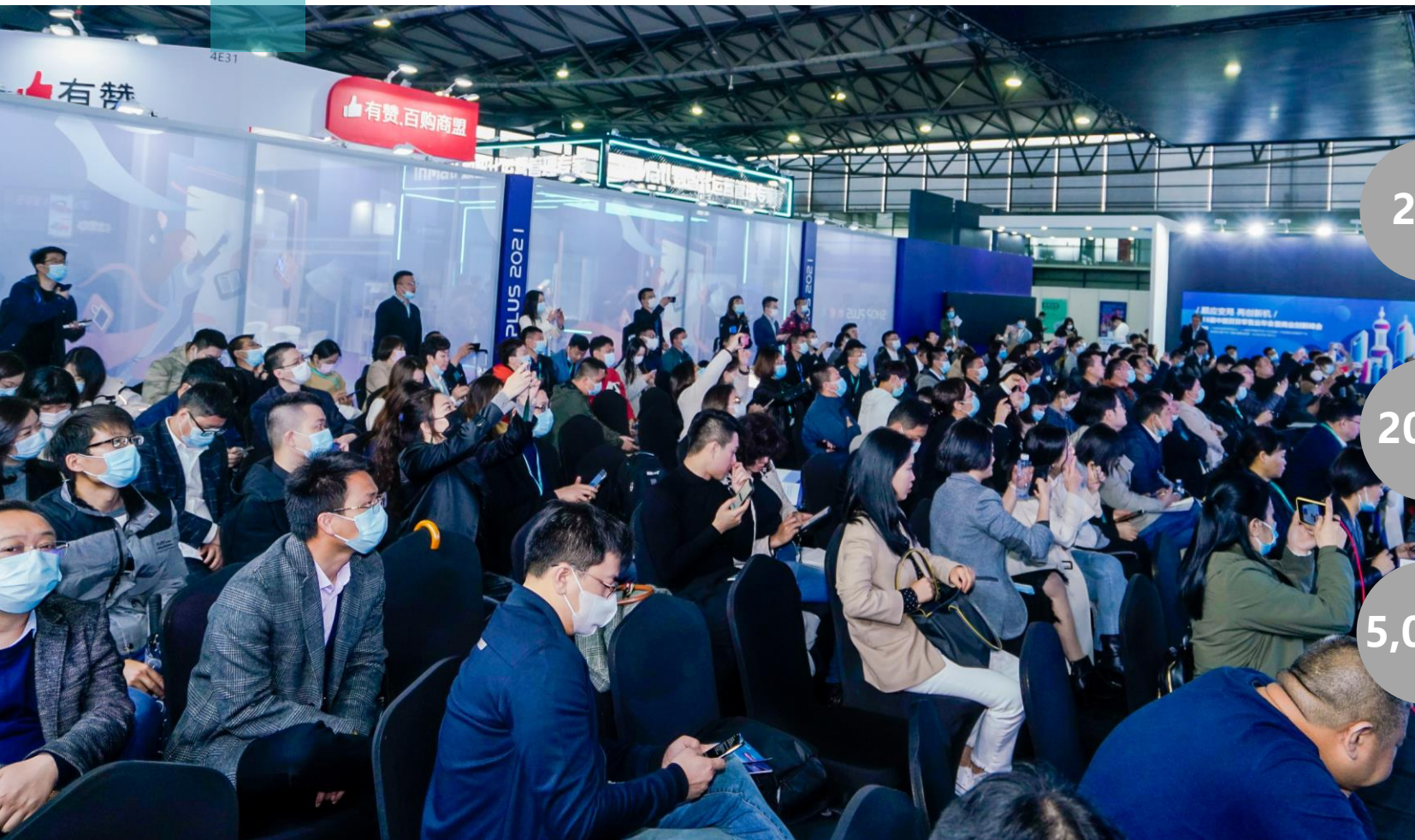
The 8th Hotel Housekeeping Competition

Star hotel staff representatives were invited to compete in bed making consisting of sheet, quill and pillows, to show their spiritual confidence while enhancing business networking. This year's participants included:

- Ramada Plaza Shanghai Pudong Airport
- Grand Soluxe Zhongyou Hotel Shanghai
- Blue Palace Hotel Shanghai
- Crowne Plaza Shanghai
- Dongjiao State Guest Hotel
- Renaissance Shanghai Yu Garden Hotel
- Pine City Hotel Shanghai



SHOP PLUS



20+

Forums, specially planned exhibition zones, and business networking events

200+

Retail industry leaders

5,000+

Attendees from shopping malls, business districts, department stores, hotel groups, and operators

The 18th CCAGM Annual Meeting and Business Innovation Forum

The 18th China Commerce Association for General Merchandise Annual Meeting and Business Innovation Forum was held on the show floor with 5 sub-forums.

100+

Industry experts from associations, shopping malls, retail shops, commercial real estate developers, outlets, and brand owners

1,000+

Attendees



China Shopping Mall Development Forum



Every shopping mall is a business ecosystem reflecting a lifestyle. The development of shopping malls slowed down in 2020 due to the pandemic. It has seen a sharp decrease in the number of new openings, while retail sales also declined YOY. Many key indicators, including opening rate, rental rate, and renewal rate, are far from expectations.

Under the circumstances, investors, brand owners and consumers all hope that shopping malls will carry out delicacy operations to achieve win-win cooperation. The forum focused on in-depth discussion on the development trends of the industry.

China Retail Digital Transformation Forum

Digital transformation and omni-channel operations of retail shops has transformed from the debate of “to do or not to do” to discussion on “how to do”, from “methods” to “strategic positioning”. The forum discussed major issues about digital transformation, though which China Commerce Association for General Merchandise issued the “guidelines for setting up retail shop staff duties in omni-channel operations”.



Retail Forums



China Outlets Development Forum



Chinese Homegrown Brand Forum



Retail Space Innovation Forum



Commercial Real Estate
Digital Application Seminar

2021 speakers



Hanmin Zhou
Vice Chairman
**China National
Democratic
Construction
Association**



Jun Fan
Chairperson
**China Commerce
Association for
General
Merchandise**



Jianqiang Qian
Chairperson
**Shanghai
Merchandise
Commercial
Profession Trade
Association**



Yun Ding
Founder
HEYI Consulting



Zhoujia Ding
Senior Trend
Expert
WGSN



Zengqiang Lan
Vice President
Shiji Group



Haifeng Li
Deputy
General Manager
**NEW WORLD
DAIMARU**



Hongbiao Li
General Manager of
Information
Management
Department
**Aegean
Commercial Group**



Ruize Xu
Vice Director &
President
**Liqun Commercial
Group Co., Ltd**



Juyou Long
Interior Design
Director
Woods Bagot



Dong Dong
General Manager
WENFENG



Xian Zeng
President
OUTLET(China)



George Feng
Founder&CEO
MUKZIN



Dekang Gao
Founder & President
Bosideng



Huajun Wang
Chairman
GCI



Yishu Lu
Vice President
DONGBAI GROUP



Yiying Lu
Vice Director
**China Consumption
Brand Engineering
Office**



Zhiguo Lv
COO
Umeng



Tao Ma
Assistant President
OUTLET(China)



Gang Niu
Board Chairman
**DASHANG
GROUP**



Fang Guo
Manager
BTG



Yiwen Hao
Founder, Pototaly
& Executive
Director,
LandunXumei



Chao Hu
Founder
Storm Scene



Daoan Huang
Manager
**Hisense Plaza
(Qingdao)**



Yaoyong Jia
CEO & Vice
President
YUEXING



Yu Qiao
Professional
OUTLET



Xiping Shang
Chairman &
President
Wangfujing Group



Yang Sun
President
AnKuai



Wei Wang
Founder
UNWISE



Jianping Wei
Manager (Shanghai)
SUNAC

HOTEL & SHOP PLUS Golden Palace Awards Ceremony and Gala Dinner

24

Award categories

1,000+

Industry professionals from real estate developers, department stores, retail shops, hotel groups, design firms, and cleaning companies

HOTEL & SHOP PLUS Awards Ceremony and Gala Dinner is an industry gathering that encourages excellent individuals, brands and suppliers who had made great contributions to the hotel and commercial space industry.



HOTEL & SHOP PLUS Golden Palace Awards Ceremony and Gala Dinner



In honor of everyone in the hospitality
and commercial space industry



HOTEL & SHOP PLUS Golden Palace Awards Ceremony and Gala Dinner



Golden Palace Awards

Best Hospitality Mockup Room
Design of the Year Awards

Best B&Bs Mockup Room
Design of the Year Awards

Most Popular Hotel Mockup
Room of the Year Awards

Best Designer of the Year Awards

Best Outlets of the Year Awards

Best Outlets Design Firm
of the Year Awards

HOTEL & SHOP PLUS Golden Palace Awards Ceremony and Gala Dinner



Golden Palace Awards

Best Hotel Supplier Awards

Best Hotel Supplies Brand Awards

Hoteliers' Choice Awards

Designers' Choice Awards

Most Favored Brand by
Commercial Space Awards

Best Lighting Brand for Hotels and
Commercial Space Awards

HOTEL & SHOP PLUS Golden Palace Awards Ceremony and Gala Dinner



Golden Palace Awards

Most Favored Brand by Smart Hotels Awards

Most Favored Supplier by Smart Hotels Awards

Special Contribution Awards

Gold Awards 2021

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SEE YOU NEXT YEAR!

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