

2026 HOTEL & SHOP PLUS

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

POST-SHOW REPORT

Organized by:

China Tourist Hotel Association
China Commerce Association For General Merchandise (CCAGM)
China Association of Lighting Industry
ISSA
Sinoexpo Informa Markets

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HOTEL&SHOP PLUS

01 OVERVIEW



As the first year of the "15th Five-Year Plan," 2026 marks the cultural and tourism industry's shift to high-quality development, evolving into a key platform for building a culturally strong and tourism-driven nation. **HOTEL & SHOP PLUS Shanghai** organized by Sinoexpo Informa Markets concluded successfully at the Shanghai New International Expo Center from March 31 to April 3, 2026. Far beyond a conventional trade show, this flagship platform served as a crystal ball for the industry, previewing tomorrow's landscape across hotels, commercial properties, offices, and public spaces.

Spanning 210,000 sqm, the four-day exhibition featured 2,000+ exhibitors and 135,682 visitors. International attendance rose by 25.84%, with 10,886 visitors from 176 countries boosting the event's global influence. These figures not only highlight the robust recovery momentum of China's cultural and tourism market but also underscore the industry's strong focus on and active participation in China's high-quality development trajectory.



210,000 sqm
Exhibition Area



135,682
Professional
Visitors



2,000+
Exhibitors



90+
Forums & Events



15+
Special Zone

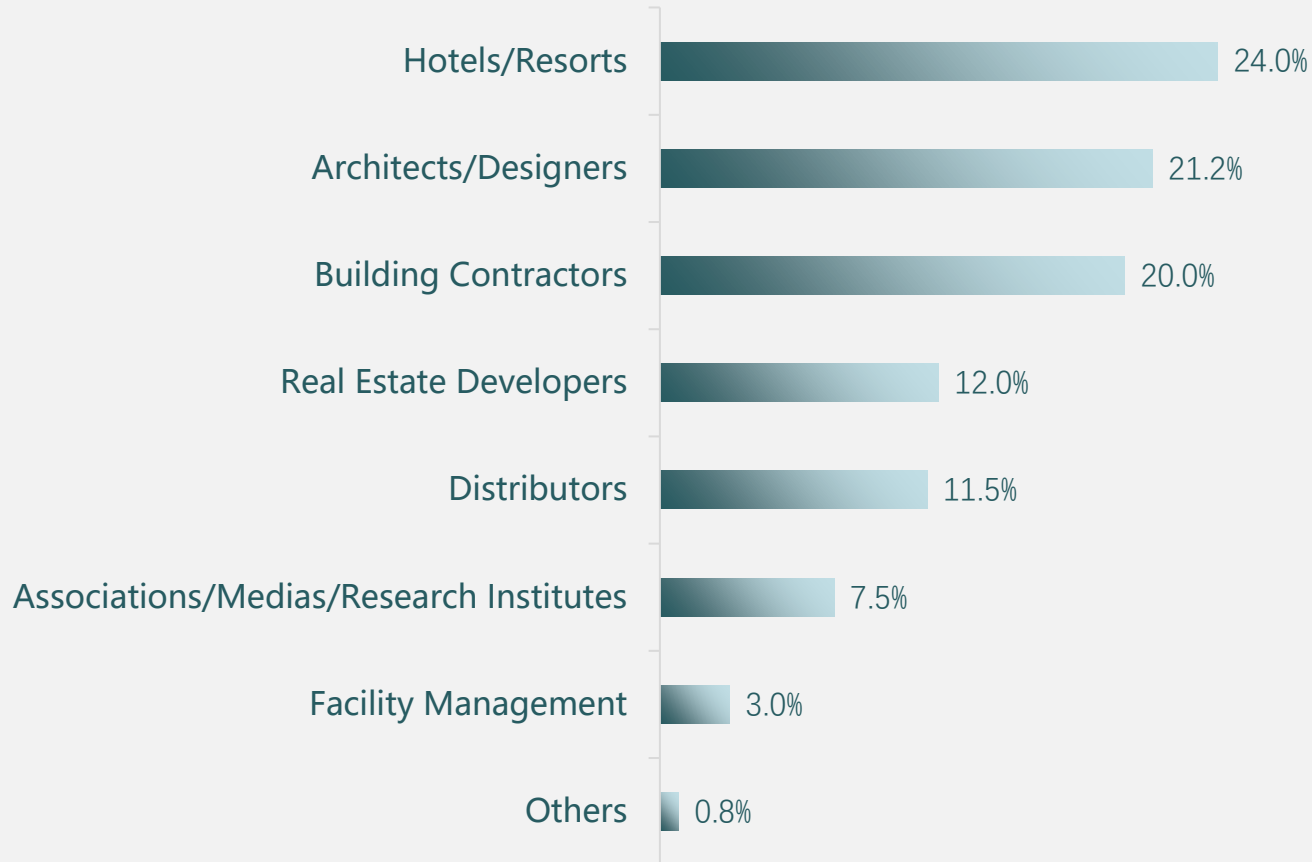
Highlights Review



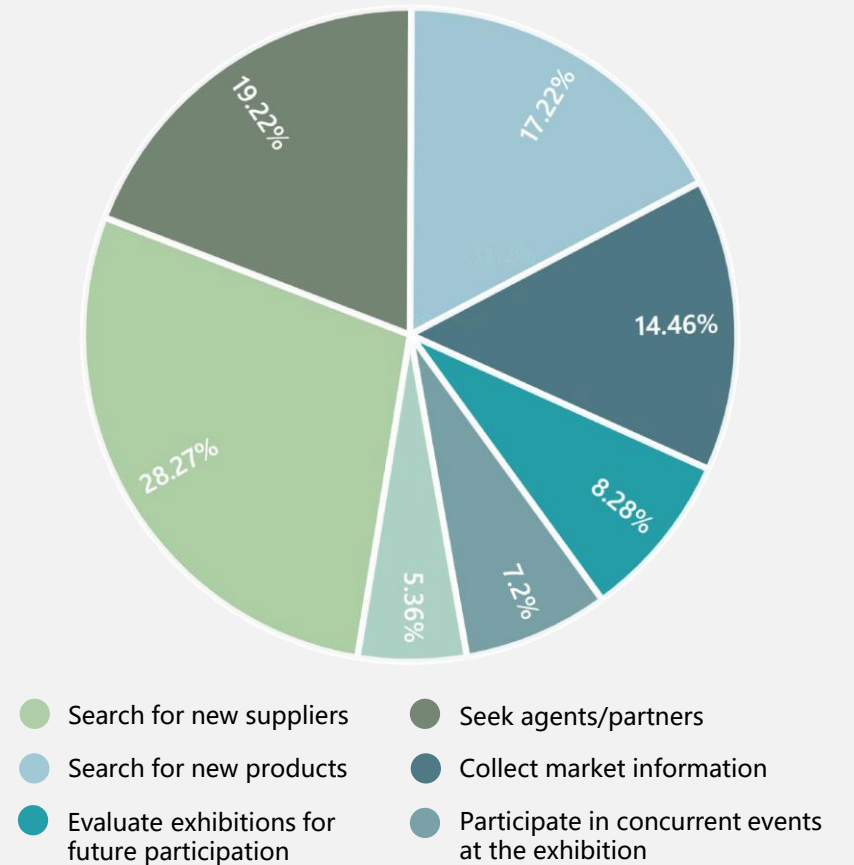
Visitor Analysis

Over 130,000 professional buyers from hotels, design, architecture, and engineering industries gathered for Hotel & Shop Plus Shanghai!

Business Distribution



Visiting Purpose



Overseas Visitor Distribution

The number of professional buyers from **176** countries and regions outside of China reached **10,886**.

Regional Breakdown

Asia	62.23%
Europe	22.23%
South America	3.08%
North America	5.43%
Oceania	3.60%
Africa	3.43%

Top 10 countries are **Russia, South Korea, Malaysia, Thailand, Singapore, Mongolia, Japan, Australia, Philippines, Kazakhstan**, further enhancing the international influence of the exhibition.



Delegate Testimonials



**Jin Luyi, Vice President of Development,
Greater China, IHG**

The professionalism and creativity of the organizers are truly impressive, filling us with anticipation and excitement to attend the event again next year! Taking advantage of the exhibition, we engaged in in-depth discussions with numerous potential owners and upstream and downstream partners, jointly planning to create hotel products that align with future trends and promise substantial returns.



**Wang Lei, Chief Development Officer, Greater
China Wyndham Hotels & Resorts**

The exhibition services were professional and efficient, showcasing benchmark standards and helping us gain insights and deepen collaborations. Bringing together global resources, professional audiences, and innovative topics, it built a valuable platform for exchange and cooperation in the hotel industry.



**YungHo CHANG, Founding Partner and Principal Architect, Atelier FCJZ
Dean, Faculty of Architecture, University of Hong Kong**

The main forum felt like an ancient Greek theater, brimming with open and passionate exchanges. Architects gathered to discuss design and innovation, sparking endless inspiration. Everyone was fully engaged, speaking with enthusiasm and passion. The forum combined professional depth with a warm human touch, offering a profound sense of the industry's vitality and unique charm. The atmosphere was truly exceptional!



**Wang Hui, Founding Partner & Principal
Architect, URBANUS**

Strolling through the exhibition, every corner showcased exquisite, design-rich exhibits and scenes, like meticulously crafted artworks that dazzled the eye. The event was truly a feast for the senses, earning high praise from peers and visitors alike for its thoughtful layout and rich content. The Shanghai International Architecture Festival was undeniably outstanding!



**Chairman of the Board of "Design 99" & Executive Director of the
China Interior Decoration Association**

Hotel & Shop Plus highlighted industry leadership, with AI innovation and space design stealing the spotlight. Focusing on smart, human-centric, and sustainable trends, it provided an efficient platform for designers and brands, driving industry upgrades and offering great value for collaboration.



**Li Fei, Director of Future Space Design Institute, China State
Construction Eastern Decoration Co., Ltd.**

2026 Hotel & Shop Plus showcased cutting-edge technology and spatial aesthetics with solid content and broad vision. Focusing on the upgrade needs of hotels and office spaces, it featured diverse exhibits and professional forums, effectively bridging communication gaps between design, supply chains, and investors. With organized execution and standout highlights, it brought innovative ideas and practical directions to the industry, paving the way for deeper cross-sector integration in the future.

Buyer Testimonials

Dong Le, Owner/Investor of KIMPTON Tongyuan Hotel

For many years, Hotel & Shop Plus has been a must-attend event for me in the industry. This time, the experience was truly exceptional! I not only successfully connected with several long-term suppliers, further strengthening our partnerships, but also, with a keen eye, discovered numerous new products perfectly aligned with my project's positioning. The onsite discussions were lively and smooth, and the trip exceeded my expectations with abundant gains!

Jiang Fenglan, Procurement Manager of Chongqing Hotel Management Co., Ltd.

Participating in the business matchmaking event was like a one-stop convenient journey, precisely connecting us with suppliers across all categories. As our hotel is in the critical preparation phase, this event saved us from shuttling between suppliers and comparing prices, greatly reducing preparation time. The process was efficient and hassle-free, giving a strong boost to our hotel's opening!

Mr. Gan, GM of China Eastern Airlines Group Hotel Management Co., Ltd.

This exhibition was far more efficient than before, making the experience truly delightful! Our first experience with the Hotel & Shop Plus matchmaking service felt like a guiding light, transforming aimless searching into precise pre-event support and direct onsite discussions with matched exhibitors.

Zhang Qi, Project Manager of Tianjin Zhenpin Craftsmanship Decoration Engineering Co., Ltd.

This matchmaking event was truly a "timely rain" for our engineering company. It greatly facilitated our exploration of cutting-edge hotel materials and technologies. Many of the products showcased onsite perfectly aligned with the renovation needs of our ongoing hotel project, almost as if tailor-made. We sincerely thank the organizers for thoughtfully building this efficient face-to-face supply-demand platform. We look forward to future exhibitions and the surprises they will bring!

Cheng Fangzhou, Partner of HotelConsult Bahamas.Ltd

Thank you to the organizers! We will attend future exhibitions! Hotel & Shop Plus matchmaking event was my "procurement savior"! It not only helped me source domestic hotel supplies but also assisted my Bahamian partners in finding smart hotel products. From intelligent guest controls and energy-saving systems to robotic services, the showcased solutions perfectly matched our luxury resort project needs, with direct access to decision-makers ensuring smooth and efficient communication.

Guo Xiaoqiang, President of Shanxi Hotel Industry Association Chain Brand Hotel Branch

My first experience with the matchmaking service at the Shanghai Hotel Show exceeded expectations. The staff demonstrated exceptional professionalism and attentiveness from the very beginning, ensuring a worry-free process throughout. Their impressive ability to precisely match partners quickly connected me with collaborators that perfectly aligned with my needs. This trip was filled with engaging and fruitful discussions, with business opportunities shining like stars, leaving me full of anticipation for future collaborations!

International Visitor Testimonials



Laura Petrović, Manager of SILU

This is our first time attending Hotel & Shop Plus Shanghai. It's a top-tier one-stop procurement platform for hotel & commercial space in Asia, with complete product categories and reliable qualified suppliers. We've found ideal partners here and will keep long-term cooperation.



Catherine Dave, CEO of Crossing Art

Hotel & Shop Plus Shanghai brings together high-quality suppliers covering hotel supplies, office furniture and commercial space solutions. The professional matching service is efficient, and we've reached multiple procurement intentions. Highly recommended for global buyers!



DIVINE OYAMA, CEO of Deluxe World

First, I was once again deeply impressed by the organization. From the hotel check-in to the visit to the exhibition center, everything was meticulously planned and executed properly. Thank you for hosting us.



BARISOV VLADISLAV, Head of Business Division, Fomatik LLC

This event is a valuable platform for industry exchange, connecting diverse suppliers with unique order requirements. It enables participants to find suitable partners, making it an unmissable opportunity for business growth and resource integration.



Olga everett, Manager of Haviv

The exhibition impressed with its seamless organization and thoughtful hospitality. We connected with a sought-after eco-materials manufacturer, paving the way for promising collaboration. It exceeded expectations, opening doors to new opportunities!

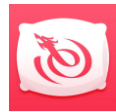


ABDELAZIZ MOHAMED, CEO of VALUTORIA LTD

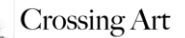
This expo is the best sourcing platform for our Middle East hotel & office space projects. It covers all categories we need, with professional services and rich industry resources. We've signed intent orders and gained great business opportunities.

Buyer Highlights

Domestic Hotel Brands

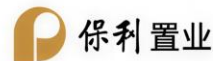


Overseas Brands



Professional Buyers

Real Estate



Design Company



Professional Buyers

Retail and F&B



Facility Management



HOTEL&SHOP PLUS



02
**Exhibitors from
Entire Industry
Chain**

Exhibitor Testimonials



Zhang bin, Vice President of JOMOO

The exhibition gathered 130,000 hotel groups, designers, and buyers worldwide, providing an efficient communication platform. As the hotel industry shifts to quality competition, JOMOO leverages technology to enhance value, achieving great results. Thanks to the organizers and partners for their support. We look forward to exploring smart, green, and efficient development together.



Lu Feng, Domestic Marketing Director of KINGDOM

Hotel & Shop Plus Shanghai exceeded expectations with fruitful results. Key innovations like Zero-Wood Smart Stone-Plastic Panels and hotel renovation solutions addressed industry pain points, attracting hotel owners, designers, and contractors. Many clients showed strong interest, and several projects are now in follow-up stages. Thanks to the platform for fostering industry exchange, and best wishes for the event's continued success.



Liu Bao, Chairman of LIONKING

The four-day exhibition exceeded expectations in lead conversion, and we look forward to reuniting next year to create more opportunities. Lion King Ceramics made its third appearance at Hotel & Shop Plus, showcasing a full range of new tiles and creating exclusive aesthetic spaces, attracting numerous hotel and homestay owners for discussions. The exhibition earned the "Most Popular Supplier Award-Golden Award," with product quality and service excellence highly recognized.



Ge Wenxiang, Chairman of SEITY

The scale of Hotel & Shop Plus was remarkable, exceeding our expectations. We connected with hundreds of targeted customers on-site and discussed cutting-edge industry trends, innovative products, and lighting design solutions with peers, showcasing the strong innovative vitality of the industry and achieving great results. Sincere thanks to the exhibition for providing such a high-quality platform. We look forward to collaborating again next year to achieve even greater success.



Hu Meili, Planning Director of YD Illumination

2026 Hotel & Shop Plus was bustling with energy and enthusiasm. The integration of 3D printing with cultural tourism and landscape applications attracted numerous professionals and provided exhibitors with a high-quality exchange platform. The well-organized layout and smooth on-site services showcased the organizer's professionalism. Sincere thanks to the organizers for their efforts, and best wishes for the exhibition's continued success and growing influence.



Deng Lisi, Brand Manager of MARATTI

The exhibition effectively empowered our ESG residential health business, efficiently connecting us with premium hotel clients and professional designers. It strongly facilitated collaboration opportunities for our commercial customization projects, achieving synergistic growth in brand value and business development.

Exhibitor Testimonials



Zhang Hongbin, Founder of TONNEY

The exhibition has successfully concluded, achieving the expected results. The event was well-organized, with seamless on-site services and a strong turnout of professional attendees who were both high in quality and quantity. It provided an efficient platform for brand showcasing and business networking. We sincerely thank the organizers for their meticulous planning and thoughtful services, as well as every attendee for their trust and support.



Lan Jin, General Director of LMZ (Jiangsu)

At this exhibition, LMZ captured the attention of numerous industry peers, partners, and attendees. The event was well-organized, with seamless operations throughout. From the initial booth setup to subsequent business engagements, every step was closely coordinated, ensuring a smooth and convenient experience.



Zhu Yifei, General Manager of Groupe GM

Thank you to every friend who joined us. Together, let's shape a future of sustainable luxury. Our mission goes beyond reinventing products—we are committed to redefining the industry's ecological footprint. Guided by our vision, we embark on a new journey together. The path to carbon neutrality begins with choosing ECOFILL.



Zhou Zhenhai, Founder of Boonlive

During the exhibition, the venue was bustling with activity, earning recognition and praise from major hotel chains and numerous property owners. Our end-to-end smart hotel solutions perfectly address the needs of hotels seeking intelligent upgrades. We sincerely thank the organizers for their meticulous planning and professional services!



Lu Kun, Vice president of Product of Excelland Robotic

As a long-time partner of the exhibition, Excelland Robotics extends its gratitude to the organizers for creating such an exceptional platform. This event has not only accelerated the deep integration of the smart ecosystem but also opened new opportunities for cross-industry collaboration in the robotics sector. We are truly honored to once again join forces with the world's leading companies in this grand event.



Chen Hongan, Co-founder & CTO of A'LIVE

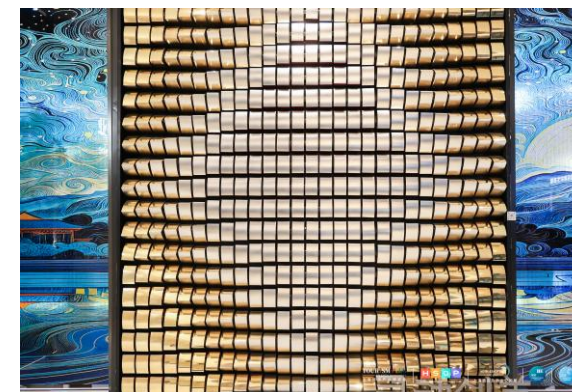
We engaged in in-depth technical exchanges with numerous hotel groups, integrators, and ecosystem partners, gaining a wealth of cooperation intentions. This further validated our product approach of "driving guest experience and operational efficiency improvements through technological innovation." The exhibition was highly professional and forward-looking, and we look forward to meeting again next year!

Building Material Renewal & Intelligent Upgrade

Comprehensive Advancement in Hotel Engineering Materials

JOMOO 九牧 | **HUIDA 惠达** | **simon** | **AGMO 艾格木** | **EXPOCASA 艾宝家具** | **HNBWRN**
JING YING 晶英 | **Tejler 特洁尔** | **英士利** | **OMSA** | **RAREGO** | **QUMANSHU 欧曼舒**
DEPPAI 德派 | **T&T 卫浴** | **西马 COMAI** | **德国 COSO** | **领诺** | **AIFOL 欧派卫浴**
智拉斐 Smart Laffey | **COLORS** | **YOYU 永裕** | **ONE CARAT 一克拉** | **零木智造**
YEKAITES 易岩 | **中民矿业 CM Stone** | **HONJAR 鸿雁** | **NATURE GREEN**
SEITY 西铁照明 | **LICHEER** | **丽车石晶** | **魅力花园** | **瀚米欧照明 YMO LIGHTING**
世纪豪门 多功能整装 | **MIAOFENG 妙峰** | **美赫 顶墙集成** | **一字匠艺术 VI ZI HUI ART** | **H-TREE** | **诺奥 NUOAO**
XINCO 鑫作 | **SAVILE 萨维尔** | **PFD 彭丰** | **Dnmei 鼎美** | **KOJO 科居** | **ALBRIGHT 欧博莱**
Artie 亚帝 | **VINEKO** | **雅格美天 YAGEMEITIAN** | **Varmax 完美色彩金属家具** | **帝加**
名耀家具 MYGLORY | **pebl** | **时代文仪 SDAWENI** | **Dedans 丹哆** | **北拓 BEITUO**

Halls E1-E5 focus on green and intelligent development, showcasing various eco-friendly building materials and energy-saving lighting that draw significant attention. Cutting-edge technologies deliver convenient experiences, while the strong international atmosphere gathers global expertise, setting new trends for the industry.



Hotel Brands Shine with Elegance

Investment and Franchising Elevate to Excellence



Hall E5 brings together a diverse range of exhibits. In addition to architectural decoration, it helps buyers find premium hotel franchise opportunities, showcases creative and unique styles, explores cutting-edge hotel designs, and provides one-stop comprehensive hotel solutions.



Empowering Spaces, Driving Efficiency

Practical Smart Solutions on Display

Halls E6-E7 focus on the core tracks of smart hotels, highlighting the trends of digitalization and intelligent upgrades in the industry. They comprehensively showcase cutting-edge achievements across the entire smart hotel industry chain, driving high-quality transformation and development in the hotel sector.



Refined Hospitality, Elegant Renewal

Hotel Supplies and Aesthetic Spaces Shine

Halls W1-W5 are dedicated to deeply optimizing the hotel supplies supply chain by integrating resources and innovating models. This approach reduces intermediaries, lowers costs, and enhances efficiency, providing hotel clients with higher-quality and more cost-effective products and solutions.



Smart. Clean. Sustainable.

Uniting the Future of Cleaning

Halls N1-N4 features the latest cleaning and property management innovations. The event connected industry players, unveiled new tech applications, and drove synergy across the entire supply chain.



HOTEL&SHOP PLUS



03

**DIVERSE ACTIVITIES &
SYMBIOTIC SCENARIOS**

Shanghai International Architecture Festival

As architecture speaks for urban evolution and design connects global innovation, we delve into the future of cities. Shanghai International Architecture Festival 2026 hosted by Sinoexpo Informa Markets, the event covers sectors including architectural decoration materials, engineering design, lighting and intelligent control, spatial design, and sustainable design. Taking place in Hall N5, it brings together high-quality exhibitors, leading designers, and industry peers to present a series of sharing sessions and special exhibitions. Co-launched with authoritative domestic and international institutions, the festival will welcome global architecture masters to share insights, gather innovative new material brands for collaborative growth, and build a world-class architecture platform for boundless communication and in-depth connections.





Future City:Global Visions for Urban Blueprint and Design Trends



SIAF Master Architects Forum



Theme Salon X



More Forum

Forums & Talks



SIAF Summit Dialogue

The two-day main forum features two flagship events, focusing on sustainable urban development and human settlement innovation. The Future City · Sustainable Urban Development Summit gathers industry pioneers including developers, architects and cross-disciplinary designers. It centers on the industrial shift from building construction to urban space cultivation, explores the evolution of cities and builds a future-oriented living ecosystem. The SIAF Master Architects Forum integrates global visions with local practices. Empowering urban construction with smart technologies, it seeks new paths for green, low-carbon, livable and high-quality sustainable development.

SIAF Special Exhibition

PAVILION

SIAF Featured Splendid Exhibitions



RIBA Pavilion



CREDAWARD Design Award Roadshow
Golden Dot Award Roadshow



Box Full of Light • Blues' Carton Universe



Cross-Over Power Station



Stone Realm——A life Coexisting
With Natural Beauty



Ceramic Reflections——The Urban
Identity of DingShu



Symbioses Domain Future Urban
Habitat Labortory



SU · Urban Regeneration Themed
Exhibition

Speakers



Li ZHANG

Vice President, International Union of Architects
Dean, School of Architecture, Tsinghua University



YungHo CHANG

Founding Partner and Principal Architect, Atelier FCJZ
Dean, Faculty of Architecture, University of Hong Kong



Tonghe XING

Senior Chief Architect
Arcplus Group PLC



Dr Valerie Vaughan-Dick

Chief Executive Officer, RIBA



May WEI

The American Institute of Architects (Shanghai) President



Jiang WU

Architects Regional Council Asia (ARCASIA) President



Sohail Shaikh

Deputy HM Trade Commissioner for China



K.B. Albert CHAN

Shui On Land Director Group
Chief Sustainability Officer



Tingfeng YE

Senior Design Director
Tishman Speyer



Zheng ZHU

Chief Product Officer (CPO)
Gemdal Corporation



Benjamin Warner

Managing Director Asia, RSHP



Satoshi Ohashil

Director (China), Zaha Hadid Architects



Shuoning TANG

Chairman and Chief Architect
TJAD(Group)



Jie ZHANG

Professor, School of Architecture, Tsinghua University



Cheng GONG

China Director, Snohetta



Jo Bacon

Manager Partner
Allies and Morrison



Prof. Marc Aurel Schnabel

Dean, Design School of Xi'an Jiaotong Liverpool University



Hongtao BO

Director & Chief Architect,
CCTN Design



Wei SUN

Founding Partner and Chief Architect, weico



Celia LAI

Director, Transportation
AECOM



Prof. Ying JIN

Professor of Architecture,
University of Cambridge



Penny Cheung

Director, Chinese Mainland
Arup



Shu DU

Director, Head of China, BIG
(Bjarke Ingels Group)



Weijie LIU

Partner
Foster + Partners



Vincent YU

Founder, DOMO Nature



Wenbo WU

Founding Partner, ORIA



He SHEN

Founding Partner, SHUISHI



Maggie XU

Founding Partner, SUPERCLOUD



Design Week Shanghai

Design Week Shanghai is the annual core platform for exchange in the hotel engineering and design industry, bringing together global design talent and focusing on spatial creativity and aesthetic innovation. It emphasizes the entire chain of design, material selection, procurement, and implementation, efficiently connecting designers, real estate developers, hotel owners, and full industry resources. The event drives deep collaboration between design and industry, uncovering the commercial value and practical potential of innovative design concepts, helping every creative idea transition from blueprint to reality.



Summit Dialogue



FORUM

Connecting with Design,
Linking to the Future



- China International Building & Interior Design Forum
- AI Innovation · Going Global
- Humanity, AI, and the Future of Hospitality
- Asia Luxury Lifestyle Forum
- Reshaping Hotel Assets with "Healing Power" in the Era of Stock Renewal
- The 2nd Cultural, Commercial and Tourism Investment Forum
- 2026 New Vacation Era Hospitality & Tourism Innovation Forum
- Destination Evolution: From Scene to Lifestyle
- Co-creative Journey Hotel Design Forum & Master's Assistant Selection Launch
-



China International Building & Interior Design Forum

The IDF Forum, as the flagship event of the Hotel & Shop Plus, aims to foster cross-disciplinary dialogue between leading international designers and China's most dynamic architects, designers, major real estate developers, and hotel management representatives. The "Global Expansion Roundtable" focuses on the internationalization of Chinese design and hotel brands, featuring global industry leaders such as the Global Co-CEO of HBA and the founder of Avalon Collective. They share project experiences, cultural strategies, and business models, offering valuable insights and inspiration for global ventures.



Discussion: Designing Human Habitats - the dynamic symbiosis amongst people, architecture and the environment



Special Exhibition



PAVILION

New Trends · New
Strategies · New Experiences

| Human-Pet Friendly Space |

Curator: Patrick Fong
Founder, PFD+



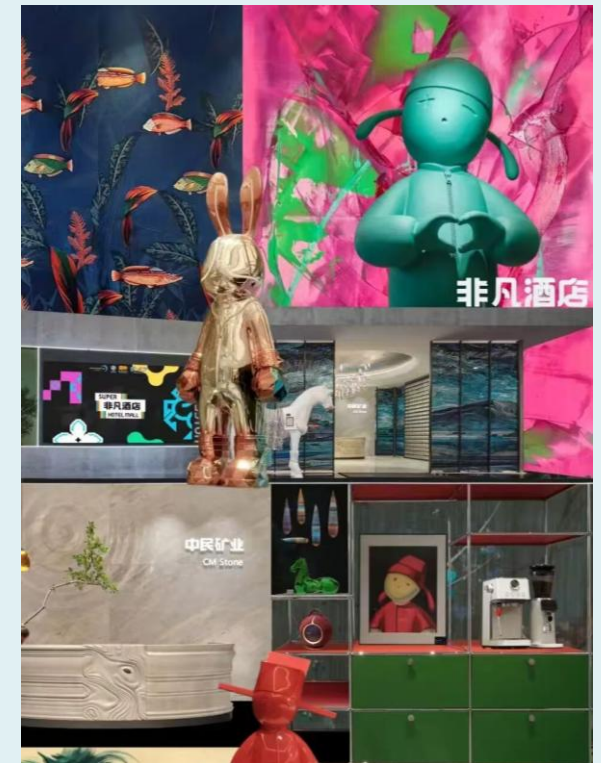
| Oriental Aesthetic Healing · Hotel Pavilion |

Curator: Lü Shaocang

Founder, Lü Shaocang Design; Founder, Yunyin
Oriental Courtyard (Yunyin Dongfang · Yuan)

| Super Hotel Mall |

Curator: Siza Cham
Founder, TCDI Design



Speakers



Chris Godfrey

Global Co-CEO
HBA



Yang Bangsheng

Founder & Chief Designer
YANG Design



Hong Peng

Global Partner & Vice
President, CCD Design



Li Ruizhong

GM, Greenland Hotel & Tourism Group;
Standing Director, 8th Council, China
Tourism Hotel Association



He Yijun

Head of Overseas
Business, Jin Jiang
Hotels China Region



Debra Parkington

Design Director and Head of
Hong Kong Branch
LW Design



Shen Qian

Senior Design Director
IHG



Wong Chiu Man

Co-Founder
WOW Architects



Lv Huanzheng

Design Director
goa



Pei Xudong

Vice President
YANG Design



Liao Weikai

Leader, Hospitality Design
Practice, Greater China, Gensler



Pearl Huang

Global Board Director & Partner
Woods Bagot



Coren Hes Zou

Founder & Design Director
CHD



Cathy Wang

Founder & President
Montaigne Design



Hu Bin

Vice President, Design & Project
Management, Greater China,
Marriott International



Richard Zhang

Senior Vice President,
Design & Technical Services,
Greater China, Accor



Jin Aijun

Design Director, China,
Kempinski Hotel Group



Li Jun

Senior Vice President,
MGM Resorts
International



Lin Zhe

Deputy General Manager,
Engineering Technology Center,
Jinling Hotel Management Group



Ziyu Zhuang

Founder & Principal Architect
BUZZ / Büro Ziyu Zhuang



Wang Zhiyong

President
Wanda Hotel Design Institute



Ji Chunhua

Vice President & Executive
Dean, Design Research
Institute, Gold Mantis



Jerry Wu

Founder & Design Principal
InterScape Design Associates



Cao Ya

Expert, Rural Tourism Expert
Think Tank, Ministry of
Agriculture



Dominique Amblard

Founder
dom.a Design Studio



Guo Zhijian

Dean, Robotics R&D Institute, China
Construction Engineering Design &
Research Institute Co., Ltd.



Xie Yixuan

Executive Director, Health
Data Hub, Shanghai Data
Exchange



Lu Chunyan

Life Management Research Institute,
OCTAVE Institute



Hotel Culture Week

Hotel Culture Week deeply focuses on the latest trends and key topics in the hotel and cultural tourism sector. Guided by the core philosophy of "multi-dimensional coverage and in-depth exploration," it brings together key players across the industry, including executives from hotel management groups, boutique hotel founders, senior buyers, industry investors, and renowned designers. Through diverse formats such as thematic discussions and roundtable dialogues, it creates a high-end platform for information sharing, resource connection, and thought exchange within the industry.



Summit Dialogue



FORUM

Brand Enhancement & Business Expansion



- China International Hotel Brands Innovation Forum
- The 6th Culture Festival of Culture, Commerce and Tourism - Hotel Brands
- 2026 Reader & Review New Wisdom Summit
- The 7th Hotel Linen Digitalization Forum
- China Hotel Investment AC&CHPI Index Summit
- China Hotel Asset Restructuring Summit & "Mengding Hotel Alliance" Cooperation Conference
- Meadin (Shanghai) Regional Hotel Development Forum
- Hotel & Commercial Space × Aromatherapy Healing
- Hotel Uniform Show
- Hotel Housekeeping Competition
- Hotel Brand Investment & Franchise Zone
-



China International Hotel Brands Innovation Forum

China International Hotel Brands Innovation Forum centers around the theme "Innovation through Tradition · Collaborative Ecosystem." Guided by the concept of redefining brand value, the forum focuses on key topics such as asset revitalization, product upgrades, service innovation, and technology empowerment. The event will feature over 50 distinguished speakers, including executives from leading domestic and international hotel groups, hotel investment experts, and renowned designers. It is expected to attract more than 500 professional attendees, including representatives from cultural tourism groups, investors, franchisees, commercial real estate professionals, designers, and hospitality influencers, establishing itself as a premier platform for thought leadership in the industry.



Events & Special Zone

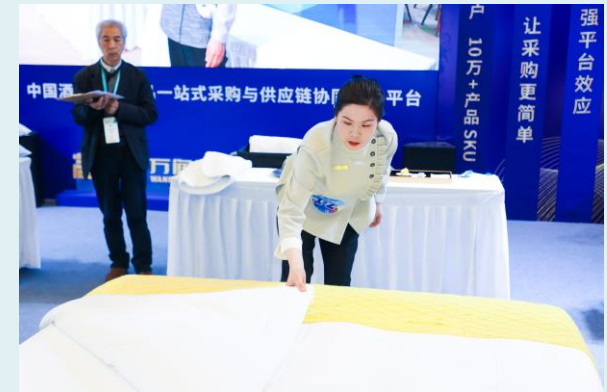
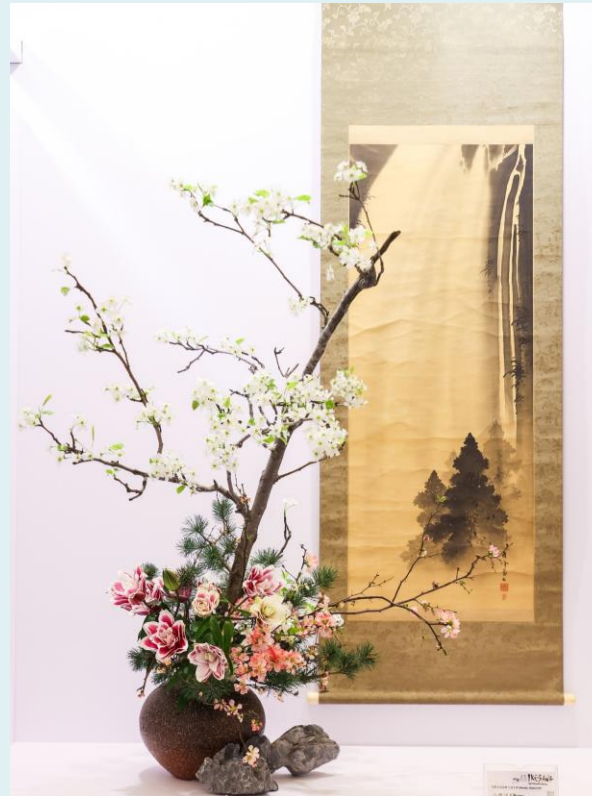


HIGHLIGHTS

Value Empowerment & Experience Redefined



| Hotel Floral Art Exhibition |



| Hotel Uniform Show |

| Hotel Housekeeping Competition |

Speakers



Dr. Xin tao

Secretary-General, China Tourist Hotels Association



Sun Jian

Chief Development Officer
IHG Greater China



Steven Saxon

President of Development
Hilton Greater China & Mongolia



Xu Hao Chun

Chief Development
Officer, China,
Shangri-La Group



Wang Lei

Chief Development Officer,
Greater China
Wyndham Hotels & Resorts



Liu Bo

Director, STR North Asia



Dai Peiren

Director, Shanghai Tourism Hotel Star
Rating Committee Office;
Secretary-General, Hotel Branch,
Shanghai Tourism Industry Association



Li Zhaoruiqi

Vice President, Product & Technical
Services and Pre-Opening
Department, Ascott China



Zhang Xingguo

Chairman, Digital Special
Committee, China Hospitality
Association (CHA)



Li Yukai

Chief Operating Officer,
Yilong Hotel Technology



Zhang Hongbin

China Tourism Hotel Association
Chairman, Procurement & Supply
Chain Branch



Li Jianjun

Vice President, China
Association of Commercial
Enterprise Management



Wang Zhiwei

Vice President, BTG
Homeinns Hotels Group



Dou Lingling

COO, World Hotel Group



Li Honggang

Director & CEO, Sushi Hotel



Li Chenwei

CEO, Ruiting Hotel Management
(Yuankai Hotel Group)



Yu Chao

CEO
Radisson Hotels (China)



Chen Baozhu

Vice President,
Development, Greater
China & Mongolia, Hilton



Jin Luyi

Vice President,
Development, Greater
China, IHG Hotels & Resorts



Zhu Xiaowen

General Manager, FlyZoo Hotel,
Alibaba Future Hotel
Management (Zhejiang) Co., Ltd.



Chen Qi

Senior Vice President, Supply
Chain R&D and Procurement
Center, H World Group



Li Xinwei

General Manager, Hotel Management
Center, Commercial Management
Division, Greentown China



Yao Ming

Director of Purchasing
BTG Homeinn Hotel Group



He Shaohua

Vice President, Qicheng Hotel
Management, Yilong Hotel
Technology



Zhang Dingjie

Vice President, Government &
Enterprise Business; GM, East
China Region, JD.com



Ji Gang

Senior Director of Procurement,
Greater China, Accor



Long Chilin

Director, Hotel & Travel
Industry, Wukong Business Unit



Yang Xi

Director, Smart Channel, Youku



Charm of Light

Charm of Light Series Forum focuses on diverse fields such as hotel and commercial smart lighting, cultural tourism landscape lighting, commercial office lighting, and light shows. Through in-depth sharing of outstanding design cases, the forum serves as a professional dialogue platform connecting real estate developers and hotel management teams, driving knowledge sharing and technological innovation in the lighting industry.



Summit Dialogue



FORUM

Emotional Value · Aesthetics of Light and Shadow



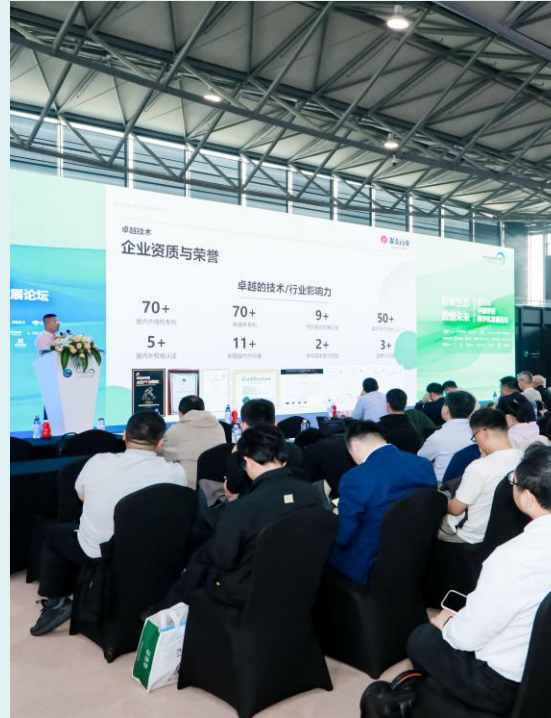
China International Lighting Design Forum
Commercial and Architectural Landmark Lighting
Shanghai Cultural Tourism Landscape Light and Shadow Forum -
A Coexisting Picture of Infinite Light and Shadow Scenarios
Healing and Intelligent Lighting
.....

SHOP PLUS

Shop Plus features a series of specialized forums covering a full spectrum of topics, including retail innovation, commercial district revitalization, digital retail, international design, and sustainable smart construction. These forums delve into various niche areas, establishing a thought leadership hub for the commercial space industry. Bringing together experts from retail, real estate, architecture, international design masters, and corporate executives, the event offers valuable insights through policy analysis, trend forecasting, case studies, and practical technology applications, unlocking multidimensional strategies for upgrading and transforming commercial spaces.



Summit Dialogue



FORUM

Seizing Trends · Unlocking
Breakthrough Strategies



23rd CCAGM Annual Meeting & Business Innovation Summit
2026 China Shopping Center & Outlets Development Forum
2026 China Retail Digitalization Development Forum
2026 China Urban Business District Renewal & Stock Commercial
Space Upgrading Forum
2026 Summit Forum on Commercial & Store Design
.....

Speakers



Song Zhiping

Chairman, China Association for Public Companies;
Chief Expert, China Enterprise Reform and Development Research Society



Zhang Min

Secretary of the Party Committee & Chairman, Shanghai Huaihai Commercial (Group) Co., Ltd.



Hong Fei

Vice President, Intime Commercial



Deng Shujing

Deputy General Manager, Shanghai West Bund Development (Group) Commercial Management Co., Ltd.



Lin Liping

Deputy General Manager, Beijing Hanguang Department Store Co., Ltd.



Zhang Jianfang

Secretary of the Party Committee, Chairman & General Manager, Shanghai Huijin Department Store Co.,



Hu Fangyuan

Chairman & President, Hengtai Commercial Management Group Co., Ltd.



Huang Xiaoo

VP & Executive Director, Sunac Services Holdings Limited; General Manager, Commercial Management Company



Shen Huifeng

Chairman, Xincheng Commercial Group



Wu Chuankun

Chairman, Winshang Co., Ltd.



Hua Shijie

Head of KA Retail & Commercial Complex, Douyin Life Service



Zhang Yi

Executive Vice President & Head of Retail Management, Keppel China



Gao Xiang

President, Jiuzhou Group; Curator, GGC



Wang Chunyan

GM, Beijing Jinbao Hui Shopping Center
GM, Commercial Management Division, Fu Wah International



Peng Haoran

General Manager, Innovation Business Division, Capital Lang Yuan



Wang Yi

General Manager, Retail Business Excellence Center, Guangzhou Yuexiu Commercial Property Management Co., Ltd.



Simon Mitchell

Partner of SYBARITE



Tian Yingjie

Deputy General Manager, Bailian Co., Ltd.; General Manager, Outlets Business Division



Zhao Yingxin

Deputy General Manager, Culture, Tourism & Outlets Business Division, Beiguo Co., Ltd.; Deputy General Manager, Beiguo Outlets



Cui Jianwei

Founder, Yeren Ice Cream



Ding Yuxia

General Manager, Hefei in77



Liu Jie

General Manager, Beijing Friendship Store Co., Ltd., Wangfujing Group



Cai Xiaojing

Deputy General Manager, Bailian Co., Ltd.



Min Wei

Director & General Manager, China, SPARK



Chu Mengting

General Manager, Digital Department, Luyue Tiandi, Shanghai Lujiazui Commercial Management Co., Ltd.



Han Penghui

Chief Information Officer, Xinyulou Department Store Group Co., Ltd.



Wang Xin

CIO
Youngor Group



Shen Feng

Solution Director, Intime Department Store



Cleaning Series Programs

Ultimate Pursuit of Intelligence & Craftsmanship

Featuring over 30 professional sessions, this series integrated diverse resources ranging from property management, urban sanitation, smart cleaning, commercial laundry to medical logistics, indoor environment, HVAC cleaning, and public restroom operations. It brought together top industry elites and experts for in-depth discussions on key issues, collectively shaping the blueprint for the high-quality evolution of the cleaning sector.



Summit Dialogue



FORUM

A New Era for Cleaning

- CREAM-Technology Innovation Ecosystem Summit
- Forum on Medical Space & Logistics Advancement
- Shanghai Urban Environmental Sanitation Summit Forum
- Cleaning Industry Development Forum
- Campaign for the Promotion of National Cleaning Industry Standards
- Property Management Innovators Forum
- Unmanned Cleaning Robot Commercial Application Promotion Conference
- China Property Industry High-Quality Development Summit
- World Commercial Laundry Congress
- Shanghai International Public Restroom Development Forum
- Shanghai Cleaning Skills Competition
- The Yangtze River Delta Indoor Air Treatment Vocational Skills Competition
- ...

Speakers



Toni D'Andrea

EMEA Director, ISSA
CEO, ISSA Pulire Network



Gavin Macgregor-Skinner

Senior Director, ISSA
Associate Professor, Penn State
College of Medicine



Yucai Liu

President
CBEMA



Guangming Cui

Party Branch Secretary
STACAES



Yongxiang Zhuang

Deputy Secretary-General
STACAES



Miao An

Deputy Secretary-General
STACAES



Jinxuan Li

President
Shanghai Laundry & Dyeing
Industry Association



Helge Alt

CEO, Puhastusekspert OÜ



Weixing Sun

Secretary-General
China Stone Material
Association



Yingbo Ma

Secretary-General
Stone Application & Maintenance
Professional Committee, CSMA



Baolei Chen

Director
Stone Application & Maintenance
Professional Committee, CSMA



Wei Wang

VP
Property Branch, CBEMA



Jiang Qiu

President
Shanghai Toilet Association



Rongyao Yu

VP
Hotel Branch of Shanghai
Tourism Trade Association



Peiren Dai

Secretary-General
Hotel Branch of Shanghai Tourism
Trade Association



Ximing Xu

VP
Shanghai Laundry & Dyeing
Industry Association



Qian Chen

VP & Secretary-General
Zhejiang Hotel Association



Ancheng Song

Deputy Secretary-General
Legal & Policy Committee of China
Property Management Institute



Yunxin Zheng

VP
Lingang Campus, Shanghai 6th
People's Hospital



Zhanwei Hou

Party Branch Secretary & Deputy
Director of Logistics Support Dept.
Huashan Hospital Affiliated to FDU



Xueliang Wu

Chairman, Infrastructure
Management Committee
Suzhou Hospital Association



Jianpeng Sun

Head of Laundry Supply Chain,
Huazhu Group



Lei Qian

Deputy Secretary of the Party
Committee, Zhejiang ZJU Xinyu
Property Group Co., Ltd.



Xiaokun Gu

Director, Center for Land
Governance and Urban-Rural
Integration, China Institute for Urban
Governance, SJTU



Leyi Hu

Senior Director, Research Dept.
CBRE



Quan Wang

Deputy GM, BJ Branch of Huamao
Group
GM, Office Building Operation Dept.



Yijie Sun

GM
Commercial & Office
Property, GRGroup



Min Zhang

Vice Chairman,
Guangdong Hongde
Technology Property Co., Ltd.



Hotel & Shop Plus Golden Palace Awards Ceremony



- Most Popular Hotel Supplier Award - Supplies
- Most Popular Hotel Supplier Award - Engineering & Design
- Most Popular Hotel Supplier Award - Smart Technology
- Most Popular Hotel Brand Award - Supplies
- Most Popular Hotel Brand Award - Engineering & Design
- Most Popular Hotel Brand Award - Smart Technology
- Best Hotel Procurement Brand Award - Supplies
- Best Hotel Procurement Brand Award - Engineering & Design
- Best Hotel Procurement Supplier Award - Engineering & Design
- Best ESG Hotel Supplies Brand Award
- Best Space Innovation Brand Award
- Hotel Supply Chain Annual Gold Award
- Best Architectural Innovation Award
-



HOTEL&SHOP PLUS

04

**MARKET
PROMOTION**



Online Promotion

Comprehensive Platform Coverage and Targeted Delivery to Build a Full-Chain Communication Ecosystem



20+ Official Accounts

Covering mainstream vertical platforms such as WeChat Official Accounts, Video Channels, and Weibo, creating an official communication matrix.



An Average of 300+ Authoritative Media Outlets Reached

Leveraging PR Newswire's global distribution network to precisely connect with numerous industry-specific media and vertical information channels.



Ads with Tens of Millions of Clicks

Combined advertising on mainstream social platforms such as TikTok and Tencent, achieving cumulative exposure and click-through conversions in the tens of millions.



B2B Buyer Database

Accumulating millions of high-intent data points to enable segmented and targeted marketing campaigns.



Vertical Content Matrix

Collaborating with industry KOLs and authoritative media to co-create a professional communication ecosystem across the entire industry chain.

Online Exposure

Core Data Overview

300,000+
WeChat Official
Account Followers

700,000+
B2B Buyer Database

4,000,000+
Overseas Traffic Reach

1,000,000+
Search Engine
Indexing

500,000+
Channel Click-
Through Conversions

20,000,000+
Tencent Ads Exposure

Media & Advertising

WeChat Official Account Ads

Partnering with top influencers in vertical industries and local lifestyle sectors to reach high-value audiences. Coverage includes key communities in real estate, design, hospitality, and lifestyle, ensuring precise engagement with target demographics.



Expanding Across Mainstream Advertising Channels

A comprehensive multi-channel strategy that leverages Tencent's ecosystem, short video platforms, and other high-traffic hubs to reach potential users and maximize brand exposure.





Media Partners

Leveraging industry resources, the exhibition's promotion spans official websites, mini-programs, media networks, and audience data across online and offline channels. It connects the global hotel and commercial space ecosystem, achieving better promotional results through online-offline synergy.





International Media Partners



Joining hands with top industry partners from North America, Europe, Asia-Pacific, and other regions to jointly drive the globalization of our brand. In the future, we will continue to deepen cross-border collaboration, promote resource sharing, and create value together!

AD Performance Showcase

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

Hotel & Shop Plus Shanghai
16 - 19 Dec 2025
SMECC, Shanghai

AHEAD

SHORTLIST ANNOUNCED

Sleeper

China's Leading Hospitality Show for Construction and Operation

Go to Website

Why You Came?
25,000 SQM was featuring 1000+ innovative exhibition
10,000+ professional buyers from 121 countries in 2025
500+ Top quality exhibitors from 150+ business meetings
40+ Free access to LIVE interactive marketing space back

Exhibition Sectors
Hotel Supplies, Dining, F&B, Ceramics & Bathrooms, Lighting & Smart Control, Commercial Design, F&B Service, SmartHotel, SmartHotel, SmartHotel

Who Are Visitors?
*Architects
*Interior Designers
*Design and Supply Merchants
*Real Estate Development Department
*Building Materials/Smart Supply Market
*Manufacturer/Service Providers

Hotel & Shop Plus Shanghai
31 March - 3 April 2026 | SNIEC, Shanghai

TradeLinkMedia

AHEC and Phantom Hands Unveil 'Re-editions' Collaboration at Design Mumbai, Featuring Talent from Australia, Japan, and the Netherlands

Discover hotel security solutions at Hall E6.

China's Leading Trade Show for Hospitality Construction and Operation

Discover hotel security solutions at Hall E6.

Discover hotel security solutions at Hall E6.

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

Flooring

Discover Commercial Flooring at Hotel and Shop Plus 2026

Discover Commercial Flooring at Hotel and Shop Plus 2026

Discover Commercial Flooring at Hotel and Shop Plus 2026

Discover Commercial Flooring at Hotel and Shop Plus 2026

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

Hotel Business Review

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

D&C

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

Member Exclusive

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus Shanghai
31 March - 3 April, 2026
SNIEC, Shanghai

MaDesign

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

Hotel & Shop Plus 2026 - A one-stop sourcing platform for hospitality professionals

HPGLE EZBUY

To help buyers and sellers find partners more efficiently and expand their business scope, HPGLE (www.hpgle.com) provided a special area for offline face-to-face communication between supply and demand sides in this exhibition!

Our dedicated procurement team engages in in-depth pre-event consultations with buyers, providing end-to-end matching services. We meticulously align with your sourcing needs, recommend verified upstream suppliers, and schedule tailored meeting agendas in advance. On-site, you will enjoy exclusive VIP buyer privileges and premium hospitality services for a seamless procurement experience.

50,000,000+

Annual Visits



8000+

Top-Tier Suppliers



68,000+

Number of Products





Online and Offline Specialized Services

Beyond Display · A Tool for Efficient Transactions



Procurement Communities

- Tackling Buyers' Challenges: "Struggling to Find Reliable Suppliers or Competitive Prices"
- Dedicated 1-on-1 Procurement Advisor "HP" for Instant Support
- Buyers Share Their Needs, Suppliers Connect Directly
- Build Targeted Communities for Seamless Engagement (Construction Materials, Hotel Supplies, Smart Hospitality, Cleaning Equipment)

152

High-Quality
Communities

20,000+

Community Size



Exhibition Live Streaming

- A professional team of directors, TV producers, and KOL influencers hosted on-site visits to over 100 key exhibitors.
- Livestream Before the Event: 146,418 views.
- IDF Forum Livestream: Over 21,104 views in a single session
- All sessions are available for replay, ensuring you can experience the event even if you missed it live.



Business Matchmaking

- Prior to the event, we strategically target top buyers in the hotel industry.
- Offer personalized one-on-one services, allowing buyers to pre-schedule meetings with key exhibitors and plan private negotiation sessions—eliminating on-site waiting.
- During the event, buyers engage in face-to-face discussions with premium exhibitors to explore collaboration opportunities.
- Our online procurement platform and "Star Buyer Program" extend the offline experience, ensuring seamless business connections 365 days a year.

1,600+
Successfully
Matched Buyers

4,500+
Total Matching
Sessions

*Source Manufacturers | Strictly Selected Direct Procurement | Event Roadshows | Specialized Showrooms
More Services Await You to Unlock...*



Business Matchmaking

Core Positioning and Upgrades of Matchmaking Events

The HOTEL & SHOP PLUS Business Matchmaking Event aims to establish an efficient collaboration platform between suppliers and buyers. Adhering to the principles of "precise matching, cost reduction, and efficiency improvement," it facilitates 1-on-1 needs inquiries, manual screening, and intelligent matching to help buyers expand their procurement channels and enable exhibitors to connect with potential clients. This shortens the distance between both parties and promotes economic and trade cooperation.

Professional Team Full-Process Matchmaking Service

- Pre-event:** One-on-one in-depth communication, precise demand matching, and recommendation of high-quality suppliers.
- On-site:** VIP buyer reception, exclusive meeting rooms, and access to premium buyer services.
- Post-event:** Follow-up on negotiation progress, ongoing online communication, and assistance in fostering long-term business opportunities.

350+

Domestic and International Professional Buyers

400+

Participation in Matchmaking with High-Quality Exhibitors

690+

Number of Successful On-Site Negotiations

Professional Buyers

H World Group | IHG | Hilton | Ramada | Poly Commercial | YANG Design



HOTEL&SHOP PLUS

05 FUTURE EVENTS





Establishing a year-round presence in the Greater Bay Area (covering Guangdong, Hong Kong, and Macao) and Southwest China, while aggressively expanding into the Southeast Asian market.



**Hotel & Shop Plus
Chengdu**

July 2-4, 2026



**Hotel & Shop Plus
Shenzhen**

October 13-15, 2026



Masion Shanghai

September 7-10, 2026



**Hotel & Shop Plus
Thailand**

August 19-22, 2026



**Hotel & Shop
Design and Supply
Asia**

July 21-24, 2026

TOURISM PLUS
SHANGHAI
上海旅游产业博览会

HSOP
EXPO HOTEL/SHOP/OFFICE /PUBLIC PLUS

HOTEL & SHOP PLUS
Shanghai
上海酒店及商业空间展

HDE
上海酒店及商业空间展

CCE
上海酒店及商业空间展

HOTEL & SHOP PLUS

SEE YOU 2027!

For More Information:

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www.expohsp.com

Follow Us On:

@HotelandShopPlus



TOURISM PLUS
SHANGHAI
上海旅游产业博览会

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HDE
上海酒店及商业空间展

CCE
上海酒店及商业空间展

上海国际建筑节
International Architecture Festival

上海国际建筑节
International Architecture Festival

上海国际建筑节
International Architecture Festival

HOTEL & SHOP PLUS SHANGHAI 2027

30 March - 2 April 2027

Shanghai New International Expo Center

SHAPE THE FUTURE OF SPACE

