

2025 博 华 展 览

Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd (IM Sinoexpo) is a leading event company in China, the joint venture founded in 1998 by Informa PLC and Shanghai Sinoexpo International Exhibition Co., Ltd..

The total rented area of 70+ exhibitions by IM Sinoexpo reached 1,838,000 sq.m., creating multiple trade opportunities for 1.31 million buyers worldwide. The online business platforms starting from 2006 include 16 B2B portals with English & Chinese versions, 7 sourcing mini-programs and 3 Apps. In 2025, IM Sinoexpo reaches the era of Digital 5.0, to develop our new quality productivity and achieve sustainable development.

The total number of employees is nearly 600.



About Informa

Informa is a leading international events, digital services and academic research group, listed on London Stock Exchange and a member of FTSE 100, Working in Academic Markets through Taylor & Francis business, and in Business-to-Business Markets through Informa Markets and Informa Connect.



12000

Colleagues

30+

Countries

100

Specialist Brands



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BE THE BEST



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Zhongshan

Guzhen Lighting Expo Co., Ltd

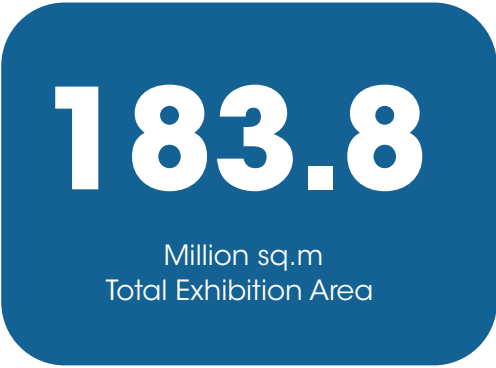
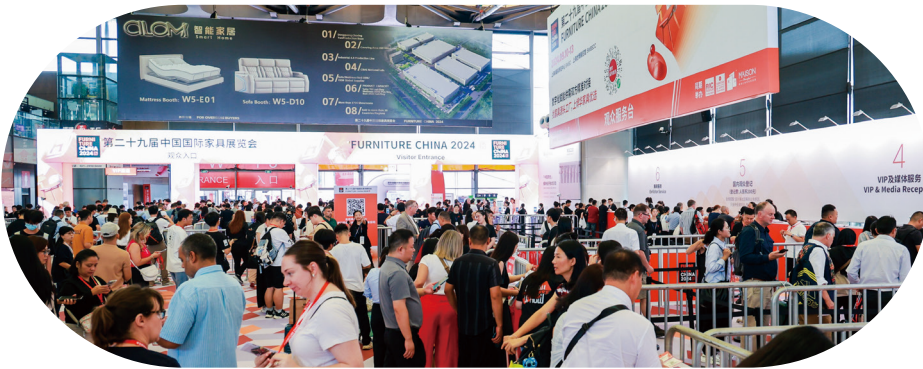
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Develop New Quality Productivity Achieve Sustainable Development

The online & offline integration model is combined by our B2B online platforms and systems, trade shows, activities, events, new media matrix, as well as live broadcast and video, forming an industry ecosystem. We mainly serve multiple vertical industries such as Furniture, F&B, Hospitality, Commercial Properties, Pharmaceutical, Nutraceuticals, Processing and Packaging, Tourism & Lifestyle, etc, covering more than 70 brand exhibitions, 16 B2B preferred websites (in Chinese and English), 7 mini programs and 3 APPs, alongside with the new media matrix composed of 79 accounts (WeChat, Douyin, Weibo, Little Red Book, Bilibili) various well-known industry events, conference forums, live courses, procurement communities, etc., give full play to the integration effect of the IM Sinoexpo ecosystem. Through the intelligent tools & platforms composed of electronic contracts, Sales Force, IIRIS, etc., we will keep on in pursuit of building new quality productivity, and providing customers with integrated marketing solutions more intelligently and efficiently.

Exhibitions & Activities



Online Platforms & Tools

10

Mini-Programs & Apps

16

B2B Portals

430

Million PV

79

New Media Accounts

91,125

Inquiries

91.3

Online Products

3,999

Match-Makings



Intelligent Platforms & Tools

Customer System: Pre-registration, E-Manual, E-Directory

Management System: Sales Force, IIRIS, Oracle, EMIS, WeChat Work, My Talent



Branded Shows

The 27-year-history IM Sinoexpo organises more than 70 trade exhibitions every year covering a total area of 1.838 million square meters in Shanghai, Guangzhou, Shenzhen, Chengdu, Zhongshan and other 1st & 2nd tier cities in China and overseas countries such as Thailand, Indonesia and Malaysia.

Ranking on the top of foreign-funded exhibition enterprises in terms of number and area of exhibitions according to 2020 China Exhibition Economy Development Report published by the China Council for the Promotion of International Trade (CCPIT). Furniture China, FHC China have been awarded for "2023 Shanghai Brand Exhibition" and 7 shows including Hotelex Shanghai, CPHI China, P-Mec China, Hotel Plus Shanghai, Propak China, HI-FI Asia China and CCE have been awarded for "2023 Shanghai Excellent Exhibition" .



Catering, Food
Hospitality



Furniture & Design



Commercial Properties
Engineering, Cleaning



Lighting



Pharmaceuticals



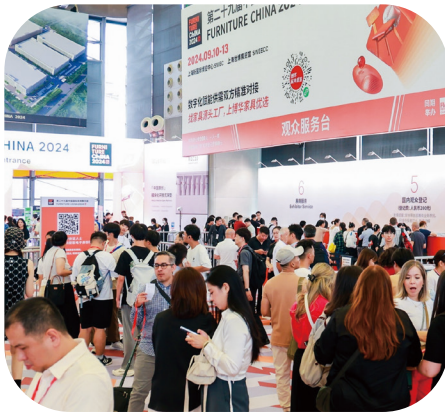
Nutraceutical Products
Food Ingredients
Processing & Packaging



Boat & Lifestyle



Tourism





Digital 5.0 Era, Develop our New Quality Productivity

IM Sinoexpo will fully enter the Digital 5.0 era in 2025, and will be characterized by intelligent platform + intelligent management, carry out integration and collaboration, reduce costs and increase efficiency. The online and offline integration promotes the innovation ecosystem of synergy and symbiosis of the big lifestyle and the big health industry. The online platform links 20,000 mid-to-high-end suppliers and a community of nearly 4 million high-quality professional buyers covering the B-end, P-end and C-end through digital integrated marketing services such as membership, e-commerce, and customization supported by big data, and new marketing methods such as cloud exhibitions, live broadcasts, and communities, we can accurately match massive product information with targeted buyers, provide industry digital marketing solutions, promote business communication and transactions between buyers and sellers, and create accurate and effective business opportunities.



Furniture & Deco



Food & Beverage



Hotel & Shop



Pharma & Manufacturing



Food Processing & Packaging



Boat, Leisure & Tourism



Lighting



Cleaning

B2B Portals



B2B Mini-Programs & APPs



Value-added Services



Online Community



Tailor-Made



Business Matching



New Media Marketing



Online Events Customization



Video & Livestream



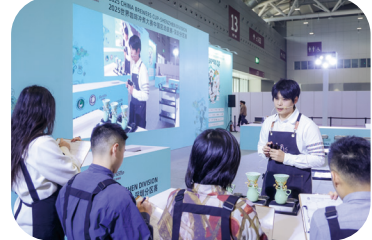
Digitalization



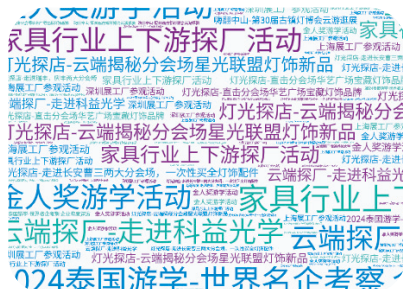
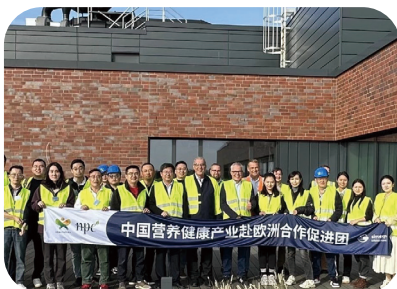
Resource Docking

Activities & Competitions

428 conferences & 137 competitions & other activities including business matchings, galas, award and special displays, etc., were organised in 2024 which have played an active role in pooling resources, effectively promoting industry exchanges and interactions, shaping stars, cultivating talents, knowledge sharing, trade docking, promoting innovation and industry recognition.



Activities & Competitions



Catering Food Hospitality



TOUR-SM 2025
上海旅游产业博览会

HOTELEX
Shanghai

博华成都联展
Connexion Chengdu

HOTELEX
Chengdu

HOTELEX
Chengdu

SFE
CHENGDU

HOTELEX
Chengdu

博华深圳联展
Connexion Shenzhen

HOTELEX
Shenzhen



2025 Shanghai International Hospitality Equipment & Foodservice Expo

www.hotelex.cn

2025.3.30-4.2
NECC Shanghai



Expo Fine Food 2025



2025 Coffee & Tea



The 39th SFE Shanghai International Franchise Exhibition

www.sfeshow.com



HOTELEX Shanghai Coffee & Foodie Festival



Food Plus Guangzhou 2025

2025.5.10-12
Canton Fair Complex



The 28th China Bakery Exhibition

www.baking-cn.com



2025 Guangzhou International Hospitality Equipment & Foodservice Expo

www.hotelex.cn



FHC China Guangzhou

www.fhcchina.com



The 7th Guangzhou International Franchise Exhibition

www.jmgle.com



2025 Chengdu International Hospitality Equipment & Foodservice Expo

www.hotelex.cn/chengdu

2025.7.24-26
Chengdu Century City New
International Convention and
Exhibition Center



The 7th SFE Chengdu International Franchise Exhibition

www.sfeshow.com



HOTELEX Chengdu Coffee & Foodie Festival



Hotelex Zhengzhou 2025

www.hotelex.cn

2025.8.8-10
Zhengzhou International
Convention and Exhibition
Center (ZZICEC)



China Refrigerated Food Expo (Zhengzhou)

www.ld001.com

Xiamen
2025.5.20-22
Xiamen International
Conference & Exhibition Center

Guanghan
2025.9
Guanghan Exhibition Center

Shanghai
2025.11.12-14
Shanghai New International Exhibition Center

Catering Food Hospitality



The 28th Shanghai Global Food Trade Show

www.fhcchina.com

2025.11.12-14
SNIEC Shanghai



Shanghai International Canned Food And Raw Materials, Machinery And Equipment Expo 2025

<https://ccmf.fhcchina.com/>



Salon du Chocolat Shanghai

www.salonduchocolat.cn



2025China (Shanghai) International Fruit And Vegetable Trade Fair

www.asiafreshexpo.cn



International Trade Fair for Wines & Spirits

www.fhcchina.com/home/co-locate/prowine-shanghai



The 40th SFE Shanghai International Franchise Exhibition

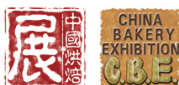
www.sfeshow.com



2025 Shenzhen International Hospitality Equipment & Foodservice Expo

www.hotelex.cn/shenzhen

2025.12.16-18
Shenzhen World Exhibition
& Convention Center



China Bakery Exhibition 2025 (Autumn Edition)

www.baking-cn.com



HOTELEX Shenzhen Coffee & Foodie Festival

海外
出展



Hotelex Indonesia

2025.7.22-25
Jakarta International
Expo, Indonesia



Hotelex Thailand

2025.8.20-23
Queen Sirikit
National Convention Center,
Bangkok, Thailand



FHH
2025.3.18-20
Hanoi



FHA
2025.4.8-11
Singapore



HOFEX
2025.5.14-16
Hong Kong



ProWine
2025.5.14-16
Hong Kong



SFH
2025.6.10-13
Seoul



FHI
2025.7.22-25
Jakarta



FHT
2025.8.20-23
Bangkok



RBHK
2025.9.2-4
Hong Kong



FHL
2025.9.10-12
Latam



Americas Food & Beverage
Show & Conference
2025.9.10-12
Miami



FHM
2025.9.23-26
Kuala Lumpur

Commercial Properties Engineering Cleaning Lighting



The 32nd China (Guzhen) International Lighting Fair

www.jiagle.com/dengshi_dengbohui

2025.3.18-21
Guzhen Convention
and Exhibition Center



Guzhen Lighting Manufacturing, Supply and Service Expo

www.jiagle.com/dengshi_dengbohui



2025 Hotel &Shop Plus Shanghai

www.expohsp.com

2025.3.31-4.3
SNIEC Shanghai



2025 Shanghai International Hospitality Design and Supplies Expo

www.hdeexpo.com



2025 Shanghai International Intelligent Sun Shading & Energy-Efficient Building Exhibition

www.isse-expo.com



2025 Expo Lighting for Commercial Properties

www.hdeexpo.com/expolighting



2025 Shanghai International Hotel Investment & Franchise Expo

www.hdeexpo.com/HIFE/



2025 Shanghai International Future Office Fair

www.expohsp.com/office



2025 Shop Plus Shanghai

www.shopplusevent.com



2025 Shanghai International Store Design and Operation Expo

www.shopplusevent.com/exhibition/store-design-and-operation-expo



2025 Shanghai International Exhibition on Self-service Products and Vending System

www.shopplusevent.com/exhibition/cvs



2025 Shanghai International Public Space Landscape Engineering Design Exhibition

www.psleexpo.com



2025CREDAWARD(11th)

Commercial Properties Engineering Cleaning Lighting



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China(Guzhen) International
LIGHTING FAIR
古镇灯博会



China Clean Expo 2025 Shanghai

www.chinacleanexpo.com

2025.3.31-4.3
SNIEC Shanghai



Expo for International Indoor Air Purification

www.chinacleanexpo.com/cieq



Expo for International Environmental Sanitation & Public Facility

www.chinacleanexpo.com/ices



SPM Expo Shanghai

www.spmexpo.com/shanghai



10th Modern Concept World Expo 2025

www.mcwzg.com

2025.3.31-4.1

Shanghai Convention & Exhibition
Center of International Sourcing



Guhen Outdoor Lighting Expo

<https://gzlightingfair.denggle.com/>

2025.5.26-28

Guzhen Convention
and Exhibition Center

2025 Guangdong(Zhongshan) Lighting Industry E-commerce Resource Matching Event

<https://gzlightingfair.denggle.com/>



2025 Hotel & Shop Plus Chengdu

www.expohsp.com/chengdu

2025.7.24-26

Chengdu Century City New
International Convention
and Exhibition Center



China Clean Expo 2025 Chengdu

www.chinacleanexpo.com/chengdu



The 33rd China (Guzhen) International Lighting Fair

www.jiagle.com/dengshi_dengbohui

2025.10.22-25

Guzhen Convention
and Exhibition Center



Guzhen Lighting Manufacturing, Supply and Service Expo

www.jiagle.com/dengshi_dengbohui



2025 Hotel & Shop Plus Shenzhen

www.expohsp.com/connexionshenzhen

2025.12.16-18

Shenzhen World Exhibition
& Convention Center



China Clean Expo 2025 Shenzhen

www.chinacleanexpo.com/shenzhen



Hotel & Shop Plus Thailand
www.expohsp.com/thailand

2025.8.20-23
Queen Sirikit National Convention
Center, Bangkok, Thailand



ISSA Pulire
2025.5.27-29
Fieramilano, Italy



ISSA Cleaning & Hygiene Expo
2025.10.29-30
ICC Sydney, Australia



ISSA Show North America
Educational Training: 2025.11.10-13
Show Dates: 2025.11.11-13
Mandalay Bay Convention Center,
Las Vegas, US.

Boat Lifestyle Tourism

TOURISM PLUS[®]
SHANGHAI
上海旅游产业博览会



品牌形象大使
YOYO

TOURISM PLUS[®]
上海旅游产业博览会

THE LIFESTYLE SHOW
生活方式上海秀

URBAN STYLE
城市风尚

TOURISM PLUS[®]
SHANGHAI
上海旅游产业博览会



THE LIFESTYLE SHOW
生活方式上海秀
2025 Shanghai - China



EXPO HEALTH PLUS

2025 Tourism Plus Shanghai
www.lbhgle.com

The 28th China (Shanghai) International Boat Show 2025
www.boatshowchina.com

The Lifestyle Show 2025
www.expolifestyle.com

Urban Style Show 2025
www.expolifestyle.com/urban

Expo Health Plus 2025
www.51jkeexpo.com

2025.3.30-4.2
Shanghai World Expo
Exhibition & Convention Center

THE LIFESTYLE SHOW
生活方式深圳秀

The Lifestyle Show Shenzhen
www.expolifestyle.com/sz

2025.12.16-18
Shenzhen World Exhibition
& Convention Center

Pharma- ceuticals



At the heart of Pharma
创智领航, 融通共赢



At the Pharma Machinery Hub
智造驱动, "绿"绘蓝图



New Opportunities in
China's Greater Bay Area
向新提质, 多元融合



CPHI China 2025
www.cphi-china.cn

2025.6.24-26
SNEC Shanghai



PMEC China 2025
www.pmecchina.com



CPHI & PMEC Shenzhen 2025
www.cphi-china.cn/shenzhen/

2025.9.1-3
Shenzhen Convention &
Exhibition Center (SZCEC)

Nutraceutical Products Food Ingredients Processing & Packaging

PROPAK CHINA FOODPACK CHINA



Hi Asia China Fi Asia China



致敬全球「味蕾」工匠
For the Taste Makers

www.fia-china.com



ProPak China
www.propakchina.com

2025.6.24-26
NECC Shanghai



Hi & Fi Asia-China
www.fia-china.com



Healthplex Expo 2025 / Natural & Nutraceutical Products China 2025
www.hncexpo.com



Starch Expo 2025
www.cisie.cn

2025.12.16-18
Shenzhen World Exhibition
& Convention Center



ProPak Shenzhen 2025
www.propakchina.com/sz



Hi & Fi Shenzhen 2025
www.fia-china.com/shenzhen



Shenzhen International Nutrition and Health Industry Fair 2025
www.hncexpo.com/sz



Vitafoods Europe
2025.5.20-22
Barcelona



Fi Africa
2025.6.2-4
Cairo



Fi South America
2025.8.26-28
Sao Paulo



Fi India
2025.9.16-18
Mumbai



Fi Asia
2025.9.17-19
Bangkok



Supply Side Global
2025.10.29-30
Las Vegas



Fi Europe
2025.12.2-4
Paris



Fi Vietnam
2026.5.13-15
Ho Chi Minh



Fi Asia
2026.9.16-18
Jakarta



PROPAK PHILIPPINES
2025.2.12-14
Pasay City



PROPAK VIETNAM
2025.3.18-20
Ho Chi Minh



PROPAK MENA
2025.6.2-4
Cairo



PROPAK ASIA
2025.6.11-14
Bangkok



PROPAK INDONESIA
2025.8.27-29
Jakarta



Fi Europe
2025.12.2-4
Paris

Furniture & Design



2025.3.31-4.3
SNIEC Shanghai



H+R Design Expo
www.hrdesign.cn/sh

2025.9.9-12
Shanghai World Expo Exhibition
& Convention Center



Maison Shanghai 2025
www.maison-shanghai.cn

2025.9.10-13
SNIEC Shanghai



Furniture China 2025
www.furniture-china.cn

2025.12.16-18
Shenzhen World Exhibition
& Convention Center



H+R Design Expo
www.hrdesign.cn/sz

Connexion

sin-expo
informa markets

www.connexion.cn

Connexion · Shenzhen
Catering, Hotel, Furniture, Health & Lifestyle Show

2025.12.16-18

Shenzhen World Exhibition & Convention Center

+ **餐饮食品** Food & Catering / Coffee & Tea
+ **烘焙轻食** Bakery & Desserts / Light Meals
+ **酒店用品** Hotel Supplies / Decoration & Design
+ **家具软装** Hotel Furniture / Decoration Materials
+ **清洁环卫** Cleaning / Environment Sanitation
+ **健康营养** Nutraceuticals / Health Ingredients / Natural Extracts
+ **食品包装** Food Packaging & Processing
+ **人居户外** Housing Culture / Urban Style


博华深圳联展
Connexion · Shenzhen

Connexion Shenzhen

www.connexion.cn


HOTELEX
Shenzhen

2025 Shenzhen International Hospitality Equipment & Foodservice Expo

www.hotelex.cn/shenzhen


CHINA BAKERY EXHIBITION
GBE

China Bakery Exhibition 2025 (Autumn Edition)

www.baking-cn.com


HOTEL & SHOP PLUS
Shenzhen

2025 Hotel &Shop Plus Shenzhen

www.expohsp.com/connexionshenzhen


H+R Design Expo

H+R Design Expo

www.hrdesign.cn/sz


CCE
CHINA CLEAN EXPO 2025 SHENZHEN

China Clean Expo 2025 Shenzhen

www.chinacleanexpo.com/shenzhen


HEALTHPLEX **npe**

Shenzhen International Nutrition and Health Industry Fair 2025

www.hncexpo.com/sz


Hi Asia China
Fi Asia China

Hi & Fi Shenzhen 2025

www.fia-china.com/shenzhen


PROPAK
SHENZHEN

ProPak Shenzhen 2025

www.propakchina.com/sz


THE LIFESTYLE SHOW
生活方式深圳秀

The Lifestyle Show Shenzhen

www.expolifestyle.com/sz

2025.12.16-18
Shenzhen World Exhibition & Convention Center



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www.imsinoexpo.com