

China International Kitchen and Bathroom Expo, Shanghai 21 – 23 October 2016, National Exhibition & Convention Center



A promotional banner for the CIKB website. At the top left, it features the 'CIKB' logo and the URL 'en.cikb.com.cn'. Below this is a photograph of a smiling woman in a white shirt and apron, holding a wooden spoon with red sauce. The background shows a modern kitchen. At the bottom of the banner, there is a dark brown section with the text 'Modern Kitchen, Built-In Dreams' in a script font, followed by 'China International Kitchen and Bathroom Expo 2016' in a bold sans-serif font. To the right of the text is a QR code. Below the QR code, it says 'Powered by:' followed by logos for 'Living Kitchen' and 'AMK'. At the bottom left of the banner, it lists the dates '21-23 October 2016' and the location 'National Exhibition and Convention Center (Shanghai)'.



Review CIKB 2015



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International participation CIKB 2015



SIEMENS



BOSCH



GAGGENAU



LIEBHERR
Quality, Design and Innovation



nobilia



zeyko
küchen



allmilmö
DIE PHANTASTISCHE KÜCHE



Vöhringer



Ballerina
Küchen



schüller



SACHSEN
KÜCHEN



blum



HAFELE
第三屆 未來五金



YAUTH-SAGEL



Naber



CARAT



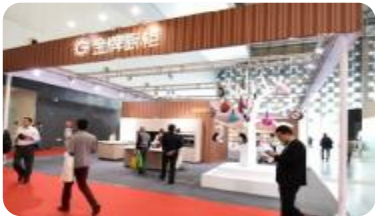
ALTEC



National participation CIKB 2015 (Extract)



Daeshin 大信



GOLDEN-HOME KITCHEN



百V厨柜



好兆头厨柜
Bonaure Kitchen Cabinet



Rebon 丽博橱柜



caesarstone



KOMODO



polarstone



王立厨房电器



SUPOR 苏泊尔



ASD 爱仕达
科技引领健康生活



双喜

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Exhibitors' statements CIKB 2015

„I was really satisfied. Of course the exhibition still has potential to grow. Concerning organization and supporting program the organizer really made an effort. Both quality and quantity of visitors was fully satisfactory. I can very well imagine to participate again next year. To me, China is the biggest future growth market for kitchens in particular. That's why we have to go there and cannot wait until the customers come to us.“

Andress Kress, zeyko

„We were satisfied with the organization of the fair. The new venue is attractive and as a young fair the fair was very well attended. The interest of the visitors in the German kitchen and in Ballerina Kitchen was very high. Numerous new contacts were initiated at the show. Should the fair be offered the next time under the same circumstances, we will take part again.“

Heidrun Brinkmeyer, Ballerina Küchen

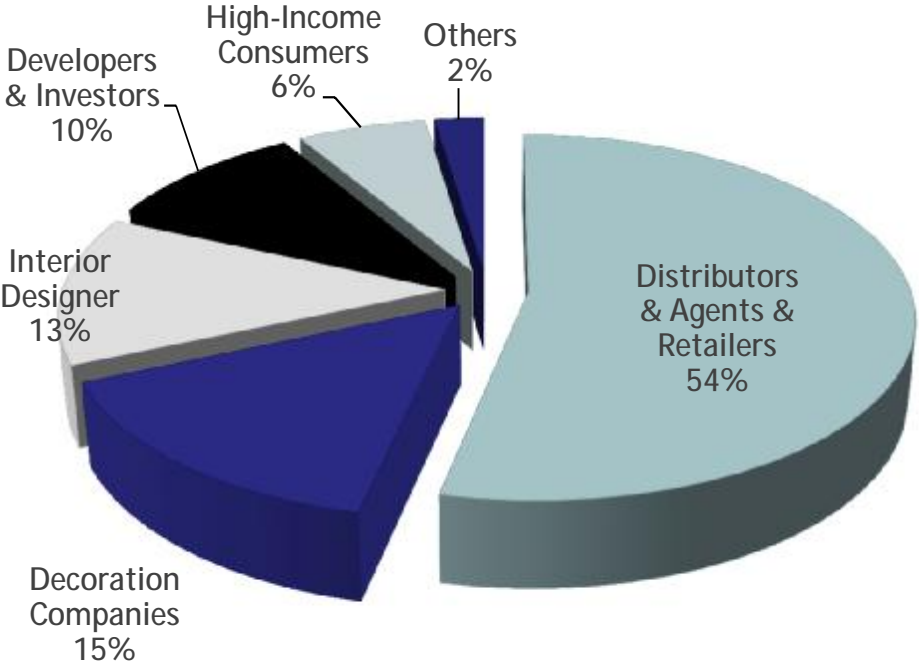


„Our first participation in this fair was a great success and an important step to expand our activities in the future market China. Sometimes everything falls into place perfectly: a stand optimally located, a fair focusing on high quality of exhibitors and presentation, visitors highly interested in quality „Made in Germany“.

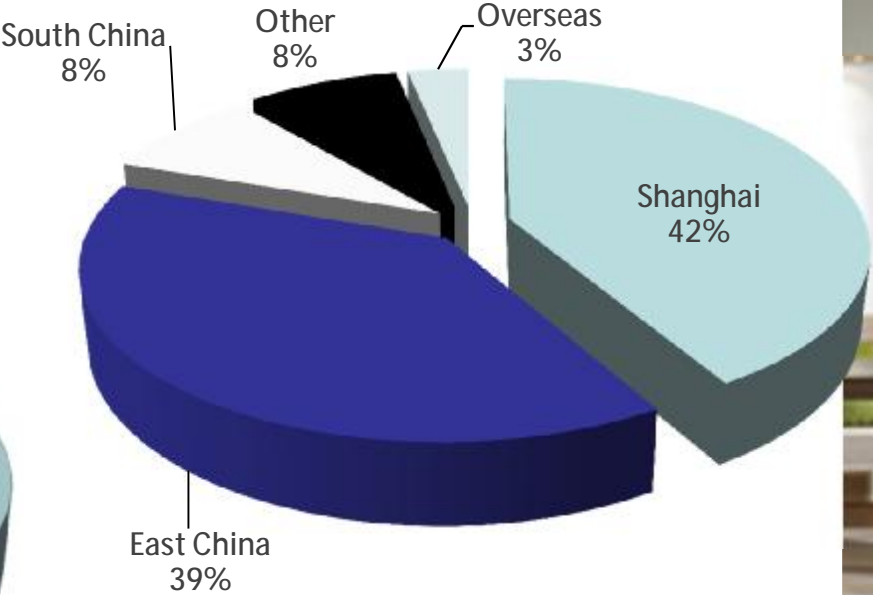
Claus Sagel, Vauth-Sagel



Visitor profile CIKB 2015
- by company



Visitor profile CIKB 2015
- by region



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Media summary CIKB 2015



52

Media partners, including:



180+

Journalists reports onsite

300+

Clippings were generated in multiple media

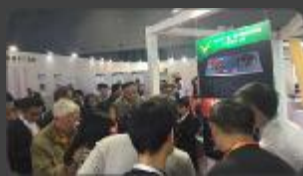


Onsite Activities CIKB 2015



Forum

- The 3rd Kitchen Industrial Development Forum & Sino-German Modern Kitchen Industry Summit



Special Activities

- Golden Hook Award
- Welcome Dinners



Matchmaking Program

- Elite Interior Designers Evaluation Delegation
- Real Estate & Hotel Visiting Tour



Other Activities

- Professional Seminar and Salon
- Live Cooking Show
- Others

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Impressions CIKB 2015





Recipe of success CIKB 2016





Forms of participations CIKB 2016 - European Pavilion



Very attractive conditions of ALL-IN-ONE PACKAGE
(20 m², 30 m², 40 m² and 60 m²)

Space with stand construction: stand including flooring,
booth walls, lighting and electricity under the roof
„European Pavilion“
(Details and prices see enclosed document)

For all exhibitors of European Pavilion: Use of LivingKitchen-
Lounge and WLAN-Access



Focus CIKB 2016

Higher level of internationalism
amongst exhibitors and trade visitor
(of ASEAN countries)

Special focus in visitor promotion on Project
Developer and Interior Designer / Architects
in next edition

Development of
Business
Matchmaking in
consultation with
exhibitors

Expansion of press
activities

Further promotion
of Modern Built-In
Kitchen

Further intensive
cooperation with
partner AMK

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Thank you for your kind attention!
We look forward to seeing you at
CIKB 2016 in Shanghai!