June 20–23, 2020 Shenzhen World Exhibition & Convention Center

Gifts & Home Shenzhen 2020 Spring Edition **Post Show Report**





Buyer Satisfaction

Crosss-border Purchase

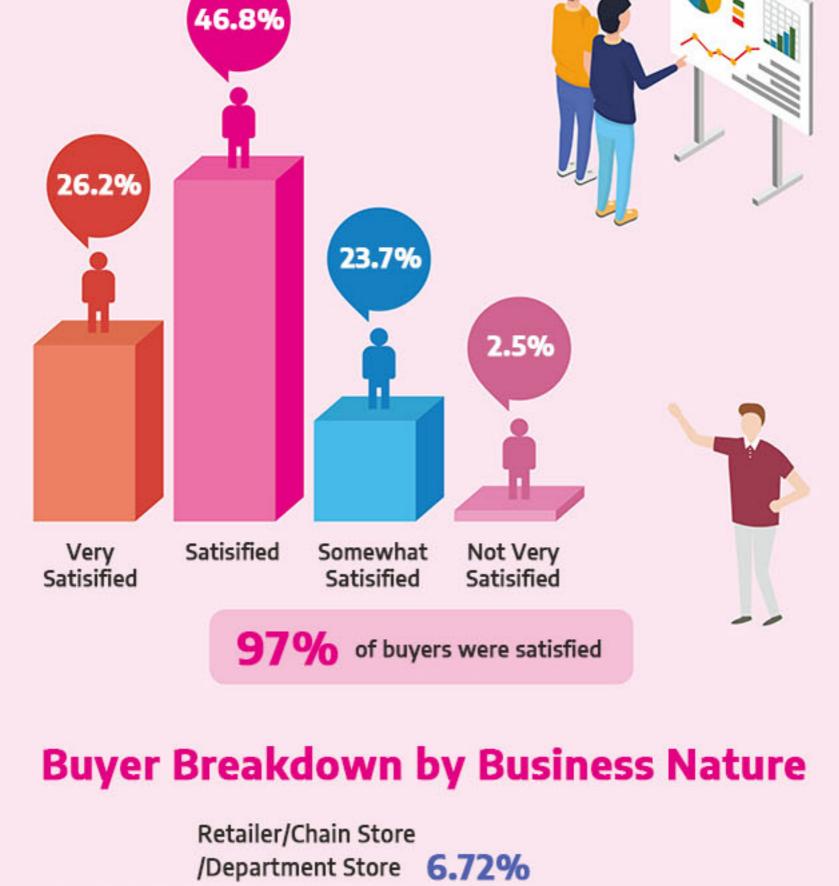
Center/Office/Exporter

Cultural Products

Home

Decorations

Buyer Analysis



23.72% 4.11%

Agent/Distributor/

Electronics

Promotional

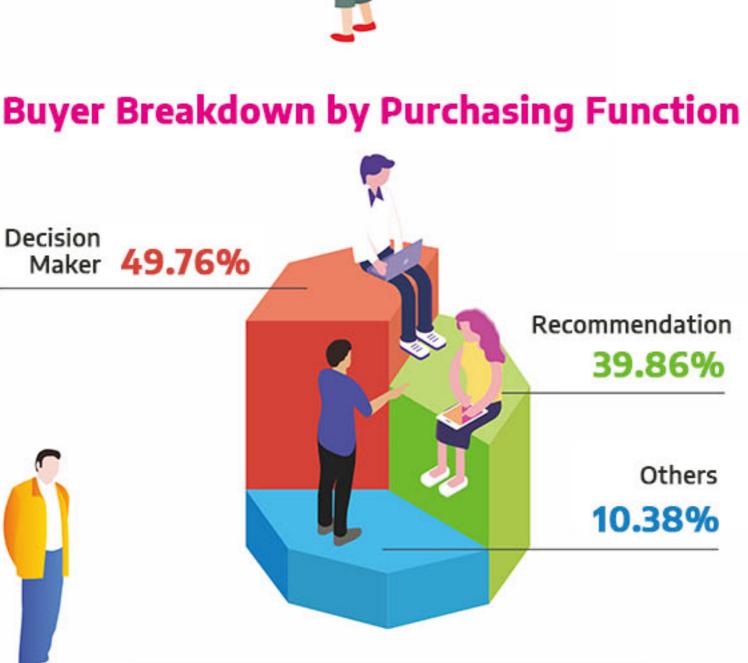
Products

Electrical Appliances

Wholesaler



Household Products



90% of buyers have strong influence on decision of purchasing

Conference

Gift

11.68%

Personal &

Holiday Gift

7.69%

Loyalty Program

Gift

5.5%

Employee

Gift

10.84%

on decision of purchasing

Promotional

Gift

17.47%

Exhibitor Analysis

Purpose of Purchasing

Business

Gift

20.96%

Sales

25.06%

Somewhat

Likely

Likely 38%



96% of exhibitors showed willingness to attend the next fair

Willingness to Attend Next Fair

Very

Likely

36%







Sign contract or trade * The above data are from BPA Worldwide(Business of Performing Audit) and Reed Huabo Exhibitions

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Develop new distributors, agents, partners Meet and bond with existing customers

Organizer: Reed Huabo Exhibitions

