



Reed Exhibitions®

The World's Leading Events Organiser

# Tradeshhow Trends in Asia



# Introduction, Reed Exhibitions



- **Size and scope**
  - The world's leading events organizer, with over **3,000 employees** in **34 offices** serving **44 industries** worldwide.
- **Events**
  - RX organizes **500 events** in **39 countries**. A market reach of over **7 million**.
- **Key industries served**
  - Aerospace & aviation, automobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewelry, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, sports & recreation, travel
- **Reed Exhibitions Greater China**
  - Established in 1980's, Management of 40 tradeshow events per year, staff of 450.
  - 5 Member companies formed over the past 30 years in China

# Asia - Local Support, Global Connections



- **The International Sales Group of Reed Exhibitions helps:**
  - Choose the right Reed event
  - Find the best route to market
  - Secure financial support for your participation
  - Overcome language barriers
  - Organize your participation
  - Avoid local misunderstandings
  - Deal with any problems onsite

# U.S. Commercial Services & Reed Exhibitions



## Why are we partners?

- We help SME's to develop and increase exports
- We educate U.S. firms on new markets and industries
- We develop pavilions and create special packages to support US firms
- We are partners, helping you build international success

# Trade Shows, Picking the right ones



## How do you decide?

- The opportunity they offer US companies
- Current success of US companies in the market
- Desire from local customers for US product
- The ease of entry into the market



# Market Insights

- Gaming
- Medical Device
- Dental
- Furniture
- Golf



# Market Insights, Asia's Casino Gaming Industry



- In 2004, Macau, China ended a 40 year local monopoly on casino gaming operations allowing for five additional licenses to be granted to foreign operators: Wynn (USA), Las Vegas Sands (USA), MGM (USA), Melco Crown Entertainment (China/Australia), and Galaxy Entertainment Group (China)
- Today Macau represents the largest casino market in the world, with 2012 gaming revenues totaling \$38 Billion, approximately 5 times that of Las Vegas
- Furthermore, Singapore has now surpassed Las Vegas becoming the industry's second largest market, with only 2 (two) casino resorts: Marina Bay Sands (USA) and Resorts World Sentosa (Malaysia)
- Additional casino resort projects are slated for Macau, Philippines and Taiwan, with operators and suppliers anxious to capitalize on the lucrative Chinese gambling market

# Global Gaming Expo (G2E) Asia

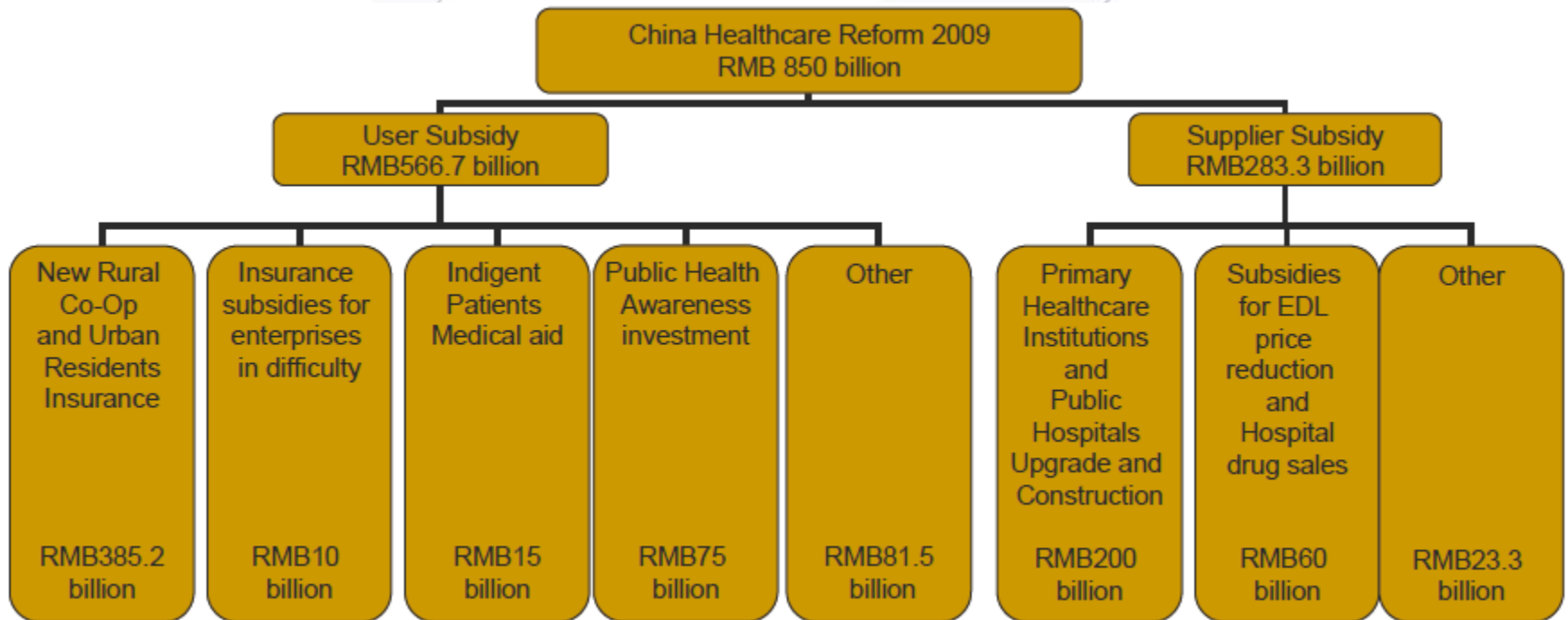


- Launched in 2007 as a part of the larger Global Gaming Expo (G2E) brand, G2E Asia represents the world's largest B2B gathering of the Asian gaming industry
- Since inception G2E Asia has grown by more than 157% with an expected 2013 attendance of over 6,000 industry professionals and more than 6,700 sq. meters of exhibition space from 130+ companies
- 2012 delegates represented 67 countries including Australia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macau, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Sri Lanka, Taiwan, Tanzania, Thailand, Vietnam, and the United States
- Prominent US Exhibitors: IGT, Bally Technologies, WMS Gaming, SHFL Entertainment
- Produced in partnership with the American Gaming Association (AGA) and the Association of Gaming Equipment Manufacturers (AGEM)



# Market Insights, China's Healthcare Industry

- The Healthcare reform is a major priority for the Chinese government and in April 2009, it launched aimed at increasing current coverage levels and distribution mechanisms to greatly expand the country's healthcare service capabilities. The plan provided USD 125 billion over the next three years to develop the healthcare industry along five key pillars of reform, namely: expanding insurance coverage; building a national essential drug system; developing primary healthcare infrastructure; ensuring equitable access to public health services; and reforming China's public hospitals.

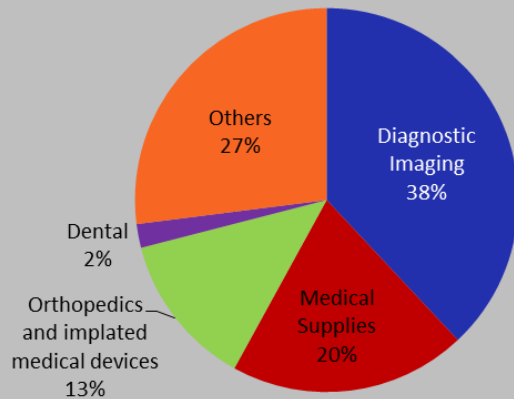


Source: Implementation Plan for the Recent Priorities of the Healthcare System Reform (2009-2011)-Shanghai Pharma Prospectus

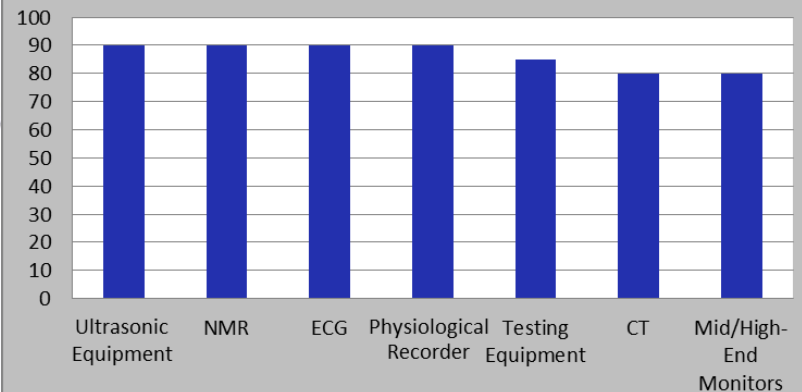
# Market Insights, China's Medical Device Market

- China currently ranks as the world's third largest medical device market following the United States and Japan, with sales revenue of medical equipment in China surpassing USD 14 billion in 2009.
- China's medical device market is fairly structured, with more than 70% of medical device products falling into one of four categories: diagnostic imaging devices, medical supplies, orthopaedics and implanted medical devices and dental.

### China's Medical Device Market Share



### Foreign Market Share in China's High-end Medical Device Market



# THE NEXT CMEF EVENTS:

## ■ **CMEF Spring 2013**

- April 17-20,2013
- Shenzhen, Southern China, next to Hong Kong that
- Allows easy access to main land China

## ■ **CMEF Autumn 2013**

- October 2013
- Location: TBA

# JOIN THE USA PAVILION!

## US Department of Commerce Endorsed

Details:

- 50 USA companies expected for April 2013
- US Department of Commerce staff from China will help facilitate the following service:
  - Trade Specialist consultations
  - Gold Key Service Opportunities
  - Agent/Distributor networking





# 2013 CHINA DENTAL SHOW THE 15<sup>TH</sup> CHINA STOMATOLOGICAL ASSOCIATION ANNUAL MEETING

August 15th - 18th, 2013

Shanghai Everbright Convention & Exhibition Center

[www.chinadentalshow.com/en](http://www.chinadentalshow.com/en)

500 exhibitors 15,000 trade visitors 100+ conferences

## Join the leading industry players

- Oral Implant Equipment
- Oral Orthodontic Equipment
- Oral Rehabilitation Equipment
- Oral Imaging Equipment
- Common Oral Equipment
- Oral Medical Equipment
- Oral Prevention and Healthcare Products
- Oral Surgery Equipment
- Dental Laboratory Equipment
- Oral Software

钻石赞助:  
Diamond Sponsor



金牌赞助:  
Gold Sponsors

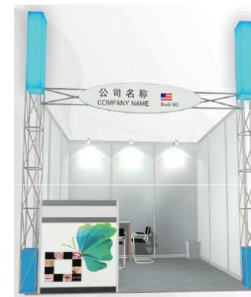


银牌赞助:  
Silver Sponsors



## Visitor Profile

- Dental Hospitals, Dental Clinics and Dental Lab
- Dental Product Agents/Distributors/Merchants
- Dental Equipment Manufactory
- Dental Consumable Manufactory
- University/Academic Institution, Association & Media



Booth design not finalized

## US Pavilion package:

- Turnkey space
- Highlight listing on web
- Inclusion in newsletter
- Visit to local clinic
- Market briefing

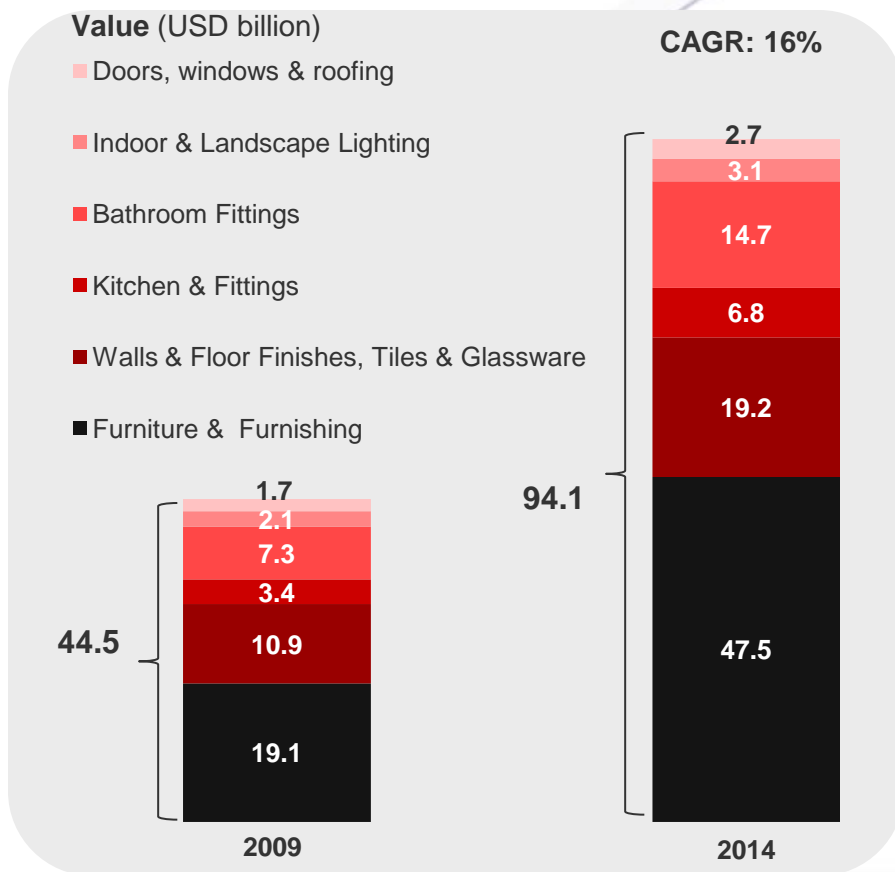
Price: \$4,180



The World's Leading Events Organiser

# Market Insights, China's Interior Design Home Decoration Industry

## China: Interior design and Home Decoration industry value



- China's Interior Design & Home Decoration market is estimated at **US\$44.5 billion** last year and it will continue to be **an engine of growth** in the next 5 years, reaching **US\$94.1 billion** in 2014.
- Overall the industry is expected to grow at a **robust rate of nearly 16%** per annum, with sustained growth from the **Furniture & Furnishing segment leading the uptrend.**
- Each sector is an intensely competitive playground with presence of **large domestic enterprises** as well as **international players.**

Source: GIA estimates; relevant industry associations and reports

# FURNITURE & INTERIOR DESIGN IN ASIA

100%**design**  
singapore

## 100% Design Singapore

12-14 Sep 2013

Contemporary Interior Design Exhibition

Sands Expo & Convention Centre, Marina Bay Sands, Singapore

90 Exhibitors - 4,667 Visitors from 53 countries

100%**design**  
shanghai

## 100% Design Shanghai

14-16 Nov 2013

The Place for Contemporary Interior Design

Shanghai Exhibition Centre (SEC), Shanghai, China

&

**IHDD**  
INTERNATIONAL  
Home Décor & Design  
国际家居装饰艺术展

## International Home Décor & Design

14 Nov 2013

The Event for High-End Interior Decoration & Accessories in China

Shanghai Exhibition Centre (SEC), Shanghai, China

Co-located events: 500 Exhibitors - Visitors 10,874

### Exhibitor Profile

Furniture	Wall & Floor Coverings	Smart Office/Smart Home
Lighting/LED	Interior Accessories	Remote Controls & Technology
Kitchen	Home Textiles	
Bathroom	Home Integration & Connectivity	

### Visitor Profile

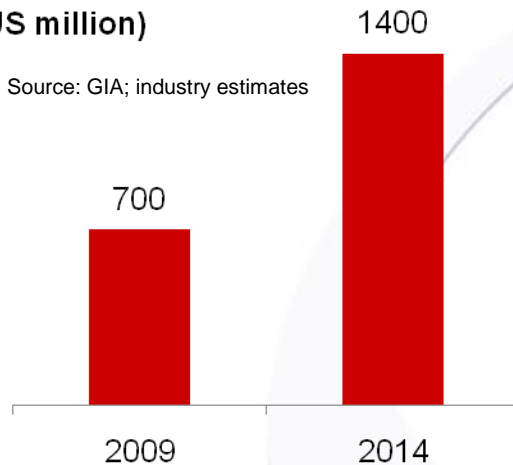
Architects	Lighting Designers	Hospitality	Distributors/Agents
Landscape Architects	Project Managers	Restaurateurs	Retailers
Interior Designers	Engineers	Property Developers	
Product Designers	Property Developers	Hoteliers	



# Market Insights, China's Golf Industry

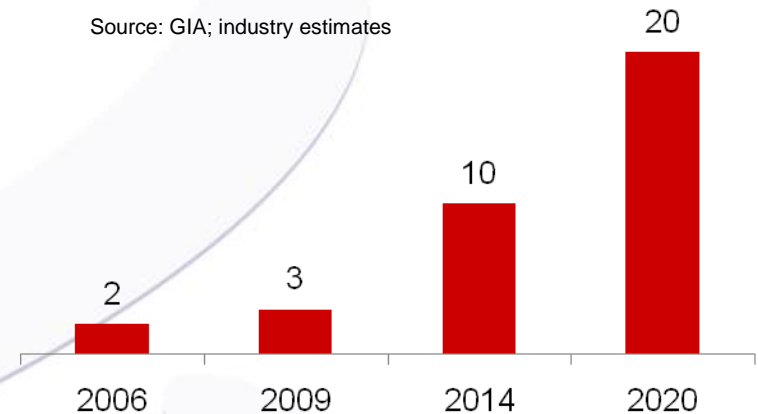
China: Market demand for Personal Golf equipment  
(US million)

Source: GIA; industry estimates



China: Number of golfers (million)

Source: GIA; industry estimates



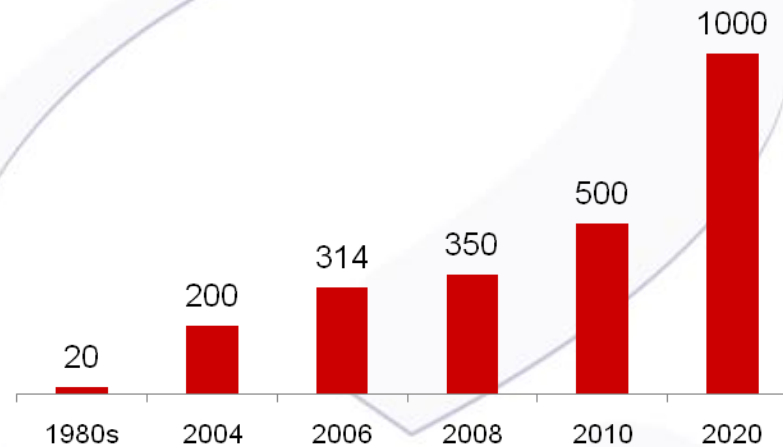
- In China, golf is a middle/upper class sport and the majority of competitive golfers play under corporate sponsorship.
- **Golf club sales have averaged a steady 15% growth** for the past few years.
- **The China Golf Association (CGA) predicts that by 2020 China will have 20 million golfers.**
- The CGA aims to popularize the game mainly through a **youth development strategy** and has focused on enlist the **support of wealthy clubs, foreign golf tours and sponsors** who have flocked to China in recent years, including Europe's biggest bank HSBC, whose \$7 million Champions tournament is the richest in Asia.



# Market Insights, China's Golf Industry

China: Number of golf courses

Source: GIA; industry estimates



- According to the China Golf Association, there are about **500 golf courses** currently in China. China now boasts **the world's largest golfing complex** (Mission Hills Golf Club in Shenzhen) and dozens of world-class courses and clubhouses. Industry estimates project a total of 1,000 courses to be available by the year 2020.
- According to the Vice President of CGA, **the existing 500 courses are not enough for the basic development of golf.**
- **Building driving ranges in public green spaces** are also being proposed to increase golf accessibility while not infringing on precious farmland.

# SHOW POSITIONING



## Asia Golf Show PGA Merchandise Show- Asia

Geared towards **South China and Asia**

A **trading** platform

Launch **new product**

Annual distributors conferences

Professional **Education**

A networking platform

## China Golf Show PGA Merchandise Show-China

Geared towards **North China**

A **sourcing** platform

The most **influential** golf show around

The **first choice** for international brands entering the Chinese market

Market **branding**

















A networking platform

**Nov. 30 - Dec. 2, 2013**  
**SHENZHEN**

**March 22 - 24, 2013**  
**BEIJING**













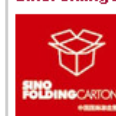












# China Portfolio of Events

Sep 2012	Oct 2012	Nov 2012	Dec 2012
<b>CIBTM</b>  Beijing, China 12 - 14 Sep 2012	<b>CMEF</b>  Chengdu, China 18 - 21 Oct 2012	<b>CHINA SSL</b>  Guangzhou, China 05 - 07 Nov 2012	<b>Asia Golf Show</b>  Shenzhen, China 30 Nov - 02 Dec 2012
<b>Global Congress of Chinese Dentists (GCCD)</b>  Nanjing, China 13 - 16 Sep 2012	<b>ICMD</b>  Chengdu, China 18 - 21 Oct 2012	<b>Salon China</b>  Beijing, China 07 - 09 Nov 2012	<b>China International Healthcare Exposition</b>  Guangzhou, China 04 - 06 Dec 2012
<b>China (Shenzhen) International Maternity...</b>  Shenzhen, China 21 - 23 Sep 2012	<b>Gifts &amp; Home China, Autumn</b>  Shenzhen, China 22 - 25 Oct 2012	<b>API China / Interphex China</b>  Nanjing, China 07 - 09 Nov 2012	<b>PHARMCHINA</b>  Guangzhou, China 04 - 06 Dec 2012
		<b>International Home Décor &amp; Design</b>  Shanghai, China 08 - 10 Nov 2012	
		<b>100% Design Shanghai</b>  Shanghai, China 08 - 10 Nov 2012	
		<b>Intl. Gifts, Premium &amp; Houseware Purchase</b>  Beijing, China 22 - 24 Nov 2012	
		<b>Asia Golf Show</b>  Shenzhen, China 30 Nov - 02 Dec 2012	

## Sectors Represented

- Environment
- Home Décor & Design
- Building & Construction
- Beauty
- Electronics
- Sports & Recreation
- Medical
- Housewares & Gifts
- Pharmaceutical
- Engineering, Manufacturing & Processing

[RX website with descriptions](#)

Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013
<b>China Lab</b>  13 - 15 Mar 2013	<b>CMEF</b>  Date TBC	<b>Global Gaming Expo Asia (G2E Asia)</b>  21 - 23 May 2013	<b>International Luxury Travel Market (ILTM)...</b>  Shanghai, China 03 - 06 Jun 2013	<b>COPPER CHINA</b>  Shanghai, China 02 - 04 Jul 2013	<b>Global Congress of Chinese Dentists (GCCD)</b>  Shanghai, China 15 - 18 Aug 2013
<b>Personal Care &amp; Home Ingredients (PCHI)</b>  13 - 15 Mar 2013	<b>ICMD</b>  Date TBC		<b>China (Chengdu) Gifts &amp; Houseware Fair</b>  Chengdu, China 14 - 16 Jun 2013	<b>COMPOSITES CHINA</b>  Shanghai, China 02 - 04 Jul 2013	<b>SinoFoldingCarton</b>  Beijing, China 21 - 23 Aug 2013
<b>China Intl. Gifts Premium &amp; Houseware Spring</b>  14 - 17 Mar 2013	<b>API China / Interpex China</b>  Date TBC		<b>LUXE HOME</b>  Shanghai, China 21 - 23 Jun 2013	<b>MAGNESIUM CHINA</b>  Shanghai, China 02 - 04 Jul 2013	<b>NEPCON South China</b>  Shenzhen, China 27 - 29 Aug 2013
<b>China Golf Show</b>  22 - 24 Mar 2013	<b>PHARMCHINA</b>  Date TBC			<b>ALUMINIUM CHINA</b>  Shanghai, China 02 - 04 Jul 2013	<b>Electronics Assembly &amp; Packaging Technology...</b>  Shenzhen, China 27 - 29 Aug 2013
	<b>SinoCorrugated</b>  08 - 11 Apr 2013				
	<b>ICMD</b>  17 - 20 Apr 2013				
	<b>CMEF</b>  17 - 20 Apr 2013				

# Resources

- ATA Carnet Information
  - [www.MerchandisePassport.org](http://www.MerchandisePassport.org)
- Currency Converter
  - <http://www.xe.com/>
- World Time Zones
  - <http://www.timeanddate.com/worldclock/>
- Passport/Visa
  - <http://www.us.cibt.com/home.aspx?Login=57392>
- Required travel documents
  - <http://www.state.gov/travelandbusiness/>
- Calendar of Events
  - <http://www.reedexpo.com>



# Questions?



# Thank you

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