

# 2018

—  
**POST-SHOW  
REPORT**

## *China Wedding Expo 2019*

July 11-13, 2018

NECC (Shanghai·Hongqiao)



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## Show Profile

Held by CCPIT, Shanghai Sub-council and China Portrait Photography Society (CPPS), organized by Shanghai International Exhibition Company, the highly-anticipated 34<sup>th</sup> China Wedding Expo was successfully held from Jul 11 -13,2018 at the National Exhibition and Convention Center (Shanghai) with the character of industry innovation and upgrading. Concurrently,2018 Baby Photo Expo (Autumn) was held. With a total exhibition scale up to 120,000 square meters, the expo attached 74,499 visitors(150,000 person times) from 55 countries and regions within three days.

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Gross Exhibition Area

**120,000m<sup>2</sup>**

Exhibitor Number

**650**

Visitor Numeber

**74,499**

Person Times

**150,000**



## Exhibits Scope



## 2H

Theme Photography, Travel Wedding Photography Brands Join, Travel Wedding Photography Limo, Photography Studio Brands Join, Wedding Planning, Wedding Supplies, Wedding Service Brands Join, Space Design, Scenery & Furniture, Window Design, Software, Marketing Strategy, Internet, etc.

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## 3H

Wedding Dress, Evening Dress, Xiuhe, Menswear, Wedding Shoes, Wedding Accessories, Make-up & nail, Make-up Tools & Training Schools, Fabrics, Packaging, etc.

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## 4H

Photo Album & Frame, Lines, Consumables & Equipment for Photo Album and Frame.

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# Exhibitors Analysis

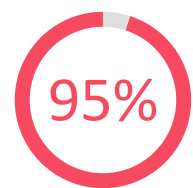
## Data of Exhibitors

The total number of Exhibitors is 650. They are all manufacturers and suppliers representing the forefront development in the wedding photography sector, coming from several countries and regions including Korea, Japan, Singapore, Malaysia, Spain ,Israel, Lebanon, America, Italy, China and China Hongkong SAR, China Macau SAR, China Taiwan Province and etc.

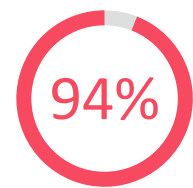


# Exhibitors Analysis

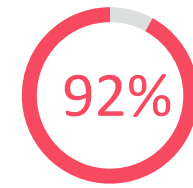
## Feedback from Exhibitors



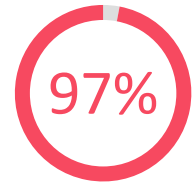
Exhibitors are satisfied with the show



Exhibitors are satisfied with the quality of visitors

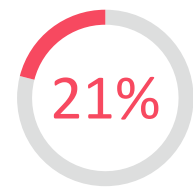


Exhibitors are satisfied with the product range

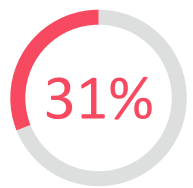


Exhibitors decided to participate in the 35<sup>th</sup> show

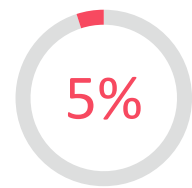
## The Purpose of Exhibitors



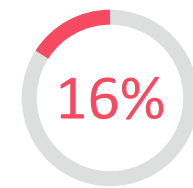
Show Company Image



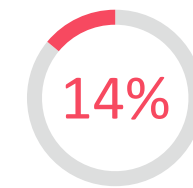
Make New Order



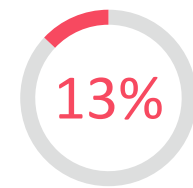
Get Information



Seek New Agent/Distributor



Display New Technology



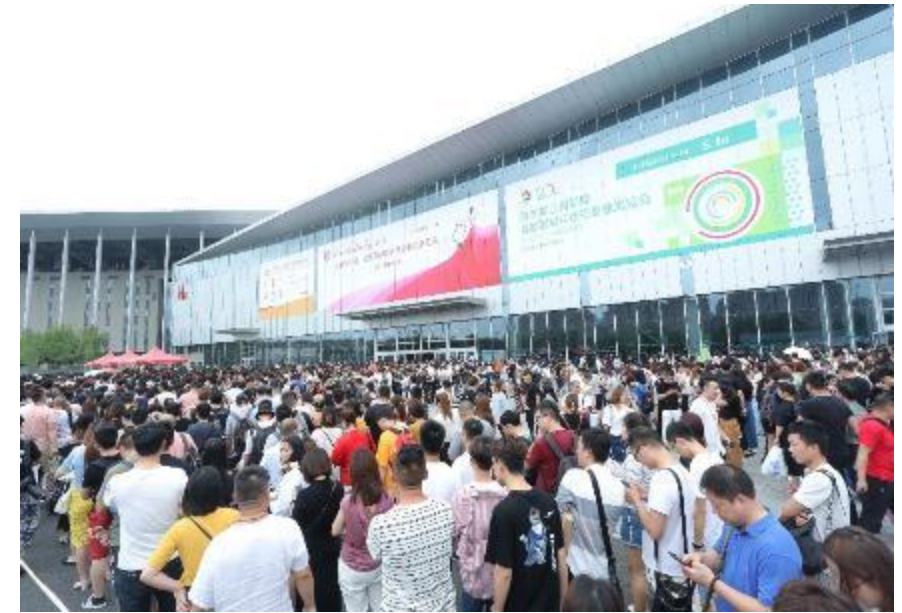
Cultivate Customer



# Visitors Analysis

## Data of Trade Visitors

The expo attracted 150,000 trade visitors from 616 cities, 31 provinces in China including autonomous regions and municipality directly under the central government, 55 overseas regions and countries. Visitor area coverage has reached a brand new level since the birth of the show.

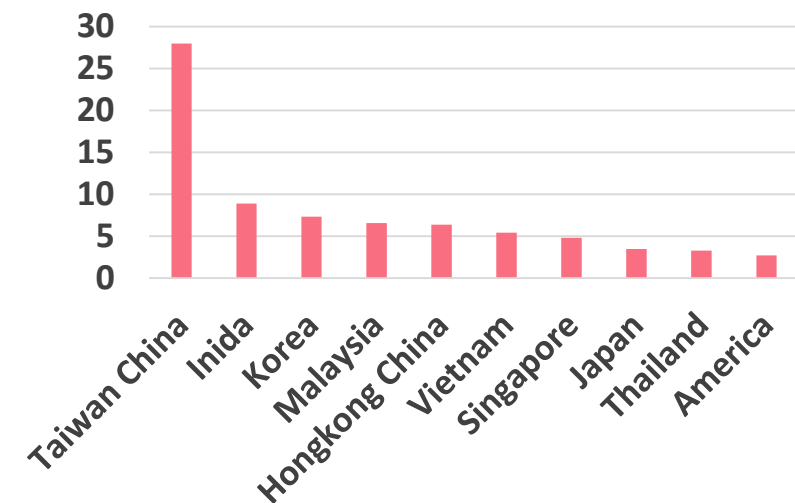


### Top 10 Domestic Cites (Trade Visitor Geographic Segmentation)



Shanghai	15.58%	Anhui	6.96%
Jiangsu	15.06%	Guangdong	4.03%
Zhejiang	12.18%	Hebei	3.51%
Shandong	8.55%	Hubei	2.90%
Henan	8.14%	Jiangxi	2.35%

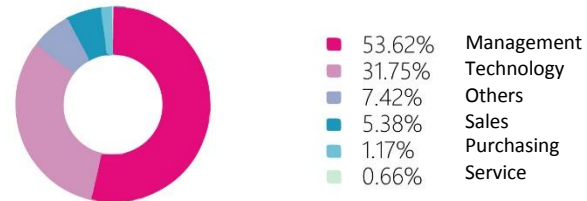
### Top 10 Overseas Countries (Trade Visitor Geographic Segmentation)



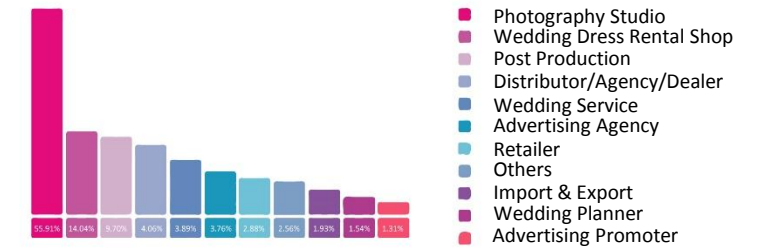
Taiwan	28%
China	9%
India	8%
Korea	7%
Malaysia	6%
Hongkong	6%
Vietnam	5%
Singapore	4%
Japan	3%
Thailand	2%
America	1%

# Visitor Analysis

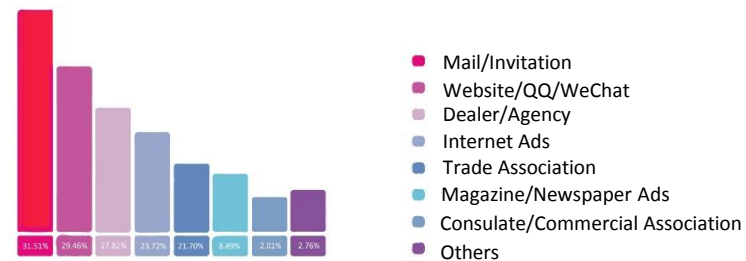
## Visitor's nature of business



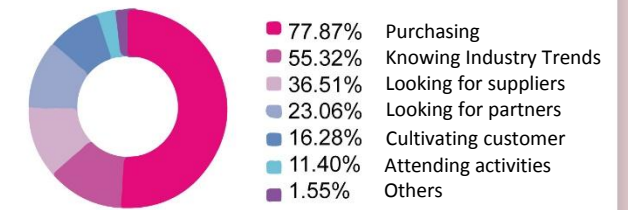
## Analysis of visitors' locality



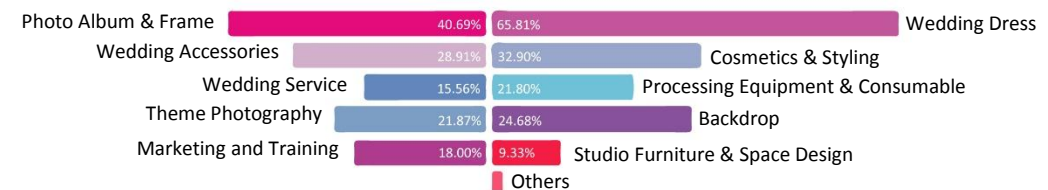
## From which channel do you know the exhibition



## Purpose of visitors



## Main interested product from visitors





# Media Publicity

## Media Release Number: 1313

1241 media releases by PR Newswire China; 39 press clippings on opening ceremony, 18 video reports, 15 reports on Shanghai Bridal Fashion Week 2018. 72 reports are released through TV, newspaper, news agency, internet, microblog, we-chat, APP press, etc. Media publicity covered countries and regions such as America, Europe, China and China Taiwan Province, China Hongkong SAR, China Macau SAR, and etc.

A total number of 42 reporters from 30 mass media presses were invited to give a detailed instant report about the exhibition and to interview key exhibitors.



# Trade Media

19 trade media agencies were in charge of the official press release as well as releasing column reports about the exhibition and exhibitor interviews.

WeChat Moments advertising promotion: 50,000 reads.



## ■ Event — Technical Forum ■



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Design Marketing and New  
Retailing of Wedding Dresses



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From Conventional Store to E-  
commerce - Wedding Dress E-  
commerce Model 1 Release



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Top 1 Invitation Receiver - E-  
commerce Invitation Methodology



## Event — Bridal Stylist Salon



MEZKO – Fashion Stylist Salon

Famous stylist Ren Li joined Mezko to decipher the mystery of Tokyo Fashion Diary – Japanese style based on magazines.



Red & Black– Fashion Stylist Salon

Red & Black worked with Shanghai Huiyi Occupational Skills Training School to reveal the Chinese traditional bridal style.



ZFC 2018 Bridal Style in Fashion Presentation

ZFC invited VIP Stylist Expert Daisy to conduct signing session (Book Promotion)-Bridal Style in Fashion with Cases.



Various Bridal Style Concerning Color Matching and Design

Egypt Queen invited international stylist Ms. Fu Manlin to give lectures onsite.

# Event — Shanghai Bridal Fashion Week 2018



DAOXU



ELENA



Overseas Designer Brands



XIUQIPAO



KNIGHTLY



BACK MANY



DANIELESLIE



V & LOVE





# Shanghai Bridal Fashion Week 2018

## Media Publication

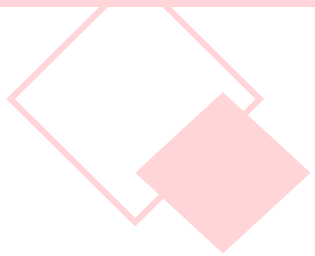
Shanghai Bridal Fashion Week 2018 was mainly advertised and reported through new media such as WeChat Subions, WeChat Moments, micro-blog, web-cast.



# Shanghai Bridal Fashion Week 2018

## Photo Collection

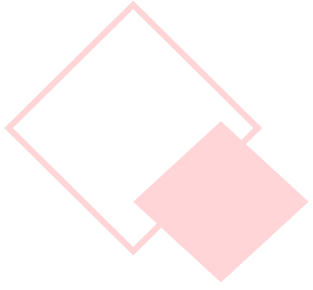




# VIP List

No Particular Order

- CCPIT, Shanghai Sub-council
- People's Government of Qingpu
- China Portrait Photography Society (CPPS)
- Shanghai Federation of Literary and Art Circles
- Shanghai International Exhibition Co.,Ltd
- Donghao Lansheng Group
- National Exhibition and Convention Center (Shanghai)
- Hebei Photographic Industry Association
- Hebei Portrait Photographic Association
- Henan Photographic Industry Association
- Jilin Photographic Industry Association
- Jiangxi Photographic Industry Association
- Fujian Photographic Industry Association
- Shandong Photographic Industry Association
- Shanghai Charity Foundation
- Shanghai Trade Association of Photography Profession
- Shanghai Photographer's Association
- Shanghai Zhong Rui Art Study Center
- Beijing Photographic Industry Association
- Shanxi Photographic Industry Association
- Heilongjiang Photographic Industry Association
- Anhui Photographic Industry Association
- The Bureau of Commerce of Anhui Province
- Hubei Photography Industry Association
- Liaoning Portrait Photography Association
- Gansu Portrait Photography Association
- Chongqing Photographic Industry Association
- Hebei Tangshan Photography Industry Association



# VIP List

No Particular Order

- Hebei Xingtai Photography Industry Association
- Yangzhou Photographic Industry Association
- Neimenggu Photographic Industry Association
- Hangzhou Photographic Industry Association
- Jinan Photographic Industry Association
- Shandong Rizhao Photographic Industry Association

## **Overseas VIP Guests**

- Singapore Photographic Trade Association
- Malaysia Photography Association
- Thailand Photography Business Association
- Taiwan Photo & Video Research Development Association

- Nanjing Photo Trade Association
- Dalian Photographic Industry Association
- Wenzhou Photographic Industry Association
- Suzhou Association of Photography Profession
- Zhejiang Jiaxing Photography Industry Association

## **Exhibitor Representatives**

- FUJIFILM (China) Investment Co., Ltd.
- Nikon Imaging (China) Sales Co., Ltd.
- Sony (China) Limited
- Canon (China) Co., Ltd.
- Kodak Alaris Personalized Imaging Department
- Wink Impression
- Belgian Imaging Output Company: Universal Woods

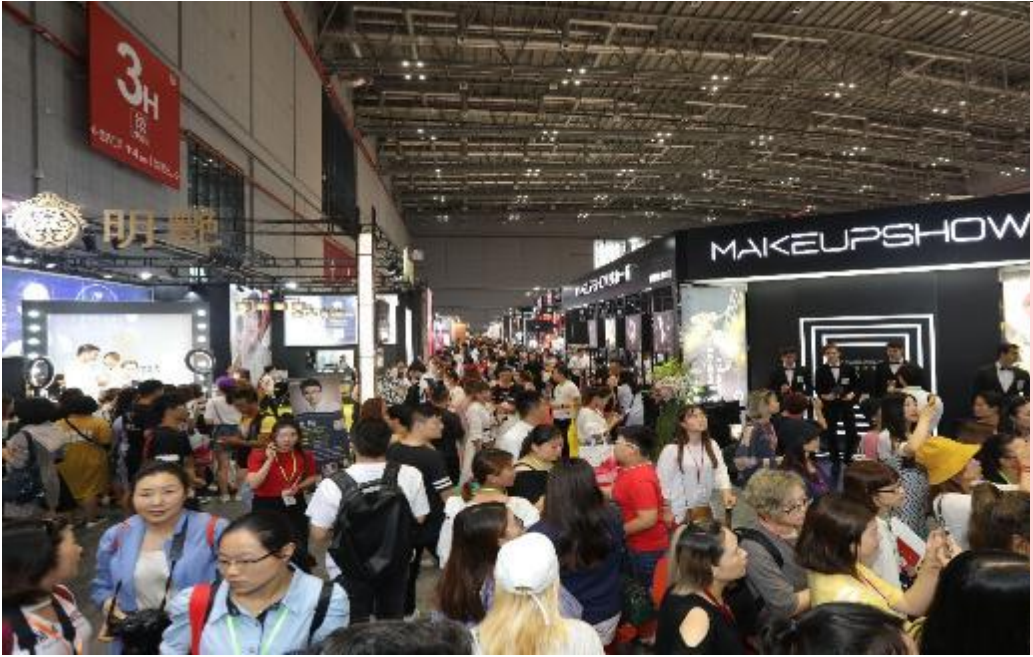




# Moments







M o m e n t s







# *China Wedding Expo 2019*

*See you soon*



*9-11 Jan. 2019*  
NECC ( Shanghai )  
2H / 3H / 4.1H