



China Wedding Expo 2019

Shanghai International Wedding Dress Makeup & Fashion Accessories Expo
Shanghai Wedding Photo Album, Frame & Consumable Material Expo
Shanghai Wedding Theme Photography & Trip-shot Expo
Shanghai International Wedding Industry Trade Fair

Post-show Report

Jul.10-12,2019
NECC (Shanghai)



CONTENTS

01/

Show
Profile

02/

Exhibits
Scope

03/

Exhibitor
Analysis

04/

Visitor
Analysis

05/

Media
Publicity

06/

Concurrent
Events

07/

VIP List

08/

Photo
Collection

01

Show Profile

Sponsors:

CCPIT, Shanghai Sub-council

China Portrait Photography Society

Organizer:

Shanghai International Exhibition Co. Ltd

Co-organizer:

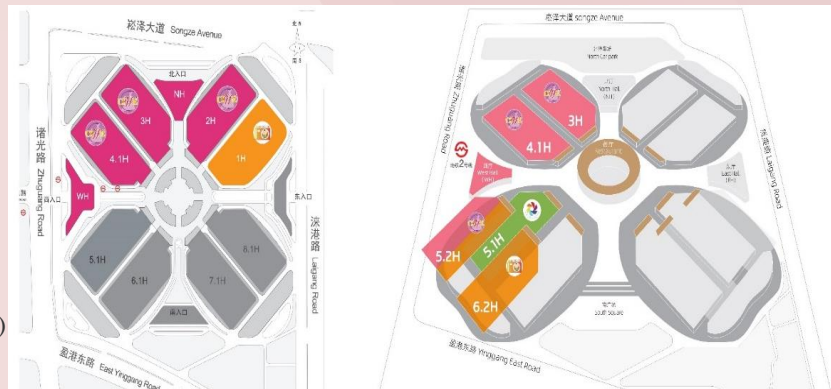
Shanghai Trade Association of Photography Profession

Venue:

National Exhibition and Convention Center (Shanghai)

Date:

Jul.10-12,2019



Exhibition Scale

150,000+m²

Exhibitor Number

500+

Visitor Number

53,000+



Shanghai Wedding Theme
Photography & Trip-shot Expo

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



Shanghai International
Wedding Industry Trade Fair

Overseas Destination Wedding, Honeymoon Related Service, Wedding Design & Supply, Wedding Related Service, Training Schools, Brand Join



Shanghai International
Wedding Dress Makeup &
Fashion Accessories Expo

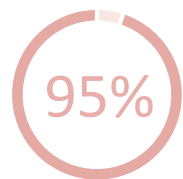
Wedding Dress, Evening Dress, Xiuhe, Chi-pao, Menswear, Wedding Shoes, Dress for Bride's Mother, Bridesmaid Dress, Bridal Veil, Wedding Accessories, Make-up & nail, Make-up Tools & Training Schools, Fabrics, Packaging, etc.



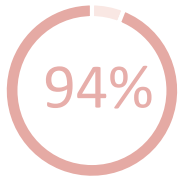
Shanghai Wedding Photo
Album, Frame & Consumable
Material Expo

Wedding Photo Album & Frame, Gifts, Lines, Mini Photo Frame, Album Material, Consumables & Equipment for Photo Album and Frame.

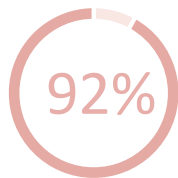
Feedback from Exhibitors



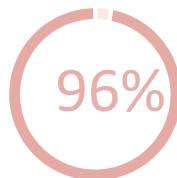
Exhibitors are satisfied with the show



Exhibitors are satisfied with the quality of visitors

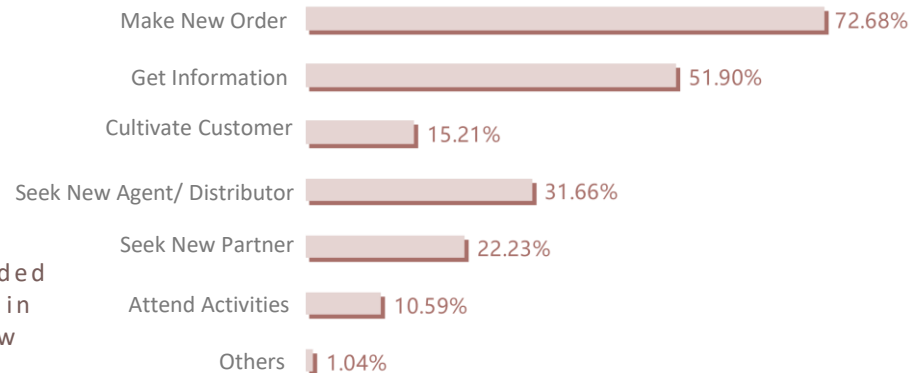


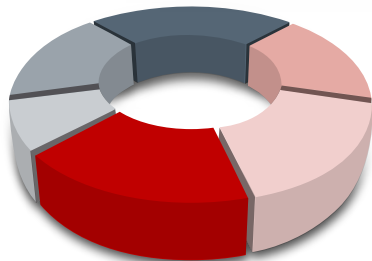
Exhibitors are satisfied with the product range



Exhibitors decided to participate in the 37th show

The Purpose of Exhibitors





Purpose of visitors



CEO 21.24%

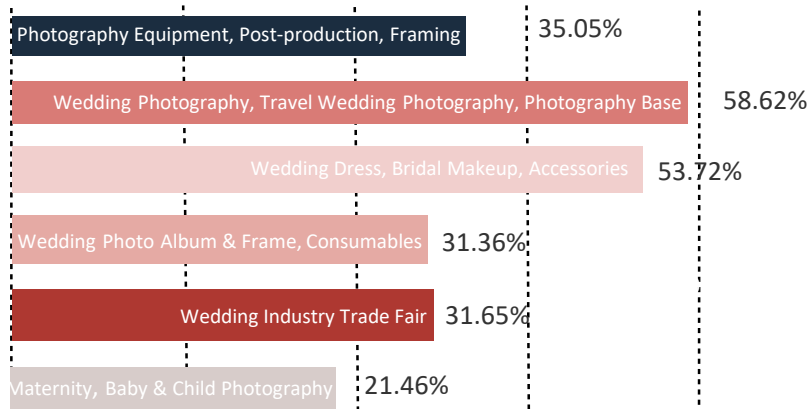
Bridal Shop Owner 23.6%

Photographer 11.71%

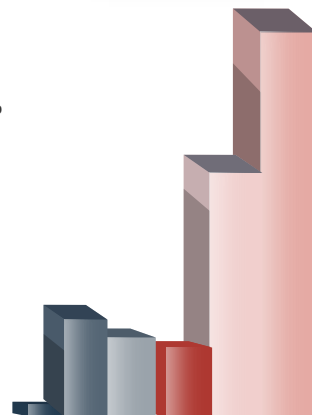
Bridal Stylist 13.43%

Purchaser 8.47%

Profession of Visitors



Main interested product from visitors



Visitor's nature of business

Service 0.02%

Others 8.46%

Purchasing 7.64%

Sales 6.01%

Technology 31.56%

Management

46.31%



Media Release



Media publicity can be divided into two phases with 1800 media releases.

PR Newswire China 1748 releases;

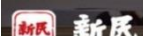
23 press clippings on opening ceremony;

Douyin - 243,105 reads;

8 video reports, 15 reports on Shanghai Bridal Fashion Week;



20 reports are released through TV, newspaper, news agency, internet, microblog, we-chat, APP press, etc





Saudi Arabia

BUSINESS EDUCATION ENTERTAINMENT GENERAL LEGAL MEDICAL PH

Shanghai International Wedding Dress Makeup & Fashion Accessories Expo 2019

May 6, 2019 Asianet Pakistan
 MENA, Press Releases, Shanghai International Exhibition Co. Ltd.

SHANGHAI, May 6, 2019 /PRNewswire/ — Shanghai International Wedding Dress Makeup & Fashion Accessories Expo 2019, sub-exhibition of China Wedding Expo 2019 and organized by Shanghai International Exhibition Co., Ltd., will take place from Jul 10-12, 2019 at the National Exhibition and Convention Center (Shanghai).

1. Customization Area: to build a professional platform

The exhibition will continue to launch the High-end Area for Designer Brand with a stress on original design and fashion trend, allowing the visitors to experience the beauty of customization. As for the Overseas Designer Brand Joint Zone, more overseas brands from 15 countries and regions will be ushered in to present international trends and more choices for the young Chinese consumers. By forming a bridge for the Chinese wedding dresses to reach the world, it will contribute to a better and healthier industry development for wedding dresses in China.

< 时尚新娘

Q ...

7月21日 晚上19:31



Part one | 走近原创高定婚纱礼服师的灵感世界

16位朋友读过



Part two | 走近原创高定婚纱礼服师的灵感世界

17位朋友读过



Part three | 走近原创高定婚纱礼服师的灵感世界

18位朋友读过



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You Are Here Home > Press Release > Shanghai International Wedding Dress Makeup & Fashion Accessories Expo 2019

May 6, 2019 User2

Shanghai International Wedding Dress Makeup & Fashion Accessories Expo 2019
 Press Release

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人民网
 人民网 >> 上海频道

结婚全产业链品牌展 第36届中国·上海国际婚纱摄影器材展览会亮相四叶草

2019年07月11日18:50 来源：人民网-上海频道

人民网上海7月11日电 7月四叶草亮点频现，来自世界的企业和采购商云集。7月10日至12日，第36届中国·上海国际婚纱摄影器材展览会将携手2019上海国际儿童摄影展览会、第21届上海国际摄影器材和数码影像展览会（7月10-13日），盛大亮相国家会展中心（上海）。展出总面积15万平方米，千余家企业和品牌参与，三展联动规模再创新高，预计将吸引超15万人次观众到场。此次结婚全产业链品牌展由上海市国际贸易促进委员会与中国人像摄影学会联合主办、上海市国际展览有限公司承办。

06

Concurrent Events

- ❑ Shanghai Bridal Fashion Week 2019
- ❑ Courses on Bridal Shop Management 2019
- ❑ Bridal Stylist Salon 2019
- ❑ Design Competition for Wedding Dresses 2019
- ❑ Shanghai International Wedding Industry Trade Fair 2019

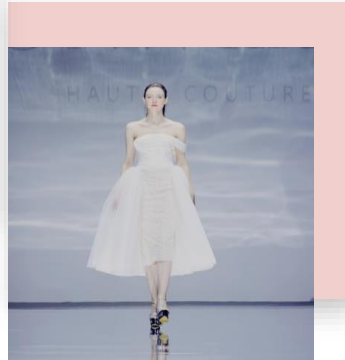
□ Shanghai Bridal Fashion Week 2019



Held at 3H , the show presented the latest wedding and dress trends within reach



The show provided an amazing runway for brands from home and abroad to have their products released within 3 days.



□ Courses on Bridal Shop Management 2019



Upgrading – Shared Future

How to be Top 1 in a market of fierce competition? How to predict the revenue growth of a bridal shop? Help the audience to grasp the market trends.



▣ Bridal Stylist Salon 2019

Bridal Stylist Salon

Cosmetic brands cooperated with famous stylists to release the latest bridal make-up style as well as best-selling products.



□ Design Competition for Wedding Dresses 2019

Design Competition for
Wedding Dresses 2019



Promoted the cooperation between schools and companies and encouraged innovation and laid the ground for a more vigorous and brighter wedding industry.



Shanghai International Wedding Industry Trade Fair 2019

Shanghai International
Wedding Industry Trade
Fair 2019



With its key characteristics of Creativity, Vigor and Broadness, it presented a grand event for wedding industry by integrating product release, business matching and forums. It invited 8 experts to interpret the industry trends and share successful experience with a number of enthusiastic audience.



Sponsors:

- CCPIT, Shanghai Sub-council
- China Portrait Photography Society

Organizer:

- Shanghai International Exhibition Co. Ltd

Co-organizer:

- Shanghai Trade Association of Photography Profession

Supporters:

- Beijing Photographic Industry Association
- Shanxi Photographic Industry Association
- Heilongjiang Photographic Industry Association
- 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
- Hebei Photographic Industry Association
- Hebei Portrait Photographic Association
- Henan Photographic Industry Association
- Jilin Photographic Industry Association
- Jiangxi Photographic Industry Association

Supporters:

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





Hall - 3H

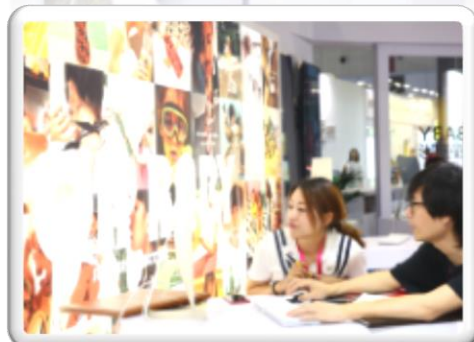
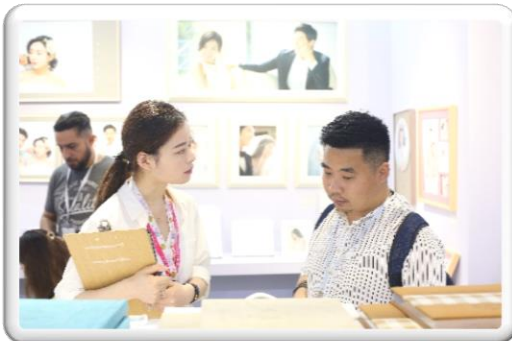


Hall - 4.1H



Hall - 5.2H







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Shanghai Wedding Theme Photography & Trip-shot Expo
Shanghai International Wedding Industry Trade Fair

See you again

Feb.18-20,2020

NECC(Shanghai)

5.2H/6.2H/7.2H

