

上届回顾

题记：由广州广旅展览策划有限公司联合广东鞋机协会共同主办、东莞鞋机商会大力支持的“2020广州国际鞋机鞋材皮革工业展览会”将于2020年6月2-5日在广州-琶洲-保利世贸博览馆再度举行，展会以企业展商效果为中心，再度获得众多行业知名企业继续支持！

广东鞋机协会举办展会，服务效果为中心！

近年来，鞋机鞋材企业成本居高不下，为了促进行业发展，维护行业秩序，降低企业参展成本，提高企业参展收获和效益，由行业协会发起，行业自己主办的专业国际鞋机鞋材皮革工业展览会将于2020年6月2-5日在广州琶洲保利世贸博览馆再度举办，此次展会为鞋机行业自办展，由广东省鞋机协会、广州广旅展览策划有限公司联合主办，东莞鞋机商会大力支持。

细数近10年的中国鞋机鞋材皮革行业展会的形式和服务，从来没有一个展会将展商服务放在首位，自2018年广东鞋机协会创办行业自办展-广州国际鞋机鞋材皮革工业展览会以来，先是进行了现场的叉车运输服务的提升，将展会现场叉车运输费用免除，减轻鞋机企业的参展负担，2019更是将广州展会开展日期延长至4天，多角度大范围提升广州国际鞋机鞋材皮革展会的服务和效率。



2019 Exhibition Scale 展会规模

Total No. of Exhibitors 参展商总数: 257+

No. of China Exhibitors 国内展商总数: 226+

Overseas Exhibitors (including HK, Macau&Taiwan)

海外展商总数 (包括香港、澳门及台湾省): 31+

Exhibitor Total Area 展览总面积: 18000m²

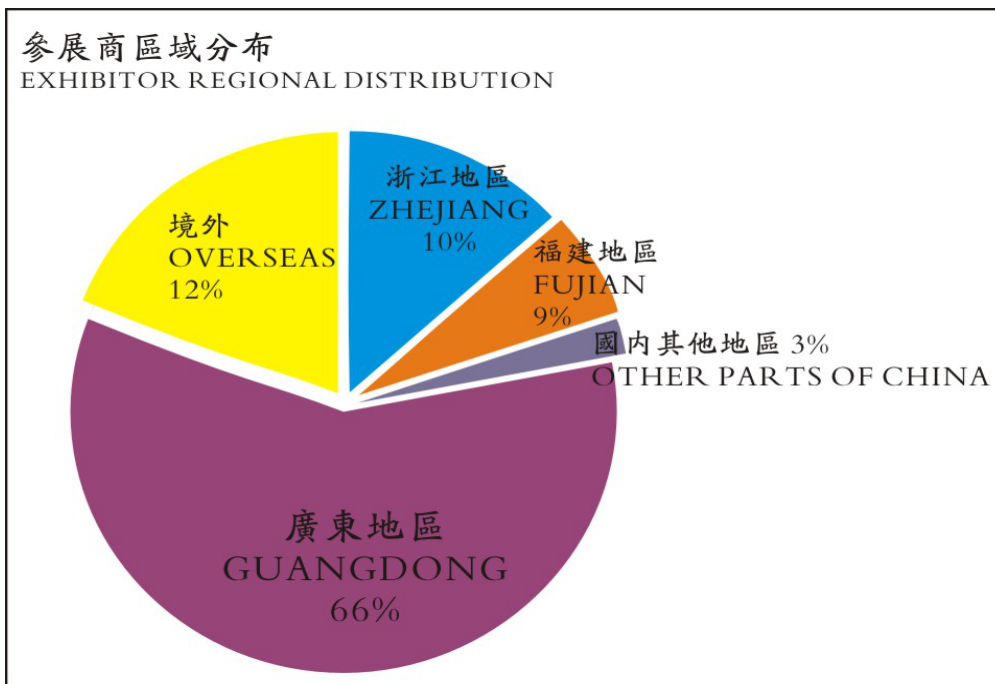
Among them, exhibitors from overseas (including Hong Kong, Macao and Taiwan) accounted for 12%. 其中境外 (含港澳台) 参展企业占12%，

Guangdong enterprises accounts for 66% 广东企业占66%，

Zhejiang accounts for 10 % 浙江10%，

Fujian accounts for 9% 福建9%，

China other areas account for 3% 国内其他地区3%



展品更倾向于机械产品，參展商展品范围分析：

Exhibits are more inclined to mechanical products, exhibitor exhibits range analysis:

总范围包括：鞋机、鞋材、鞋类配件、皮革、合成革（PU/PVC）、皮革化工、真皮、鞋材及原材料、五金配饰；制鞋机械、箱包皮具机械、缝制设备、印花设备、激光切割设备等各类相关配套产品。

其中81%为制鞋及皮革箱包袋机械类产品，

鞋材、材料配饰及皮革与化工占13%，

其他鞋类相关配套技术产品展6%

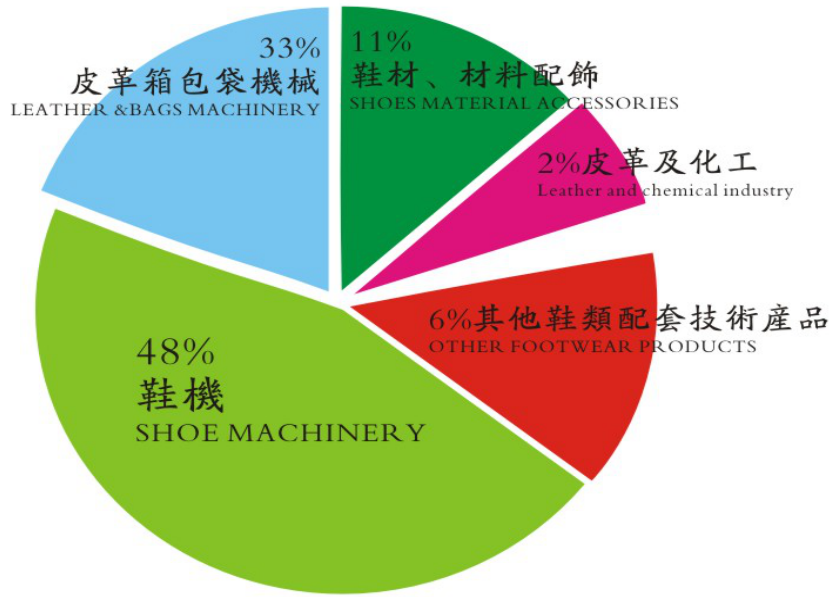
The total scope includes: shoe machine, shoe material, footwear accessories, leather, synthetic leather (PU/PVC), leather chemicals, leather, shoe materials and raw materials, hardware accessories; shoe machinery, luggage leather machinery, sewing equipment, printing Equipment, laser cutting equipment and other related ancillary products.

81% of them are machinery and leather bags and bags.

Shoes, materials and accessories, leather and chemicals accounted for 13%.

Other footwear related supporting technology products exhibition 6%

展商產品種類分析
EXHIBITOR PRODUCT ANALYSIS



Feedback from Exhibitors 參展商對展會評價

Participation Result 參展成效:

95% Exhibitors concluded their participation from satisfactory to excellent

參展商認為首次參展的成果由滿意至非常滿意

86% Exhibitors are satisfied with the quality of the buyers present.

參展商滿意到場買家的素質

91% Exhibitors are interested in participating in 2020 Guangzhou International Shoes Machinery Material Leather Industry Fair

展商有意參加2020廣州國際鞋機鞋材皮革工業展覽會

Visitor profile 觀眾資料

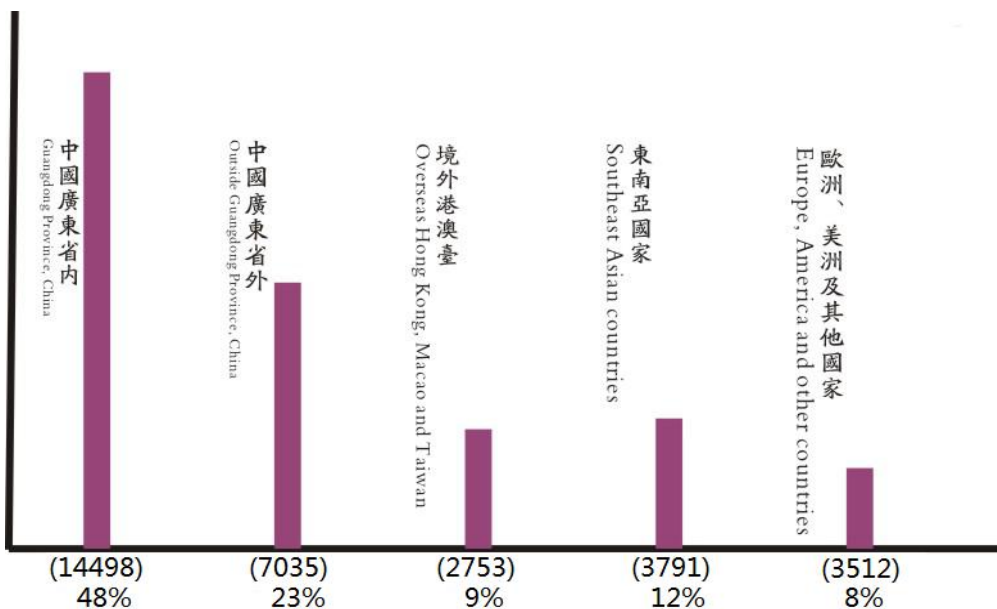
Total No. of Visitors 觀眾總數: 30589

Visitor from China 國內觀眾: 21533

Visitor from Overseas 海外觀眾總數: 9056

Find the target product and partners 找到目標產品及合作對象: 93%

Find no target products and not cooperation 沒有找到目標產品及未合作: 7%



参观者对展会评价：

Visitors' evaluation of the exhibition:

1、今年展会首次举行，相比其它同类展会进步了不少，我看到了更多有实力的参展商和优质展品，也找到了不少新的供货商。
This year's exhibition was held for the first time. Compared with other similar exhibitions, I have seen a lot of more powerful exhibitors and quality exhibits, and I have found many new suppliers.

---越南买家：董显甫先生 Vietnamese buyer: Mr. Dong Xianyu

2、今年展会的规模和产品的类型非常多，鞋机协会首次举办非常成功，展品种类丰富，特别是机械种类非常多，非常全，结识了更多的优秀供应商，相信展会明年规模更大，会有更多的原创设计及企业参展。

The scale and product types of this year's exhibition are so many. The Shoe Association has been very successful for the first time. The exhibitions are rich in variety, especially the types of machinery are very numerous, very comprehensive, and have met more excellent suppliers. I believe the exhibition will be bigger next year. There will be more Yuanchuang design and enterprise exhibitors.

---中国上海买家：严小华女士 China Shanghai buyer: Ms. Yan Xiaohua

3、我们每年在中国采购量都非常大的，每年我们都来广州看展会，这个新办的展会服务很好！停车免费、还包午餐及茶歇，展商所展示的机械种类很全面，来这个展会收获丰富，给了我们很好的参观体验，感谢主办方的贴心服务。

Our annual purchases in China are very large. Every year we come to Guangzhou to see the exhibition. This new exhibition service is very good! The parking is free, and the lunch and tea break are also included. The types of machinery exhibited by the exhibitors are very comprehensive. The exhibition is rich in harvest and gives us a good experience. Thank you for your caring service.

---新加坡YD Shoes 集团，高先生 Singapore YD Shoes Group Mr. Gao



上届展会已于2019年5月31日圆满闭幕，国内外行业知名企业纷纷到场参观，观众采购商分别来自中国内地各省市、越南、缅甸、新加坡、马来西亚、泰国、菲律宾、中国台湾、中国香港、孟加拉、巴西、埃及、法国、德国、日本、韩国、美国、墨西哥、印度、印尼、西班牙、英国、巴基斯坦、土耳其等国家和地区的专业鞋厂到场参观采购。上届展会我们邀请到一批国内外知名参展企业—名菱工业、永正、陆鑫、金悦来、奇峰、优利、腾宏、飞越、杰羽、腾宇龙、瑞洲、安泽、孟成、晖达、昌启、精能、耀新、海飞、恒联、奇裕、象迪、德尔、欧美克、厚骏、泓丰、东瑞、意艾迪、大森、南邦、美标、瑞宝、钜裕、宏裕、进益、大隆、沙隆、中禧、川颖、台威、九州、全利成、意利、超音速、捷圣、银象、华克普、航展、温美、兴扬、鸿正、五洲激光、鸿科、立成祥、卫鹏、君越、富成等，其中95%的参展商对此届展会参展的效果感到非常满意，91%的展商有意向参加2020年广州国际鞋机鞋材皮革工业展。

The last exhibition was successfully concluded on May 31, 2019. Famous domestic and foreign industry companies visited the exhibition. The buyers were from the provinces and cities of China, Vietnam, Myanmar, Singapore, Malaysia, Thailand, Philippines, Taiwan, Hong Kong. Professional shoe factories from Bangladesh, Brazil, Egypt, France, Germany, Japan, South Korea, the United States, Mexico, India, Indonesia, Spain, the United Kingdom, Pakistan, Turkey and other countries and regions visited the site. At the last exhibition, we invited a group of famous exhibitors at home and abroad—Mingling Industry, Yongzheng, Luxin, Jinyue, Qifeng, Yuli, Tenghong, Feifei, Jieyu, Tengyulong, Ruizhou, Anze, Mengcheng, Huida, Changqi, Jingneng, Yaixin, Haifei, Henglian, Qiyu, Xiangdi, Del, Oumek, Houjun, Weifeng, Dongrui, Yiedi, Dasen, Nanbang, Meibiao, Ruibao, Yuyu, Hongyu, Jinyi, Dalong, Shalong, Zhongyi, Chuanying, Taiwei, Kyushu, Quanli Cheng, Yili, Sonics, Jiasheng, Yinxiang, Huakepu, Airshow, Wenmei, Xingyang, Hongzheng, Wuzhou Laser, Hongke, Li Chengxiang, Weipeng, Junyue, Fucheng, etc..

95% Exhibitors concluded their participation from satisfactory to excellent, 91% Exhibitors are interested in participating in 2020 Guangzhou International Shoes Machinery Material Leather Industry Fair.