



Appliance&electronics
World Expo

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A large, 3D dark red letter 'W' that is part of the 'AWE' text graphic. It is positioned in the middle right of the page, above the 'E'.

A large, 3D red letter 'E' that is part of the 'AWE' text graphic. It is positioned at the bottom right of the page, below the 'W'.

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CHINA HOUSEHOLD ELECTRICAL APPLIANCE ASSOCIATION(CHEAA)
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Contact Information:
CHINA HOUSEHOLD ELECTRICAL APPLIANCE ASSOCIATION

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Shanghai, China
SHANGHAI New International Expo Centre
March 14th -17th, 2019

Joint creation of intelligent life Joint establishment of global platform

Household appliances have already deeply integrated with our daily life, while internet, big data, and AI make people have richer imagination of household appliances for their good life in the future. What AWE displays to the public is all kinds of possible scenarios of people's good life, as well as the latest technology, products, service, and industrial ecology of household appliances and consumer electronics industry based on users' application scenarios. What AWE advocates to the public is the attitude towards good life with more safety, convenience, comfort, and healthy, as well as the inclusive, open, progressive, boundary-breaking, and co-existing industrial integration ecology based on the demands of users.



By grasping the profession tendency, AWE has also developed rapidly along with the development of the industry. At the beginning year of the 12th Five-Year Plan, AWE has officially formulated the first five-year plan with strategic significance: aiming at building itself as the first-class international exhibition, it strives for becoming an international household appliance feast with global influence within around five years. It was a rather difficult task for AWE at that time for it only covered an area of more than 20 thousand square meters. However, this goal was realized three year later—AWE has officially been listed as one of the top three in the world. At the last period of the first five-year plan, its scale soared with 5 times and completed the whole processing of positioning, transformation, name alternation, and upgrading, which highly concentrates the development course of an international exhibition. It has achieved the scale that the same-type great international exhibitions, which are hosted in European countries and US, will obtain through the growth of tens of times.

As a large-scale comprehensive exhibition involving household appliance, consumer electronics, and intelligent fields and integrating with global industries, today's AWE has become a show platform of high-end intelligent household appliances rather than an indicator of technology. Moreover, it is the forward position of future technology, a window to realize dream and improve living standard, as well as a festival of global household appliance industry and consumer electronics industry.

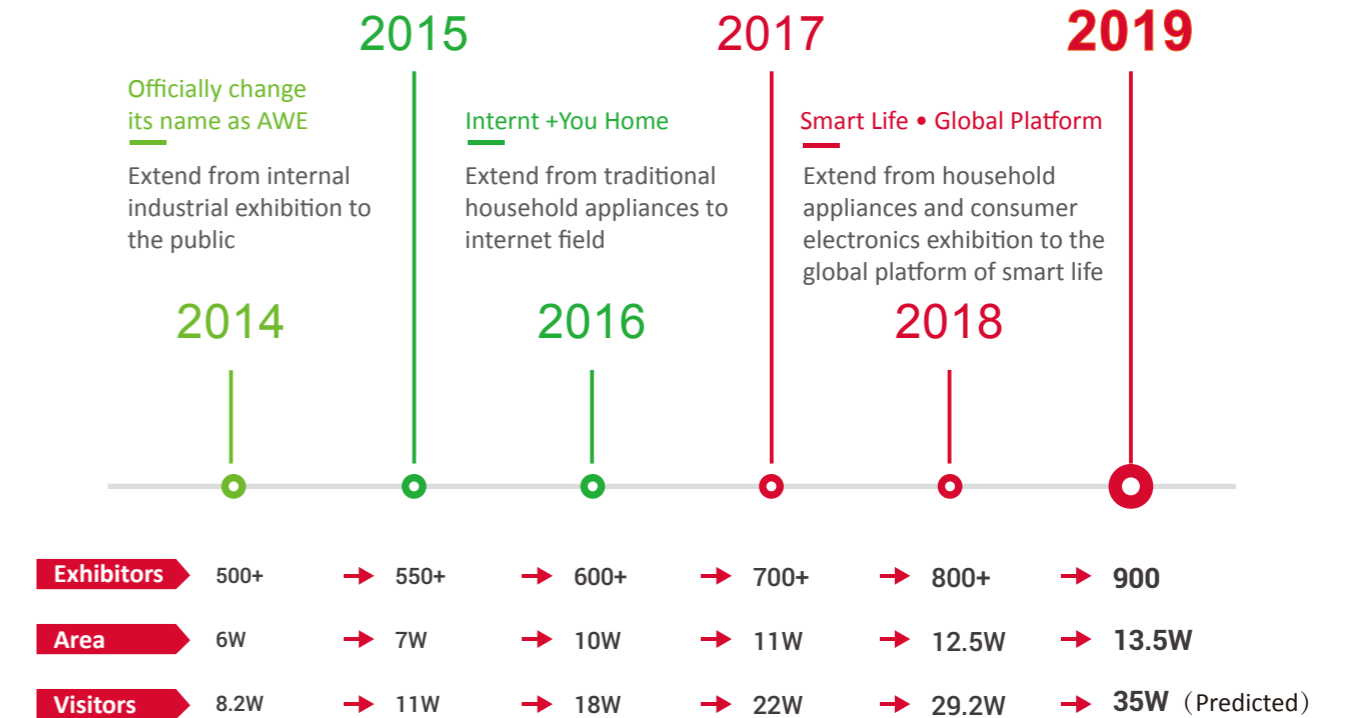
By focusing on the era characteristics of rapid development of internet technology, AWE promotes the mutual penetration and integration development among fields such as household appliances, consumer electronics, Internet of Things, smart home, mobile communication, real estate, new power vehicle, VR, and AI to form a brand new industrial ecological circle with complementary advantages and resource integration. At AWE, achievements of deeply integrating household appliances and consumer electronics industry with Internet of Thing, big data, and AI can be seen here and there. The capability of products' self-directed learning, active service, and human-machine interaction has been enhanced day by day, which displays good life scenarios that people look forward to; technology park introduces more diversified and globalized scientific and technological brands to set up a special area of "cross-industry" technology and innovative products and showcase rich and advanced smart life scenario. Nearly one hundred publish activities related to new products, technology, and strategy will make visitors experience the heavy-weight new products of the year and feel the charm of new technology the first time.

The future of global household appliances and consumer electronics shall be defined by the smart home scenario in the era of Internet of Thing. Interaction relationship between household appliances and people and household appliances will be formed and household appliances will be transferred from negative service to active service. All kinds of resources, between upstream and downstream industry chain, between different industries, and between industry and users, will be connected and integrated. In this way, boundaryless industrial ecology will be formed and new industrial ecology will be derived.

We firmly believe that, AWE will advance the cross-border integration of traditional household appliances with new emerging field, and promote the all-around exchange and communication in multiple levels to lead a brand new way of smart life. AWE will also improve the brand image of Chinese household appliances and consumer electronics, facilitate the innovative upgrading of the whole industry, and realize the high-qualified development! We hope, by joining hands with global partners, AWE will welcome a brighter and happier future by exploring innovation and meeting the upgrading demands of consumption.

Chairman of Board Director of China Household Electrical Appliance Association

AWE - Path of Transformation and Upgrading



Part Exhibition Brands



Market-Orientation

Amount of Visitors Maintaining High Growth

The amount of visitors has increased with a surprising speed each year, increasing **2.5 times** within five years with an average growth rate of **50%**. In 2018, it attracted **292,600** visitors while in 2019, this number is expected to surpass **350,000**.



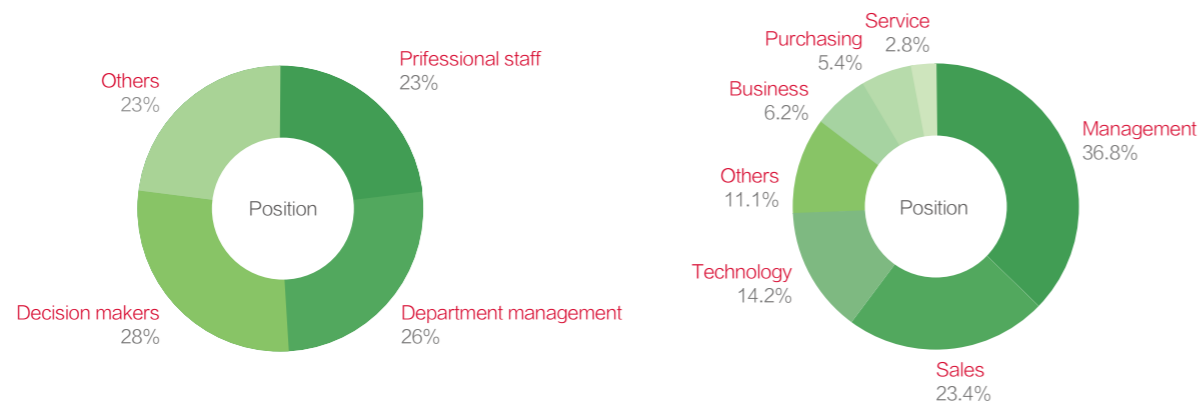
Mass consumers and consumption leaders becoming the dominance

In recent years, mass consumers that visited AWE have been increased with an annual growth of 200%. Owing to the increasing expansion of demonstration fields, products related to daily life can be seen here and there and thus, consumption leaders with advanced consciousness have gotten used to get new information at AWE. AWE organizers and all exhibition companies arrange various kinds of activities including demonstration, experience, discount, and bonus for mass consumers. Moreover, the technology park, which is designed to meet the demands of youths to black technology, attracts visitors for its recreation and participation. AWE has gradually become an exhibition that meets the demands of a whole family.



Ratio of decision-makers among professional visitors goes up year by year

As the core resource of an exhibition, the professional visitor ratio of AWE accounts for **77%**; and at the same time, the position relevancy of professional visitors has been improved greatly; the ratio of decision-makers has been increased sharply, an increase of **54%** year on year, which played a decisive role in the efficiency of exhibition results and negotiation.



Radiate Overseas Market

As a global top feast, AWE 2018 attracted 17,556 overseas visitors from 76 nations and regions of the world. Besides, embassy teams consisting of more than 10 foreign consulates in China and commercial counselors, and senior management groups consisting of AMK, JEMA, and European famous household appliances and consumer electronics companies, were invited to visit the Expo to promote the exchange and cooperation among each other. In 2019, AWE will continue to strengthen its overseas promotion and cooperation strength to increase its global influence and attention.



Brand Effect

Focus on Media Report

AWE has gain unprecedented attention from and been widely reported by global media. It has become routine that hundreds of domestic and overseas media report AWE each year. CCTV Morning News, Economic Information Joint Broadcast, Worldwide Exchange, and 24 Hours reported the 2-minute promotion video of AWE for three consecutive days during the period of the National People's Congress and the Chinese Political Consultative Conference, and arranged 30 people to perform full-coverage report. 35 international famous media such as BBC, CNN, Associated Press, New York Times, Le Figaro of France, Straits Times of Singapore, YTN of South Korea, NHK of Japan, also conducted in-depth reports on AWE in 2018.



Appliance Award

Appliance Award, the highest award in terms of intelligent life, will attract the high attention of the whole industry each year; media's reports on this also attract strong attention from the public; in order to obtain this highest honor of the industry, a lot of companies are actively renewing their products and greatly exploded after getting the award.



Greatly Influence the Capital Market

The influence of AWE is not limited to the industry itself. It has already become an icon of leading the consumption of the public. Moreover, it has gradually affected the capital market related to the industry while its influence has already extended from companies to the whole industry. In recent years, the household appliances sector has been reported with new successes during the period of AWE.

Intensify International Cooperation

The international cooperation of AWE has been a long history and has already extended from Asian-Pacific region such as HK, Taiwan, Japan and South Korea, to Europe and US. In 2019, it will conduct in-depth cooperation with AMK for the first time to set up the "Germany Modern Kitchen Hall" covering an area of more than 10,000 square meters at AWE. At that time, tens of Germany top kitchen appliance brands such as Miele and Nobilia will appear at Chinese market. Meanwhile, "the First Global Modern Kitchen Summit", mainly about the in-depth discussion of high-end kitchen, will be hosted concurrently.



Cross-Industry Integration

Industrial Leaders, Great Insights

During the period of AWE, industrial top masters and influential persons both at home and abroad gather here to discuss the development trend of the industry and give insights to the economic trends at forums and other activities.

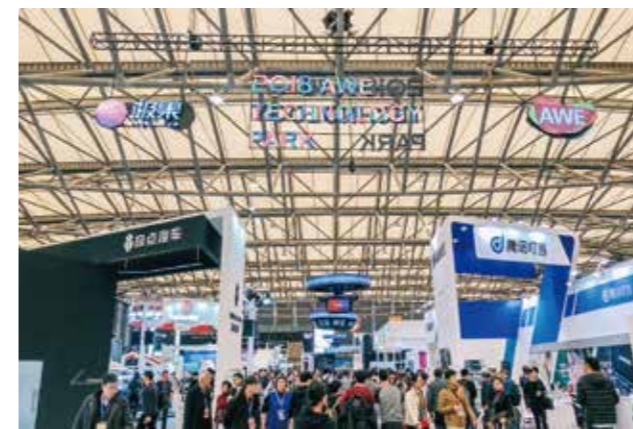


Financial Celebrity, Brain Storm

Wu Xiaobo, a famous scholar of finance and economics, was invited to be the guest speaker to give his idea with insights and observation in terms of cross-industry and the future at the Chinese Household Appliances Development Summit. He also shared his sense and gains of personally visiting the exhibition companies at AWE at his financial column, Wu Xiaobo Talk, with the public.

Inviting Celebrities from All Walks of Life

AWE is a carnival for all citizens celebrating with stars. In 2018, celebrities and stars such as Lin Zhiling, Gao Yuanyuan, Lin Gengxin, Hu Ge, Shu Qi, Yang Mi, Huang Rihua, Yang Lan, Li Hao, Diego Martin Forlan Corazo, and Zhu Jing attended AWE, increasing recreation and attention to this scientific feast.



Technology Park, Play Intelligent Products

Technology Park, which has attracted more diversified and globalized scientific brands including internet giant Tencent, consumer electronics giant Sony, and startup ventures, comprehensively showcased richer and more advanced smart life scenario. It brings the latest science and technology and experience in terms of AI, intelligent travelling, intelligent entertainment, and sports and health to consumers present.

Breaking Boundaries, Enlightening the Future in 2019

In 2019, AWE will continue to integrate internal & external resources to comprehensively upgrade concurrent forums and activities. At the same time, it will make efforts to invite celebrities from all industries to enhance its influence and thus attract more powerful people to break boundaries and explore the future together.



Consequential Decisions



World Premiere, Technology Innovation

The in-depth integration between hot new technologies including AI, mobile internet, Internet of Thing, big data, and cloud computing and household appliances manufacturing has motivated the new innovation trend of household appliance. Each year, hundreds of brands choose to host strategy conference, new product release meeting, distributor meeting, and media salon to launch new products, new technology, and new strategy.....



Vision, New Knowledge

Through AWE, an open demonstration platform, more companies can learn more professional and advanced marketing strategies and ideas from the image planning and demonstration of Chinese and overseas big brands.



Predict the Development Trend, Master First Chance

During the period of AWE, important trends of a lot of industries will be released which can provide macro interpretation of industrial development for companies and give clear signals of corresponding development trends.



2019 Venue Plan

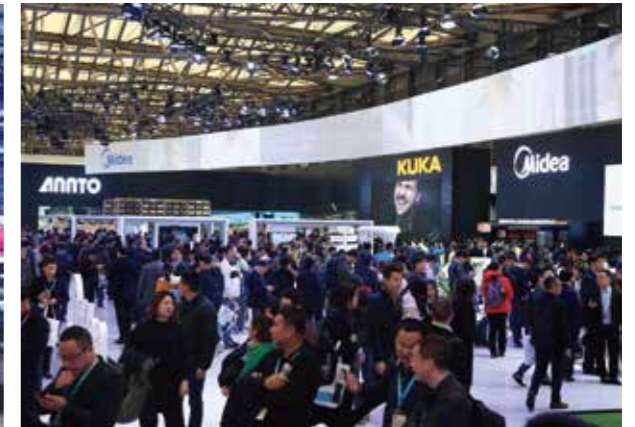
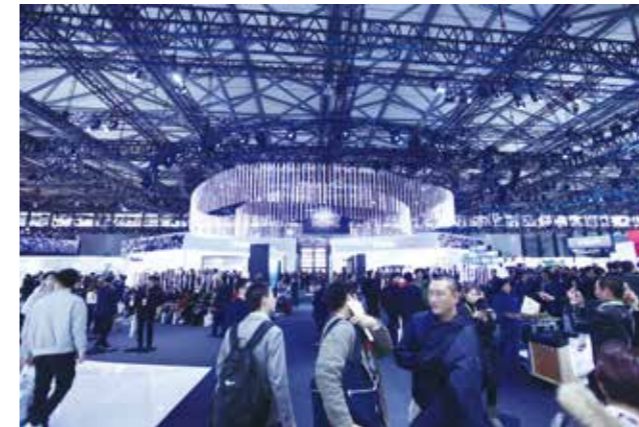
In 2019, AWE will cover 10 halls of Shanghai New International Exhibition Center including W1-W5 and N1-N5 with an overall area of 135,000 square meters to comprehensively showcase the strength of exhibitors.



Super-brands Hall-N5, W1

Comprehensive Categories, Haier Experience Center, and Midea Experience Center

That super big company in the world sets up separate pavilion has become a trend to embody its strength. Haier who owns multiple international brands including Casarte, FISHER & PAYKEL, GE, Tongshuai, and AQUA, and Midea who owns international brands such as AEG, KUKA, Small Swan, Toshiba, and GMCC, have already set up huge kingdom of science and technology worldwide. And they have become international-level super companies. Thus, AWE is a rare opportunity for companies to intensively and systematically display the brand strength and product lines.

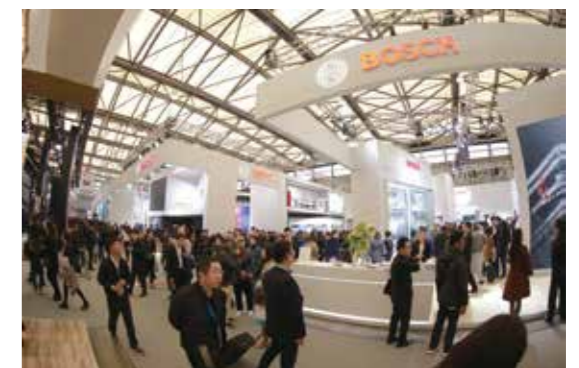
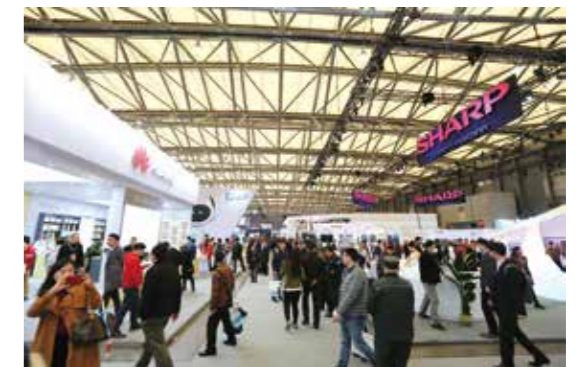


Smart Home-W2, W3 and N4

Comprehensive Categories, White Household Appliances, and Consumer Electronics

For a long time, white household appliances have been the pillar exhibitors of AWE. In 2018, Chinese local household appliances including Haier, Midea, Gree, Hisense, Skyworth, and TCL, and international big brands such as Samsung, Bosch, Siemens, LG, Panasonic, Sharp, and Whirlpool participated in AWE, as the saying goes "a hundred schools of thought contend" to celebrate this grand event.

As the most concerned consumer electronics, mainstream television companies including LG, Sony, Sharp, Philips, Skyworth, TCL, Hisense, Changhong, and Kongka all attended the Expo. They brought products including communication products, 3D printer, family cinema, AI robot, Bluetooth device, sound equipment, digital camera, microbiological detector, duplicator, competitive game equipment, somatosensory interactive product, and wearable device with their own competitive advantages in definition, screen size, and display mode. These products have gradually become the core of consumer electronics field of AWE.

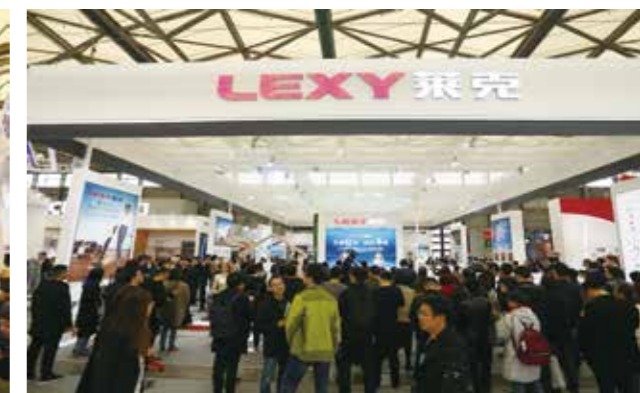
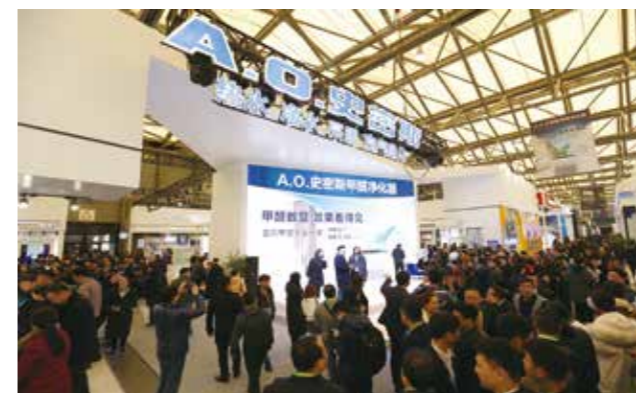




Smart Kitchen, Germany Modern Kitchen Hall-N1 and N2

Germany Modern Kitchen Hall, Kitchen Appliance, Sanitary Appliances, and Small Kitchen Electrical Appliances

Along with the transformation of Chinese household appliances market from living-room economy to kitchen economy, the economic trend of kitchen market is good at present. This exhibition area which surged to 30,000 square meters in 2018 is now still hard to reserve. That Chinese and overseas high-end brands such as GE, FISHER & PAYKEL, Casarte, Bosch, Siemens, AEG, Fotile, Robam, and Vatti intensively appeared at AWE remarks that AWE has already become the largest and the most professional display platform of high-end kitchen appliances in China. In 2019, it will join hands with AMK for the first time to set up "Germany Modern Kitchen Hall" to bring in more international top kitchen appliance brands such as Miele and Nobilia. It means that, AWE will further complete the goal of building itself as a global demonstration platform of kitchen appliances.



Technology Park -N3

It is a carnival of smart household appliances, intelligent hardware, intelligent travelling, AI, and black technology that connects the past and the future by showcasing the influence of science and technology on people's life ways with scenarios and taking consumers' experience as the center. Along with the comprehensive penetration of technologies such as internet and AI, the development of intelligent technology has been embodied in more cross-border products. Technology park will introduce representative new scientific-and-traditional combination products in terms of fashion, jewelry, clothes, outdoor products, and mom-infant products through scenarios. Technology park can promote more overseas new cutting-edge technology products to settle down in domestic market, advance the nation-wide penetration of leading scientific experience, and motivate the innovation capability and leading vision.



Health Cloud Life-W4 and W5

Environment Electrical Appliances and Life Electrical Appliances

Visitors can get development trends of environment electrical appliances industry, but also master the latest news of upstream and downstream of the industrial chain as well as the in-depth revolution of household electrical appliances channels under the background of great integration at AWE, the largest and the most authoritative healthy environment electrical appliances demonstration platform in China. As to environment electrical appliances, AWE is an exhibition of expanding brand influence as well as a platform of study and exchange in multiple fields and among all brands.

High-end small household appliances, targeting at improving users' life quality, develop with strong momentum. Household electric appliances at AWE in 2018 came again with overwhelming momentum. It had the strongest exhibition companies in the history, but also brought a more completed product lines. The brought high-end products and latest technology which represent the trend of development definitely attracted the attention of a large number of visitors and brought a new round of high-end classic household electrical appliances. The categories and amount of exhibits rank the first among similar exhibitions in the world. In 2019, this world-class window will be opened again to look forward to see more companies to fully interpret the future "smart life".

