



AWE

APPLIANCE & ELECTRONICS WORLD EXPO



**SMARTIZE
THE FUTURE**

**AWE
2024**

2024.3.14—3.17

Shanghai New International Expo Center
W1-W5 N1-N5 E1-E4

SHANGHAI·CHINA



Over 1,000 exhibitors shine on AWE's stage.

Below are some of our exhibitors at AWE2023 (listed in no particular order):

Haier	三翼鸟	FISHER & PAYKEL	Casarte 卡萨帝	Hisense	TCL	BOSCH 博世 科技成就生活之美	SIEMENS	Panasonic	京东 不负每一份热爱	HUAWEI	SONY
SAMSUNG	SHARP	Miele	Electrolux	AEG	ASKO	gorenje	LIEBHERR	SKYWORTH 创维	TCL 华星	TCL 中环	LG Display
HITACHI	GREE 格力	Whirlpool 惠而浦	CHANGHONG 长虹	KONKA 康佳	AUX 奥克斯 奥克斯空调 奥克斯热水器 奥克斯洗碗机	BATA BATA SHOES	VESTEL	CeMeta	抖音电商 美好生活 触手可及	TEKA	Küppersbusch FOR KÖCHEN MIT STIL
elica	FOTILE 方太 因爱伟大	ROBAM 老板	vatti 华帝	恒洁 HEGII	ARROW 箭牌家居	Vanward 万和 让家更温暖	万家乐	帅康 SACON 健康厨房 选择帅康	金牌	Vaillant 德国威能	Rinnai 林内
NORITZ 能率	Miji Design Germany	Galanx 格兰仕	Homa 出口品质 品牌	AUCMA 澳柯玛	YAIR 扬子空调	小鸭集团 XIAOYA GROUP	SHANGUNG 上菱	Wanbao 万宝	云米	SUPOR 苏泊尔	Joyoung 九阳
PHILIPS	smeg	LEXY 莱克 让世界更干净	ECOVACS	tineco 添可 生活自科技 居家小确幸	Westinghouse 西屋	3M 科技 改善生活	KARCHER 德国卡赫	Bear 小熊	ASD 爱仕达	deerma 德尔玛	AIRMATE 艾美特
CUORI 卓力 国际品质 值得信赖	DE&E 德意智家	MQ 名气	MEIDA 美大	火星集成灶 集成灶集成灶集成灶	SANFER 帅丰电器	AOTIN 奥田 让每一餐都健康快乐	entive 亿田	SENG 森歌 高端集成灶品牌	XUNDA 迅达厨电 品质生活 科技厨房	Medal 美多 高端厨电 集成灶	Canbo 康宝 —— 集成灶专家 ——
Speed Queen	LAURASTAR	miboi 米博	BRUNO	morphy richards smart ideas for your home	东菱 donlim	LocknLock	石头	DREAME 追觅	小苟	Bissell 必胜	3i
HUTT 赫特	BLAUPUNKT	récolte	科大讯飞 iFLYTEK	AISPEECH 思必驰 专注人性化的智能语音	tuya	TOPBAND 拓邦	LME Leaguer	SENNHEISER	SHOKZ 韶音	IMOU 乐橙 家庭安全专家	小寻
当贝 Dangbei	AGON	MLILY 梦百合	汉王 Hanvon	SAT 锐特红外	VS SASSOON	BaByliss	FLYCO 飞科	RAYI 锐亿	ShowSee 小适	ROAMAN 罗曼	ZHIBAI 直白
yoose 有色	laifen	OSIM	ROTAI 荣泰	KASJ 凯诗捷	ECOWATER 怡口净水	Canature 开能净水	IKIDG 易开得	SYR 汉斯希尔	MULTIPURE 奥而浦	AIBOTE	聚倍集团 BRISK



AWE

Smartize the Future

Appliance & Electronics World Expo (AWE) stands as one of the three most prominent expos for the appliance and electronics industry. We bring together world-class product demonstrations, trade prospects, technological advancements, strategic corporate dialogues, brand promotions, diverse user groups, cross-sectoral exchanges, and investor attention. While empowering exhibitors and partners in all respects, AWE represents a key platform for expanding market visibility and industry influence. As we strive to “Smartize the Future”, AWE is also a tech carnival where consumers experience the latest products and pioneering household scenarios.

In 2023, AWE registered a remarkable milestone with 13 exhibition halls, an expansive venue of 150,000 m2, 350,000 visits, and over 1,000 dedicated exhibitors. Focusing on smart technologies, smart scenarios, and innovative products, AWE2023 unlocked the industry’s growth potential, helped companies showcase their technological prowess, and sped up the pace of innovation.

Mark your calendars for March 14-17, 2024, as AWE continues its journey at the Shanghai New International Expo Center. In 2024, we will redefine our theme “Smartize the Future”, captivating global consumers with new smart life scenarios powered by smart technologies.

Scan the QR code to explore AWE2023



AWE2023
Live Stream



AWE2023
Report on Expo

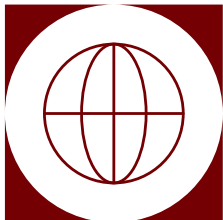


AWE2023
Report on Publicity



AWE2023
Report on Industry Trends





A Global Industry Event

Global Vision and Influence

Aside from being a global industry event, AWE is also a major platform for international collaboration that pools business insights from around the world. We have attracted the presence of world-renowned brands with our international perspective and broad influence. AWE plays an essential role in the global appliance and consumer electronics sector, as it unlocks prosperity and innovation with strong momentum.

This global showcase for the smart life transcends industry boundaries and presents the convergence of tech ecosystems across various domains, spanning all-inclusive smart life scenarios that include smart appliances, smart kitchens & bathrooms, smart entertainment, smart healthcare, and smart transportation.





Pioneering Trends

Scenario-based and Customized Smart Life

AWE is best concluded by a single keyword: smart. Driven by rapid technological advancements such as AI, IoT, and cloud computing, AWE fully demonstrated the progression from individual smart devices to intelligent solutions tailored for specific usage scenarios and smart homes. We offer personalized and seamless smart living experiences.



Ultimate, Stylish, Comfortable, and Convenient Product Experiences

While enhancing the core value of products, the home appliance and consumer electronics sector responds to consumer demands through constant innovation. AWE brings together top-notch innovative technologies and products, offering ultimate, stylish, comfortable, and convenient product experiences to consumers.



Green, Low-Carbon, and Sustainable Development

AWE drives the low-carbon transformation of the home appliance and consumer electronics industry chain. To pursue sustainable development, we extensively showcase applications of low-carbon materials and energy-saving technologies.



Industrial Convergence: Building A Smart Home Ecosystem

Along with the convergence of global industries, AWE is expanding the reach of the smart home life and building a smart ecosystem centered around homes. As a top platform immersing consumers in every digital life scenario, we are breaking boundaries across industries, covering large-scale applications like smart city, smart household, smart healthcare, smart transportation, and smart education, as well as small innovations such as VR/AR, wearables, smart solutions for mothers, babies, and pets, service robots, outdoor equipment, and esports.



Enhanced Expo Value

Strong Market Impact Enabled by Wide Media Coverage Both Online and Offline

AWE2023 captured widespread attention, attracting over 400 media outlets. More than a thousand reporters were at AWE2023 to cover this global industry event. AWE2023 had been repeatedly mentioned in the news programs of China Central Television (CCTV). In addition, All Things Chinese (《中国风物大集》), a program produced by CCTV Finance Channel, sent three hosts, including the famous Chen Weihong, to explore AWE2023 in person, with the theme "Explore the Future at AWE2023". Moreover, the event was also covered by TV networks such as Beijing Radio & Television Network, Dragon Television, and Guangdong Television.



AWE2023 was also fully covered by China's official media outlets including People.cn, Xinhuanet, and Guangming Online, international mainstream media such as TV Tokyo, Fuji Television, and Kyodo News, as well as CRI Online via its English, German, Japanese, and Korean channels. AWE2023 secured prime placements on the front pages and leading news sections of multiple media outlets, including People's Daily and Economic Daily.



Enhanced Expo Value

Improving Brand Exposure for AWE and Exhibitors via Intensive Offline Advertising

AWE placed intensive offline advertising in Shanghai and surrounding areas, as well as key cities nationwide. We managed to improve the brand exposure for both AWE and our key exhibitors through ads placed on billboards and electronic screens in elevators of buildings, upscale commercial districts, and high-speed railway stations and cabins of high-speed trains.

Industry Summits Fueling Industry Dialogue

AWE's diverse side events and forums offer the industry a platform for sharing visions, enhancing influence, fostering extensive dialogues, and creating learning opportunities. AWE2024 will feature two summit forums, in addition to side forums that will focus on a variety of topics, including tech innovation, AIoT, smart homes, clean appliances, the home appliance industry chain, and the new retail sector, offering the latest business insights from all angles.





Enhanced Expo Value

A Gathering of Top Industry Professionals

AWE is a must-attend event for professionals in the home appliance and consumer electronics industry. 70% of our attendees are practitioners in the industry, and over 80% of them are decision-makers or company executives. As China had just lifted its pandemic control measures before AWE2023, not many international flights were available. Despite the limited travel options, executives from multinationals flocked to the event with excitement to experience the transformation in China's home appliance and consumer electronics industry over the past three years. Professional attendees at AWE cover the entire value chain of the industry, including complete machine manufacturing, OEM, procurement/distribution, and international trade. AWE2023 also saw a notable increase in media participation. Professional visitors are regulars at AWE events, and some would meet with us every year.





Broad Marketing Coverage

AWE Harnesses the Massive Traffic of Top Platforms to Help Exhibitors Engage with Consumers

AWE has reached extensive partnerships with top e-commerce platforms. Capitalizing on their immense online traffic, exhibitors promoted their brands and attracted consumers through live streaming, videos and illustrated promotions, and more. Charmed by live-stream promotions and compelling discounts, many online viewers have made a purchase on AWE's platform partners.

Extensive Collaboration: AWE works closely with online platforms, including Xiaohongshu, Weibo, Tencent Video, Baidu, SMZDM.com, Zhihu, Zhuxiaobang.com, Haohaozhu.cn, etc.



Strategic Partnership: JD.com

In a strategic partnership with JD.com, AWE offered an expansive 1,600 m2 exhibition area for the e-commerce giant, while JD.com rolled out a wide array of marketing campaigns, including video promotions, product recommendations, and knowledge sharing sessions. Together with JD.com's in-platform marketing, the two co-launched the AWE x JD.com Appliance and Household Renewal Week. During this event, JD.com's home appliance and household segment also provided consumers with a one-stop shopping solution called "Renew Your Home at JD.com". According to the relevant figures, AWE 2023 generated an impressive marketing reach of over 700 million potential consumers.



Strategic Partnership: Douyin

Douyin's e-commerce platform officially partnered with AWE in 2023 to present the AWE-Douyin Trendy Electronics Festival. During the event, top influencers including Eastbuy and Pupujiji, with over 10 million fans, more than 100 well-known streamers, and mainstream media outlets attended AWE2023 to interact with online viewers together with exhibitors. The AWE-Douyin Trendy Electronics Festival reached over 500 million potential consumers on Douyin. Through live streaming sales, more than four of our exhibitors registered over RMB 100 million in sales, and nearly 60 brands witnessed their turnover exceeding RMB 10 million.





Broad Marketing Coverage

Upgraded Expo Experience: AWE Becomes an Urban Festival

Every year, AWE introduces new formats to engage with attendees through fun, appealing, and interactive events, attracting a huge number of consumers. As it goes viral on the Internet, AWE is now a must-visit spot that drives widespread content creation, including both images and videos. Additionally, more and more attendees decided to show up with their families at the expo, where they can enjoy gourmet food, have fun with cool gadgets, shop for appliances and electronics, and even encounter celebrities, making the expo a new option for family entertainment. AWE is set to become an exciting urban festival for all consumers.



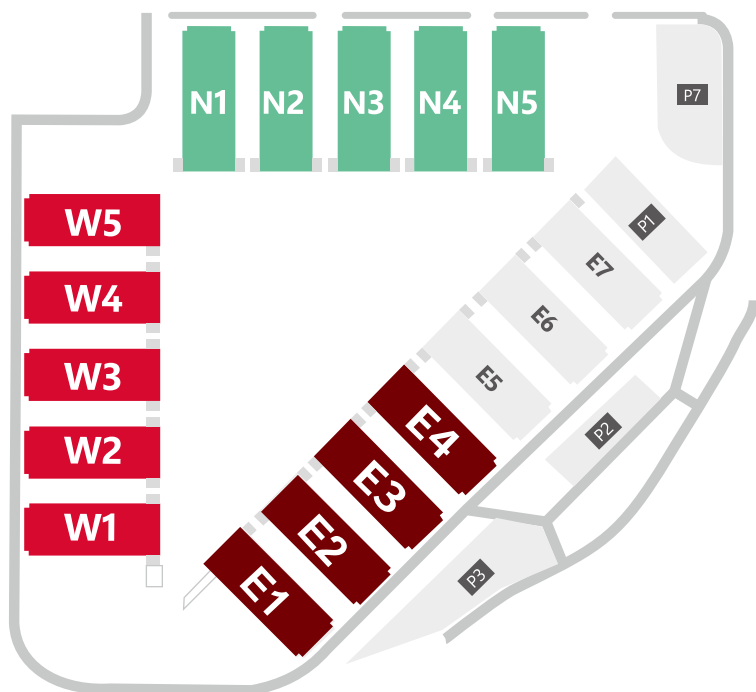


AWE2024 Planning



Scan the QR code to join AWE2024

Exhibition Area Planning



Booth Pricing

Bare Space

100m²
Below

1580
RMB/m²

100m²
~200m²

1480
RMB/m²

200m²
Above

1380
RMB/m²

Booth



Standard Booth

13,800

RMB/booth (3m × 3m)

Including:

Three-sided partitions, fascia boards with company name, a 9 m² carpet, 1 inquiry counter, 2 folding chairs, 1 wastebasket, 3 spotlight fixtures, and 1 electrical outlet.



Premium Booth

23,800

RMB/booth (3m × 4m)

Including:

Three-sided partitions, LED fascia boards with company name, a 12 m² carpet, 1 inquiry counter, 1 barstool, 1 negotiating table, 3 folding chairs, 1 wastebasket, 5 spotlight fixtures, and 1 electrical outlet.

Optional: 4 laminated plates or 1 display set

AWE WeChat Official Account



AWE Official Website



AWE WeChat Mini Program



AWE Weibo



Organizer:
CHINA HOUSEHOLD ELECTRICAL APPLI-
ANCES ASSOCIATION
TEL: 400-630-8600
FAX: 010-67156913
E-MAIL: awe@cheaa.com
WEB: www.awe.com.cn

Co-organizer:
AWE (Beijing) Exhibition Service Co., Ltd.

