



APPLIANCE & ELECTRONICS  
WORLD EXPO

2025.3.20-23

# AWE 2025

AI FOR ALL

One of the world's top three exhibitions  
for household appliances and consumer electronics

SHANGHAI  
New International  
Expo Centre

[en.awe.com.cn](http://en.awe.com.cn)

AI

# AWE2025: AI FOR ALL

The Appliance & Electronics World Expo (AWE), founded by the China Household Electrical Appliances Association (CHEAA) in 1992, is held annually in March in Shanghai and is recognized as one of the world's top three exhibitions for household appliances and consumer electronics. Asia has emerged as a global center for manufacturing, technological innovation, and branding of home appliances and consumer electronics. Held in China, the largest producer and market for these products, AWE remains an unmissable event for the industry. Moreover, the event also serves as a premier platform for showcasing technological advancements and consumer trends, facilitating business cooperation, and enhancing brand exposure.

As AI becomes a key trend in the industry, AWE2025 will focus on the theme of "AI for All," showcasing the latest AI breakthroughs in home appliances and consumer electronics. The event will feature smart solutions for all home scenarios, including smart kitchens, smart living rooms, smart bedrooms, and smart bathrooms. Beyond these solutions, AI has given shape to a multi-dimensional smart life ecosystem encompassing people, vehicles, homes, and cities, creating genuinely AI-powered life.

**1000+**  
exhibitors

**150000**m<sup>2</sup>  
exhibition space

**365000**  
entries by global attendees





# A strong lineup of exhibitors

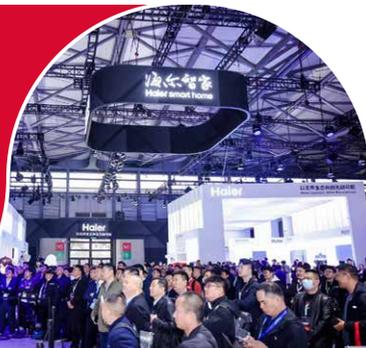
Below are some of our exhibitors at AWE (listed in no particular order)




# A panoramic view of the industry

## A global platform for over 1,000 appliance and consumer electronics companies

As one of the industry's top three, AWE gathers more than 1,000 leading brands, attracting global attention. We provide a global stage for companies to showcase their strengths. Many businesses see AWE as the most important platform for their annual brand debut.



## A premier platform for showcasing technology and innovation with hundreds of product launches

With global exposure, AWE hosts hundreds of launch events for new products, new solutions, and new strategies, drawing the attention of media, insiders, and consumers alike. This helps brands kickstart promotions for their new products and raise market awareness and user interest before they are introduced to the market.



# A panoramic view of the industry

A full range of smart life scenarios and the latest industry trends



Embracing AI, AWE empowers the industry with smart technology

Intelligence is one of the key driving forces behind AWE's leadership in the industry. In addition to smart products powered by AI models, AWE highlights the corporate race in fields like integrated smart IoT solutions and ecosystems. Here at AWE, we are creating life powered by AI technology.



With integrated scenarios, AWE presents a smart life ecosystem encompassing people, vehicles, homes, and cities

In the age of AI, businesses provide products and services tailored to the living scenarios of users. AWE brings together the latest advancements across a range of fields, covering integrated appliances, smart home management, and the people-vehicle-home ecosystem, leading users to a new era of smart living.

Showcasing a customized life, AWE meets diverse needs with specific products

AWE displays new products and solutions catering to a full range of consumer needs, such as customized products and lifestyles for Gen-Z users, new designs incorporating scenario-based aesthetics, and wellness products for the elderly.





# Building a global presence



## A gathering of industry insiders for effective business matchmaking

Industry insiders, the most valuable asset of any exhibition, make up 66% of AWE's attendees. Over 80% of them are management and decision-makers. AWE's large crowd of industry insiders provides high promotional values for exhibitors and facilitates effective business matchmaking.

## Diverse channels for market expansion

AWE attracts all kinds of distributors, which provides companies with opportunities to expand their sales networks. At the event, you can reach out to distributors and establish new sales channels to cover more market areas and consumer groups.



## Cementing customer relationships and gaining market feedback

Many companies hold customer meetings at AWE to build stronger ties with customers and meet new clients. They share the latest products and technologies to improve customer loyalty. Businesses can also gather market feedback from customers to adjust their marketing strategies and product development goals.

## An international media spotlight connecting global customers

As an international event, AWE2024 attracted attendees from over 70 countries and regions, with a 38% increase in overseas attendees. The event was covered by leading overseas media, including the Associated Press and Asahi Shimbun, with reports available in multiple languages such as English, German, Japanese, French, Dutch, Portuguese, and Spanish.





# Driving consumer growth

## AWE Live Stream Night Show: A new exhibition model with over 300 million in sales

AWE Live Night brings together top global brands, transforming 150,000 square meters into the world's largest livestream channel. This major livestream marketing event for the entire industry recorded remarkable sales of over 300 million yuan at AWE2024.



## An immersive experience: Eat, drink, play, and shop for great products at AWE

AWE is a celebration combining eating, drinking, playing, and shopping experiences. The immersive, scenario-based experience helps companies vividly showcase the performance and use cases of their smart products.



# Multi-dimensional cross-sectoral exchange

## High-level forums for industry insights

AWE2025 will include multiple high-level forums and technical exchanges. These parallel events are expected to provide an ideal platform for gaining industry insights, sparking innovation, and fostering business collaboration.

**2024 AWE 高峰论坛**  
SUSTAINABILITY IS THE FUTURE  
2024 AWE SUMMIT  
2024年3月14日  
2:00-5:00  
扫码即期报名

**2024 AWE 高峰论坛**  
HAPPINESS BEGINS AT FUTURE HOME  
2024 AWE SUMMIT  
2024年3月15日  
9:00-12:00  
扫码即期报名



## Global industry insiders gather to explore opportunities for cooperation

AWE2025 will bring together leaders, experts, technical specialists, and decision-makers in the industry from across the globe. This top platform for business exchange allows you to have face-to-face discussions with leading professionals about industry trends, technological innovations, and market shifts while exploring opportunities for cooperation.

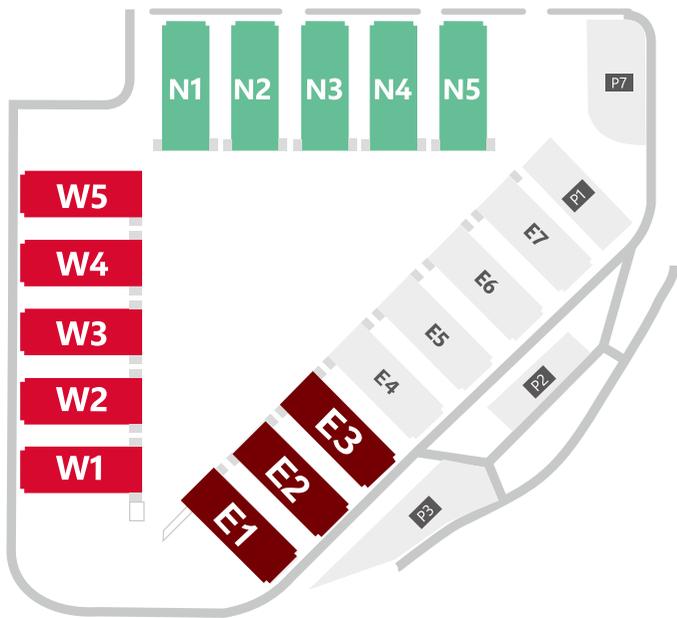


# AWE2025 Exhibition Plan



Scan the QR code to join AWE2025

## Exhibition Area Planning



## Booth Pricing

### Bare Space



### Booth



Standard Booth  
**13,800**  
 RMB/booth (3m×3m)

Including:  
 Three-sided partitions, fascia boards with company name, a 9 m<sup>2</sup> 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 m<sup>2</sup> 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 Official Website



AWE FACEBOOK



Organizer:  
China Household Electrical  
Appliances Association  
AWE (Beijing) Exhibition Service Co., Ltd.  
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Co-organizer:  
AWE (Beijing) Exhibition Service Co., Ltd.

