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China (shanghai) International  
Hotel Investment & Franchise  
Expo  
中国(上海)国际  
酒店投资加盟与特许经营  
展览会



2018  
CHINA  
(Shanghai)

INTERNATIONAL  
Hotel Investment & Franchise Expo

The 5th China (Shanghai) International Hotel Investment & Franchise Expo (Guangzhou)  
The 6th China (Shanghai) International Hotel Investment & Franchise Expo (Shanghai)

BROCHURE



Guangzhou From May 16 to 18, 2018 China Import and Export Fair  
Shanghai November 2018 National Exhibition and Con-  
vention Center (Shanghai)





## Exhibition Background

Recent years, the China's hotel industry experienced alignment and nonalignment among OTA giants, mergers and acquisitions among domestic and overseas management groups, and trans-boundary cooperation among various enterprises. Now many hotel groups accelerated layout of medium-end brands. And new business formats such as theme hotel and B&B, were born at the right moment under the "new normal". The China's hotel industry is entering a pattern of diversified development.

Mergers and combination of hotel groups have highlighted the "weakness" of monomer hotels. According to the statics released by China National Tourism Administration, there are almost 650 thousand hotels in China, 80% of them are monomer hotels, guesthouses and hostels, while the star hotels and chain hotels are in the minority. How to enhance monomer hotels' competitiveness becomes the most noteworthy thing nowadays. As for the problem, some chain hotels put forward the "off monomer" solutions to help monomer hotels tide over the difficulties. The rapid increase of short-let and long-let serviced apartments, B&B and hostels also offers more choices for the transformation of monomer hotels. The Hotel Investment & Franchise Expo will create many more commercial opportunities for the hotel industry.

# FRANCHISES



## Exhibition Introduction

Sponsored by Shanghai JinJiang International Exhibition Co.,Ltd., 5th China (Shanghai) International Hotel Investment & Franchise Expo (Guangzhou ) will be held from May 16 to 18, 2018 in China Import and Export Fair Complex, and the 6thChina (Shanghai) International Hotel Investment & Franchise Expo will be held on November, 2018 in National Exhibition and Convention Center (Shanghai).

The exhibition will be dedicated to promoting high-quality, safe, trustworthy hotel brands as before, and invite strong franchisees and investors for professional cooperation, thus build an special offline investment & franchise platform for the hotel industry.

## Exhibition Overview

Exhibition Time and Venue	<b>   Guangzhou</b> Time: From May 16 to 18, 2018 Venue: China Import and Export Fair (Pazhou Pavilion) Address: Zone A, Pazhou Pavilion, No. 382, East Xingang Road, Guangzhou
	<b>   Shanghai</b> Time: November 2018 Venue: National Exhibition and Convention Center (Shanghai) Address: No. 333, Songze Avenue, Qingpu District, Shanghai
Estimated scale	30,000 m² (Guangzhou) 70,000 m² (Shanghai)

## Scope of Exhibits

Domestic and overseas Medium and high-end hotel brand  
Domestic and overseas economy hotel brand  
Boutique & design hotels, resorts  
OTA platforms  
Serviced apartments, B&B  
Commercial real estate, financial institutions  
Hotel design companies, hotel consulting companies, etc.







## Exhibition Highlights

### The large-scale exhibitions will help you exploit the future market

With the expected total scale of 100,000  $m^2$ , the exhibitions will attract more than 1,000 exhibitors and more than 50,000 professional buyers. They will be strategic platforms for you to seize market opportunities, open up business opportunities, access to market consulting and establish partnership.

### Distinct theme exhibition areas highlight the new direction of hotel Investment & Franchise

Based on the demands of investors & owners at home and abroad, the exhibition will focus on domestic and overseas medium and high-end hotel brand, economy hotel brand, design hotels, B&B and cutting-edge design models. At the same time, the exhibition will invite the industry authorities to appraise outstanding technologies and products through comparison, so as to lead the industry trend.

### Well-planned trade matching creates a premier industry event

With the accumulation and publicity of professional information over the years, the sponsor will send out individualized invitations to 300,000 professional visitors and more than 300 hotel management groups, so that exhibitors can have one-on-one meetings directly and understand the needs.



Visitors Analysis

Exhibitors and visitors

The 10-year-exhibition has covered totally area of 130,000 m<sup>2</sup>, with 1,600 exhibitors and 150,000 visitors in total.

Visitors' purposes

With procurement demand 35%  
Learning inside information 45%  
Preparing for the next exhibition 5%  
Others 15%

Proportion of industry categories of visitors

Suppliers of hotel supplies 18%  
Dealers and agents of hotel supplies 27%  
Buyers from catering companies 12%  
Buyers from domestic and foreign-funded hotels (groups) 42%  
Others 12%

Visitor role classification in procurement

Decision-makers 49%  
Requirement producers 22%  
Presenters 20%  
Others 9%

Exhibition audience introduction

Target professional visitors

Hotel investors, associations of scenic spots, developers, financial institutions, commercial real estates, hotel owners, property management companies, hotel consulting companies, hotel design firms etc.



Exhibition Value

Why do people participate in the investment & franchise exhibition?

- 1. All major financial platforms provide solutions for franchise, like crowd funding;
- 2. Multimedia platforms promote brand image and enhance brand awareness;
- 3.The intermediaries platforms of real estate gather together to provides exhibitors with idle commercial real estate resources;
- 4. Contacting with international hotel groups to achieve brand strategic alliances;
- 5.As the industry competition intensifies,and social consumption structure upgraded and reformed, the development mode of the hospitality industry suddenly changes and cooperation encounters bottleneck.





## Associated Exhibitions & Events

### Associated Events

Hotel Innovative Development Forum  
Smart Hotels—Hotels in the Mobile Internet Era General Trend of Technology Development  
China Hotel Brand Conference & Non-standard Accommodation Investment and Development Forum  
China Hotel Investment and Marketing Forum  
China Hotel Investment and Innovation Summit Forum  
China Hotel Investment Forum Shanghai Summit Associated Exhibitions  
Project Supplier and Demander Fair  
Projects in Construction and Reconstruction Projects Conference

Exhibitor New Products Introduction and Promotion Conference  
Trade Cooperation Signing Ceremony  
Supplier Award Ceremony

### Associated Exhibitions (2018)

The fourth and fifth China (Shanghai) International Smart Hotel Exhibition  
The third and fourth China (Shanghai) International Hotel Design & Engineering Exhibition  
The eleventh and twelfth China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair



## Cooperation Media

### Media support

The exhibitions bring together a few hundreds of newspapers, magazines, websites, television stations and various media forms in Shanghai and China, to carry out all-around, multi-angle and continuous publicizing and reporting. The industrial associations of various areas will organize investors and developers to visit the exhibitions. In addition, more than 80,000 "Invitation Letters" will be directly sent to customers based on the user database.

## Part of Cooperation Media

hotelers, Tourism Business Observation, Grand Hotels Media  
Travel Daily, MeizhanTravel, Hoteln, Hotel Reviews, HRC China  
LIWULI hc360, mycaigou.com, ChinaHotel.com, 9dvp.com  
World Hotel,SMART, Apartment Channel, Apartment  
Forefront,Hotel View, NEW LV JIE, 10000show.com  
yutoushe.com, Dichan Ergeng,Hotel Top News  
Leisureinsight





Highlights Review

Smart hotel

General Trend of the Industry Technology Development in the Mobile Internet Era  
Winning the Future with Intelligence's Navigating

- SASAC "Energy-saving Management Engineer of Intelligent Building" Project Kick-off Ceremony
- High-profit and Innovative Hotel Development Trend –Smart Hotel
- Being Changing Hotel Management Pattern
- New ideas of hotel energy saving - fast "cost decreasing and benefit increasing"



- The franchise exhibition
- China Hotel Brands Summit Forum
- Hotel and accommodation brand innovative development forum
- How hotel chains can have a foothold in the red sea under the new wave
- China Hotel Investment and Marketing Forum
- China Hotel Investment and Innovation Forum
- China B&B and Ldylic Complex Forum



## Participation procedures

The applicant unit can download the "Exhibition Application Form" in [WWW.chinahfe.cn](http://WWW.chinahfe.cn) or contact the customer representative to obtain the form which should be filled out as required and then returned to or faxed back to the sponsor.

After receiving the "Exhibition Application Form", the sponsor will send the applicants INVOICE. The applicant unit must pay the booth fee within 5 days from the date of application, and anyone who has overdue payment shall be considered a waiver of application.

Booth allocation will carry out the principle of "early booking and payment with early allocation".

After confirming the booth, the sponsor will send the exhibitors Exhibitor Manuals which will include: basic information of the exhibition, booth building (standard booth and raw space), travel and lodging arrangement, rental of goods, advertisement and visa application etc. The exhibitors should fill out the manual as required, and hand it to the sponsor within the deadline.

### Booth price

A standard booth is at least 18  $\text{m}^2$ . Raw space is at least 36  $\text{m}^2$ .

Domestic exhibitors: A standard booth is RMB 33,600 / 18  $\text{m}^2$ , and the booth of raw space is RMB 1,500 /  $\text{m}^2$ .

Foreign exhibitors: A standard booth is USD 7,600 (18  $\text{m}^2$ ), and the booth of raw space is USD 380 /  $\text{m}^2$ .

