



*China's leading hospitality and commercial space trade show*

## 2022 POST – SHOW REPORT

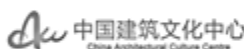
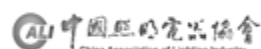
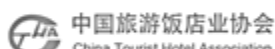
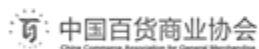
Show Overview

Facts & Figures

Marketing Promotion

Future Dates

Organizers



## Part I - Show Overview

**Hotel & Shop Plus 2022** moved from Shanghai to Nanjing, one of the core cities in the Yangtze River Delta, due to the COVID-19 situation, and was successfully held from **25 to 27 August** at **Nanjing International Expo Center**.

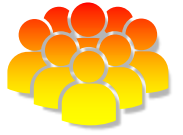
As China's leading trade show catering to hotels and commercial space industry, Hotel & Shop Plus serves as a one-stop sourcing platform on construction and operation for hotels, restaurants, clubs, retail shops, shopping malls and more commercial properties. The show sectors are spanning from building and design materials, hotel supplies, smart technologies to cleaning and epidemic prevention. Besides product showcasing, there were exciting onsite activities and special zones take place on the show floor, helping industry professionals to exchange market insights, network with partners and grow their business.



**74,000m<sup>2</sup>**  
Exhibition Area



**1,100+**  
Exhibitors



**33,177** Visits of  
Trade Buyers



**80+**  
Forums & Activities



**48,549**  
Livestream Views



**255,000+**  
Online Impressions

## Part II - Facts & Figures

- Show Sectors
- Photo Gallery
- Exhibitor Feedback
- Visitor Analysis
- On-site Activities





# Show Sectors

## H4

Ceramic & Bathroom  
Outdoor & Engineering  
Design  
Flooring



## H5

Commercial Retail  
Self-service  
Turnkey Solution  
Wall Decoration



## H6

Decorative Lighting  
Intelligent Control  
Systems  
Smart Hotel



## H7

Hotel Supplies



## H8

Environmental Sanitation  
Air Purification  
Epidemic Prevention  
Cleaning Tools  
Cleaning Chemicals



## H9

Cleaning Equipment &  
Accessories





# Photo Gallery



Building  
Materials



Smart  
Hotel



Lighting





# Photo Gallery



Hotel  
Supplies



HOTEL & SHOP PLUS



Cleaning



HOTEL & SHOP PLUS



HOTEL & SHOP PLUS



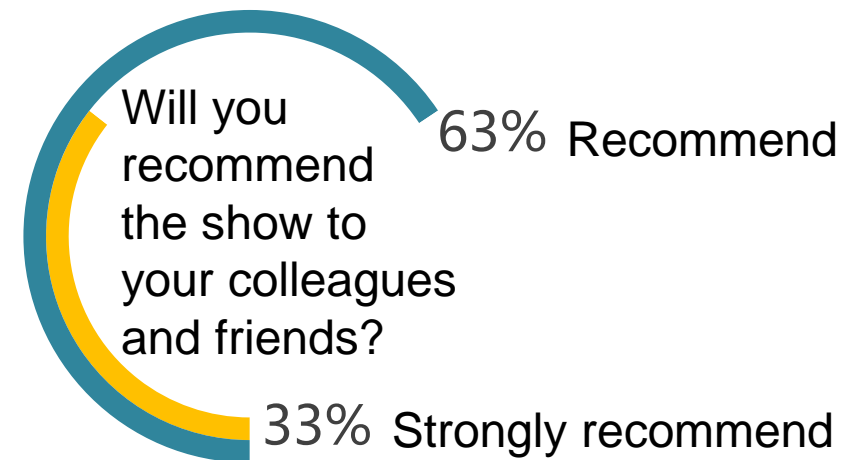
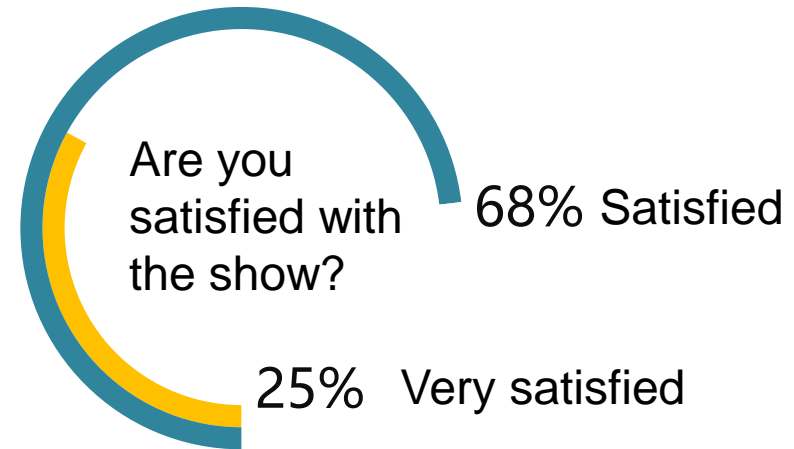


# Photo Gallery



## Exhibitor Feedback

The 2022 show gathered **1,100+** exhibitors,  
**68%** of them were returning exhibitors.





# Exhibitor Testimonials

## Building Material Exhibitors

It was the second time that Gree joined in Hotel & Shop Plus. This mega event has offered a premium sourcing platform for hotels and commercial space. It is an annual fair for both buyers and suppliers. We look forward to more communications and cooperation in the upcoming days!

**Li Zhe, Sales Director of Commercial Finance, Gree**

Through Hotel & Shop Plus, we have seen that more and more clients began to focus on the professional level of suppliers. Lansen has been making effort to the prosperity of hotel furniture market in terms of materials to installation and delivery. Also, we facilitate investor's up-level consumption to the taste and favor and in a rational way. We will continue to offer good products to empower the hospitality industry.

**An Hongbo, Operation Director, Hotel Sales Management Department, Lansen**

The number of visits to Hotel & Shop Plus, organized by Sinoexpo amid pandemic, was beyond our expectation. Thanks for the exhibition! It has offered a good platform for us to target the potential clients and to display the product concept and excellence of Manu.Art.

**Wu Kuan, Founder, Manu.Art**

It was our first time to attend Hotel & Shop Plus this year. There were a lot of attendees. We could target a lot of trade buyers on site. The exhibition fascinated us on the display and promotion of fabricated products. Look forward to participating in Hotel & Shop Plus 2023!

**Saint Gobain Fast Building Technology (Chengdu) Co., Ltd.**

## Lighting Exhibitors

It was the first time that Hotel & Shop Plus moved to Nanjing. OPPL has gained an all-round exposure among the professional visitors and has made quality orders on site. Through the pandemic has set some limitations, OPPL chooses to forge ahead with Hotel & Shop Plus. We will tackle difficulties and bring more surprises through further cooperation.

**Feng Wenduo, Senior Manager  
Commercial and Hotel Industry Development, OPPL**

It has been the fourth year when NVC participated in Hotel & Shop Plus. This year, NVC brought out the brand-new products mix and presented on site products of the sub-brand – NVC Hotel Lighting. Moreover, our latest launched star products – CHOPIN series has been displayed. We appreciate a lot for Sinoexpo's support. Hope to see you next year!

**Lei Songlin, Director of Hotel Industry, NVC**

# Exhibitor Testimonials

## Smart Hotel Exhibitors

Congratulate on Hotel & Shop Plus 2022 held in Nanjing. This premium mega show had a lot of visitors coming to booths within three days. A big thank you to visitors and the organizer, Yunji has made a spotlight in Hotel & Shop Plus. Let's meet again in 2023!

**Yang Zi, VP in Strategic Cooperation, Yunji Technology**

It was the first time Hotel & Shop Plus was moved outside Shanghai to Nanjing due to pandemic. Thanks to the great efforts made by the organizer! With the adjusted and strategic marketing, it has gained a great success in terms of visiting flow, effective epidemic prevention, proper arrangements of staff on-site. We hope Hotel & Shop Plus will get better!

**Chen Haibin, President & Founder, Kuaizhu Group**

## Hotel Supplies Exhibitors

We have cooperated with Hotel & Shop Plus for more than 5 years. We meet with new hotel management groups every year, and we gained cooperation opportunities and resources from hoteliers, homestay and cultural tourism buyers and so on. This exhibition has offered us a big opportunity. We are looking forward to joining in Hotel & Shop Plus 2023, where we'd co-discuss the growth trend and further corporation in the future!

**Unilever Asia**

The show reflects the great enthusiasm of participants and the organizer. We have been inspired a lot by this. We'd like to extend our heartfelt appreciation and gratitude to the organizer for their great efforts and wisdom in holding such a wonderful show successfully.

**Groupe GM CHINA**

## Cleaning Lighting Exhibitors

As an old friend of CCE, the Italian brand, Comac, gained a lot from the past participating experience. Through strenuous marketing promotion in China and years of interaction with China's exhibition, Comac has been chosen by clients from Industrial Engineering, Commerce, Traffic Hub, Hospitals, Schools, which will improve the sanitary condition and efficiency.

**Davy Chen, Sales Manager, Asia Region, COMAC-FIMAP**

Tenant actively participated in CCE 2022 and has gained focus of customers far more expected. An excellent spot was offered on CCE show floor as Tenant focuses on Chinese market to a high extent, CCE has offered a cooperation platform for mutual exchanges and further cooperation throughout CCE.

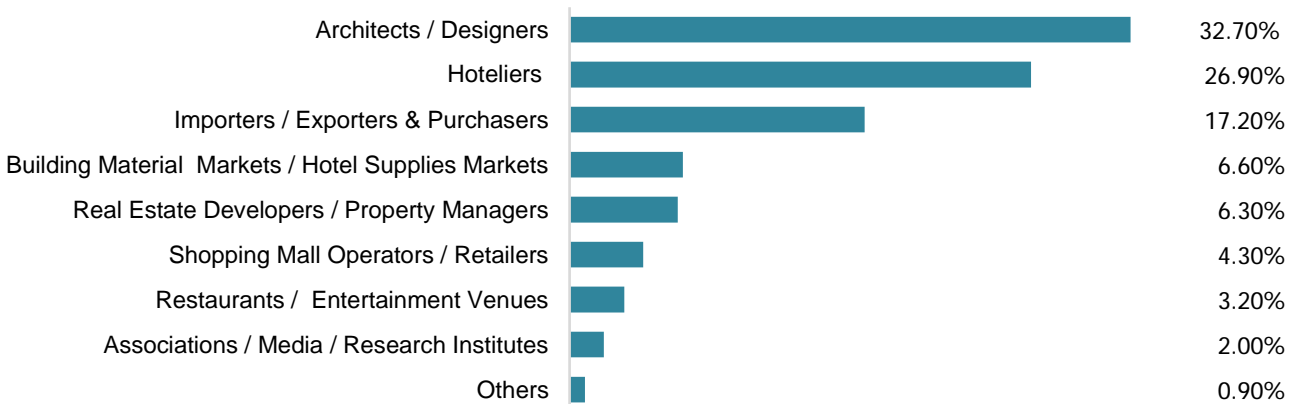
**David Ma, Senior Marketing Manager, China Region, Tennant**



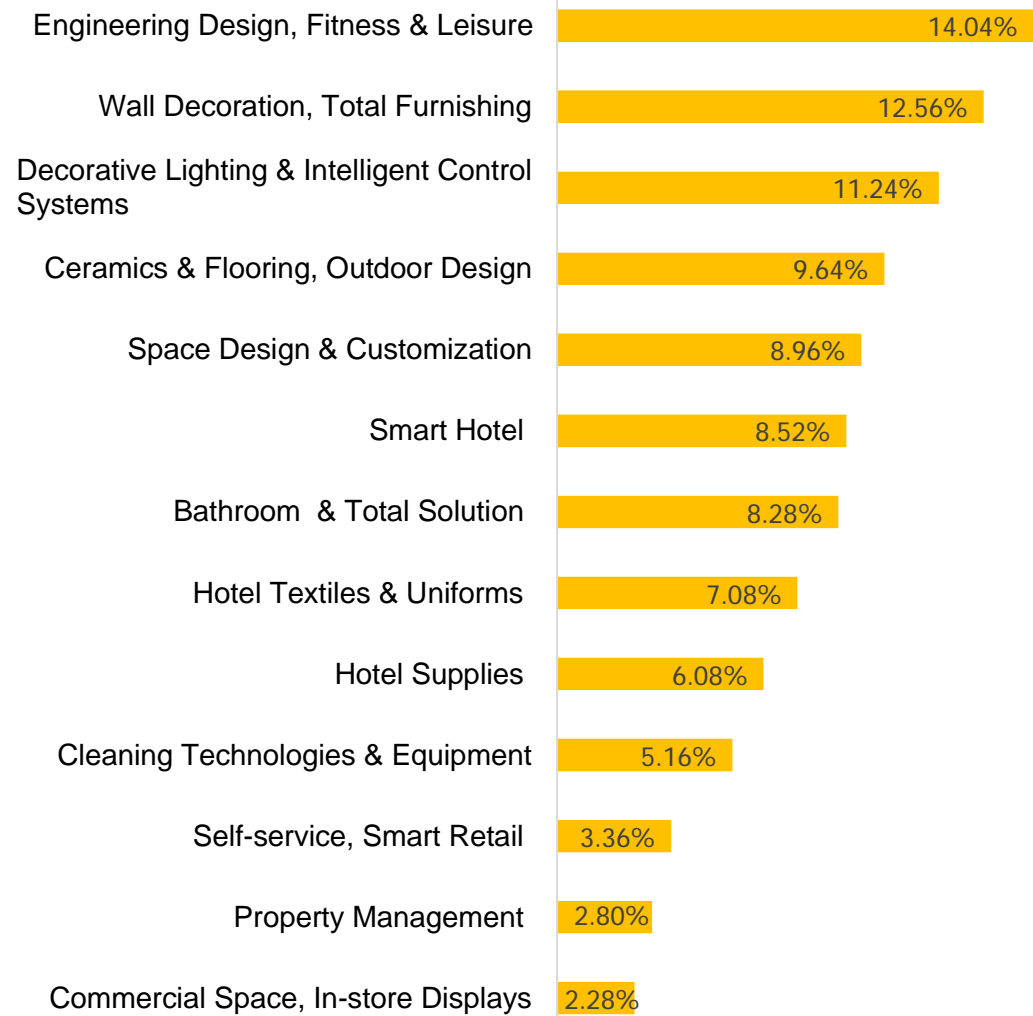
# Visitor Analysis

The three-day show attracted **33,177** visits of professional buyers from the field of **hotel, design, commercial real estate, facility management, retail, and cleaning.**

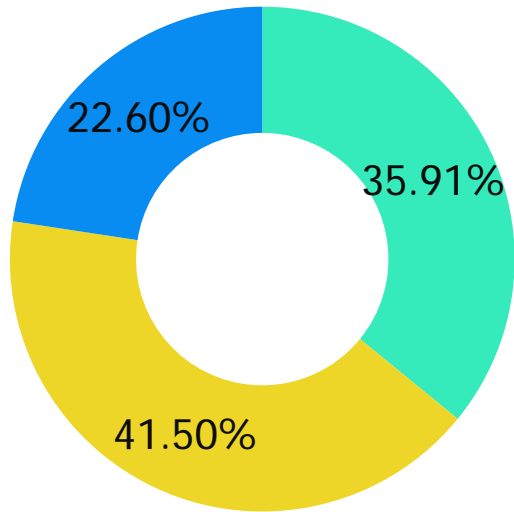
## Visitor Business Categories



## Exhibit Categories of Interest

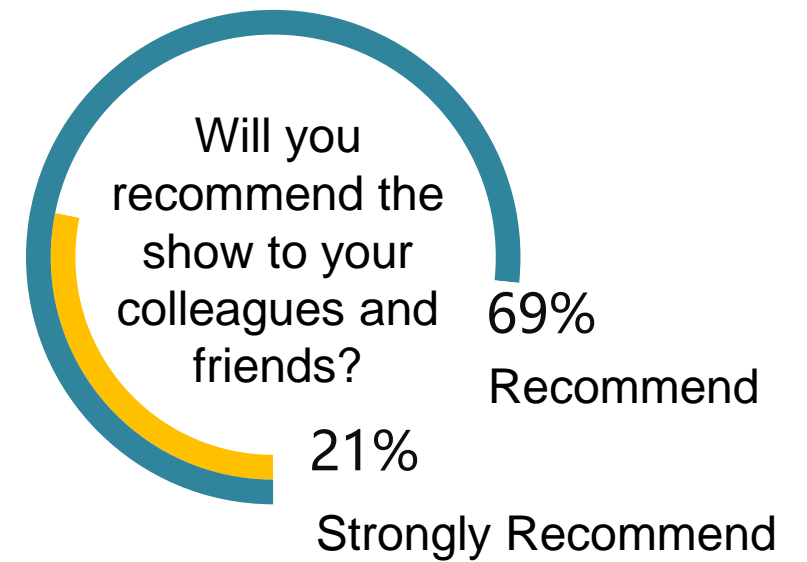
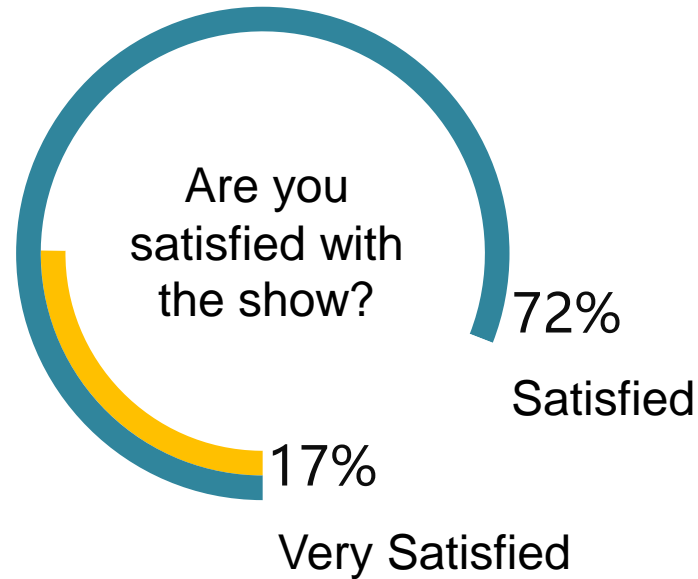


## Visitor Feedback



- The first time
- The second time
- More than twice

How many times have you attended the Hotel & Shop Plus show?





# Visitor Testimonials

It is a challenging year of 2022. "couch potato, crisis, dilemma, perplex, confusion, survival, misfortune" are the key words for hospitality industry of 2022. China International Building & Interior Design Summit Forum takes the challenge. It offered designers a platform for exchanges with hot topics of "innovation, co-exist, cross-border, revival". What a note of optimism in such a special period. The forum has gathered many wisdom for the seek out solutions to the bottleneck facing hospitality industry. This has sent a signal of revival to hospitality industry insiders. Hospitality industry keeps a sound development.



**Peter Wang, VP, Banyantree**

Thanks for the invitation of Sinoexpo. it has offered a professional premium platform for communication cross the industry. China International Lighting Design Forum allowed for the witness to the power of design. It drives the innovation and upgradation across the industry in a new era. We will keep going in the spirit that we hold in the very beginning, devoting ourselves to meeting the demand asked by the clients. We will keep exploring the future of light with new thoughts.



**Chen Chao, Design Director, BPI**

Hotel & Shop Plus has successfully offered a feast for wisdom and visual appeal for visitors amid the difficult time. On-site forums and activities keep close to the topics of today, encouraging the deep integration of design of hospitality industry efficiently. It has also fueled up the constant development through the detailed demonstration of new technologies, materials, techniques on site.



**Du Yun, Consultant & Director, BLVD**

It's a great honor to be invited as a guest speaker on behalf of Gensler. Designers, industry leaders, medias have gathered together to share the wisdom and prediction of the development of hospitality industry amid changes. Commercial design is closely linked with owners, developers' investment strategy. The result will also contribute to the experience feeling of users and efficiency of operators, and further influence the investment benefits and long-term interests. Therefore, communications in different levels will inject vigor and wisdom to the whole industry.



**Li Zhao Ruiqi, Project Manager, Gensler**

China Clean Expo has offered as a guide in terms of the professional upgradation and marketing of cleaning products, the sharing of trendy concepts, and the building of ecology chain across the whole industry. We hope CCE will be better!



**Shao Junjie, PIC of environmental sanitation company, Sunac**

Hotel & Shop Plus has enhanced the communication across industry insiders of cleaning industry. It offers as a window for the attendees to keep track of the prospect and trends of development. Also, the exhibition gives a signal of optimism to those contributing to the growth of cleaning industry amid pandemic!



**Ding Feng, Digital Operation Manager  
North China Region, Mingzhe Group**

## On-site Activities

# Insights and Practice

- **80+ exciting activities** including forums, salons, awards, competitions, special zones
- **300+ speakers** from commercial, hospitality, F&B, design and cleaning industries



### Design

China International Interior & Building Design Forum  
Design Empowers Hospitality Industry  
PIO Global Real Estate Design Award  
Archifocus Forum: Low-carbon 2022  
CRIDA 2022  
Future Life Space  
China Cultural Design Forum



### Hospitality

China Hotel Procurement Conference  
Hotel Digitalization Summit Forum  
Zhejiang Province Hospitality Digital Development Summit Forum  
China Hotel Brand Cultural Festival  
The 1st China Hospitality New Empowerment Summit Forum  
The 3rd Hotel Textiles Trends Forum: From Sourcing to Rental and Washing



### Lighting

China International Lighting Design Forum  
Explore the New Pattern of Commercial Lighting Design  
Innovation and Practice of Hotel Lighting Design  
Commercial Lighting Design Forum



### Retail

The 19th CCAGM Annual Meeting  
China Shopping Mall Development Forum  
China Outlets Development Forum  
China Retail Marketing Management Forum  
Retail Industry Trends Forum  
Create Ecology and Explore Metaverse Summit Forum  
Scenario Development Under Urban Renewal



### Cleaning

East China Cleaning Development Forum  
Yangtze River Delta Int'l Property Management Summit Forum  
Implementation of New Technology In New Normal  
Development of China And International Cleaning Industry  
Cleanig Equipment Live Demonstration  
Indoor Air Treatment Skills Competition



# China Int'l Interior & Building Design Forum



BANYAN TREE  
GROUP

Well

## Design- Prospect

10+ design leaders from hotels, real estate, and commercial facilities presented their insights on the theme of Design Prospect, discussing the influence that human behaviors and external environment have put on design in the new normal. The one-day forum attracted 500+ professional attendees.

# Design Forum Speakers



Peter Wang  
VP  
**Banyantree**



Liu Xiaoyan  
GM of Business Planning Department  
**Greenland Hotel & Tourism Group**



Fu Zhi  
Partner & Design Director  
**CCD**



Vincent Zhang  
Founder & Principal  
**Stylus Studio**



Yvonne Xia  
CEO  
**Sky Art**



Li Zhao Ruiqi  
Project Director  
**Gensler**



Jaco Pan  
Founder  
**Minggu Design**



Du Yun  
Partner & Architectural Director  
**BLVD International**



Johnny Lin  
Interiors Principal, Asia Region  
**DLR Group**



Leo Li  
Principal  
**Studio HBA China**



Liu Weili  
CEO  
**Mark Asia-Pacific**



Thomas Hao  
Senior Design Director  
**Gold Mantis**



Chen Chao  
Principal Designer  
**TORYO**



Zhang Xi  
Associate Professor & Doctoral Supervisor  
**Architecture College of Tsinghua University**



Yamuguchi Tatsuma  
Design Director  
**Lighting Images**



Xu Dongliang  
Designer Director  
**BPI**



Deng Mingyong  
Founder & Executive Director  
**Mingyong International Lighting**



Zhang Chenlu  
Founder & Design Director  
**Gradient Lighting Design**



# China Hotel Procurement Conference



500+ hotel investors, hotel managers, and hospitality suppliers attended the conference.

## Topics:

Green Purchasing

Design Empowers Hotel Operation

Trends on Purchasing

How to Build Hotel Supply Chain System for Hotels

Hotel Digitalization





# Hotel Plus Mock-up Room Show



Hotel Plus Mock-up Room Show is the most popular zone on the show floor displaying concept guestrooms in real scenario, presented by most active design firms and hotel brands, to offer visitors a good chance of learning the investing trends on cultural tourism.

## 2022 Participants:

Youmi E-sporting Hotel  
Gold Mantis  
Insome  
HuaZheng Travel  
Sulian China  
Shulv Culture  
Mengmeng House  
Hua Tian Hua Di Home Stay  
...



# Hotel Forum Speakers



Ki Gang  
Purchasing Director  
**Accor Great China**



Chen Yuming  
VP of Purchasing  
**Huazhu Hotel Group**



Zhang Le  
GM of Business and Marketing  
**Greenland Hotel & Tourism Group**



Zhang Baoxing  
Marketing GM  
**Yurun Group**



Huang Tiancheng  
VP  
**Green Tree Hospitality Group**



Chi Yujia  
VP of Management and Operation  
**Annuo Hotels & Resorts**



Benjamin Hu  
Head of Design and Engineering  
**IHG Greater China**



Lin Jian  
President  
**NRD Shenzhen**



Lang Xianfeng  
Founder & Design Director  
**Tu Yue Hotel**



Yu Chao  
GM of Investment & Development  
**Radisson RED China**



Chen Ye Wei  
VP, China Regios, **Jin Jiang Hotels**  
President, **Vienna Hotels & Park Inn by Radisson**



Yang Wenjun  
VP of Technical Service Department  
**Huazhu Hotel Group**



Gao Yang  
GM of Supply Chain Center  
**Henan Xiyi Damo E-gaming Hotel**



Luo Yang  
Senior VP  
**Tojoy Holding Group**



Chen Peili  
Founder  
**Chengxin Hotels**



# Shanghai International Shopping Mall Development Forum

## Cross Bordering, Innovation and Upgrading

The forum brought together 12 decision-makers from real estate companies, department stores, shopping malls and retail brands as well as commercial space designers to deliver presentation on hot topics including project renovation, cross business collaboration and marketing strategies.



# Commercial Forum Speakers



Zhang Zhenqiang  
GM, East China Region  
**Greenland Group**



Gong Hui  
General Manager  
**Huai Hai 755**



Hu Shuchang  
Executive VP of in77  
**Hangzhou Hubin Yintai**



Tang Yinghua  
Founder  
**A.T. Mall Beijing**



Wen Juan  
GM of Theatre Operation  
**Kaixin Mahua**



Tian Yingjie  
Deputy GM  
**Bailian Inc.**



Liu Xingcun  
Founder & Director  
**SIDD**



Chen Wenjie  
Director of 21Block  
**Crehopson**



Nicky Zhu  
Senior Director of Strategic Advisory Service  
**Savills Shanghai**



Song Xiaodong  
VP  
**Fengyuzhu**



Liu Yong  
President  
**Beijing Shangru Investment Group**



Wang Fei  
Senior Director of Strategic Customer Service  
**JLL China**



Wang Yunfan  
Trends Expert  
**WGSN**



Wang Yu  
Sales Director of  
Commercial Distribution  
**Gree**



Li Wenxin  
Senior Lighting Designer  
of Commercial Space  
**OPPLE**



# 2022 Yangtze River Delta Property Management Summit Forum

## Explore the Potential Value of Property Management Service in Post Real Estate Era

As the property management section of the 19th China Retail Summit Forum supported by China Commerce Association for General Merchandise, the two-day forum gathered 16 speakers from leading commercial facility operators and property management companies as well as industry. Anchored on the rich buyer database including real estate developers, retailers, shopping mall operators, hoteliers, destination management company representatives, this forum assembled resources across the industry chain as a platform for deeper interaction.





# Cleaning Competitions

At CCE 2022, dedicated cleaning workers were engaged in a series of exciting competitions and shown their proficiency in dust mopping, glass cleaning, floor scrubber operating, stone conservation, and air treatment.

- **Nanjing Cleaning Skills Competition**

Supported by

Nanjing Association of City Appearance and Cleaning

- **The 5th Yangtze River Delta Indoor Air Treatment Skill Competition**

Supported by

Jiangsu Indoor Environment Purification Industry Association  
Shanghai Indoor Environment Purification Industry Association  
Zhejiang Indoor Environment Purification Industry Association  
Anhui Province Purification Engineering Industry Association



# Cleaning Forum Speakers



Zhang Libin  
President  
**Nanjing City Appearance  
Cleaning Association**



Ding Changsheng  
President  
**Anhui Province Cleaning  
Industry Association**



Zhuang Yongxiang  
Deputy Secretary General  
**Shanghai Trade Association  
of City Appearance and  
Environmental Sanitation**



Cao Hui  
GM  
**Nanjing Aoti  
Property Management**



Chen Qingwu  
Sales Director of Asia Region  
**COMAC FIMAP**



Kelvin Chi  
President  
**Beijing MRWJ  
Property Management**



Chen Jun  
Environment Service Expert  
**Excellence CM**



Gu Peipei  
Senior Technical Engineer  
Commercial Solution  
**3M China**



Ding Dawei  
CPO  
Environment Business  
**DeepBlue**



Ding Feng  
Digital Operation Manager  
North China Region  
**Mingzhe Group**



Qian Dengfeng  
CEO of Esteem Property  
**Hooplife Technology Group**



Shao Junjie  
Cleaning Service Company  
**Sunac**



Sun Lin  
Consultant on  
Science & Technology  
**ITCPM**



Daisuke Shimizu  
Business Director  
**AEON Delight Co., Ltd.**



Ma Zhenyu  
GM  
Robotics Business  
**ICE Robotics**



Liu Tiejun  
Co-founder  
**JEMS**



Li Yang  
GM  
**Yajie Clean**



Zhu Zixian  
Deputy GM  
**Jiangsu tsing-jet Smart  
Technology Co., Ltd.**



Zhang Wei  
CEO  
**AOTINGBOTS**



Chen Zui  
Deputy GM  
**Lvjing Service**



Jack Zhou  
Chairman  
**China Shine**



Yi Ming  
Director of Operation Department  
**FUMED**



Lin Qi  
President  
**Orient Cleaning**



Gu Jing  
President  
**Shanghai Guyi Floor Dish  
Cleaning Co.,Ltd.**



Zhai Jie  
GM  
**Shanghai Wanjie  
Environmental Management  
Service Co., Ltd.**



Chen Yingting  
GM  
**Obviate**



Lu Jianping  
GM  
**Lansheng**



## Part III Marketing Promotion

- HPGLE B2B Service
- Marketing Promotion
- Media Partners





# HPGLE B2B Service

Dedicated to the development of hotel and commercial space industry, HPGLE is the online B2B trading platform of Hotel & Shop Plus show based on the rich database of **2,100+ exhibitors** and **500,000+ professional visitors**. The website [WWW.HPGLE.COM](http://WWW.HPGLE.COM) serves as a one-stop sourcing place connecting suppliers and purchasers of hospitality and commercial projects.

Through HPGLE WeChat mini-program, **21 on-site forums** at Hotel & Shop Plus 2022 went to broadcast live and received **50,000+ views**. Live rooms are separated by topics covering property management and cleaning, hotel design, smart commerce.

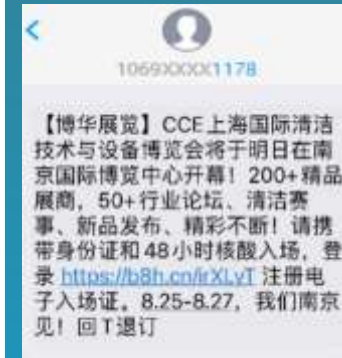
To complement the physical exhibition, HPGLE helps exhibitors and visitors to gain more business opportunities without geographical restraints.



# Marketing Promotion



The show promotion covers industry associations, social media, industry media, HPGLE.COM, press releases, SMS, EDM, and mails.



80+活动，300+酒店大聊齐展南京酒店展，重磅论坛抢先看！  
原创 | 酒店工程设计与用品 2022-08-17 18:00 发表于上海



8月25日，由中国旅游饭店业协会、中国百货商业协会、中国照明电器协会、住建部中国建筑文化中心、上海博华国际展览有限公司主办的2022 Hotel & Shop Plus上海国际酒店及商业空间博览会（南京）在南京国际博览中心开幕。

本届博览会为期三天，首次移师南京，邀请来自全国各地的商业地产、酒店集团、购物中心、百货品牌及商业设计精英、零售新锐技术方齐聚于古都金陵，共襄盛会。



2022必看设计展，1000+品牌方、开发商、设计师！

原创 | WIRE designwire设计圈儿 2022-08-18 18:34 发表于北京



8月25日 晚上23:47



直击现场，人气爆棚！2022 HOTEL&SHOP PLUS（南京）今日盛大开幕！  
文末还有明日精彩剧透~

8月26日 晚上20:03



日均1w步！这场酒店及商业空间盛会逛得停不下来！  
明天最后一日，抓紧来打卡！



# Media Partners



## WeChat KOLs

@一起设计 (together-design) @设计设计腕儿 (designwire) @普象工业设计小站 (Pushthink) & designfocus设计聚焦 (xdzn-sh) @美国《室内设计》杂志中文版 (ID-China) @环球观筑 (Archifocus) @TK 饕客 (TK-TastingKitchen) @江南设 (Jiangnan-designclub) @云上设计师俱乐部 (designer-cloud) @亚太远卓 (Mark Asia-Parcific) @浙江省饭店业协会 (zjhotels) @迈点 (meadin1) @酒店职业经理人 (hotelpe) @酒店高参 (ehotelier) @次方点评 (cifangdp) @酒店控手札 @HotelShare @酒店日报 (Hotelenglish) @千家智客 (Qianjiacom) @灯光帮 (deng-guang-bang) @云知光 (eLicht) @意大利Lucee design (LucedesignItaly) @南京本地宝 (njingbdb) @Bigger南京 (njsnc88) @南京小资生活 (xzsh025) @南京出发 (nanjinggogo) @赢商网 (winshang) @华东商业地产汇 (shwinshang) @环卫科技网 (cnhuanwei) @环保在线 (@环球生态环保 @智能制造网 ([www.gkzhan.com](http://www.gkzhan.com)) @现代物业杂志 (xiandaiwuye) @物业管理圈 (wuyeguanliquan) @物业管理资讯平台 (wyglzxpt) @物业通 (wuye114) @物业CEO参考



## Part IV Future Dates

Hotel & Shop Plus will go to Shenzhen, the core city of Greater Bay Area, scheduled to take place from 14-16 December 2022, along with other shows organized by Sinoexpo.

Estimated to have **300,000 sqm** exhibition area with **3,000+ exhibitors**, Connexion Shenzhen will explore a wider market in the emerging South China.

Stay tuned with us!



@Hotel & Shop Plus



WeChat @HotelPlusHDE



# HOTEL & SHOP PLUS

14 - 16 December 2022  
SWECC, Shenzhen

Organized by



中国旅游饭店业协会  
China Tourist Hotel Association

中国建筑文化中心  
China Architectural Culture Centre

sinoexpo  
informamarkets

Hotel & Shop Plus 2023 will return to Shanghai on the show dates of 28-31 March.

The show will cover **17 exhibition halls** with over **200,000 sqm**, provide valuable opportunities for hospitality and commercial space industry professionals to exchange information, build connections and grow business.

Stay tuned with us!



@Hotel & Shop Plus



WeChat @HotelPlusHDE

**HOTEL & SHOP PLUS**  
Shanghai

**28-31 March 2023 | SNIEC, Shanghai**







**Thank you and look forward to  
seeing you in next edition!**

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