

2023

China (Zhengzhou)

International Window, Door &
Whole-Home Expo

Official Post Show Report

Exhibition Overview

The 2023 China (Zhengzhou) International Window, Door, & Whole-Home Expo was successfully held from April 6 to 8, 2023, at the Zhengzhou International Convention and Exhibition Center.

As a major exhibition for the door, window, and home furnishing industry in central and western China, the expo set new records in exhibition scale, exhibitor base, product categories, visitor volume and quality, and forum programs. It delivered a landmark annual gathering for new product launches, business matchmaking, and in-depth exchanges.



Overall Statistics

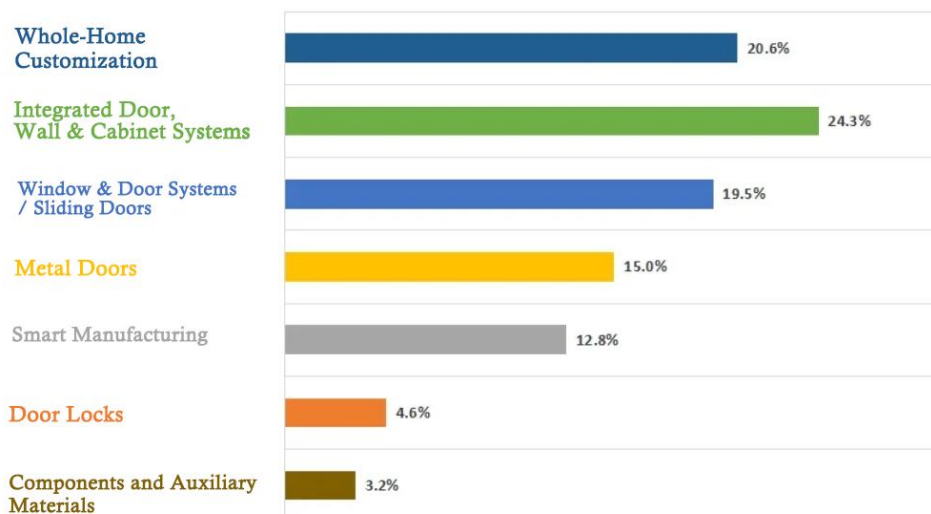
- Exhibition Area: 160,000m²
- Lwading Brands: 1,108
- New Product Debuts: 100,000+
- Professional Trade Visitors: 142,546
- Concurrent Events: 10+
- Business Outcomes: RMB 1.2 billion



Exhibition Categories

Exhibition Scope: Wooden doors, Sliding Doors, Windows & Door systems , conservatories, shower enclosures, entry doors, courtyard gates , fire-rated doors, Building Hardware & Smart Lock Systems, whole-home customization , high-end custom furniture, woodworking machinery, accessories and auxiliary materials, and more. The refined category structure delivers full coverage of the entire home furnishing industry chain, creating a highly efficient one-stop sourcing platform.

Analysis of Exhibitions' Product Categories



Concurrent Events

Concurrent Events: Over 10 events will be held, organized around 5 major themes, featuring insights from 43 industry

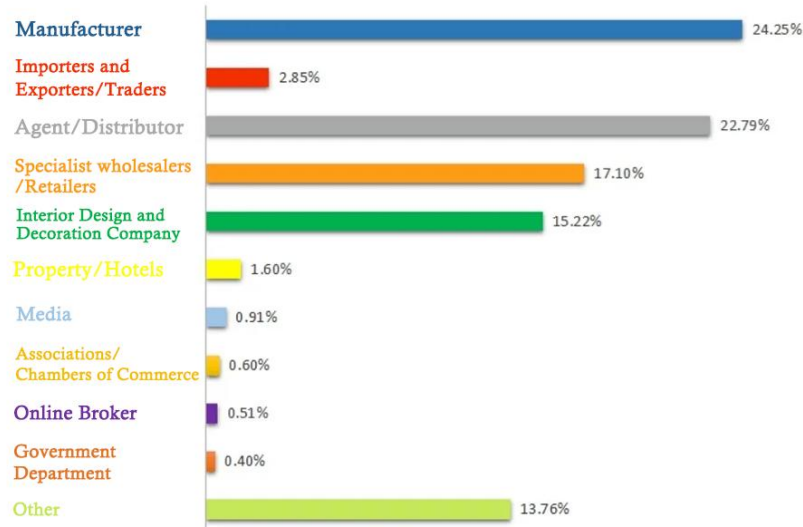
leaders. Content will span brand presentations, new product launches, round-table discussions, academic exchanges and capacity-building training, focusing on the current challenges and pain points facing the sector. These sessions will explore industry trends and pathways for transformation and upgrading, working together to chart a course for the future of the home furnishings sector.



Visitor Profile

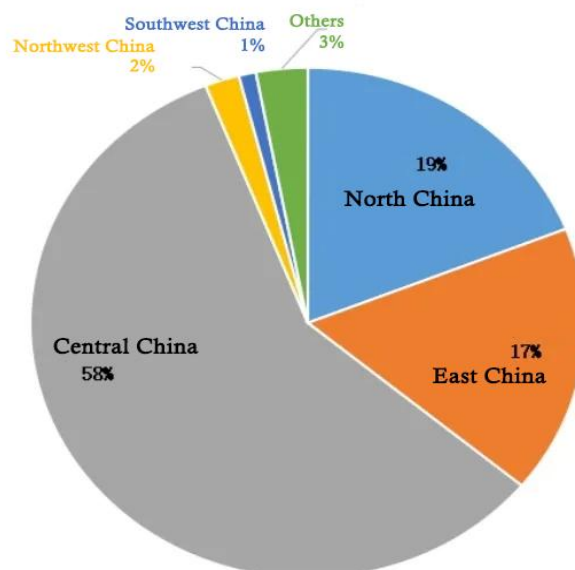
Visitor Composition: The majority of visitors are from upstream and downstream sectors of the industry, including distributors /agents, design and decoration firms, hotel and property developers, and construction companies, ensuring a high level of professionalism and conversion rates.

Industry Sectors Represented by the Audience



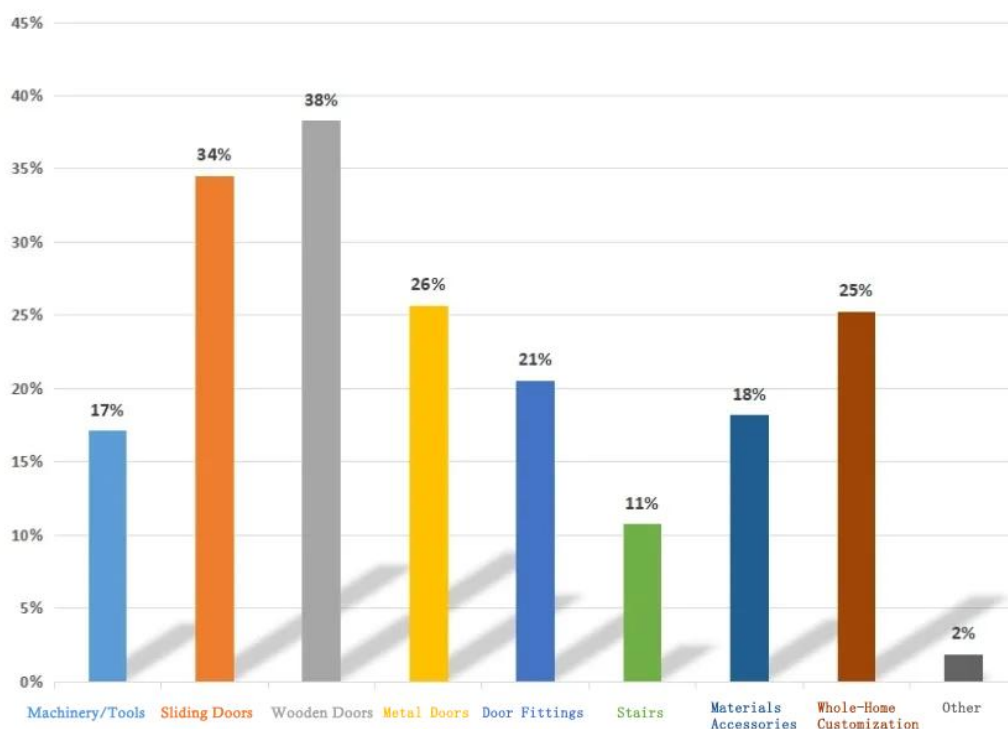
Visitor Origins: Visitors to this exhibition primarily hailed from Central, Northern and Eastern China, whilst the proportion of attendees from South-West and North-West China has increased compared to previous editions.

Audience Geographic Distribution



Key Areas of Interest: There is strong demand for products in sectors such as wooden doors, sliding Doors, whole-Home Customization and metal doors, whilst interest in machinery, door hardware and locks, as well as ancillary materials, has also seen a significant increase compared to previous editions

Product Categories of Interest to Visitors



Purpose of visit: Most visitors were seeking suitable suppliers and seeking to act as agents for relevant products, whilst others were there to gather industry-related information, understand market trends in the wider home furnishings sector, and engage in on-site exchanges and learning with peers.

Analysis of Visitors' Purposes for Visiting



Exhibition Evaluation

Exhibition Satisfaction: Visitor satisfaction stood at 95.7 percent; as many as 93.8 percent of exhibitors expressed satisfaction or high satisfaction with the event; 94 percent of exhibitors stated they would recommend the exhibition to peers or friends; and 87 per cent of exhibitors indicated they would participate in the next edition.

Exhibition Satisfaction Survey



Media Performance

The expo adopted an integrated multimedia approach, combining online and offline channels for comprehensive, multi-angle, and three-dimensional coverage. The campaign Reached professional audiences across the industry, generating over 3.56 million cumulative impressions during the show period.

Online & Offline Integrated Promotion

Official Website

Over 360,000 impressions and over 270,000 visits per year; cumulative page views during the exhibition reached 180,000

Social Media Matrix

200,000+ followers covering industry active users 230,000 views during the exhibition

Live coverage of the exhibition

During the event, photo updates and live streams on Douyin attracted a cumulative total of 647,000 views.



Community / Database

300,000+ distributor database 500+ QQ / WeChat groups Precise delivery via call, text messages, e-newsletter

Online & Offline Advertising

Multi-channel ads: airport, high-speed rail, metro, short-video platforms Over 1,000,000 exposures

Media Coverage

32 media outlets, including Tencent, NetEase, Top News, Sohu, JinriToutiao, Zhengguan News, Phoenix News, Baidu, Sina, Dahe Net and Henan Radio Station, provided comprehensive coverage and republished articles.

Looking Ahead to 2024

The 2023 China (Zhengzhou) Window, Door & Whole-Home Expo has come to a successful close. We sincerely thank all industry partners for your support and trust. The organizing committee will remain committed to leveraging our solid resource advantages and extensive exhibition experience, and continue to build a high-quality, professional business platform for the window & door and custom home furnishing industry in central China.

We look forward to welcoming you back to Zhengzhou for the 2024 edition, and writing the next chapter of industry growth together.

Contact the Organizing Committee

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