

The 31st China International Ceramic & Bathroom Fair, Foshan Show Report



World Brand, China Stage! The 31st China International Ceramic & Bathroom Fair, Foshan rounded off! **16 years'** storm of struggle brings the splendid **31 sessions**. CeramBath, Foshan grows with the development of China Ceramic Industry and in turn serves and pushes the industry to improve. This session, **over 750 major brands** of ceramic and bathroom products from home and abroad displayed their latest products in CeramBath, Foshan.

Basic Information

Full name: The 31st China International Ceramic & Bathroom Fair, Foshan

Abbreviated name: 31st CeramBath, Foshan

Date: April 18-21, 2018

Location: Foshan, Guangdong Province (China Ceramics City, China Ceramics Industry Headquarters and Foshan International Conference & Exhibition Center)

Guide: People's Government of Foshan City

Hosts: China Building Ceramics & Sanitaryware Association, China Ceramic Industrial Association

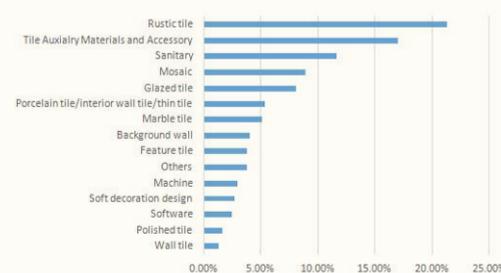
Organizer: Foshan China Ceramics City Group Co., Ltd.

Supports: China Building Materials Circulation Association, Bureau of Commerce of Foshan City

Exhibitor Information

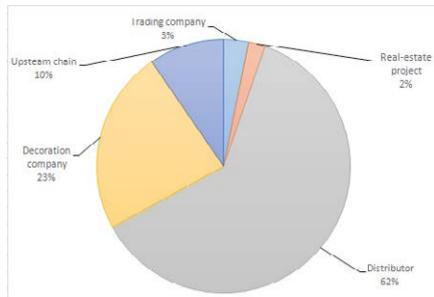
The 31st CeramBath has attracted **751 exhibitors**, including domestic exhibitors from **22 provinces** and cities such as **Foshan, Guangzhou, Zhaoqing, Qingyuan, Yunfu, Fujian, Zhejiang, Shanghai, Hebei, Henan, Guangxi, Hubei, Liaoning**, Sicuan, Anhui, Jiangsu, hunan, Jiangxi; and overseas exhibitors from **Italy, America, Spain, Japan, Mexico, Malaysia and Switzerland**. It has drawn attention of the major ceramic and bathroom producers all over the world.

Famous brands like **DONGPENG, MARCOPOLO, KITO, MARAZZI, KOHLER, TOTO, MIA Modern Tile, RDR Modern Tile, Maisen, KINGTOP, QD Ceramics, GEMMA, YUJIA CERAMIC, ESP LOLAND, KALONA, MUMA TILE** and Italy **REBEKAH** showcases their latest products in this session. Among them, **Maisen, Roma Ceramics, KINGJADE, GEMMA, YUJIA CERAMIC, ESP LOLAND, KALONA** and Italy **REBEKAH** made their debut in the 31st CeramBath.



Visitor Information

During April 18-21, visitors of 31st CeramBath has accumulated to **183,206**. **88%** of them are buyers from Chinese mainland and **12%** are oversea buyers (buyers from Hongkong, Taiwan and Macaw are included), covering **162 regions and countries**. Among them, there are **3722 VIP buyers** (domestic and foreign buyers holding black cards--- who have visited CeramBath for over 5 times).



The 31st CeramBath Buyers Distribution of Mainland China



The 31st CeramBath Oversea Buyers Distribution

Domestic Buyers Distribution

In this exhibition, the distribution agents are still the largest buyer group, accounting for **58%**, and the public decoration and designer groups have increased by **20%** from the 30th session, with percentage of **22%**, while trading companies and the real estate projects respectively occupied **9%** and **2%**.

Oversea Buyers Distribution

During 31st CeramBath, buyers from **162** regions and countries paid a visit to the fair, among whom **72%** are Asian buyers, **9%** are from Europe. Buyers from **Africa, North America, Oceania and South America** follow closely after the two regions.

Big Data of All Media

Reported by up to **135** domestic and foreign media, the total exposure of the 31st CeramBath exceeded **3.5 million** times. Meanwhile, the organizing committee of CeramBath united **Foshan Daily, Sina JIAJU, Tencent JIAJU, TOUTIAO.COM, FANG.COM, Ceramics & Bath Commercial Monthly, BMLINK.COM, IBATHKITCHEN.COM and Sihuoju** to broadcast on live the key activities, on-site services and latest products, with **more than 1 million** live readings.



Official Voices

★ Mr. Fu Weijie, Executive Vice President of China Ceramic Industrial Association

CeramBath is a platform to showcase products and technologies to the world. It is also a great stage for competition and idea exchange among domestic and foreign brands and a great opportunity for enterprises to open up markets. We sincerely hope that exhibitors will be able to make full use of the platform of CeramBath to innovate and develop. It's CeramBath's obligation to lead ceramic and bathroom industry to break through multiple pressures and achieve innovative development.

★ Mr. Zhou Jun, Executive Director and President of Foshan China Ceramics City Group Co., Ltd.

During these 31 sessions, we have always been consistent with world-class exhibition and made it our mission to create value and establish international platform for ceramics industry. This session, the organizing committee has made great effort in internationalization, attracting mainstream brands, setting up featured booths & events, and organizing oversea buyers.

★ Mr. Cao Hongbin, Deputy District Head & Standing Member of District Committee of People's Government of Chancheng District

CeramBath has gotten the nod from Chinese and international ceramic manufacturers and professional buyers. It's hoped that CeramBath, this important window, will continue to work towards the goal of world-class exhibition with professional experience, international vision and global layout.

★ Mr. Zhang Xiang, Deputy Counsel of Ministry of Commerce of the People's Republic of China Department of Circulation Industry Development

CeramBath has devoted to stimulating production and consumption, boosting innovation and expanding markets. To achieve a sound development, the industry should insist on "innovation, coordination, green, open, and sharing", adapt to the new normal of economy and advance the reform of quality and efficiency.

★ Mr. Zhang Xiang, Deputy Director-General of Circulation Industry Development Department of Ministry of Commerce of the People's Republic of China

As an international platform, Foshan China Ceramics City Group is establishing distributor operation system, which is similar with "Luoji Lab's I get" and Spiritual Wealth Club, holding the goal of creating ceramic business school to spread timely news and ideas online for distributors. We hope that in the future, any enterprise who wants to visit or join in CeramBath and any company who wants to know about purchasing information can ask help from the organizing committee of CeramBath and enjoy VIP services.

★ Ms. Tang Jieming, Operational General Manager of China Ceramics Industry Headquarters

To establish a more professional platform for ceramic companies, engineering procurement, distributors in need, and build bridges between the ceramic industry and the design community, the International Boutique & Soft Decoration Design Hall emerges in response to people's demands. Meanwhile, CCIH has formally taken over the special zone project from February 2018. In the future, the headquarters will aim to create a complex of housing, office buildings and recreation facilities, whose future is promising!

Overseas Buyers Voices

Mohammad / Wholesaler / Pakistan



This is my first time to attend CeramBath. I am surprised to see the products displayed here, especially all kinds of bathroom accessories, sanitaryware and ceramic tiles. Chinese ceramic has always been popular in the world, so I would like to see these products sold in our country. The staff here are very attentive and careful to guide me to understand the main products of each floor. As for my evaluation of CeramBath, first of all, I give full marks, especially the quality of all kinds of products, then I want to attend the next session and hope that I can get more detailed product information about the suppliers.

Franker / Real Estate Developer / Canada



CeramBath is the nice fair for all over the world known for those ceramic, bathroom accessories and the bathtub. All of those things here are with high quality. I have come to the CeramBath for many times, and I can see higher visitors growth rate. Every time I come here these tile products are brand new and the staff all full of energy and passion for me. As for my suggestion. I suggest you can make some bigger place to exhibit more products here. Besides, I definitely will attend the 32nd CeramBath. I enjoy here for all.

Miguel / Wholesaler / Venezuela



This is my third time to the CeramBath. This time I come to the CeramBath from Canton Fair and I want to find the new supplies. And today I have met 8 supplies and they were all very kind. In fact, the CeramBath is nice and every time I come here it always have something new for me to choose. I am here to find some floor tiles and some wall tiles. I will stay here for a whole day and what expressed me most is the quality of the product.

Ing.Pavol Antalic / Wholesaler / Slovakia



I always think the CeramBath is a very good exhibition, and I am very glad to visit this fair. The shuttle bus and the guidance services are ok. For me, all is OK. CeramBath is the fair which I participated most ,almost every Cerambath I will come, for the reason that I can find my satisfied products to import to my country every time. What's more, I really think that the gold member card is very convenient to us. I will come to the 32nd CeramBath for sure.

Jewel Ahmed / Trading Company / Bangladesh



I have been to CeramBath three times. I'm very satisfied with the service here, such as the volunteers, shuttle bus, and the products. However, there are too many exhibitors, I haven't finished my visit today, so I will come to visit tomorrow. I saw a lot of amazing product, or I should call them artwork. And it would be better if some of the exhibitors can improve their English, because sometimes they can not understand what I mean. I am looking forward to what surprise the next session will bring to me.

Khoo Yat lee, Lin Ming Tun / Distributor, Wholesaler / Malaysia



It's the first time for us to the CeramBath and we know the fair from our friends. The CCC is very big and there are a lot of products and many of them are new. Everything in the fair is nice, including the volunteers and their service, especially the Invite and Get Cash Bonus. Since we are the first time to be here, we get the bonus by lucky draw, which is really nice. The nicest thing is that when we were tired, we could come to the Buyer Lounge, here provide free drink and food, which can make me feel relax .If I find something what I want I will buy it. My friend wants to meet existing suppliers and he really enjoys free interpretation and guidance. We will come to the 32nd CeramBath for sure.

Exhibitors Voices

Manager / ICC



ICC showroom has been settled in China Ceramics City since 2016. The featured products this year are 1.89 meter-tall marble tile, 1200mmX1200mm conventional tile and 3D wall tile. CeramBath enjoys great recognition among the industry with its considerate services and orderly layout. We will join the 32nd CeramBath as usual. It is hoped that the organizers will attract more people and keep CeramBath active.

Mr.Zhang / Sales Manager / Marazzi



Marazzi participates in the CeramBath almost every session. This year's main product is marble tile with multiple specifications. CeramBath is a great platform for us to attract investment. The number of visitors and signing bills both reached our goal. CeramBath made a success in drawing visitors. But I still hope that it will continue to attract more people in the next session, and the organizing committee should enhance publicity. Anyway, I will take part in 32nd CeramBath as before.

Meet Global Buyers, Link Local Suppliers! -International Trade Mission 2018·Spring Round off

On April 19th, more than 100 global buyers and local suppliers gathered together at East Plaza in China Ceramics City Venue to attend International Trade Mission 2018·Spring . To help oversea buyers better understand the platform function of CeramBath and find suitable suppliers with most favorable prices and guaranteed qualities, this event consists of two major parts: Networking Party and Sourcing Matching Meeting.

Networking Party

Apart from tasty and meticulously prepared buffet, the Kung Fu performance with Chinese characteristics first raised the curtain of the event. The catchy melodies and engaging voice and expressions from “Memory Car” Band and the Export Products Cat Walk Show from elegant ladies in Cheongsam further set off a wave among the participants.

During the party, industrial professional Mr. Ken Huo made a speech with the title “China Ceramics Geography: 2017 China Ceramics Industrial Data”, sharing the first-hand data of Chinese market and product trends to the oversea buyers presented. Many buyers appreciated this informative part after the event, expressing that this greatly helped them to realize Chinese market and understand the trends without spending too much time and labor.

Sourcing Matching Meeting

With lowest price & best quality and precise sourcing matching guaranteed, over 200 oversea buyers showed great interest in this event. By careful



selection, this event successfully gathered more than 100 buyers with specific demands on ceramic and bathroom products and over 40 high-quality suppliers. Buyers from Spain, France, Germany, Saudi Arabia, Canada and other 15 countries made a pleasant and effective discussion with the suppliers arranged by the organizer, Foshan China Ceramics City Group.

From the feedback, all of the oversea buyers thought this kind of event is a necessity to help them find suitable suppliers in a short time. Almost all of them were satisfied with the suppliers that they had met, and 75% among them found suitable suppliers during the event and 40% of the buyers will make orders after detailed discussions.

Rahim, an importer from Trinidad, said that he expanded his business to ceramic and bathroom products from this year and he found many suppliers in this event and will narrow it down in a few weeks.

International Trade Mission has been successfully held for more than 10 sessions. As organizer, Foshan China Ceramics City Group is devoted to introducing



high-quality and excellent manufacturers for buyers from all over the world, helping them find suitable suppliers and make deals.

International Trade Mission 2018·Autumn will be held on October 19th, 2018, why not come to meet global buyers and link local suppliers in two hours?

The 31st CeramBath Global Buyers Favorite Products Award

★ The Award of Gold

Brand: Langdeng
Model: LD2373



★ The Award of Silver

Brand: SSWW
Model: FD01132RG



Brand: Langdeng
Model: LD2350



★ The Award of Excellence

Brand: JADN
Model: Rural series 2011



Brand: Selma Tiles
Series: Starry Stone Series



★ The Award of Bronze

Brand: JADN
Model: Rural series 2010



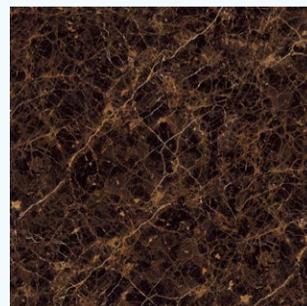
Brand: SSWW
Model: ICO521



Brand: Selma Tiles
Series: Milky White Series



Brand: Liangjian
Model: Lighting Emperor
A6019



Brand: Liangjian
Model: White Galaxy
LJ6064

