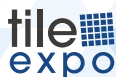


# THE SURFACE + DESIGN EVENT™



**CHINA**

## The Surface + Design Event China

# 2020

## POST SHOW REPORT



**CCCMC**

中国五矿化工进出口商会

CHINA CHAMBER OF COMMERCE OF METALS, MINERALS & CHEMICALS IMPORTERS & EXPORTERS



[WWW.SURFACESCHINA.COM](http://WWW.SURFACESCHINA.COM)

Follow us on WeChat  
for more event information

## Foster the Development and Innovation of Stone, Tile, Floor and Wall Covering Industries

The Surface + Design Event China 2020 (SURFACES China ), organized by Informa Markets and CCCMC, was successfully held on December 9-11, 2020 at Shanghai New International Expo Centre.

SURFACES China 2020 showcased the latest innovations and services in tiles, stone, flooring, wall coverings, carpets, and other surface materials, machineries and equipment. The event is a professional platform to build brand, network and do business.

The three-day exhibition also delivered conferences, seminars with 30+ free-to-attend sessions, and featured events including themed exhibitions, Business Match-making Program, Innovative Materials Museum, S + D Award ceremony. SURFACES China 2020 attracted over 10,800 trade visitors including architects, designers, distributors, importers, contractors, real-estate developers, owners, builders, remodelers, design institutes, trade associations and media etc.



**11,000<sub>m<sup>2</sup></sub>**  
Exhibition Space



**10,800<sup>+</sup>**  
Trade Visitors



**100<sup>+</sup>**  
Exhibitors

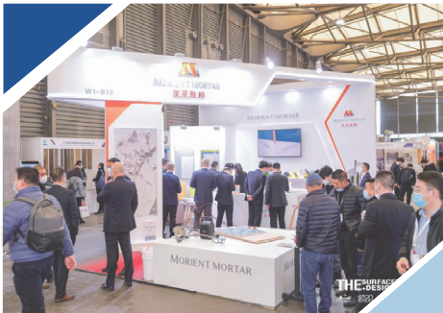


**30<sup>+</sup>**  
Free-to-Attend Sessions

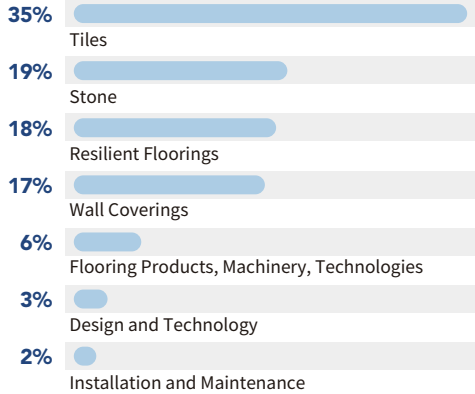


# 01 / EXHIBITOR ANALYSIS

SURFACES China 2020 aims to create a comprehensive and dedicated exhibition for tile, stone, flooring, wall covering, and design industry. More than 100 manufacturers and suppliers gathered together to showcase the latest innovations, technologies and designs.



## ◆ Distribution of Exhibits



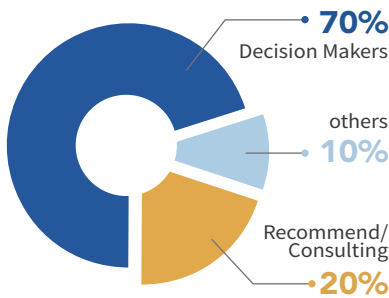
## ◆ Part of 2020 Exhibitors



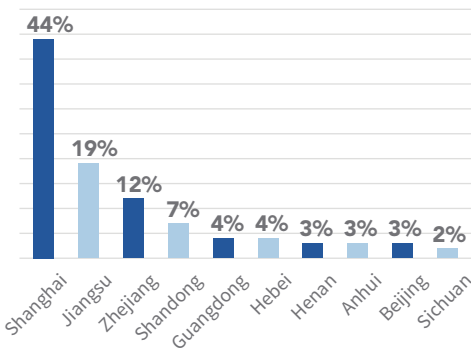
# 02 / VISITOR ANALYSIS

SURFACES China 2020 brought together more than 10,800 trade visitors from all over the country and overseas, including architects, designers, contractors, distributors, real-estate developers, owners, builders, remodelers, design institutes and trade associations etc.

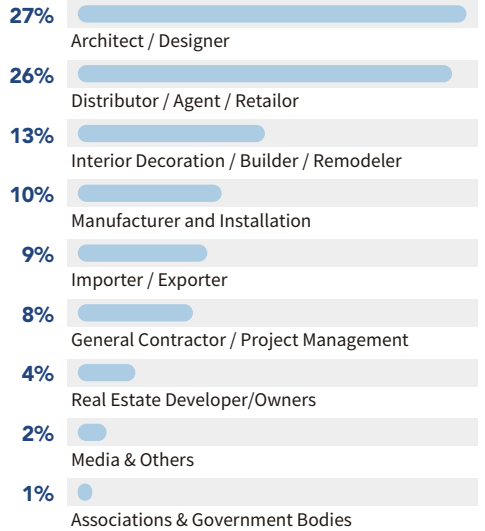
## ◆ Visitor Decision-Making Power Analysis



## ◆ Top 10 Provinces and Cities



## ◆ Business Type



## ◆ Top 10 overseas countries



### Top 10 overseas countries:

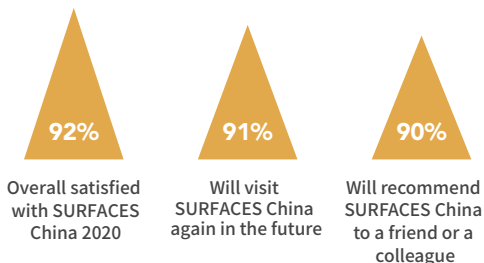
U.S.A., Japan, Thailand, Korea, Malaysia  
Russia, Australia, Italy, Canada, Spain



## ◆ Visiting Objectives



## ◆ Visitors Satisfaction



### ◆ Visitors Testimonials

‘SURFACES China 2020 exhibits is very diverse, including tiles, stone, flooring, resilient flooring and wall coverings, and many of the latest products are very helpful for us to expand our materials database, and learn the latest information and industry trends. We will visit SURFACES China again in the future. We hope that SURFACES China will be better and better.’

**Trade visitor - Mr. Wang from a building materials company**

‘During the exhibition, I made many new friends, many of them hope to collaborate with us in the future, which is a very good channel to generate business opportunities. In the future, I will come to visit the event again and recommend it to my colleagues and friends in the industry.’

**Trade visitor - Ms. Zhou from an architectural design firm in Shanghai**

‘There are abundant conference, forums and featured events during the exhibition, and the content is very good and useful. The speakers are all authorities and experts in the industry, with rich experience, what they shared was really an eye-opener including the valuable cutting-edge information. SURFACES China has a promising future, and I will continue to pay attention to it.’

**Conference Attendee- Ms. Wang from an architectural design company in Shanghai**





# 03 / EVENT HIGHLIGHTS

## ◆ Education Program

During the three-day exhibition and conference, SURFACES China 2020 has delivered a comprehensive education program including industry conference and seminars, with 30+ free-to-attend sessions around the topic of 'Evolving Materials: Enabling Design and the Future Life'. Speakers including well-known architects, designers, industry experts, trend analysts and other industry professionals, delivered speeches regarding Materials and Design, industry trends, commercial building interiors, customer insight, interior design trends and etc.

Commercial Building Interior Design Themed Exhibition, Business Match-making Program, Innovative Materials Museum, S + D Award Ceremony were held during the event, which offered a networking place for the industry stakeholders to share, learn and do business.

**3** Days

**5** Conference and Seminars

**30+** Free-to-Attend Sessions

## ◆ Conference Partners



**AIA**  
International Region

**WGSN**<sup>^</sup>

**材料在线**  
www.clzx.net

**Design** Architectural Design  
Consumer **Retail** Crossover & Fusion  
**Space** Material Choices **Architect**  
Localization **New Methods** Personalized  
Demand **Retail** Business **New Product**  
**Diversity** **THE SURFACE + DESIGN EVENT CHINA** **Public Space** **AIA**  
Creative Changing **Material** **Creative AIA** **Medical & Healthcare** 30%  
**Interior Design** **Wonderful Designer**  
Commercial Buildings **Retail** Innovative Materials  
Culture **Technology** Cooperation  
**Color** Future Trends **China** Application  
Stone **Element** Innovation  
**SURFACES** Discussion **Color**

## Crossover and Fusion: New Materials, New Concepts, New Models, New Methods

Experts in stone industry shared their insights and interpretation regarding some of the popular products, the latest development and new trends in the industry, topics covering sintered stone and ceramic slabs, terrazzo, new application possibilities, granite maintenance solutions and etc.

## World Resilient Flooring Congress

The 2nd World Resilient Flooring Congress was gathered together industry professionals, manufacturers, suppliers, distributors, analysts, designers to discuss about the new technologies, tax and tariff, regulations and standards, the latest development and trends in the North America and ASEAN market, interior design and etc. The conference aims to provide a networking place to promote resilient flooring products and facilitate international cooperation.

## New Trends in Commercial Interior Design

'New Trends in Commercial Interior Design' Forum invited well-known architects and designers from AIA IR to share with the attendees their insights regarding the new trends, new ideas and new concept of commercial interior design, and the case studies including retail space, boutique hotel, medical space and green TOD project. As regards the case studies, the speakers presented their latest projects including awarding-winning cases, and discussed with the attendees about the design concepts, materials, interior design, the possibilities of materials application.

## Look into the Future: Consumer Insight, Color and Interior Design Trends

WGSN's analysts and researchers shared their insights, findings and interpretations with regard to the changing consumer behaviors, the green and sustainable interior design, and color trends, which helped the attendees to keep up with the changing market and take advantage of the future trends.

## The Poetry of Materials in Architecture

How to use materials to express the design language? With the innovations of building materials, how should designers choose new materials? The speakers and KOLs shared and discussed about some of the latest materials, interior design and creative applications.



**Lingen Fan**  
Vice Chairman,  
Shanghai Stone  
Trade Association



**Jie Wang**  
Vice General Manager,  
DHGE



**Jun Zhou**  
Technical Consultant,  
Stone Maintenance  
Committee of Shanghai  
Stone Trade Association



**Liping Ye**  
Technical Consultant,  
Stone Maintenance  
Committee of Shanghai  
Stone Trade Association



**Ray Chuang**  
VP & Design Director,  
Cheng Chung Design  
Hong Kong (CCD)



**Xiaojun Bu**  
Co-Founder,  
Atelier Alter Architects



**Chuanshan Wang**  
Senior Chief Engineer,  
Director of Medical Architecture  
Interior Design Center,  
Shanghai Xian Dai Architectural  
Design (Group) Co., Ltd.



**Ruiqing Ding**  
Principal Architect,  
China IPPR  
International  
Engineering Co., Ltd.



**Akane Wong**  
Co-Founder & Design Director,  
Design Power House



**Mianmian Zheng**  
WGSN MINDSET



**Haoting Lin**  
WGSN Senior Experts



**C.R.Lin**  
Director, CROX



**Jun Mu**  
Professor & Doctoral Supervisor,  
Beijing University Of Civil  
Engineering And Architecture



**Hao Wang**  
Co-Founder,  
Rùn Atelier



**Jinrui Liu**  
Co-Sponsor,  
L&M DESIGN LAB



**Zeyou Lu**  
General Manager,  
CAROLIM



### Commercial Building Interior Design Exhibition

Commercial Building Interior Design Exhibition was organized by SURFACES China and AIA IR, showcasing the award-winning designs, and the latest commercial designs for hotels, public space, schools, hospitals, commercial complex and TOD projects. The exhibition aims to share design concepts, connect the architects and audiences, and inspire the audiences, especially the young architects and designers.



### Innovative Materials Museum

Innovative Materials Museum has been an eye-catching event on the show floor, where trade visitors and buyers could touch, feel, learn and experience the latest innovations, it was the place where they could expand the materials database and get inspired.



### S + D Award

S + D Award, as a professional award in the surface materials industry, recognizes and awards the outstanding materials in the field of construction and interior design in 2020. The awards focused on ‘Design, Innovation and Technology’, with the aim to promote and encourage those who actively promoting the development of the industry. The awarding ceremony was held on the show floor, joined by the award winners and nominees, CCCMC, Shanghai Stone Industry Association, Informa Markets and industry experts.



#### THE LIST OF 2020 WINNERS

- GUANGDONG HONGYU CERAMICS ,LTD
- Monalisa Group Co.,LTD
- Yunfu Deyun Stone CO.,LTD
- GUANGDONG ZHISHENG STONE CO., LTD
- Yifeng Xinkunyun Building Materials Co.,Ltd
- Jiangsu Herewin Environmental Technology Co.,Ltd
- Yunfu Wayon Stone CO.,LTD
- FOSHAN IDEA BUILDING MATERIALS LIMIED
- Foshan TOFENO Building Materials Co., Ltd.

### Business Match-making Program

The Business Match-making Program created an efficient platform to connect exhibitors with designers, builders, remodelers, contractors, distributors, agents, importers, exports, purchasing influencers, and other key decision-makers. The pre-qualified buyers were invited to the event and joined the face-to-face meetings with the support from SURFACES China. Business Match-making Program helped suppliers and buyers to build new connections and development new business opportunities in a time efficient way.



The Business Match-making Program is a great event. We can connect with suppliers and have in-depth business discussions with them during the event. Thanks to the organizer for recommending the partners, it is an efficient and professional service, fully meet the needs of our company, it was very fruitful.

Buyer - Mr. Li from a construction engineering company in Jiangsu

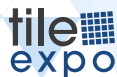
SURFACES China 2020 gave me a surprise, especially the match-making program which has been efficient, and so was the pre-event communication regarding buying interests and scheduling.

Buyer - Ms. Sun from a decoration company in Zhejiang





# THE SURFACE+DESIGN EVENT™



**CHINA**

## The Surface+Design Event China



### See You in Shanghai

2021.11.30-12.2 | Shanghai New International Expo Center

The Leading Event in Tile, Stone, Flooring and Wall Covering Industry

#### ◆ CO-LOCATING EVENT



Asia Interior Prefabricated  
Decoration Exhibition (AIPD)



World of Concrete Asia (WOCA)



#### ◆ CONTACT US

##### Informa Markets

James Xiao

T: +86 10 6562 3326

E: James.Xiao@informa.com

[www.surfaceschina.com](http://www.surfaceschina.com)



Follow us on WeChat  
for more event information