



The BIGGEST O2O Trade Event from China

China Homelife 24/7 takes the event out of the confines of the venue and into the digital world; making it available for 365 days instead of just a 3-day affair. This proves to be our strategic advantage that highly contributes to the event's goal of strengthening the presence of Chinese businesses in European markets and supporting foreign trade for all types of enterprises. This exhibit is also unique as it does not solely focus on business. It also highlights the Chinese culture and traditions for all the world to see. China Homelife 24/7 truly showcases the best that the country has to offer.

The O2O Platform Facilitates Higher Engagement For More Revenue

75,000 Online Visitors

90,000 RFQs

78,000 Product Enquiries

45,000 O2O-initiated meetings

22% Increase in Sales

OVERVIEW

- China Homelife 24/7 is the largest European fair featuring Chinese products
- Organised by Meorient, the Chinese powerhouse specializing in Global Foreign Trade
- Through the collaboration of China Homelife and China Machinex, the fair includes a wide variety of products from food, clothes and textile, gifts, electronics, lighting, building materials, home equipment, and furniture
- Uses the O2O platform to make the exhibition available for 365 days

“Established in 2016, we made the perfect decision of joining the China Homelife 24/7 Exhibition in 2017. In just a matter of 2 years, our business grew tremendously and Europe has been one of our top markets. Our company embraces “Quality, Efficiency, Integrity, Win-win” as our enterprise spirit and this is definitely compatible with what China Homelife 24/7 offers.”

- Heng Yuan, CEO, Ningbo Mandi Garment Inc. (Exhibitor)

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Maximizing the Event Experience with Offline & Online Platforms

China Homelife 24/7 was able to achieve the following benefits for producers, manufacturers, suppliers, merchants, and visitors:

- **No Language Barrier**

With the help of the O2O platform, suppliers and merchants can talk to each other comfortably using their own languages as the system automatically translates their messages to their preferred language.

- **Manage Meetings**

Merchants can contact the suppliers that they are interested in even before the event starts and arrange meetings with them.

- **No Need for Additional Apps**

The O2O platform has everything that event organisers, exhibitors, and visitors need. There's no need to download any other apps.

- **24/7 platform**

O2O is available 24/7 for 365 days which guarantees to extend the event experience from 3 days to 365 days.

- **150,000 sqm of Exhibition Space**

We made sure that an event as massive as this happens in a spacious venue where exhibitors will have enough room to showcase their products.

- **Special Matchmaking Zone**

Suppliers and merchants are intelligently matched by O2O's AI-powered system. Interpreters are present during the event to facilitate business meetings.

- **Quality Assurance**

China Homelife 24/7 takes steps to ensure that suppliers are genuine and verified. The quality of the products is 100% guaranteed.

Smart & Easy Sourcing from China All Year Round

China Homelife 24/7 provides business solutions for the entire year. Producers and manufacturers are connected to their visitors 24/7 for 365 days through the O2O platform. Importing goods becomes easier thanks to O2O! The platform allows over 50,000 Chinese products from 1,600 manufacturers to be displayed 24/7 online.

Merchants are having a blast searching for their partner suppliers to develop their own businesses. With over 45,000 Chinese companies participating in the exhibition, merchants can be sure to have access to the latest innovations in their respective industries at competitive prices.

2019 Numbers

13 Countries

275,000 Online Visitors

650,000 B2B Pre-registrations

200,000 Products

45,000 O2O-Initiated Meetings

12,500 Exhibitors

78,000 Product Enquiries

150,000 sqm Exhibition Space

90,000 RFQs

20 Trade Shows

Event Highlights

Strategically located in a prime area with 50,000 sqm of space for exhibitors and visitors to convene.

Visitors enjoyed meeting **1,600 manufacturers from China** that offer solutions to their business needs. The O2O digital platform, powered by O2OEvents, enhanced the visitor experience by showcasing **over 50,000 products for 365 days online**. The strategic combination of offline and online channels turned out to be the perfect approach to exceed the event's targets and expectations.

"Thanks to the O2O platform which combines the advantages of online & offline trading, establishing cooperation with Chinese suppliers is so much easier."

**- Viktor Tell, Creative Director
Happy Socks AB (Merchant)**

With the help of O2O platform, we have seen a:

- Steady increase in the number of manufacturers who want to join the exhibition
- More Chinese products that are made available to the European market
- Visible escalation in revenue growth

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