



中国(广州)国际建筑装饰博览会
CHINA (GUANGZHOU) INTERNATIONAL BUILDING DECORATION FAIR



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2024
07/08
07/11

广交会展馆 & 保利世贸博览馆
CANTON FAIR COMPLEX / PWTC EXPO

冠军企业首秀平台

DEBUT PLATFORM FOR CHAMPION ENTERPRISES

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CANTON FAIR COMPLEX / PWTC EXPO



中国建博会
微信小程序



中国建博会
微信公众号

WWW.CBD-CHINA.COM

展后 回顾

POST SHOW
REPORT



冠军企业 首秀平台

DEBUT
PLATFORM
FOR
CHAMPION
ENTERPRISES



展会概况 OVERVIEW

展览面积
近40万m²
EXHIBITION AREA
400,000 m²

参展企业
超2000家
EXHIBITORS
OVER 2,000

专业观众
208,739
PROFESSIONAL VISITORS
208,739

海外观众
5,843
OVERSEAS VISITORS
5,843

海外观众增幅
同比增长174%
OVERSEAS VISITORS INCREASED
BY 174%

观众来源
116个国家和地区
COUNTRIES AND REGIONS
116

会议活动
逾100场
EVENTS
OVER 100

中国对外贸易中心集团有限公司旗下的中国国际建筑装饰博览会(简称中国建博会)创办于1999年,迄今已连续二十六年成功举办,是目前世界上该领域展览面积最大的展览会。自2015年起,每年3月在上海虹桥、7月在广州琶洲举办,有效辐射珠三角和长三角两大最具活力经济圈。

As one of the top in the exhibition industry of China, CBD (Guangzhou) was founded in 1999, hosted by China Foreign Trade Centre Group, Ltd (CFTC), a government-sponsored institution affiliated to the Ministry of Commerce of PRC, along with China Building Decoration Association, and organized by China Foreign Trade Guangzhou Exhibition Co., Ltd.

中国建博会(广州)几乎囊括了中国大家居建装全产业链的头部品牌,被誉为“冠军企业首秀平台”,多年来一直坚持以展会全产业链的特色和规模优势,为大家居建装行业提供整体解决方案。

CBD (Guangzhou) almost includes all top brands from China's building and decoration industrial chain, referred to as the "Debut Platform for Champion Enterprises". Over the years, CBD (Guangzhou) has been strengthening the characteristics of covering the whole industry chain and its scale advantages to provide overall solutions for the market and the industry.



第26届中国建博会(广州)于7月11日圆满落下帷幕。本届展会以“冠军企业首秀平台”为定位,以“建装理想家,服务新格局”为主题,形成以“定制、系统、智能、设计、材艺”五大主题展区和一个卫浴博览会的“5+1格局”,在展览规模、品牌集中度、高价值观众、增值服务四个方面继续保持行业领先,并在多渠道赋能、新赛道开拓、全链条营销、国内外循环方面迎来四个“焕新”。2024广州卫博会同馆同期举办,共同呈现大家居建筑装饰行业全生态面貌。

The 26th China (Guangzhou) International Building Decoration Fair (“CBD (Guangzhou)”) came to a successful conclusion on July 11. This year’s CBD (Guangzhou), as the “Debut Platform for Champion Enterprises” under the theme of “Building and Decorating Ideal Homes, Serving New Patterns”, has formed a “5+1 Layout” integrating “Customized Decoration, Window & Door, Smart Home, Material & Hardware & Machinery, Design, and Guangzhou International Sanitary & Bath Ware Fair”. Maintaining its industry leadership in exhibition scale, brand concentration, high-value visitors, and value-added services, this year’s edition had a “new look” in multi-channel empowerment, new track development, full-chain marketing, and domestic & international circulation. The concurrent event CBS (Guangzhou) also presented an ecological outlook of the building and decoration industry in all aspects.



1999

1999年,首届中国建博会于广州流花展馆举办,展出面积约2万平方米。
In 1999, the 1st CBD Fair was held at New Fa Exhibition Hall (former venue of Canton Fair), Guangzhou, the total scale was 20,000 m².

2004

2004年,中国建博会从流花展馆迁至广交会展馆。
In 2004, CBD Fair moved from New Fa Exhibition Hall to the Canton Fair Complex.

2008

2008年,中国建博会规模扩大,首次使用广交会展馆A、B区。
In 2008, CBD Fair expanded its scale by first time using the Area A and B of Canton Fair Complex.

2011

2011年,中国建博会扩充至广交会展馆ABC区,成为大家居建筑装饰行业亚洲第一大展。
In 2011, CBD Fair continued to grow by using the Area A, B and C of Canton Fair Complex, became the largest building and decoration exhibition in Asia.

2015

2015年,中国建博会升级为一年两届,形成上海、广州两地展览的崭新格局。
In 2015, CBD Fair upgraded to be held twice a year, respectively showcased in Guangzhou and in Shanghai.

2016

2016年,中国建博会(广州)启用保利世贸博览馆作为展会D区。
In 2016, CBD (Guangzhou) started employing the PWTC Expo to create an Area D of the exhibition.

2018

2018年,中国建博会创立20周年。
In 2018, CBD Fair had celebrated its 20th anniversary.

2019

2019年,中国建博会的广州、上海两展展览总面积近60万平方米。
In 2019, the exhibition scale of CBD (Guangzhou) and CBD-IBCTF (Shanghai) added up to 600,000 m².

2020-2022

中国建博会(广州)每年如期在7月举办,克服疫情困难,连续三年顺利落幕。
From 2020-2022, CBD (Guangzhou) continued to be held on July for 3 years successfully, despite COVID-19 pandemic.

2023

2023年,中国建博会(广州)首次启用广交会展馆D区,形成“5+1”全新布局。
In 2023, CBD (Guangzhou) employed the brand new Area D of Canton Fair Complex, presenting a refreshing “5+1 Layouts”.

专业观众构成 PROFESSIONAL VISITORS

本届中国建博会(广州)共有来自116个国家和地区的208,739名有商业价值的高质量专业观众到会,其中海外观众人数为5,843名,同比增长174%,专业观众主要由专业贸易买家、设计师买家、公装渠道买家和制造商买家等组成。

CBD (Guangzhou) invited total of 208,739 professional visitors of high business value from 116 countries and regions, with 5,843 overseas visitors increasing by 174% year on year. The visitors mainly consist of professional trade buyers, designers, project channels and manufacturers.

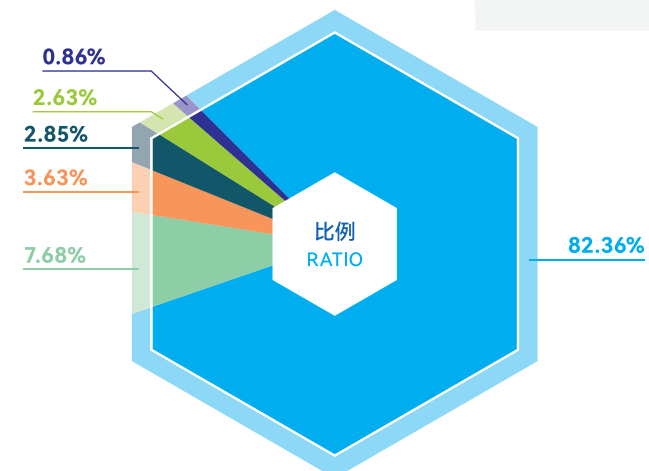
海外 OVERSEAS

人数同比 NUMBERS OF VISITORS YEAR-ON-YEAR

海外区域 Overseas	2024	2023	绝对数量较上届变化 Percentage Change	绝对数量较上届变化的百分比 Percentage Change
	数量 Quantity	数量 Quantity		
总计 Total	5,843	2,136	3,707	174%

来源地区 OVERSEAS REGIONS

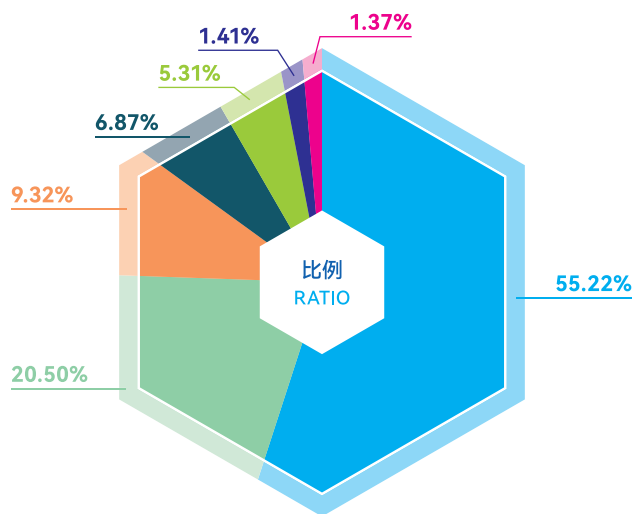
海外区域 REGIONS	比例 RATIO
亚洲 ASIA	82.36%
欧洲 EUROPE	7.68%
非洲 AFRICA	3.63%
北美洲 NORTH AMERICA	2.85%
大洋洲 OCEANIA	2.63%
南美洲 SOUTH AMERICA	0.86%



国内 DOMESTIC

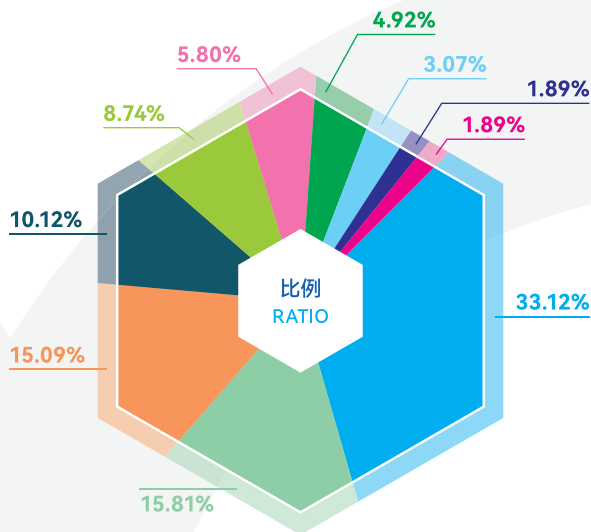
来源地区 DOMESTIC REGIONS

国内区域 REGIONS	比例 RATIO
华南 SOUTH CHINA	55.22%
华东 EAST CHINA	20.50%
华中 CENTRAL CHINA	9.32%
华北 NORTH CHINA	6.87%
西南 SOUTH WEST	5.31%
西北 NORTH WEST	1.41%
东北 NORTH EAST	1.37%



性质构成 PROFESSIONS

业务性质 PROFESSIONS	比例 RATIO
经销商/代理商 DISTRIBUTORS/DEALERS	33.12%
家装公司 DECORATORS	15.81%
设计师 DESIGNERS	15.09%
代加工/配件制造商 OEM/ACCESSORY MANUFACTURER	10.12%
采购商(房地产商/宾馆/酒店/大型机构采购部) REAL ESTATE PURCHASER	8.74%
公装公司 ARCHITECTURAL DESIGN INSTITUTE	5.80%
进出口贸易商 IMPORT AND EXPORT TRADERS	4.92%
媒体 MEDIA	3.07%
行业协会/政府官员 ASSOCIATION/GOVERNMENT	1.89%
建材连锁超市/家居卖场/互联网渠道 CHAIN MARKETS/ONLINE SALES	1.44%



“5+1” 展出格局 LAYOUT

2024年,中国建博会(广州)对定制、系统、智能、设计、材艺展区及广州卫博会进行优化升级,继续夯实“5+1”展出格局,持续汇聚全产业链冠军品牌,助推大家居建装行业高质量发展。

In 2024, CBD (Guangzhou) optimized and upgraded 6 thematic areas of Customized Decoration, Window & Door, Smart Home, Material & Hardware & Machinery, Design and the Guangzhou International Sanitary and Bath Ware Fair (also referred as “CBS”), and continue to consolidate this “5+1” Layout, bringing together the champion brands of the whole industry chain, promoting the high-quality development of the building and decoration industry.

定制 CUSTOMIZED DECORATION

中国建博会(广州)定制主题展区在我国乃至全球同类展会中,展出规模最大、展出品牌最全、TOP企业参展最多、可看性最强,展出面积超15万平方米,参展企业约600家。其中包括:整家定制、高定整装、装配化顶墙整装、涂装艺术、阳台花园生态等子题材。

The CUSTOMIZED DECORATION of CBD (Guangzhou) is the largest with its exhibiting scale of over 150,000 m², about 600 Exhibitors, which is also the most complete of including the top brands within the similar events in China even the world. The displays include the following: Whole House Customization, Luxurious Customization, Assembled Roof & Wall, Artistic Wall Paint, Balcony & Garden Ecology and other sub-topics.

- ▶ 整家定制·阳台花园生态 Balcony & Garden Ecology 1.2
- ▶ 整家定制 Whole House Customization 2.2-4.2
- ▶ 商业空间·装配化顶墙整装 Commercial Space-Assembled Roof & Wall 5.2
- ▶ 轻高定 Luxurious Customization 9.2-12.2
- ▶ 轻高定·涂装定制 Luxurious Customization-Coating Woodwork 13.2
- ▶ 涂装艺术 Artistic Wall Paint 9.3-10.3
- ▶ 高定整装 Luxurious Home Furnishing 21.1-22.1
- ▶ 金堂奖 JINTANG PRIZE 22.1



系统 WINDOW & DOOR

中国建博会(广州)系统主题展区,“门窗·元宇宙”展示格局迎来再度更新,致力于以全产业链视角真实反映行业实际,并引领行业未来发展,被誉为“中国门窗趋势引领平台”。系统主题展区以近10万平方米的展出规模,为近400家企业提供专业、专注、专属的全链展示平台。



The WINDOW & DOOR of CBD (Guangzhou) brings together the industry's most outstanding enterprises, upgrading to create a refreshing "Doors & Windows Meta-Universe", with a broad perspective to truly reflect the industry's actual state and lead the trends of development. The WINDOW & DOOR is renowned as "China's windows and doors trend-leading platform", with an exhibition area of over 100,000 m², about 400 exhibitors, displaying with the cutting-edge Systematic Door & Window, Hardware and Subsidiaries for Door & Window, Customized Entry Doors, Intelligent Manufacturing Equipment and more.



- ▶ 门窗五金/配件 Door & Window Accessory 18.1
- ▶ 户门定制 Customized Door, Security Door, Fire-retardant Door 19.1
- ▶ 户门定制、灵感盒子 Customized Door, Archibox 20.1
- ▶ 系统门窗 Door & Window System 17.2 - 20.2



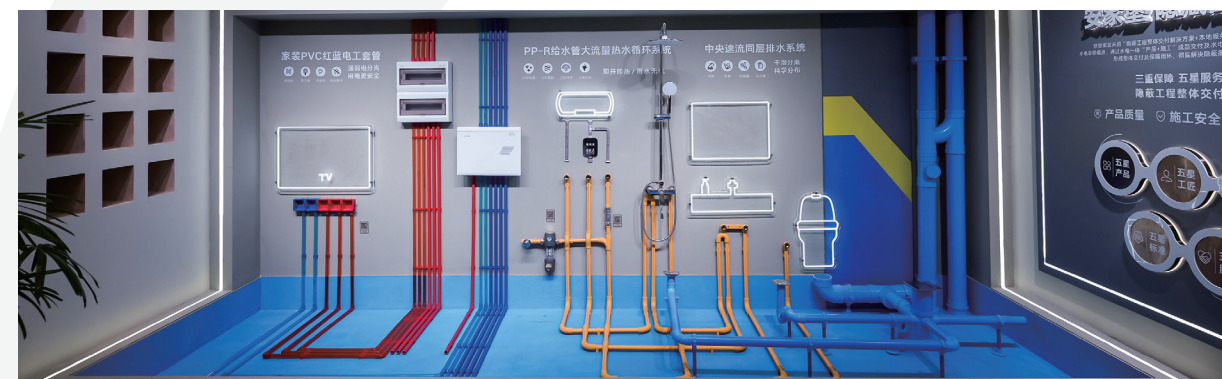
SMART HOME 智能



- 2.1 - 3.1 Smart Home 智能家居
- 4.1 Smart Lock 智能家居·智能锁
- 5.1 Commercial Space Hardware System 商业空间·工装五金系统

2024中国建博会(广州)智能主题展区展出面积达4万平方米,参展企业超200家,在同类型展会中,展示规模最大、汇集头部企业最多、参展品类最全、观众质量最优,被誉为“进军家装及工装渠道最佳平台”,本届展会聚焦打造智筑安全、智控舒适、智美光影、智领设计的“智慧理想家”,持续助推“头号玩家行动”,培育智能家居行业新质生产力,赋能行业高质量发展。

The SMART HOME of CBD (Guangzhou) has the largest number of leading manufacturers, the most extensive exhibiting categories, and the best quality of visitors in related fields. With a total area of over 40,000 m², more than 400 Exhibitors, it creates the best platform for smart home enterprises to efficiently access the market of home furnishing and public buildings. The displays cover the following: Intelligent Security Systems, Smart Lighting, Smart Switches, Smart Home Appliances and more.



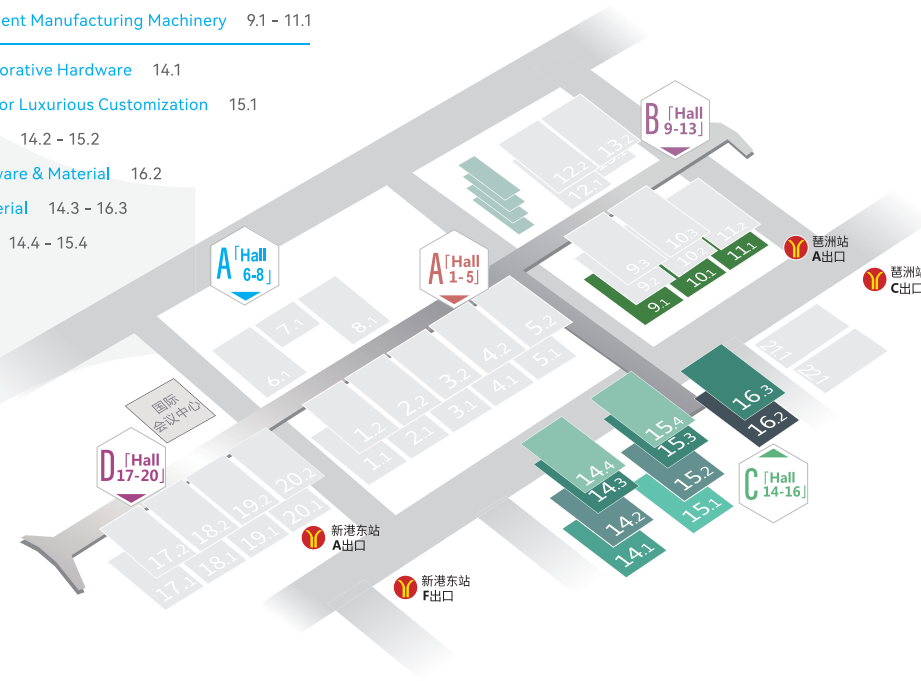
材艺 MATERIAL & HARDWARE & MACHINERY

2024材艺主题展区的展出面积超10万平方米,参展企业约700家,升维打造三大精准场域“材料观新台”、“五金竞技场”和“装备智造营”,打通行业上下游供应链通道,为定制五金、建筑装饰五金、家居材料、高定选材、装备智造等供应链题材明星企业及品牌打造全球共享的“星舞台”。

The MATERIAL & HARDWARE & MACHINERY of CBD (Guangzhou) presents new materials, new technology, new techniques and new applications, featuring the innovation and development of the contemporary home furnishing industry. By bringing together and showcasing the complete supply chain of the building and decoration industry, it creates a global stage for the stars of supply chain enterprises, also comprehensively explores and cultivates the future champions from the industry. The main sections of displays include Home Furnishing Materials, Functional & Decorative Hardware, Machinery and more.



- ▶ 材艺·智造装备 MATECH-Intelligent Manufacturing Machinery 9.1 - 11.1
- ▶ 建筑装饰五金 Functional & Decorative Hardware 14.1
- ▶ 高定选材 Hardware & Material for Luxurious Customization 15.1
- ▶ 定制五金 Customized Hardware 14.2 - 15.2
- ▶ 材艺国际馆 International Hardware & Material 16.2
- ▶ 家居材料 Home Furnishing Material 14.3 - 16.3
- ▶ 材艺综合 Material & Hardware 14.4 - 15.4



DESIGN 设计

中国建博会(广州)设计主题展区旨在通过原创设计引领、以精致设计美学与精细化服务打造业内领先的高端生活展示平台。2024年设计主题展区以高定整装展区为主体,呈现4个设计策展和30+场设计活动,打造一个设计融合馆,展出总规模约6.5万平方米。

The DESIGN of CBD (Guangzhou) aims to create a high-end platform of home style through showcasing the industry-leading original home decoration designs, exquisite design aesthetics and refined services. In 2024, this Area will take the Luxurious Customization as its centerpiece, supplemented by 4 special design showcases, more than 30 conventions and forums, subject areas of Artistic Wall Paint, Sun-shading System and Garden Yard, to complete a Design Fusion Pavilion.



- ▶ 智能家居 Smart Home 2.1
- ▶ 商业空间·装配化顶墙整装 Commercial Space-Assembled Roof & Wall 5.2
- ▶ 轻高定 Luxurious Customization 11.2 - 12.2
- ▶ 涂装艺术 Artistic Wall Paint 9.3 - 10.3

- ▶ 材艺国际馆 International Hardware & Material 16.2
- ▶ 户门定制、灵感盒子 Customized Door, Archibox 20.1
- ▶ 高定整装 Luxurious Home Furnishing 21.1 - 22.1

广州卫博会 CBS

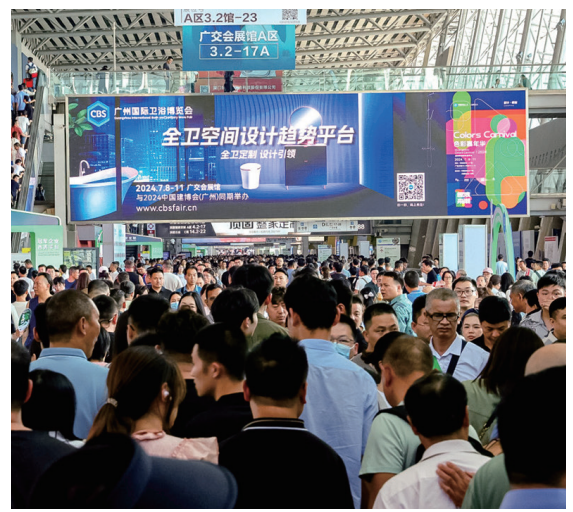


本届广州卫博会整体移师广交会展馆A区6、7、8号馆，与第26届中国建博会(广州)同馆同期，展览面积3.5万平方米，近200家国内外知名卫浴企业参展。展会以“全卫空间设计趋势平台”为定位，以“全卫定制，设计引领”为主题，围绕“整家生态”、“智能场景”、“卫浴‘出海’”和“卫阳空间”四大亮点，全新升级，现场洽谈气氛热烈，品牌招商捷报连连。

The Guangzhou International Sanitary and Bath Ware Fair aims to play a leading role in the industry, with the advantages of China's top industrial cluster, featuring an exhibition area of 35,000 m², about 200 exhibitors. The Fair was held simultaneously with the CBD (Guangzhou) in the same venue, sharing a bunk of great resources from the building and decoration industry chain. The exhibiting range covers the Customized Bathroom, Overall Sanitary Ware, Bathtubs, Showers and more. The atmosphere of business negotiation is warm and lively, and the exhibitors have gained big rewards.



- ▶ 高端全卫定制 Customized Bathroom 6.1
- ▶ 卫浴配件 Sanitary Accessory 7.1
- ▶ 国际卫浴 International Sanitary Ware 8.1



LOPPEIN 洛佩因	SEGAL 索菲亚	ZBOM 志邦家居	尚品宅配	金牌 蒙娜丽莎瓷砖	PIANO皮阿诺	顶固 整家定制	Boloni	TATA木门	筑美家居
大自然家居	LESSO 领尚	V6 家居	梦天木作	Mexin 美心	MBCIOLUS	科凡定制	百得胜	联邦高登	VALUE 福至
yetta	伊恋全屋定制	CBD 家居	尚品本色	3D 无漆木门 全屋定制	科勒 日门建材	SHERWIN-WILLIAMS	友邦吊顶	Barcliss 巴迪斯	适伽龙
REBON 丽博	BAINENG 百能	NIEGLE 艾依格	伊仕利家居	SEAJOIN 睿匠	LTOO 丽堂	BONKE 邦克	Bogocj 邦格	SENG 森格	Knoya 卡诺亚
明堂家居	春天集团	ROCO 罗卡	NONAN 诺拿定制	海创	健威家居	MOTHOME 木作	KINGZEN 乾正	GESE 各色	DOOYA
OEZER 欧哲	viewmax 极景	沃伦门窗	MESSEA 美莎门窗	ZCSUNG 智晟轩系统门窗	GenAmo 益美系统门窗	EOSS 易欧思	富轩全屋门窗	SIMBOR 新标	ROLANSINI 朗斯尼
百利玛门窗	安格利门窗	JISA 致尚	德技优品门窗	EAFA 怡发门窗	SUNIL 索奇门窗	WAZZOR	福临门门窗	蒂奥斯门窗	LENS 朗斯尼
欧诺门窗	简纳斯门窗	SONSON 尚尚	欧圣德门窗	JO-MANN	维力门窗	TECHNOFORM 泰诺风	opk	HOPO	兴三星
凤铝铝业	高登铝业集团	AAAG 亚铝	AKZO	AkzoNobel	VANIS 梵蒂斯	YADILU 雅帝乐	德信	ITSEM 睿曼	
典商铜门	ARTV 艺而	臻上宅入门	艾曼	CHEN 臣和	江山世博	NASEN 拿森	VODOON		
SCMEN 森门	金来门业	YILI 依力	三翼鸟	KIN LONG 坚朗	凯迪仕·智能锁	EZVIZ 萤石	V云米		
HOTATA 对太太	YEELIGHT 易来	moorgen	Nation 国民科技	360 智慧生活	美的 Midea	SECURAM 康盾	SAMSUNG	LEELEN 立林	IMOU 乐橙
DNAKE 欧耐克	木林森 MLS	Leaguer	创米数联	MiCHOI 麦驰	思码光	BroadLink	PANPAN 盼盼	腾讯云	顶固 智能锁
家的	SCCOMBIN 诗	Amn 阿米纳	A-OK	CROWN 皇冠	STANLEY	晾霸	AIPU 爱普	TONYON 通用工具	声必可
声博士 SOUNDBOX	OLANSI 奥兰斯	AIFEIBAO 艾斐堡	HOPE 向往	blum	Hettich	悍高 HIGOLD	Mortensen	顶固五金	图特五金
NIKO 耐斯克	HUTLON 汇龙	JoyLink 左邻	Supeni 苏沛理	Griff WDK	AGB	DUPOINT 杜邦	Titus+	思德 SEAZO	
3M	RELUCK	JIECANG	万华永香	CHIWAH 志华	HUALI 华立	TUBAO 兔宝宝	DAIKEN		
新浩集团	三威新材	EMOLIN 恩林	Dekek 德科康材	HUAHUA 华华	星辉数控	龙德创展	VARI Press	SENSEN 森森	
迈斯 SUPER	DCMAC	MING DE 明德	历史装备 NICCRO	科勒 KOHLER	JOMOO 九牧	恒洁 HEGII	ARROW 箭牌卫浴	HUIDA 惠达	LENS 朗斯尼
SENLIA	ROSERY 玫瑰岛	AQUATIZ 生活艺术家	科勒 KOHLER	LOOEIVAL 洛依唯	HUAYI 华艺卫浴	ASJS 奥洁卫浴	CCTV YINTAN 央视卫浴	DBR 帝贝尔	
HULYA 惠丽雅	BENNY 本尼	XinDa	KESHI 科达卫浴	LETO 乐图	JSW 洁世卫	安创	志开卫浴	aquatherm 德国威德	
科高 KHON	wotai	AOE 奥欧	Lansida						

专业渠道营销 PROFESSIONAL PROMOTION

针对行业及企业营销渠道多元化开拓和升级转型的新需求,2024中国建博会(广州)进一步完善六大增值服务计划,通过展前、展中和展后一系列对接、论坛活动和软文品宣,赋能参展企业对经销商、设计师、装企、房地产商等渠道开拓,满足参展企业线上推广和品宣需求。

In response to the new demand for diversified development and upgrading the industry and enterprise marketing channels, CBD (Guangzhou) further improved its six value-added services. Through a series of pre exhibition, in exhibition, and post exhibition docking, forum activities, and online publishing, it empowers the exhibitors to expand channels to connect with distributors, designers, decorators, and real estate developers.

装企渠道 PROJECT CHANNEL

2024年,“装企·联盟”迎来三大积极变化:一是展前带领多家展商深入各省会城市,举办6场走进标杆装企参访恳谈会;二是展会现场打造“整装示范专区”,举办“第二届装企·联盟高峰论坛”系列活动;三是在“整装示范专区”创新加入装企直播项目,通过装企直播带货和逛展的形式,营造全国联动的“7月焕新家装季”。

In 2024, "Home Decoration Union" project updated in three ways. Firstly we invited leading exhibitors to visit the leading decorators in 6 of China's major cities. Secondly, the project created a "Fully-equipped Decoration Zone" during CBD (Guangzhou) and held a series of activities such as the "2nd Decoration Enterprise Alliance Summit Forum". Thirdly, the project introduced a brand new live streaming sector in the "Fully-equipped Decoration Zone", creating an online linkage of the "July New Home Decoration Season" to promote the sales for exhibitors.

创新打造“整装示范专区” CREATING A "FULLY-EQUIPPED DECORATION ZONE"

以“1个会议专区+N个直播间”的形式创新打造“整装示范区”,期间举办多场“第二届装企·联盟高峰论坛”系列活动及相关对接活动。

The "Fully-equipped Decoration Zone" consists of 1 convention area and multiple live broadcast booths. Also, the "2nd Decoration Enterprise Alliance Summit Forum" and a series of activities were successfully held.



创新营造“7月焕新家装季” "JULY NEW HOME DECORATION SEASON" SALES PROMOTION

邀请全国8家龙头装企到会直播,通过直播带货和逛展,促进装企和展商现场互动,提升装企和展商的终端营销。

Invited 8 leading decorators from across the country to attend the live broadcast; invited the exhibitors to interact with the decorators through live broadcast and visiting booths; promote the sales for decorators and exhibitors.



走进城市参访恳谈会 PROMOTION CONFERENCES IN 6 MAJOR CITIES

2023.09

沈阳
Shenyang



2024.01

北京
Beijing



2024.04

杭州
Hangzhou



2023.11

青岛
Qingdao



2024.03

长沙
Changsha



2024.05

武汉
Wuhan

探访龙头装企总部,精准对接装企供应链优化需求。

Visit the headquarters of leading decorators; accurately connect with their supply chain optimization needs.

设计师渠道 DESIGN CHANNEL

本届中国建博会(广州)重点开拓、运营设计渠道,通过一系列创新策略与活动,全面升级展会设计影响力。从策划“设计城市行”、“湾区设计行”及“产设融合”论坛系列活动,再到展期提供设计师专属服务,打造更加务实高效的服务型展会。明年我们将继续深耕升级设计渠道运营创新服务,全力构建一个全方位、多层次的设计交流平台。

CBD (Guangzhou) focuses on exploring and operating design channels, comprehensively enhance the influence through a series of innovative strategies and activities. The "Design City Tour", "Bay Area Design Tour" and "Integration of Industry and Design" were held to connect exclusive designer channels for the exhibitors, aiming to create a more practical and efficient opportunities. In the future, CBD (Guangzhou) will continue to deepen and upgrade the design channel, and strive to build a comprehensive and multi-level design communication platform.

设计师展前活动



23年11月30日-12月1日
设计城市行上海站



24年3月22日-3月26日
设计城市行川渝站-成都



24年3月22日-3月26日
设计城市行川渝站-重庆



24年5月12日-13日
设计城市行深圳站

策展活动海报



灵感盒子



人性化城市



设计中国



AI策展



大美材艺



中国设计师主场

设计师逛展团

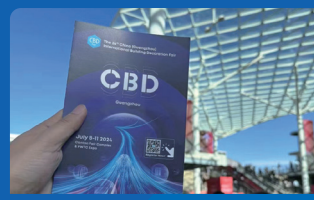


外商渠道 GLOBAL TRADE CHANNEL

第26届中国建博会(广州)坚定迈出“破圈”出海的重要一步,打造CBD World-Connect“全球链接”计划,重磅推行一系列线上和线下海外推广举措,积极拓市场、引资源,重点锚定东盟、中东、非洲、“一带一路”国家和地区,辐射南美、北美、欧洲市场,充分发挥“国家级”平台资源优势,推动构建国内国际双循环新格局。

CBD (Guangzhou) took an important step forward to reach global market, by launching the "CBD World-Connect" project, vigorously carried out a series of online and onsite promotion measures globally. The project has actively attracted resources from important markets such as ASEAN, Middle East, Africa, and the "Belt and Road" countries and regions, as well as South America, North America and Europe, which will improve the dual circulation of the industry domestically and internationally.

展前地推



买家团到会



外商采购+展期交流会



商贸促进活动 ANNUAL RELEASE AND PROMOTION

每年中国建博会(广州)展期四天,已发展成为大家居建筑装饰行业一大盛事,行业内的品牌企业,纷纷将最重要的年度发布、重要推广等重要活动落地于展会进行“首秀”,在此发布品牌新产品、新设计、新技术、新材料和新战略。

The 4 days of CBD (Guangzhou) holding annually, have become a major event in the building and decoration industry. Leading brands in the industry showcase their most important annual releases, promotions and other activities at the exhibition, releasing new products, designs, technologies, materials and strategies.



行业高度认可

REVIEW

国内观众评价 DOMESTIC VISITOR REVIEWS



叶春茂 Mr. Ye Chunmao (Chain Markets)

东兴汇建材家居中心常务副总裁

东兴汇多年来保持业态多元化,客商及客流稳定,紧跟旧改焕新国家政策新风向为卖场发展提质增效。中国建博会(广州)作为大家居建材行业全球第一展,汇聚最新行业趋势,本次特带领两位经销商来到展会考察新产品、寻找新加盟以及学习门店运营新知识。

Over the years, Dongxinghui has maintained a diversified business, stable merchants and customer flow, and closely followed the transformation policies to improve the quality and efficiency of the development of stores. CBD (Guangzhou), as the world's No.1 exhibition of the building and decoration industry, brings together the latest industry trends. This year we brought two of our dealers come to the exhibition and investigate new products, find new franchises, learn about new knowledge of store operation.



曹劲麟 Mr. Cao Jinlin (Designers)

正在设计事务所 主持设计

今年的中国建博会(广州)对设计师们展示出了更大的友好度。与往年相比,我明显感觉到升级换代的趋势。在我看来,中国建博会(广州)无疑是国内甚至国际数一数二的展会之一,尤其在材料领域具有典型性。因此,我每年都会前来参观。今年,我期望能在中国建博会(广州)上接触更多的材料供应商,了解当前最先进、最前卫的材料资讯。

This year's CBD (Guangzhou) is showing an even greater friendliness to designers. Compared to previous years, I clearly feel the trend of upgrading. In my opinion, CBD (Guangzhou) is definitely one of the best exhibitions in China, even the world, especially in the field of building and decoration materials. That's why I visit every year. This year, I expect to contact more suppliers, and study the most cutting-edge industrial information.



陈军建 Ms. Chen Junjian (Decorators)

鸿扬集团 总裁

本次中国建博会(广州)之行,我们看到了大家居建材行业全球第一展的庞大规模和影响力,了解到了很多,同时通过中国建博会(广州)【装企·联盟】这样的平台,让来自全国各地的装企和部品企业有更多交流合作的机会,在沟通中,大家提到的共建流量入口、为消费者打造生活化场景等话题,为我们企业接下来的规划提供了新的思路,我觉得这是最大的收获。

Coming to CBD (Guangzhou), we feel amazed about the huge scale and influence of the world's No.1 exhibition of the building and decoration industry, and we've learned a lot from this trip. At the same time, the decorators from all over the country have more opportunities for cooperation by joining the "Home Decoration Union" project.

国际友人评价 FOREIGN PROFESSIONAL REVIEWS



Mr. Richard Gernsbeck

德国RENOLIT 亚洲业务负责人

我们比较关注的是高定家居方面,我们在设计创新方面处于欧洲的行业前沿,这是我们第一次来中国建博会(广州),可以接触到很多成熟的高端客户。展会让人印象深刻,组织得非常好,一切对我们来说都很完美。

We are more interested in the luxurious customized home furnishings, as we are at the forefront of the European industry in design innovation. This is our first time visiting CBD (Guangzhou), where we can meet many mature high-end customers. The exhibition was impressive, well organized, and everything was perfect for us.



Mr. Jirawat Tangkijngamwong

泰国木材协会、泰国家具协会主席

你无法在中国建博会(广州)中挑出来最好的部分,因为所有题材都非常精彩,每个展厅都值得看一看,值得在其中仔细探索和学习。我认为建博会的整体质量已经可以和欧洲展会比肩,你能看到许多令人印象深刻的中国产品,它们可以引领国际潮流。

You cannot pick out the best part from CBD (Guangzhou) because all the themes are very exciting, and each exhibition hall is worth visiting and exploring thoroughly. I think the overall quality of CBD (Guangzhou) can even be compared to those European exhibitions. You can see many impressive Chinese products that can lead the international trends.

权威媒体评价 MEDIA REVIEWS



人民日报 People's Daily

本届展会在展览规模、品牌集中度、高价值观众、增值服务方面继续保持四个行业领先。

This exhibition continues to lead in four perspectives in terms of exhibition scale, brand concentration, high-value visitors, and value-added services.



新华网 Xinhuanet

顺应新格局下的新变化,中国建博会(广州)以创新引领,乘着“出海”的政策东风,为家居建材行业搭建了一条链接全球、实现产业链打通的最佳渠道。

In line with the new changes under the new pattern, China (Guangzhou) International Building Decoration Fair led by innovation and rode the policy of "going overseas", built a link for the building and decoration industry to the world and the best channel to achieve industrial chain opening up.



央视网 CNTV

涵盖大家居建材行业最齐全的新材料、新工艺、新产品和新设计,是打通行业产学研用的第一平台。

Covering the most complete new materials, new technologies, new products and new designs in the building and decoration industry, it is the most preferred platform to connect the industrial chain of production, education and research.



央广网 CNR

在本届建博会现场,无论是专业的参展商,还是前来了解行业趋势的观展商,都对“人气爆棚”的中国建博会(广州)纷纷点赞。

At the site of this exhibition, both professional exhibitors and visitors who come to learn about the industry trends have praised the China (Guangzhou) International Building Decoration Fair for its popularity.



中国日报 China Daily

第二十六届中国建博会(广州),可看作会展行业发展新质生产力的先行者,将助推大家居建材行业续写高质量发展新华章。

The 26th CBD (Guangzhou) can be regarded as the forerunner of the innovations in the exhibition industry, which will help and promote the building and decoration industry step into high-quality development.



Mrs. Sinat Soeun

柬埔寨建筑商协会经理

我们来到中国建博会(广州)为我们的协会成员寻找各种各样的建材产品,我们对这里的新产品、新技术等都非常感兴趣,我觉得这个展会很棒!希望未来每年都有机会过来展会参观,祝愿展会未来办得更好!

We came to the CBD (Guangzhou) to search for various building materials and products for our association members. We are very interested in the new products, technologies and others in the exhibition. I think this exhibition is great! I hope to have the opportunity to visit CBD (Guangzhou) every year in the future, and I wish the exhibition a better future!



Tim

伦敦某设计公司设计师

中国建博会(广州)整个展馆建筑非常宏伟,让人印象深刻,这里的人也非常多。展会有很多高定的板块,非常高质量的呈现。最棒的是在这里可以认识很多新朋友,与中国家居企业建立新的联系。我觉得总体体验非常好,大家都很享受在这里的时光。

The entire exhibition hall is very magnificent and impressive, and there are so many visitors gathered here. There are many high-quality sections in the exhibition. The best thing is that you can meet many new friends here and establish new connections with Chinese home furnishing companies. I think the overall experience was very good, and everyone enjoyed their time here.

媒体矩阵 MEDIA MATRIX

人民日报

央广网

中国建博会(广州)积累多年国内权威媒体资源,积极拓展海外专业媒体网络,同时,多维度搭建自媒体线上矩阵,覆盖国内外主流社交平台,汇聚亿级曝光流量,为展会强势引流。

CBD (Guangzhou) accumulates with years of domestic authoritative media resources, expands the international professional media network. Also, CBD (Guangzhou) has already built multi-dimensional self-media online matrix, covering the mainstream social platforms both domestically and internationally and captured effective exposure from billions of online traffic.

展会联动全球数百家合作媒体,利用主流大众平台广泛传播展会形象,深挖专业媒体资源精准触达行业人士,全年365天大范围、高密度的报道,实现建博会新闻两点多渠道、多形式同步宣发。

Coordinating with hundreds of media partners globally, CBD (Guangzhou) achieves global promotion and tops into professional media resources to precisely reach industry professionals. Throughout the year, CBD (Guangzhou) achieves extensive and dense media coverage internationally, ensuring multi-channel, multi-format simultaneous release of new highlights.



南方都市报

中国经济导报 China Economic Herald



PChouse 太平洋家居网

中华橱柜网 www.chinachugui.com

Vietnam News.Net

The Canberra Times



VARINDIA

文汇报

木机网 woodworking365.com

中国建材网

bathroom+kitchen

Malaysia Sun Malaysia Sun, Pure Asia

CONSTRUCTION PROPERTY

人民日报

央广网

新华网 www.xinhuanet.com

信息时报

好好装 HHZIOO.COM

Made-in-China.com 中国制造网

SAIGON TIMES

The Saigon Times



新快报



大家居网 JIAJUPLUS

家居热线 jia400.com

BCI CENTRAL

SEAB SOUTHEAST ASIA BUILDING

中国日报 CHINADAILY.COM.CN

环球网 www.huanqiu.com

泛家居圈 中国家居建材业第一新媒体

门锁世界 MEN SUO SHI JIE

PR Newswire 美通社

APS MEDIA GROUP

民营经济报

中国门都

HRC 中国酒店工程与餐饮采购指南

bi Business Today

buildex.my

CoNews.cn 中国商务新闻网

木材研究 WISER RESEARCH

木材工业 CHINA WOOD INDUSTRY Journal

IANS Wire Service

中国商报网 www.zgswcn.com

齐家 jia.com

家居邦 jiaibang.com

慧聪涂料网 coatings.hc360.com

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Fengdi 锋镝传媒

美家美户 MAJOR HOME

风尚玻璃网 www.boliw.net

脸谱招商 www.jczhaoshang.com

敏恒传媒 MIN HUAN MEDIA

广州日报

中国贸易报 CHINA TRADE NEWS

中视金建联传媒 CONSTRUCTION INFO PLATFORM

HOFUR 家居新范式

千家网 不八卦,只关注技术与应用

风尚玻璃网 www.boliw.net

脸谱招商 www.jczhaoshang.com

MAGAZINE

广州电视台

中国人造板

2025年全新升级

NEW UPDATE IN 2025

未来,中国建博会(广州)将充分发挥展会资源优势,以促进商业转化为使命,由展览平台转变为以展览为核心的全年度、全链路、全渠道行业赋能服务平台,重点做好经销商、装企、设计师、外贸、新媒体、商业公装等六大渠道赋能建设,由原“5+1”布局整合升级为室内空间生态、门窗户外生态、材艺智造生态三大生态。

The CBD (Guangzhou) will continue to leverage its resources to promote business transformation from an exhibition platform to an industry-empowering platform serving the whole year for the whole chain in all channels with focus on dealers, decorators, designers, foreign traders, new media, and public architectural designers. In 2025, the “5+1” Layout will be upgraded into the “Three Ecology” strategy, encompassing Indoor Space, Building Exteriors & Outdoor Environment, and Material & Hardware & Machinery.

三大生态 "THREE ECOLOGY" STRATEGY



室内空间
INTERIOR DECORATION



门窗户外
DOOR & WINDOW &
EXTERIOR DECORATION



材艺智造
MATERIAL & HARDWARE
& MACHINERY

六大渠道 SIX CHANNELS



经销商
DEALERS



装企
DECORATORS



设计师
DESIGNERS



外贸
FOREIGN TRADERS



新媒体
NEW MEDIA



商业公装
PUBLIC ARCHITECTURAL
DESIGNERS

冠军企业
首秀平台



DEBUT
PLATFORM
FOR
CHAMPION
ENTERPRISES