



## 海尔体验馆

知名参展企业九陶等本美综合橙家电集团与细分领域龙头企业、奥克斯、长虹、老板、方太、美的、格力、海尔、海信、松下、日立、索尼、Blueair、庆东纳碧安等欧美日韩知名家电企业、海信智能、腾讯智慧云、拓邦、睿鑫、芸睿、ITC、百群网、大鳄、CMM、庆科、宏知声

China home appliances and consumer electronics Expo 2020

——Smart life · global platform

Exhibition time: March 11-14

Venue: Shanghai New International Expo Center

Pavilion: w1-w5. N1-n5. E1

Sponsor: China Household Appliances Association (cheaa)

Organizer: Beijing Shengshi Association Exhibition Service Co., Ltd

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Awe has become one of the three largest home appliances and consumer electronics exhibitions in the world, which is comparable to IFA and CES. However, compared with IFA and CES, there is still a certain distance in attracting overseas enterprises to China. But the AMK delegation was a good start. It can be predicted that awe will have more and better changes in 2021awe, whether in terms of quantity, quality or overseas enterprises' participation. Maybe the next golden decade of China's home appliance industry will start from here!

2020awe will add three more museums to 13! What a magnificent sight it is. In terms of the number of visitors, 2019awe broke through 300000 for the first time, which is likely to reach 350000-360000.

In 2019awe, what we see is not only that China's home appliance industry is forging ahead and facing difficulties, but also we see a better future. 2019awe, a new stage!

<https://www.qqzyw.com/file/upload/201907/10/14/14241842133500.jpg>

From awe2019, we can see that the ecological construction of all kinds of smart home is more mature. Home appliance enterprises are starting to integrate cross-border with platform enterprises, system software and content ecology, and even enter other intelligent hardware fields to build a service ecosystem with its own characteristics. For example, smart TV forms an entertainment ecology integrating film and television, games, advertising and shopping; intelligent refrigerators form a service ecology around food such as purchasing, logistics, recommendation and cooking; and intelligent washing machines form a service ecology surrounding clothes such as clothing and detergent purchasing, clothing care, washing machine cleaning, etc. The need of smart home ecological construction makes cross-border cooperation a common phenomenon. Home appliance enterprises begin to cooperate with communication, real estate, hotel, home decoration, kitchen cabinet and other b-end fields.

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Exhibition scope: comprehensive consumer electronics, white household appliances, smart TV, 3C digital, etc

Smart home technology park, smart home system, intelligent hardware, Internet of things, intelligent car, robot equipment, virtual / augmented reality, artificial intelligence, wearable devices, etc

Kitchen appliances, kitchen appliances, bathroom appliances, etc

Kitchen appliances, living appliances, kitchen appliances, bathroom appliances, kitchen appliances, personal care appliances, beauty appliances, health care appliances, etc

Household appliances, kitchen appliances, personal care appliances, beauty appliances, cleaning appliances, health appliances, etc

Environmental and health appliances, air conditioners, air purifiers, drinking appliances, home fresh air systems, etc

Comprehensive category of white household appliances, parts, etc

White household appliances and accessories white household appliances, parts and accessories

Haier Experience Hall

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Well known exhibitors: Haier, Midea, Gree, Hisense, TCL, Skyworth, Konka, oaks, Changhong, boss, Fangtai, Supor, Jiuyang and other local comprehensive household appliance groups and leading enterprises in the subdivision field

There are also well-known home appliances and consumer electronics brands in Europe, America, Japan and South Korea, such as Bosch appliances, Siemens appliances, AEG, GEA, Sony, sharp, LG Electronics, Philips, Ariston, kaichi, whirlpool, a.o. Smith, Panasonic, Hitachi, 3M, Blueair, Qingdong Nabian, etc

There are also global IT and Internet giants such as Huawei, Tencent, JD, Lenovo, HTC, GMCC, garcibera, enbrako, Haili, Huangshi Dongbei, Qianjiang, Zanuxi, Tianyin electromechanical and other supporting enterprises in the industrial chain, and Qingke, yunzhisheng, Haizhi intelligent, jizhiyun, Tuobang, Ruixin, yunzhiyi, graffiti, etc