CBD FAIR GUANGZHOU

POST SHOW REPORT 2026

THE WORLD LEADING BUILDING DECORATION FAIR

中国建博会(广州)
CBD Fair (Guangzhou)

CANTON FAIR COMPLEX, GUANGZHOU, CHINA

OVERVIEW

The China (Guangzhou) International Building Decoration Fair, also known as the CBD Fair (Guangzhou), was founded in 1999 and organized by the China Foreign Trade Centre Group (CFTC). It is held annually in July **at the Canton Fair Complex in Guangzhou, China**, and has grown into **the world's leading exhibition** in the building materials and decoration industry. For international professionals, CBD represents **a one-stop sourcing platform**, providing direct access to scalable suppliers, competitive solutions, and integrated project capabilities.

The 28th CBD Fair (Guangzhou) took place **from July 8 to 11, 2026, with an exhibition scale of 200,000m²**, drawing **144,370 professional visitors** from **147 countries and regions**, with overseas attendance **up 33.4%** year on year. Featuring **over 70 forums and themed initiatives**, it has evolved into a leading global platform for innovation, knowledge exchange and international business in the building decoration industry.

KEY STATISTICS

Exhibition Scale

200,000 m²

Total Professional Visitors

144,370

from **146** Countries and Regions

Number of Exhibitors

1,991

from Home and Abroad

International Visitors

11,473 Professionals

with 33.4% Increase

Industry Events

70+ Conferences

Forums and Curated Activities

International Sessions

4 Series **14** Key Events

Exhibition Structure

3 Ecosystems **42** Categories

INTERIOR EXTERIOR MATECH

Covering the Full Supply Chain

EVENT HIGHLIGHTS

Debut of **The World Connect Lounge & World Connect Forum**, a new international hub for global design dialogue and cross-border business networking

The 2nd edition of **THE PLACE**, redefining future lifestyles through sustainable, community-focused design

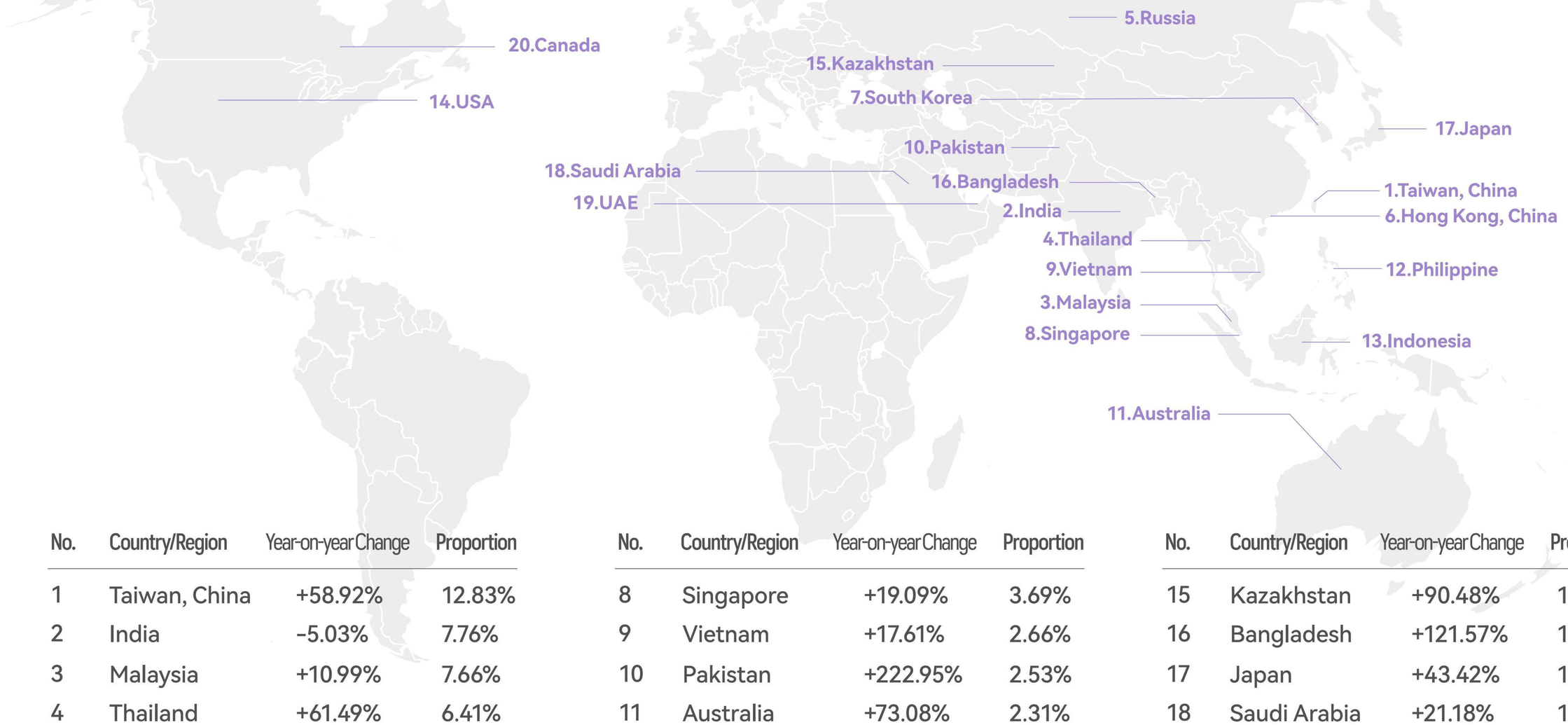
Expanded Bath & Sanitary Area in partnership with CCCMC, reinforcing the fair's status as a premier export sourcing platform

The 3rd edition of **Archi Box**, linking designers and manufacturers via innovative material showcases and sustainable exhibition concepts

China's first immersive **Nuan Lili · Smart Age-Friendly Living Space Exhibition**, presenting human-centred smart ageing solution

The **"All In IP"** exhibition, exploring long-term brand value models beyond temporary trade show showcases

ATTENDEES | TOP 20 COUNTRIES & REGIONS



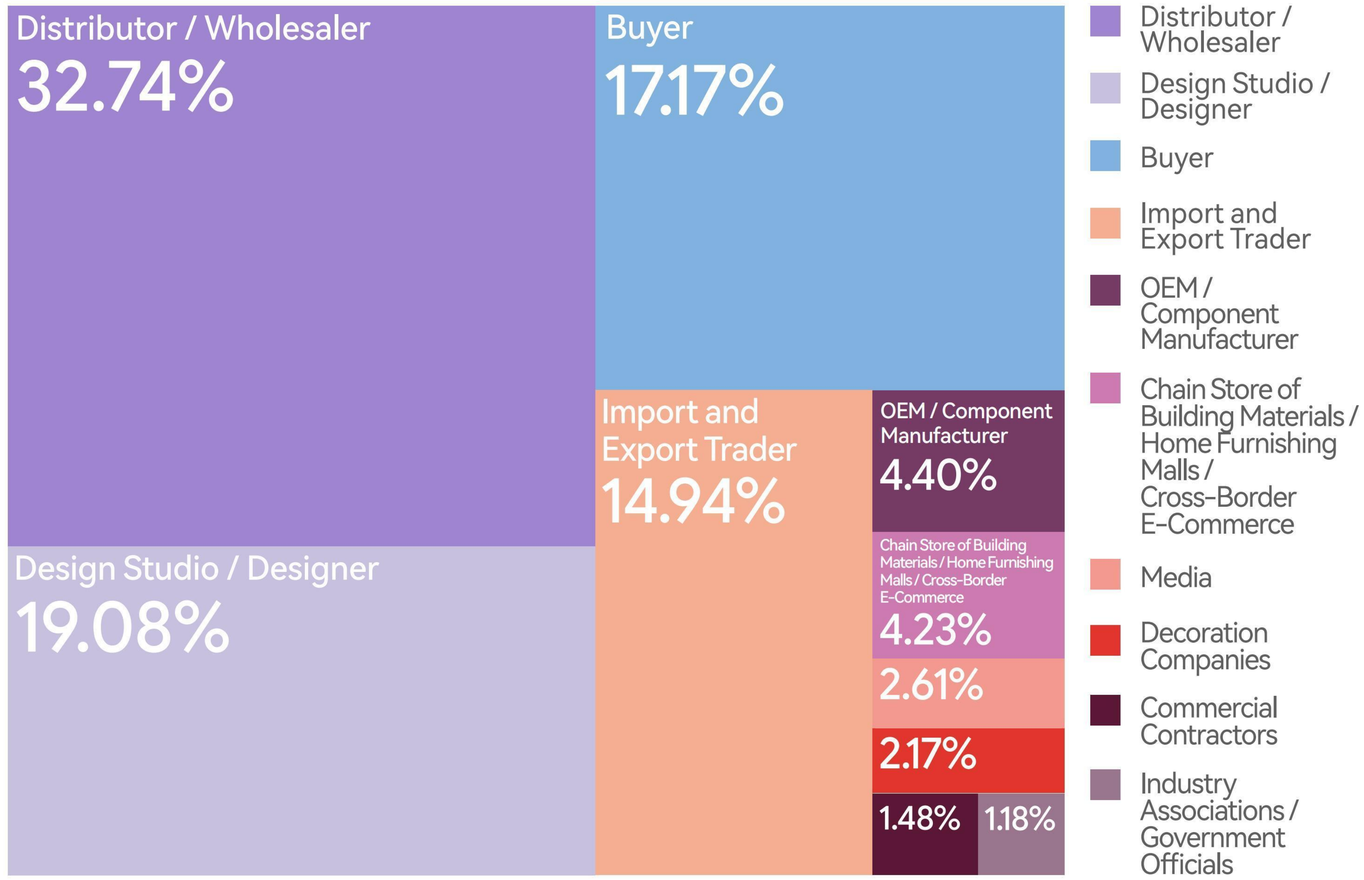
No.	Country/Region	Year-on-year Change	Proportion
1	Taiwan, China	+58.92%	12.83%
2	India	-5.03%	7.76%
3	Malaysia	+10.99%	7.66%
4	Thailand	+61.49%	6.41%
5	Russia	+257.25%	6.34%
6	Hong Kong, China	+10.03%	5.50%
7	South Korea	+13.76%	5.21%
8	Singapore	+19.09%	3.69%
9	Vietnam	+17.61%	2.66%
10	Pakistan	+222.95%	2.53%
11	Australia	+73.08%	2.31%
12	Philippine	+35.34%	2.31%
13	Indonesia	+21.43%	1.97%
14	USA	+81.08%	1.72%
15	Kazakhstan	+90.48%	1.54%
16	Bangladesh	+121.57%	1.45%
17	Japan	+43.42%	1.40%
18	Saudi Arabia	+21.18%	1.32%
19	UAE	+193.75%	1.21%
20	Canada	+100.00%	1.03%

ATTENDEES | CONTINENTS

Continent	Year-on-year Change	Proportion Change
Asia	+31.55%	-7.39%
Europe	+154.47%	+5.22%
North America	+94.89%	+0.89%
Oceania	+77.95%	+0.55%
South America	+67.50%	+0.24%
Africa	+62.05%	+0.51%

OVERSEAS PROFESSIONAL VISITOR PROFILE

The 28th CBD Fair (Guangzhou) sees a notable uplift in the quality of overseas professional visitors. Distributors and Wholesalers account for the largest proportion at 32.74%, reinforcing the fair's role as a key sourcing channel for global buyers. Architects/Designers and Import & Export Traders together exceed 35.5%. End-project purchasers from Real Estate, Hospitality and Commercial Sectors rank third at 17.17% with concentrated demand. Overall, the visitor base remains dominated by purchasing and trade professionals, with substantial growth potential in design and supply chain segments.



EXHIBITOR FEEDBACKS

Sofeyia

Full House Solutions

Collected **506 qualified sales leads** at the 28th CBD Fair (Guangzhou), converting **156 into on-site contracts.**

IMOU

Smart Cameras &
Smart Entrance Solutions

The blend of technological innovation and immersive scenario-based exhibits made IMOU a standout of the fair. IMOU now serves **users in over 100 countries and regions**, with a global user base exceeding 70 million and more than 700 million app downloads.

Mexin Group

Wood Doors &
Full House Solutions

Hosted **around 600 overseas buyers**, trading partners, and project collaborators—roughly 15% of total professional visitors. Designer and design firm visits rose sharply at the 28th CBD Fair (Guangzhou).

CROWN NOVA

Windows & Doors

Attracted a global clientele, achieving total online exposure across all platforms **exceeding 78.16 million** during the exhibition period.

INTERESTED CATEGORIES OF OVERSEAS VISITORS

Customization Cabinetry 01	Ceramics Sanitary Ware 02	Coating Flexible Stone 03	Ceiling & Wall 04
Gardening Stairs Sports Floor 05	Outdoor Products 06	Entrance Doors Armored Doors Garage Doors 07	Sunroom Sun-shading 08
Door & Window Systems 09	Hardware Tools 10	Machinery Mechanical Accessories 11	Panels Edge Banding 12
Smart Home System Smart Lighting Appliances 13	Smart Locks Smart Access 14		

China Green Container House

Container Houses & Mobile Building Solutions

Drew nearly **1,000 overseas buyers** from Southeast Asia, Central Asia (including Russia), Europe, Oceania, Africa, South America, and the Middle East. It recorded an **intended transaction value exceeding RMB 100 million**, and many international buyers extended invitations for its factory visits.

HIGOLD Group

Hardware

Drew exceptional visitor traffic and engagement by its 1,000 sqm "Original Hardware Energy Hall".

ARTSTAIRS

Steel Stairs

Received a strong volume of high-quality overseas inquiries and letters of intent, with several buyers scheduling immediate post-show visits to its Huizhou factory.

BJD

CNC Equipment for Panel Furniture

Welcomed buyers from Southeast Asia, the Middle East, Europe, and South America. On Day 2 of the fair, a major Vietnamese furniture manufacturer ordered 12 units of the newly launched K6 series — the first batch sold at the show.



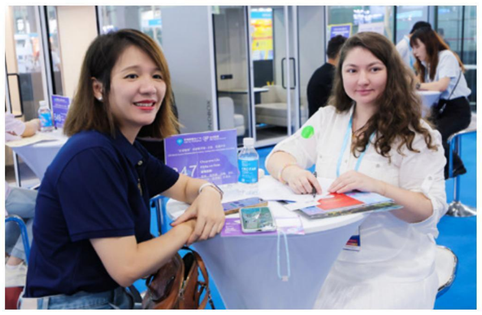
BOOST GLOBAL EXCHANGES & TRADE PARTNERSHIPS

Four Key CBD World-Connect Events

International Forums

The World Connect FORUMs – Global Design Trends & Market Insights featured 36 international experts and academics from design institutions, research organizations, and media, delivering actionable insights on global design trends and export opportunities for Chinese manufacturers. **The Design Asia 2026 Forum**, themed “Space Matters: Designing Meaningful Human Experiences”, convened over 150 Southeast Asian designers, sourcing professionals, and Chinese exhibitors to explore regional design and procurement trends.





Business Matchmaking

Six matchmaking events covered 8 product categories: **Windows & Doors, Smart Home, Coatings, Hardware, Materials, Sanitary Ware, Garden & Outdoor, and Machinery**. A total of 130 exhibitors held nearly 400 talks with over 150 buyers from Southeast Asia, Central Asia, the Americas, and Africa, generating approximately US$20 million in potential business value.

Buyer Tours

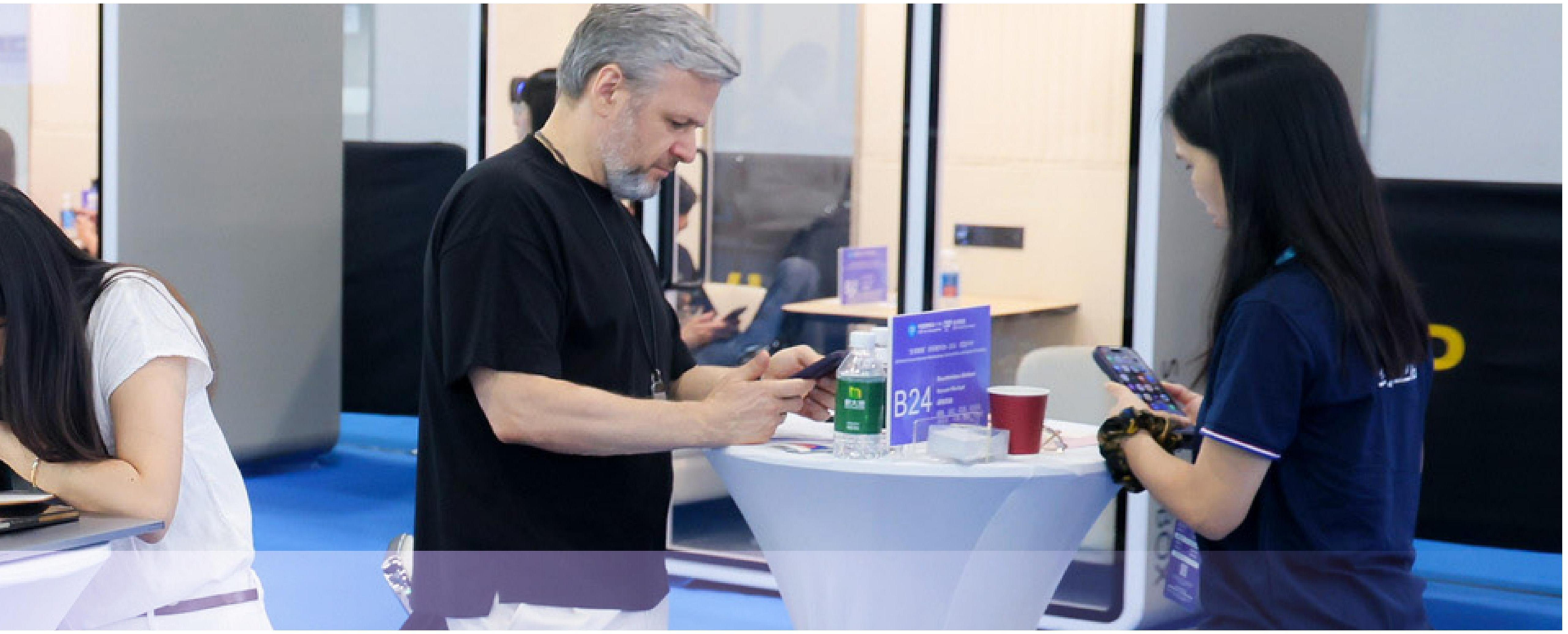
Curated tours guided international buyers through approximately **150 brands across 10 sectors: hardware, materials, machinery, customization, doors and windows, swimming pools, coatings, smart home, commercial interiors, and ceramic sanitary ware**—enabled efficient on-site connections with relevant exhibitors.





Buyers’ Night

An exclusive networking event united senior representatives of international buying delegations, media professionals, and industry association leaders with executives of leading Chinese exhibitors, creating a high-value business networking platform for long-term collaboration.



Thematic Exhibitions

THE PLACE – Architecture & Urbanism Exhibition

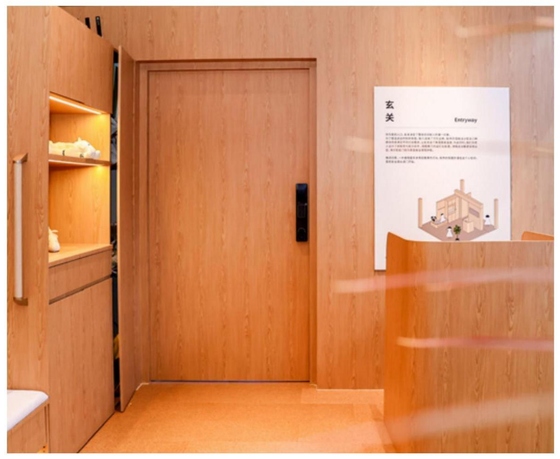
The second edition of “THE PLACE” featured international firms including ZHA, PARTISANS, Büro Ole Scheeren, and gad. The exhibition and salon explored urban renewal, spatial narratives, and co-living models as pathways to future living.



Archi Box – Material & Design Hub

The 2026 Archi Box, co-organized with SIID and AQI, featured a material library, sourcing area, and co-creation forum. Ten brands showcased **interior finishes from coatings, woodwork, hardware, lighting, to water purification**, with a designer feedback mechanism linking requirements to product development.





Nuan Lili – Smart Age-Friendly Living Space Exhibition

Focusing on the “Silver Economy”, this exhibition displayed **smart home control, health monitoring, and barrier-free design in full-room mockups**, demonstrating how technology and design support safe, independent living for the elderly.



ALL IN IP – Brand Collective Exhibition

The ALL IN IP exhibition featured integrated displays of **interior finishes, custom furnishings, and smart home solutions that highlight materiality, craftsmanship, and spatial application** while connecting brand identity to consumer experience.

WORLD CONNECT
BUSINESS COLLECT

2027

07.08-11

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GUANGZHOU, CHINA

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