



# 2018上海国际帽子围巾手套展览会

Shanghai International Hats, Scarves, Gloves Expo 2018

## 同期举办 Co-located Events:



2018上海国际流行服饰展览会

Shanghai International Fashion Accessories Expo 2018



第13届上海国际袜业采购交易会

The 13th Shanghai International Hosiery Purchasing Expo

CHPE



## 展后报告

Post Show Report

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主办单位 Organizers:



上海歌华展览服务有限公司 Shanghai Gehua Exhibition Service Co., Ltd.

上海针织服装服饰行业协会 Shanghai Knits Apparel Accessory Trade Association



## 支持单位 Supporters

中国粤港澳服装服饰协会(广东省服饰文化促进会)  
GHM Clothing & Accessories Association Limited (Guangdong Clothing Culture Promotion Association )  
义乌市帽业行业协会 Yiwu Caps Association  
上海百货商业行业协会 Shanghai General Merchandise Commercial Profession Association  
苏州市百货业商会 (协会) Suzhou Chain Enterprise Association  
伊斯坦布尔成衣进出口协会 Istanbul Ready-made Garment Exports' Association (IHKIB)  
诸暨大唐袜业协会 Zhuji Datang Socks Association  
海宁市袜子行业协会 Haining Socks Association  
台湾区织袜工业同业工会 Taiwan Hosiery Manufacturers Association (THMA)  
全国卫生产业企业管理协会抗菌产业分会  
Chinese Industry Association for Antimicrobial Materials & Produces (CIAA)



展会面积  
Exhibition Area

**30,000m<sup>2</sup>**

参展企业  
No. of Exhibitors

**507+**

(其中包括帽子围巾手套企业87家  
Including 87 hats, scarves and  
gloves exhibitors)

观众人数  
No. of Visitors

**11,936**

海外观众人数 **731**  
No. of Overseas Visitors

(备注: 以上数据包含同期展会相关统计数据)

(Remark: Information for the Shanghai  
International Hats, Scarves, Gloves Expo  
2018 and the 14th Shanghai International  
Hosiery Purchasing Expo)

## 展会概况 Show Overview

在主办方的精心培育之下, 上海国际流行服饰展暨上海国际帽子围巾手套展览会及同期召开的上海国际袜业采购交易会已然成为了会晤商业伙伴、了解行业趋势、进行贸易采购的首选之地。2018年展会各项数据再创新高, 为帽子、围巾、手套、袜子、内衣乃至各类流行服饰等相关领域的企业提供了更多商贸机遇。

Owing to meticulous efforts and cultivation, Shanghai International Fashion Accessories Expo and Shanghai International Hats, Scarves, Gloves Expo as well as Shanghai International Hosiery Purchasing Expo held during the same period have already become the first choice for merchants and exhibitors to meet business partners, keep up with industrial trend while trading and purchasing. The events created new records in all data, and provided even more business and trading opportunities to enterprises in such industry as socks, hats, scarves, gloves, underwear and fashion clothes as well as many other relevant fields.

## 展商分析 Exhibitor Analysis

507家企业来自13个国家及地区包括: 西班牙、英国、美国、日本、韩国、巴基斯坦、土耳其、埃及、斯里兰卡、印度尼西亚、克什米尔、厄瓜多尔及中国台湾地区。

The events attracted 507 Exhibitors from 13 countries and regions including Spain, U.K., U.S., Japan, South Korea, Pakistan, Turkey, Egypt, Sri Lanka, Indonesia, Kashmir, Ecuador and Taiwan.

## 国际及地区展团

### International and Domestic Pavilion

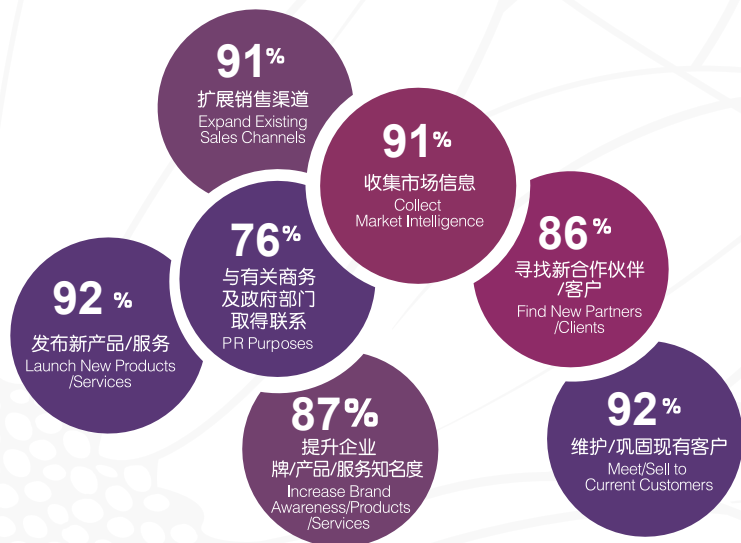
 土耳其地区展团  
Turkey Pavilion

 台湾地区展团  
Taiwan Pavilion

 诸暨大唐地区展团  
Zhuji Datang Pavilion

 海宁地区展团  
Haining Pavilion

## 展会带来的得益 Benefits of Exhibiting



## 展商评价 Exhibitor's Testimonials

帽仕汇已经运作了大概八九年了,这次我们带来了几个系列,巴拿马草帽、帽毡、运动帽。这次展会陈列的帽子作为第一次来说还是比较多的,而这次展会不仅是在全国包括全球都是一流的,在中国一定会做得非常好。

HATTERS' HUB has been in operation for eight or nine years, and this time we brought several hats series: Panama Straw Hat, Hat Felt, Sports Cap. The amount of the hats displayed in the show is quite large as it is organized the first time, (The show) not only in China, but also in the world professional level, I believe it will develop very well in China.

孙建华 Jeffrey

董事长 Founder & Chairman

上海帽仕汇服饰有限公司 HATTERS' HUB

## 展商反馈 Exhibitor's Feedback

92% 认为这次参展成绩满意至非常好  
Concluded the exhibition result from satisfactory to very fruitful

89% 认为这次展会的观众质量为满意至非常好  
Agreed the visitor quality from satisfactory to excellent

85% 计划参展2019上海国际帽子围巾手套展览会  
Intended to participate in Shanghai International Hats, Scarves, Gloves Expo 2019



这个展会层次是比较高的,而且相对比较专业,展馆的人流量也是比较大的,我们也得到了很多不错的一些意向合作客户,期待下次有继续合作的机会。

The show is in high level and professional. The flow of people is relatively large, we also got good intentional cooperation partners and we are looking forward to participating next time.

公先生 Mr. Gong

经理 Manager

FLEXFIT (中国) 运营中心 FLEXFIT

Well, in my opinion, the concept and the way of the organization of the show is quite good, is very professional. and I'm talking about a person that has participated more than 300 shows around the world. But I can have enough knowledge to see that the Shanghai concept show is very professional.

在我看来,这个展览的主题和组织都非常好,非常专业。我已经参加过全球300多个展会,以我充足的经验来看,这次上海主题展览非常专业化。

Alejandro Lecaro

President & CEO

Ecuá-Andino



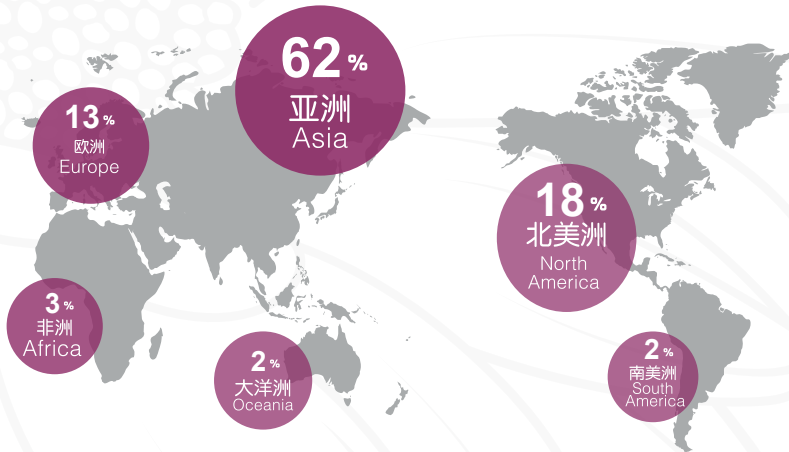
## 观众分析 Visitor Analysis

为期三天的展会共吸引了11,936名专业观众莅临参观，其中包括来自国家的731来自美国，韩国，日本，印度，加拿大，澳大利亚，德国，意大利，英国，俄罗斯，厄瓜多尔，马来西亚，墨西哥，巴基斯坦，丹麦，法国等海内外50多个国家及地区的731名海外观众。

The three-day events attracted the 11,936 professional visitors, including 731 overseas visitors from more than 50 countries and regions including U.S., South Korea, Japan, India, Canada, Australian, Germany, Italy, U.K., Russia, Ecuador, Malaysia, Mexico, Pakistan, Denmark, France, etc.

## 海外观众地区分析

### Regional Breakdown of Overseas Visitors



## 参观目的

### Purpose of Visit

75% 采购  
Purchasing

86% 寻找合适的供应商  
Finding Suitable Suppliers

81% 寻找新的制造设备/材料  
Finding New Manufacturing Equipment / Materials

95% 了解最新行业动态和产品  
Collecting Market Information

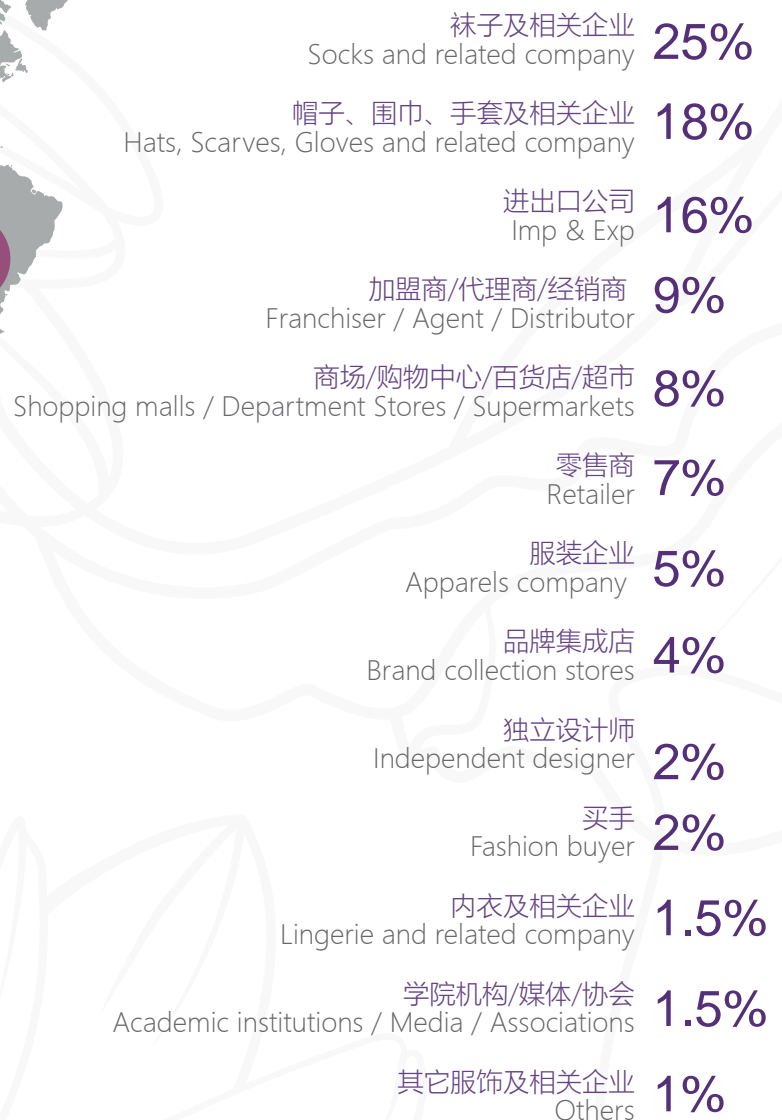
87% 寻找潜在合作者  
Finding New Partners

85% 维护与现有供应商的关系  
Maintaining Current Suppliers

## 国内观众区域分析 Regional Breakdown of Chinese Visitors



## 观众所属行业 Nature of Business



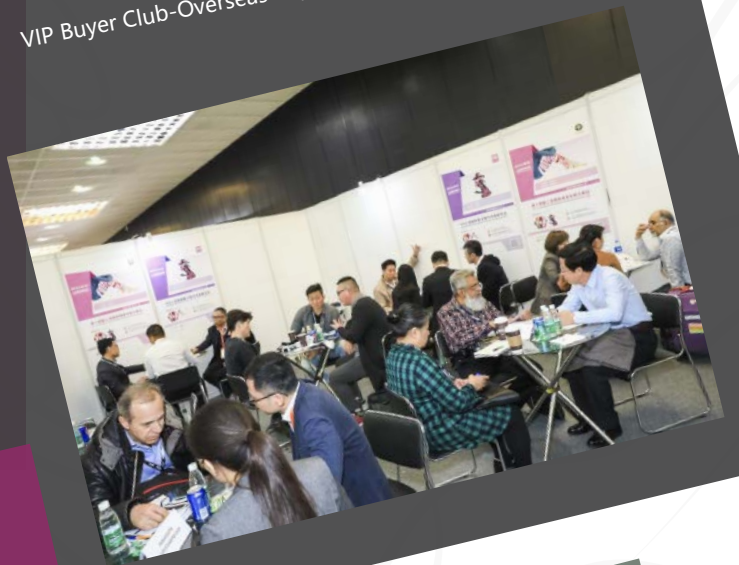
# 同期活动 Concurrent Activities

## 开幕式 Opening Ceremony



T台秀 Catwalk

## VIP买家俱乐部-海外买家贸易洽谈会 VIP Buyer Club-Overseas Buyers Business Matching Meeting



## 2018天猫服饰 (帽子、围巾、手套、袜子) 趋势介绍及招商会 Tmall Accessories ( Hats, Scarves, Gloves, Socks) Trend Introduction and Investment Promotion Conference 2018



## 同期展会 Co-located Event

作为姐妹展的第十三届上海国际袜业采购交易会（CHPE 2018）同期举办，双展联动，聚焦时尚服装配饰行业，注重企业合作、产品技术推荐、业务交流产销对接，上演集展示、论坛等多重精彩纷呈的好戏，堪称袜业界的“饕餮大餐”！宝娜斯、龙卷风、东方百富、华诗秀、芬莉、步昂、梦娜、富春、艾谷、耐尔、艺碟、华宜、永春、猎马人、尚珂伊、新时代、恩卫、美国拓扑、兰惜蝶、沁悦针织等众多国内知名企业纷纷亮相，展出最新产品及最先进的技术。

The 13th Shanghai International Hosiery Purchasing Expo focus on fashion accessories industry, pay attention to enterprise cooperation, product technology recommendations, business exchanges and production and marketing docking, staged set display, forum, such as multiple brilliant drama, the socks industry's "Gluttonous feast"! Bonas, LongJuanFeng, Orient Befit, Huashixiu, FENLI, SACO, MengNa, Fuchun, AIGU, NAIER, Yidie, Huayi, Yongchun, Liemaren, Shangkeyi, Xinshidai, Enwei, Top Circle, Lanxiedie and QINYUE. These well-known enterprises appeared with their latest products and technology.



## 媒体支持单位 Support Medias





2019.3.20-22

上海世博展览馆

Shanghai World Expo Exhibition & Convention Center



出口风向 · 高端内贸 Export Orientation · High-end Domestic Trade

原创荟萃 · 引领产业 Gather Original Design · Leading Industry Development

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## Shanghai International Hats, Scarves, Gloves Expo 2019

同期展会 Co-located Events



2019上海国际流行服饰展  
Shanghai International Fashion Accessories Expo 2019



第十四届上海国际袜业采购交易会  
The 14<sup>th</sup> Shanghai International Hosiery Purchasing Expo

主办单位 Organizer:



上海歌华展览服务有限公司 Shanghai Gehua Exhibition Service Co., Ltd.

