

Luxury Trade Show- Beijing Draws World Eyes



LUXURY CHINA

June 8-10, 2012

China World Trade Center

Sponsors:

China Chamber of International Commerce
The Luxury Marketing Council China
Zhenwei Exhibition Group

Support unit:

China-Britain Business Council
The French Chamber of Commerce
Research Center for Luxury Goods and Services, UIBE

Official Media:

Fortune Character



The Background of Exhibition

2012 is an important year for global luxury goods to accelerate their growth and expand their influence in China. Presently, China's market holds nearly two-thirds of the world's luxury brands. Moreover, it is predicted that in the next three years, the representative luxury brands of every other country in the world can be found in the Chinese market. The number of consumer groups of mainstream luxury goods in mainland China, mainly high-income consumers who live in first-tier and second-tier cities, has currently reached 16% of the total population (about 200 million), and it keeps growing at an annual rate of 25%.

Luxury Goods- Beijing Draws World Eyes

Beijing—the ideal choice of holding luxury goods exhibition over the world.

We spent three years and two months in market observation and research, in-depth investigation of over thirty industrial organizations and top-class media, visits to more than 70 luxury brands, and questionnaire surveys on thousands of luxury consumers. With all their efforts, we have drawn following main conclusions:

- China is suitable to hold exhibitions of top-class consuming goods and Beijing is the best choice to hold exhibition of luxury goods over the world;
- Beijing has congregated the the finest elite in China;
- There are embassies and consulates of more than 200 countries in Beijing;
- Beijing has the largest number of research institutes, bringing together a new generation of elite;
- Beijing has assembled high-end groups, such as banking and financial industry, luxury clubhouses and chambers;
- Beijing is the preferred location for headquarters of state-owned enterprises;
- Beijing is a cultural center with developed film art and entertainment industry, leading trends of top consumption;

Beijing is the vane for global luxury goods in China and even the world. Only Beijing has the capability to hold an exhibition of luxury goods at a global level. Only when your businesses and brands come here, can you guide and even lead the high-end consumers of the country. The occupancy rate of top global leading luxury brand is up to 100% in Beijing, ranking first in the list of 16 major cities in China. All nationwide high-end consumers have paid close attention to Beijing. As a result, your luxury products will also enter into other Chinese markets strongly. Come here and we will prepare a luxury feast of consumption for you, which can help to occupy the Chinese market rapidly.

Beijing, China will bring you abundant business opportunities. We are looking forward to your favor!

Exhibit Catalogue

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驾

High-end sports cars, limousines,
and motorcycles, private aircraft,
luxury yacht



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Luxurious jewelry, jade
and diamond, fashion,
boxes& bags, leather
products, luxurious
horologe&wristwatch

贵
藏



Works of art, antique and
calligraphy& painting,
luxurious furniture and
house ware, luxurious villa
and house

Private financial, banking and investment&
financing service, luxurious tourism, hotel and
holiday village, high-end private clubs, golf
clubs, yacht clubs, high-end liquor, cigar and
cigarette, luxurious packaging

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Luxury China plans to organize various kinds of distinctive activities to provide as many marketing opportunities as possible for enterprises, including:

Brand moment

Through Brand moment activities, all of the brands will have opportunities to display their new products, organize activities, and meet the press at a specific time.

Special visits

Relying on the solid strengths, the sponsor and organizer of the exhibition will invite valued visitors and organize target consumer groups around China.

Live broadcast

The exhibition will cooperate with the most influential media to carry out live broadcasts. All of the brands will have opportunities to promote themselves. Well-known professionals will be invited to provide their expertise and reviews.

Multi-angle Marketing Opportunities



Exhibition Schedule

Registration & Setting up : June 6-7, 2012 08:30—17:30

Exhibition & Trade : June 8-10, 2012 08:30—17:30

Closing & Dismantling : June 10, 2012 14:00

Multiple Activities

Luxury Brands Press Conference, Products T-show

China Luxury Forum

Celebrities Banquet

Exhibition Hall Introduction

China World Trade Center is located in the heart of the CBD on the famous East Chang'an Avenue. It consisting of hotels, offices, exhibition halls and shopping mall, the entire CWTC complex occupies 17 hectares of land with a total floor area of 1,100,000-square meter and 330 meters high. China World Mall has more than 50,000 sqm of leasable area, with extensive selections of luxury brands. China World Exhibition Hall is in the heart of Beijing's Central Business District, closes to Jianguomen region. These regions attract large-scale enterprises from China and abroad and have become the center of wealth in Beijing.



Organization Introduction

China Chamber of International Commerce (CCOIC)—Gathering Elites of Business Circles All over the Country

Luxury China is hosted by CCOIC. CCOIC, the largest and most extensive organization of the chamber of commerce in China, was established in 1988 with the approval of the State Council. It shares the same principles with China Council for the Promotion of International Trade (CCPIT) and brings together the most well-known enterprises bhome and abroad. It is also the highest level of international business organization in China, which committing itself to providing the commercial service for high-end member companies; to making extensive links with the business sectors, relevant government agencies and international organizations around the world; to

advancing the cooperation and exchanges between Chinese and foreign enterprises and to promoting China's economy to integrate into the world.

CCOIC will invite entrepreneurs and successful people across the country and enterprises around the world to participate in the exhibition by using its international network. It will also specially invite entrepreneurs of large enterprises, high-end consumer groups from specific cities to pay a special visit to the exhibitions, offering various enterprises the greatest opportunity of meeting supply and demand.

The Luxury Marketing Council China

The Luxury Marketing Council is an exclusive, “by invitation only” collaborative organization of more than 4,000 top CEOs and CMOs who represent more than 1000 major luxury goods and services companies. The Council brings the marketers of luxury products and services together to explore best practices and critical issues, and share intelligence on best customers and market trends. It hosts a multitude of member-only events including moderated panel discussions featuring experts in the luxury arena, Executive Roundtables, Common Practice Surveys, and other events.

Representation of members include Air France, Alfred Dunhill, Baccarat, Bentley Motors, Bergdorf Goodman, Blue Star Jets, Burberry USA, Cartier North America, Davidoff of Geneva, Diageo, Estee Lauder Companies, Forbes, Four Seasons Hotel, Giorgio Armani, Gucci, Lexus, MasterCard Worldwide, Montblanc North America, Polo Ralph Lauren, Remy Martin, Rolls-Royce Motor Cars, Steinway & Sons, Swatch Group US, UBS, Visa.

Top Exhibition Organizer — Zhenwei Exhibition

The exhibition is held under the joint efforts of CCOIC and Zhenwei Exhibition which is the biggest and the most influential exhibition organizations in China. The company was firstly established in 2000. It was honored as one of China's top ten most influential exhibition enterprises in 2006, China's top ten best exhibition companies in 2007 and China's most promising exhibition companies in 2008. It is a vice-chairman unit of China Convention and Exhibition Society and one of the members that firstly joined the UFI, The Globale Association of Exhibition Industry.

Zhenwei Exhibition regularly holds more than 20 professional exhibitions in Beijing, Tianjin, Shanghai, Guangzhou, Xi'an, Urumqi and other places every year. It specializes in high-end industrial exhibitions, such as the world-class exhibitions of oil, petrochemical, coal, new energy battery and non-ferrous metals. Take the oil exhibition in Beijing as an example. With its scale amounting to 80,000 square meters, it attracts 37 companies among the 500-top enterprises and becomes the world's largest exhibition of petroleum, which highlights Zhenwei's strong operational capability.

Exhibition Rule

Exhibition Rule:

1. Space with Shell Scheme:

USD 6,500/12m²; USD 550 /m²;

This option includes back & inside walls, carpet, fascia board, one consulting desk, two chairs, two lights and one panel of power points (220V, 5A).

Raw Space:

USD 500 /m² (Minimum 36m²) ;

The exhibitors can appoint their own stand contractor or delegate official contractor to customize their stand design

2. Additional Exhibitor Service (not required)

Price: RMB1000/person. (It includes lunches, beverages, entrance to banquet, gifts, etc.)

3. Ad. & Sponsorship

| Ad. | Price | Ad. | Price |
|-------------|--------|---------------------|--------|
| Front Cover | ¥30000 | Inside front Cover | ¥20000 |
| Back Cover | ¥20000 | Inside back Cover | ¥15000 |
| Head Page | ¥20000 | Colored Inside Page | ¥10000 |

| Item | Size | Form of Ads | Price |
|-------------------|---------------------|---------------------------|------------------|
| Invitation letter | (210mm×110mm) | Whole page on the back | ¥50000 (5000pcs) |
| Visitor Ticket | (200mm×90mm) | Whole page on the back | ¥20000 (5000pcs) |
| Handbag | (260mm×370mm×100mm) | Whole page on the back | ¥50000 (5000pcs) |
| Rainbow Gate | 15m span | Word ad on front and back | ¥30000 |