



China Wedding Expo 2019 (Spring)



Shanghai Wedding Theme Photography & Trip-shot Expo



Shanghai International Wedding Industry Trade Fair



Shanghai International Wedding Dress, Makeup & Fashion Accessories Expo



Shanghai Wedding Photo Album, Frame & Consumable Material Expo

Post-Show Report

Jan.9-11, 2019
NECC(Shanghai)

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Show Profile



Sponsor: Council for the Promotion of International Trade Shanghai (CCPIT)

China Portrait Photography Society (CPPS)

Organizer: Shanghai International Exhibition Co.,Ltd

Supporter: Shanghai Trade Association of Photography Profession

Time: Jan.9-11,2019

Venue: National Exhibition and Convention Center (Shanghai)

Concurrent Event: Shanghai International Baby Photo Expo 2019 (Spring)

Gross Exhibition Area

120,000m²

Exhibitor Number

650

Visitor Number

55,499



Exhibits Scope

2H

Wedding photography theme, trip shoot brand join, trip shoot & travel recreational vehicle, wedding photography base, wedding planning, wedding gifts, wedding setting backdrop, space design, studio setting and furniture, backdrop & window design, software, , consultant & training management, internet, photography equipment, destination wedding & honeymoon trip, honeymoon-related products, wedding design, wedding related products and services, training & brand join.



3H

wedding dress, evening dress, Xiuhe, Chi-pao, menswear, maternity clothes, bridesmaid dresses, wedding shoes, wedding veil, accessories, theme clothes, makeup and beauty products, makeup tools & training school, fabrics, packaging.



4.1H

wedding album & frame, handicraft, lines, mini picture frame, leather, album packaging, consumables, gifts, studio post-processing equipment, printing equipment and accessories.

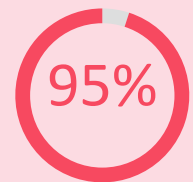




Exhibitors Analysis

The total number of Exhibitors is 650. They are all manufacturers and suppliers representing the forefront development in the wedding photography sector, coming from several countries and regions including China, Korea, Japan, America, Canada, UK, Spain, Italy, Turkey, Ukraine, Poland, Israel, Lebanon, China Hongkong SAR, China Taiwan Province and etc.

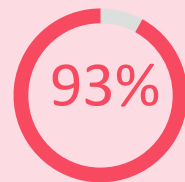
Feedback from Exhibitors



Exhibitors are satisfied with the show



Exhibitors are satisfied with the quality of visitors

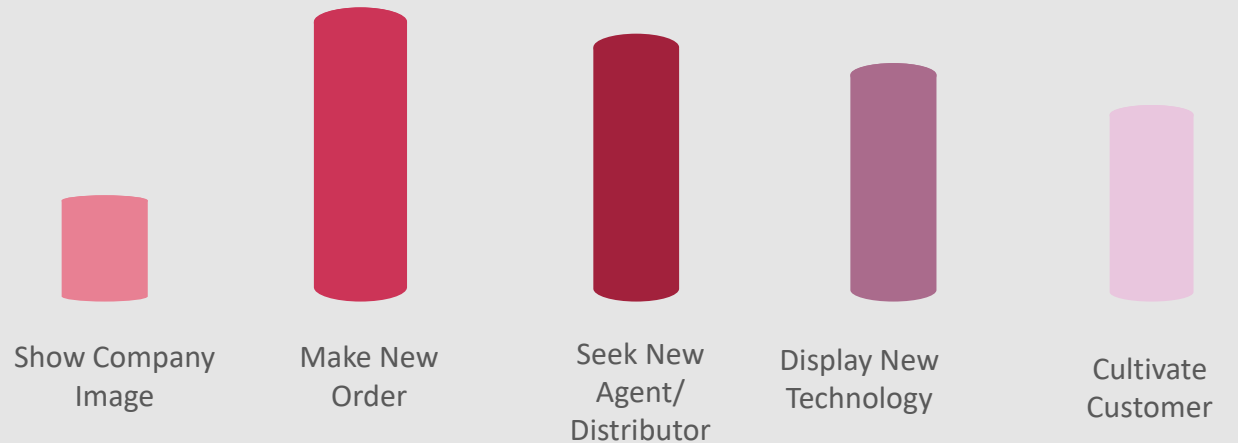


Exhibitors are satisfied with concurrent events



Exhibitors decided to participate in the 35th show

Purpose of Exhibitors



Show Company Image

Make New Order

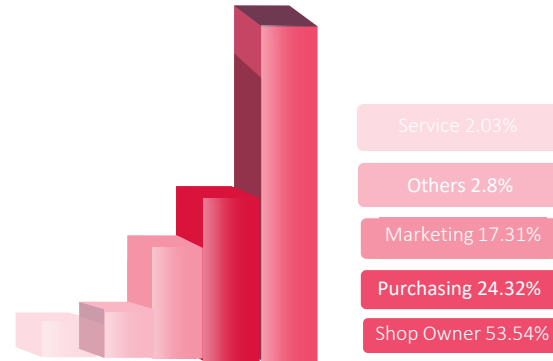
Seek New Agent/Distributor

Display New Technology

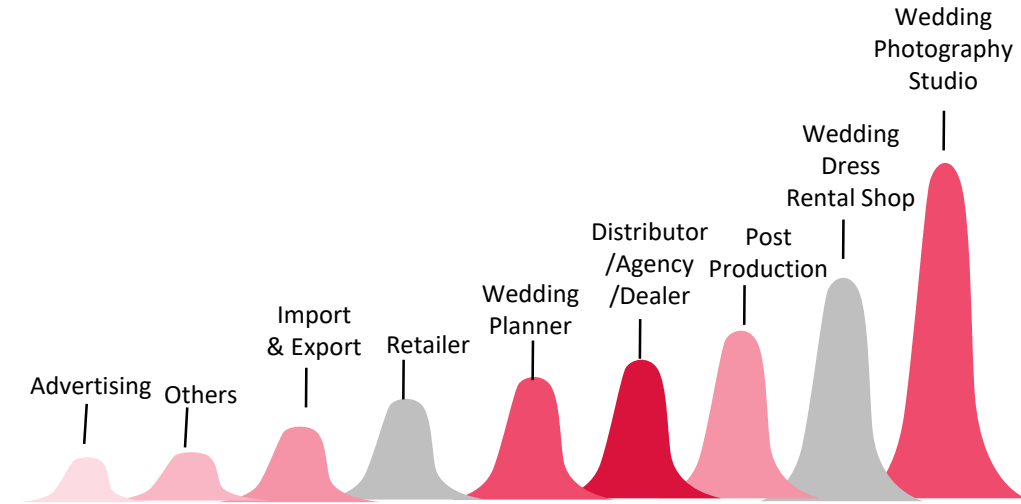
Cultivate Customer



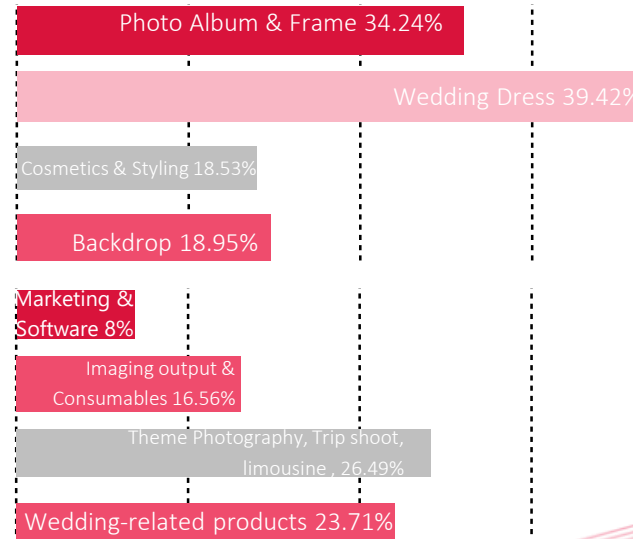
Visitors Analysis



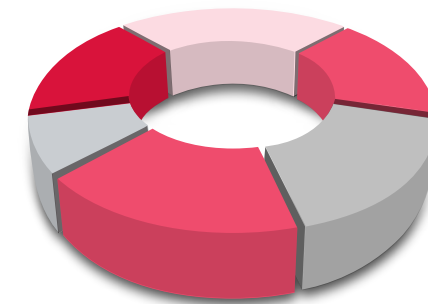
Visitor's nature of business



Analysis of visitors' locality



Main interested product from visitors



Purpose of visitors



Media Publicity

Media Release Number: 289

187 media releases by PR Newswire China; 23 press clippings on opening ceremony, 24 video reports, 30 reports on Shanghai Bridal Fashion Week 2019 through TV, newspaper, news agency, internet, microblog, we-chat, APP press, etc. Media publicity covered countries and regions such as America, Europe, China and China Taiwan Province, China Hongkong SAR, China Macau SAR, etc.

A total number of 42 reporters from 30 mass media presses were invited to give a detailed instant report about the exhibition and to interview key exhibitors.





Post-show Publicity

30 heated reports by TV, fashion channels, video web portals, Tik Tok etc.



视频 | 引领产业新趋势 第35届国际婚纱摄影展开幕
看看新闻Knews综合
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Concurrent Events



Bridal Stylist Salon 2019 (Spring)

In Bridal Stylist Salon 2019 (Spring), cosmetic brands cooperated with famous stylists to release the latest bridal make-up style as well as best-selling products.





Shanghai International Wedding Industry Trade Fair 2019 (Spring)

Shanghai International Wedding Industry Trade Fair 2019 (Spring) made a debut as the new sub-fair of China Wedding Expo. With its key characteristics of Creativity, Vigor and Broadness, it presented a grand event for wedding industry by integrating product release, business matching and forums. It invited 6 experts to interpret the industry trends and share successful experience to a number of enthusiastic audience.





Shanghai International Imaging Post-Production Forum 2019 (Spring)

Shanghai International Imaging Post-Production Forum 2019 (Spring) successfully held 9 forums in 4.1H , covering Environmental protection, framing, imaging future, digital printing, new retailing mode etc. It aims to lead the industry to develop with international standards and expertise. The forum gained applause from the audience who pointed out that they could finish purchasing and upgrading at the same time.





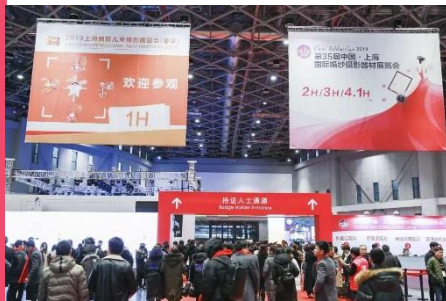
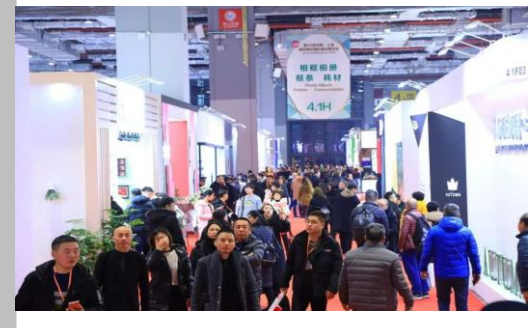
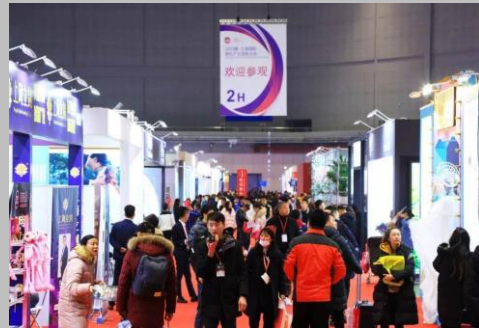
Special Thanks

- CCPIT, Shanghai Sub-council
- China Portrait Photography Society (CPPS)
- Shanghai Federation of Literary and Art Circles
- Yangtze River Delta Wedding Services Alliance
- Heilongjiang Photographic Industry Association
- Chongqing Photographic Industry Association
- Shandong Photographic Industry Association
- Jinan Photographic Industry Association
- Shanxi Photographic Industry Association
- Shaanxi Photographic Industry Association
- Hubei Photography Industry Association
- Gansu Portrait Photography Association
- Guangdong Photography Industry Association
- Fujian Photographic Industry Association
- Hebei Photographic Industry Association
- Anhui Photographic Industry Association
- Henan Photographic Industry Association
- Jiangxi Photographic Industry Association
- Qingdao Photographic Industry Association
- Hangzhou Photographic Industry Association
- Wenzhou Photographic Industry Association
- Jinhua Photographic Industry Association
- Zhejiang Jiaxing Photography Industry Association
- Hebei Xingtai Photography Industry Association
- Suzhou Association of Photography Profession
- Shenzhen Photographic Industry Association
- MONA LISA (Xi'an)
- Hunan AT Wedding Photography Co,Ltd.
- Guangzhou Golden Ladies Wedding Photography Co,Ltd.
- Guangzhou Tongyuan Photography Co,Ltd.
- Hangzhou Jiali Photo Co,Ltd.
- Harbin Guanri Pretty Baby Children Photography Center
- Chongqing East Fairytale Photography Service Co,Ltd.
- Zhuhai Modern Classic Wedding Photography Group
- Malaysia Photography Association
- Shanghai Wedding Trade Association
- China Federation of Commerce Wedding Trade Committee
- Jiangsu Wedding Services Association
- Zhejiang Wedding Services Association
- Sichuan Wedding Services Association
- Yunnan Wedding Services Association





Moments



China Wedding Expo 2019(Autumn)



July, 10-12,2019
@ NECC