



2009

International Outdoor Product Sourcing Congress China (Hangzhou) International Outdoor & Leisure Fair

Organizer:

China Chamber of Commerce for Imp. & Exp. of Light Industry Products & Arts-Crafts
Hangzhou Municipal Government

Co-operator:

Department of Foreign Trade and Economic Cooperation of Zhejiang Government

Undertaker:

Beijing Talent Expo Co., Ltd.

Important Media Support: Alibaba.com

Show Date : Mar.4-7, 2009

Venue: Hangzhou Peace International exhibition Center, Hangzhou, Zhejiang, China

Our Orientation:

The Largest Authority and Professional Outdoor & Leisure Fair in Asia

General Information



Hangzhou was applauded as the "Orient leisure capital". In the spring of 2009, we will meet the China's outdoor industry event—"Outdoor Lifestyle Hangzhou" once again. As the most professional outdoor industry trade show in China, we will invite famous domestic and oversea outdoor brand enterprises to the show.

The Outdoor Lifestyle Hangzhou obtains the high attention from outdoor industry media. China has not had a real sense of the outdoor industry trade fair in the past, Outdoor Lifestyle Hangzhou makes up for a blank of outdoor industry exhibition in China, and also provides a display stage for Chinese and international outdoor brands that are active in the market.

By then Hangzhou Peace International Exhibition Center hall will welcome the industry audience from the globe. In order to better enable exhibitors to present their images, the organizer will measure off the different area by product range: "Garden Products Pavilion", "Outdoor Furniture Pavilion", "Leisure Products Pavilion" and "Brand Pavilion."

The total exhibition space is 15,000 square meters, the export-oriented exhibitors about 60%-70%, domestic brands about 40%.



Why come to Hangzhou ?

◆ Special district advantages of Hangzhou

Hangzhou is the most important central city on the South bank of Yangtze River; it is also a large commercial city. Hangzhou has great traffic network and perfect facilities in terms of aviation, motorway, railway and port.

◆ Strongly support by Alibaba.com

The head office of Alibaba (China) Network Technology Co., Ltd. is located in Hangzhou. It is one of the most famous B2B e-commerce platforms in the world. It has been performing a close partnership in promoting the show on a global scale.

◆ Industry advantages

As the outdoor & leisure goods production base in the world, Zhejiang Province is concentrating many top outdoor & leisure good manufactories. As the central city of Zhejiang Province, Hangzhou is one of the most economically developed regions in the country, and also has the strong purchasing power. In recent years, Hangzhou's foreign trade implements the diversification of market strategy and opens up new markets. Now Hangzhou has already established trade relation with nearly 200 countries and regions of the world.

Highlights of the show

◆ Time Advantage

The show time border upon the "East China Fair", either overseas buyers or domestic trade visitors have enough time to come to the show.

◆ Diversification of exhibitor

Outdoor furniture, garden product, leisure good export brand enterprises, manufactories, traders, and the well-known overseas outdoor brands will gather in Outdoor Lifestyle Hangzhou Show.

◆ Abundant buyers' resources

Oversea: Professional buyers from Japan, Thailand, Russia, America, German etc.

Domestic: Manufacturers, distributors, wholesalers, retailers, B2C e-shop and enthusiasts club from domestic as well as Hong Kong and Macao

◆ Activities

➤ Global Outdoor Industry Forum

- ✚ Regulation consultation / seminars given by administration authorities
- ✚ Industry analysis given by specialists
- ✚ Outdoor product design trend seminar given by world famous designer
- ✚ Industry professionals interactive meetings

➤ Outstanding outdoor industry awards

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- Business matchmaking
Upon the request of exhibitor and pre-registered visitors, we provide matchmaking service for the two end of business to meet each other more effectively
 - Establishing the World Outdoor Industry League
By inviting all sectors of the outdoor industry to this occasion, the League is design to undertake the following tasks:
 - ✚ Establishing a information sharing mechanism for design, research & development, production & marketing
 - ✚ Maintaining the exhibition and forum as regular events in contributing to the sustainable development of the industry
 - ✚ Establishing an official B2B web marketing platform for outdoor products
 - ✚ Establishing China International Outdoor & Leisure Creative District in contributing to the design and development of the future product



Product range

Garden Furniture

Covering materials for garden furniture upholstery and garden umbrellas, Cushions for camping and garden furniture, Camping furniture, Garden furniture, Garden swings, Garden umbrellas, Hammocks, Swings, Awnings.

Garden Equipments

Tools and accessories for garden, course and landscape maintenance; Tools and equipment for parks, Lighting, water and pond technology, Irrigation and sprinkling technology.

Garden Structures

Waste containers, Garden containers, Garden and outdoor lighting, Solar lights, Hydroponics containers, Artificial lawns, Plant pots, Plant supports and stakes, Play sand, Drying frames, Floor covering for garden installations and balcony, Garden sheds, Garden tool sheds, Pavilions, Pergolas, Climbing frames, Fencing (e.g. wires, wood, plastics).

Outdoor backpack

Mountaineering backpack, travelling bags, climbing backpacks, camera bags, hiking backpack, bicycle backpack.

Outdoor clothing

Mountaineering cloth, ear muffs, functional underwear, insulation insulating clothing, chaussees, hats, gloves, socks, scarves, rubber dress, feather cloth, raincoats, bike clothes, etc.

Outdoor shoes

River shoes, high boots, ski shoes, climbing shoes, mountaineering boots, rubber shoes, shoelaces, shoes dryer, shoes and other goods conservation.

Camping & Leisure

Covering canvas, Canvas awnings, Lighting & heating, Camping mats, Sleeping bags, Blankets, Tents, Tents caravans and Tents accessories.

Mountaineering Equipment

Walking stick, long rubber boots, connected devices, talcum powder bags, climbing handles, climbing wall, climbing ropes, climbing helmets, climbing hardware, rope, camping equipment, inflatable climbing, inflatable slides, Rubber floor tiles.

Sports & Games

Inflatable articles, Swimming, Sport fishing, Surfing and accessories, Diving goggle and masks, Training and exercise appliances, Trampolines, Horsemanship accessories, Horsemanship equipment.

Grill & Barbecues

Electrically operated barbecues, Garden fireplaces, Grill appliances, Lighting accessories, Barbecue utensils, Barbecue accessories, Picnic items and other accessories.



Promotion activities

- ◆ Promote the show via CCTV, Radio Station
- ◆ Send E-newsletter about trade show information to high-caliber buyers, including importers & distributors, department stores & chain stores, independent retailers, wholesalers & agents in Asian, Europe, Latin America and the United States by every week.
- ◆ Promote the show via domestic and international professional B2B commerce site, such as Alibaba.com, Info trade, in order to attract professional buyers;
- ◆ Set up the info booth in 35 international trade fairs (such as Spoga, Glee, NHS) to promote the fair.
- ◆ Advertisements in specialized trade magazines, newspapers and internets
- ◆ Billboard banners at thruways and major airports & railway terminals.
- ◆ China Chamber of Commerce for I/E of Light Industry Products & Arts-Crafts invite the

overseas professional outdoor industry associations to organize buyers.

- ◆ Set up Info booths in Canton Fair to promote the show and professional buyer registration.
- ◆ Through the relevant associations, organize the purchasing department of Chinese department stores for purchasing bargaining during the show.
- ◆ Direct mailing of 50 thousands invitation to professional buyer.

Benefits for pre-register oversea VIP buyers

- ◆ Provide free hotel accommodation for pre-register oversea professional VIP buyers
- ◆ Provide free shuttle buses between exhibition hall and Hangzhou airport during the show
 - ◆ Provide a special gift for oversea VIP buyers
- ◆ Invite oversea VIP buyers to attend Outdoor Lifestyle Hangzhou business intercourse banquet
- ◆ Provide free shuttle buses between Outdoor Lifestyle Hangzhou Fair and East China Fair for linkage

Contact Us

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Visitor Registration Form

YOU INFORMATION			
Name		Mobile	
Position		Tel	
Country		Fax	
Company		Email	
Address		Website	
YOU INTERESTED PRODUCT(Please specify with cross)			
Product Range	<input type="checkbox"/> Garden Furniture <input type="checkbox"/> Garden Equipments <input type="checkbox"/> Outdoor backpack <input type="checkbox"/> Outdoor clothing <input type="checkbox"/> Outdoor shoes	<input type="checkbox"/> Mountaineering Equipment <input type="checkbox"/> Sports & Games <input type="checkbox"/> Sports & Games <input type="checkbox"/> Camping Equipments <input type="checkbox"/> Grill & Barbecues	
YOU VISITING PURPOSE(Please specify with cross)			
<input type="checkbox"/> Purchasing Product <input type="checkbox"/> Finding Agents <input type="checkbox"/> Collecting Information <input type="checkbox"/> Product Analysis <input type="checkbox"/> Marketing Investigation <input type="checkbox"/> Service and Product Promotion <input type="checkbox"/> Others			
ADDITIONAL SERVICE(If you need, specify with cross)			
Accommodation		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Sight-Seeing Program		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Notes			
<p>1. Please fill in this form completely and fax it to us, we will then post free entry tickets to you in advance.</p> <p>2. The above data will be recorded in our database for invitations to future exhibitions. Please contact us if you need to amend your details.</p>			