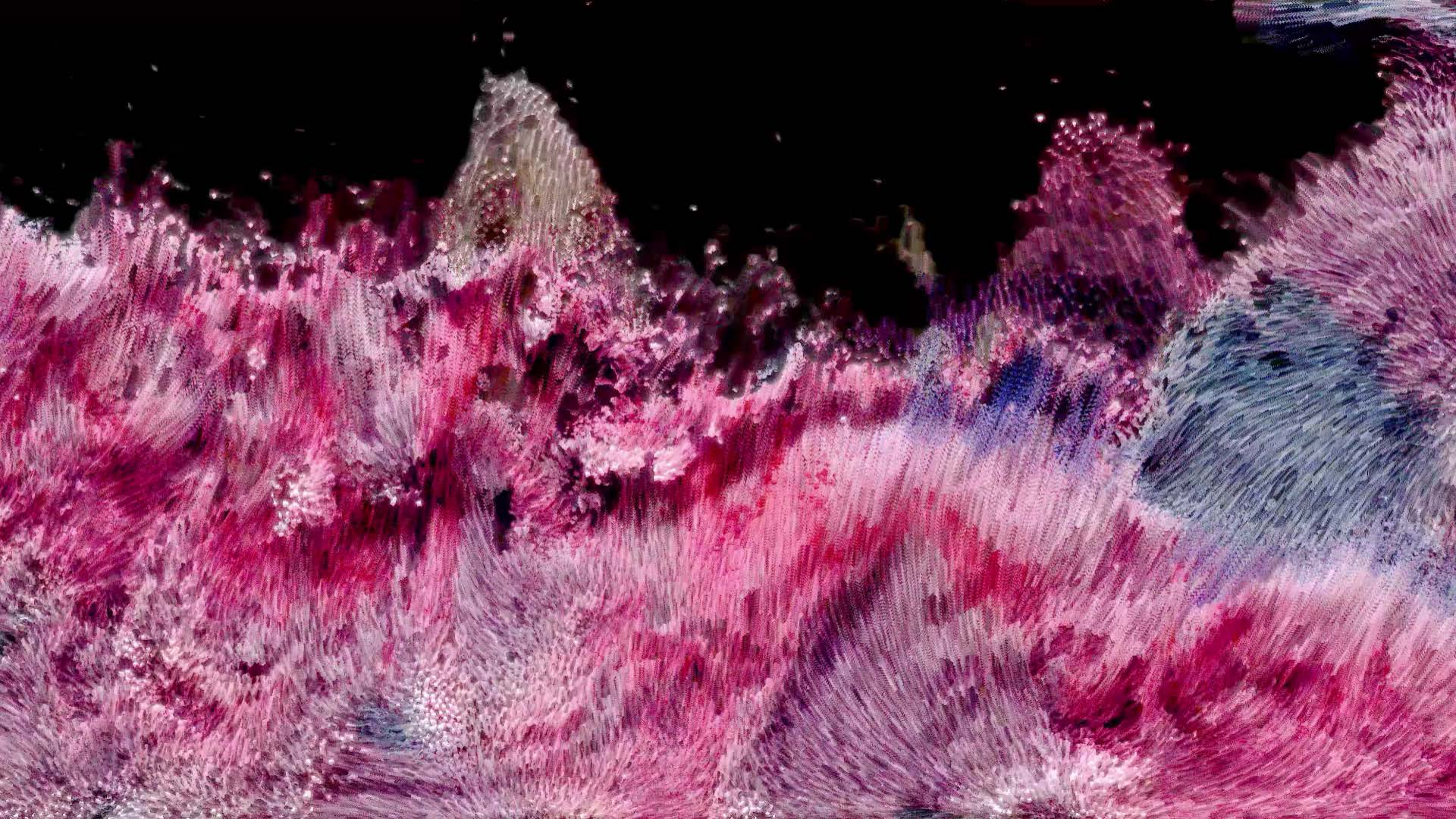




HUAMO EXPO

WORLD EXHITION, CHINA HUAMO EXPO



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About HUAMO EXPO

Founded Year: **2009**

No of FTEs: **600**

No. of Rep offices within China: **32**

VISION

WORLD EXHIBITION CHINA HUAMO EXPO

MISSION

ACHIEVING GREATER VALUE FOR CLIENTS WITH EXTRAORDINARY
DEDICATION

VALUES

- ❖ USER-CENTRIC THINKING
- ❖ HONEST AND TRUST
- ❖ PRACTICAL EFFICIENCY
- ❖ OPEN AND PROGRESSIVE

HUAMO EXPO



Company Objectives

华墨产业连锁展战略布局

Strategic layout of Huamo Industry Chain Exhibition

单聚焦

FOCUSED SPECIALIZATION

聚集会展行业

Focus on the exhibition industry

多赛道

MULTIPLE TRACKS

多赛道深耕

Deep dive into multiple tracks

全球化

GLOBALIZATION

全球化布局

Expand globally

FOCUSED SPECIALIZATION MULTIPLE TRACKS GLOBALIZATION

HUAMO EXPO



Business Overview

Exhibition Sectors:

- **Home (Furniture)**
- **Machinery**
- **Food**
- **Automotive**

No of Annual Events in China :

Over 170 events in 2024

Exhibition Area in total:

Over 2.1 million sqm

HUAMO EXPO



2022 According to the 2021 Annual Statistical Report on Chinese Exhibitions published by the China Exhibition Economy Research Association

Huamo ranked fourth in national exhibition scale and first among private exhibition organizers in China.



Over 60 Cities
Coverage



HOME CHINA
EXPO



华夏家博会
HOME CHINA EXPO

CHN MACH
EXPO



華机展
CHN MACH EXPO

HUA FOOD
EXPO



華食展
HUA FOOD EXPO

HUA AUTO
SHOW



華车展
HUA AUTO SHOW

HUAMO EXPO



HOME CHINA EXPO

华夏家博会
HOME CHINA EXPO

National Chain Exhibitions for
Home Renovation: The
chamberlain of Home
Decoration procurement



HUAMO EXPO

华夏家博会
HOME CHINA EXPO

The leading one-stop decoration procurement platform of CHINA

HOME CHINA EXPO runs in 39 cities of China

No of events in 2024

120+

Exhibitors

11,000+

Area

~2million sqm in Yearly Average

Base Cities

39

Visitors

25million

SVIP

2.5million

HUAMO EXPO





HIGHLIGHTS



CHN MACH EXPO

華机展
CHN MACH EXPO

Chain Exhibition for
China Industrial machinery
Industry



HUAMO EXPO

華机展
CHN MACH EXPO

Exhibition
scale

600,000m²+

Professional
visitor

600,000+

Exhibiting
brands

8,000



📍上海站



📍台州站



📍苏州站



📍青岛站



📍佛山站



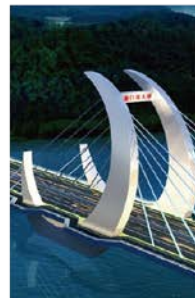
📍西安站



📍天津站



📍宁波站



📍玉环站



📍东莞站

HUAMO EXPO

華墨
HUAMO
EXPO



HIGHLIGHTS



HUA FOOD EXPO

華食展

HUA FOOD EXPO

**Global Food and Beverage
Flagship Exhibition in
Shanghai and Suzhou**



HUAMO EXPO

華食展
HUA FOOD EXPO

Spring

2025 HUA FOOD EXPO

SHANGHAI

2025.3.4-3.6

National Exhibition and Conv-ention Center (Shanghai)

Exhibition Area

120,000m²

Exhibitors

1500+

Professional Users

120,000+

Autumn

2025 HUA FOOD EXPO

SUZHOU

2025.8.6-8.8

Suzhou International Expo Centre

Exhibition Area

50,000m²

Exhibitors

800+

Professional Users

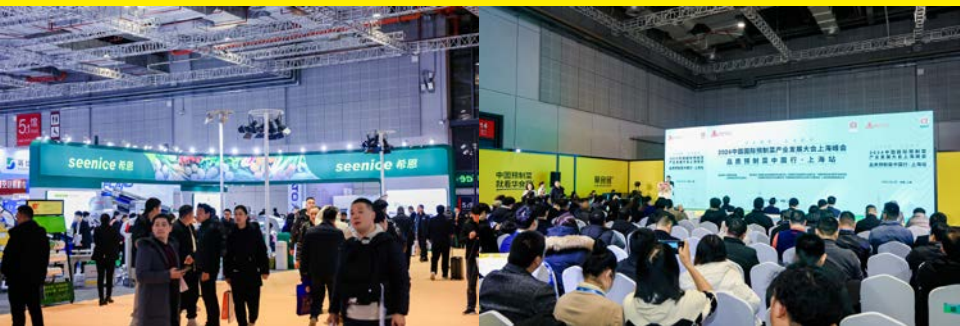
60,000+

HUAMO EXPO





HIGHLIGHTS



HUA AUTO SHOW

華车展

HUA AUTO SHOW

**Future mobility: A smart car
exhibition**



HUAMO EXPO

華墨
HUAMO
EXPO



INTRODUCTION OF THE HUA FOOD EXPO

ADVANCING THE DEVELOPMENT OF THE GLOBAL SMART CARS

The global automotive industry is undergoing a once-in-a-century transformation. In light of these exciting opportunities and challenges, Huamo is committed to actively participating in this evolution and making a meaningful contribution to the industry.

The Hua Auto Show represents Huamo's significant investment in the fourth exhibition sector, with the mission of "Advancing the Development of the Global Smart Car industry and Enabling Everyone to Experience the Joy of Technology and Automobiles." The exhibition aims to assist Smart Car manufacturers in expanding their marketing channels and energizing the global Smart Car industry.



HIGHLIGHTS



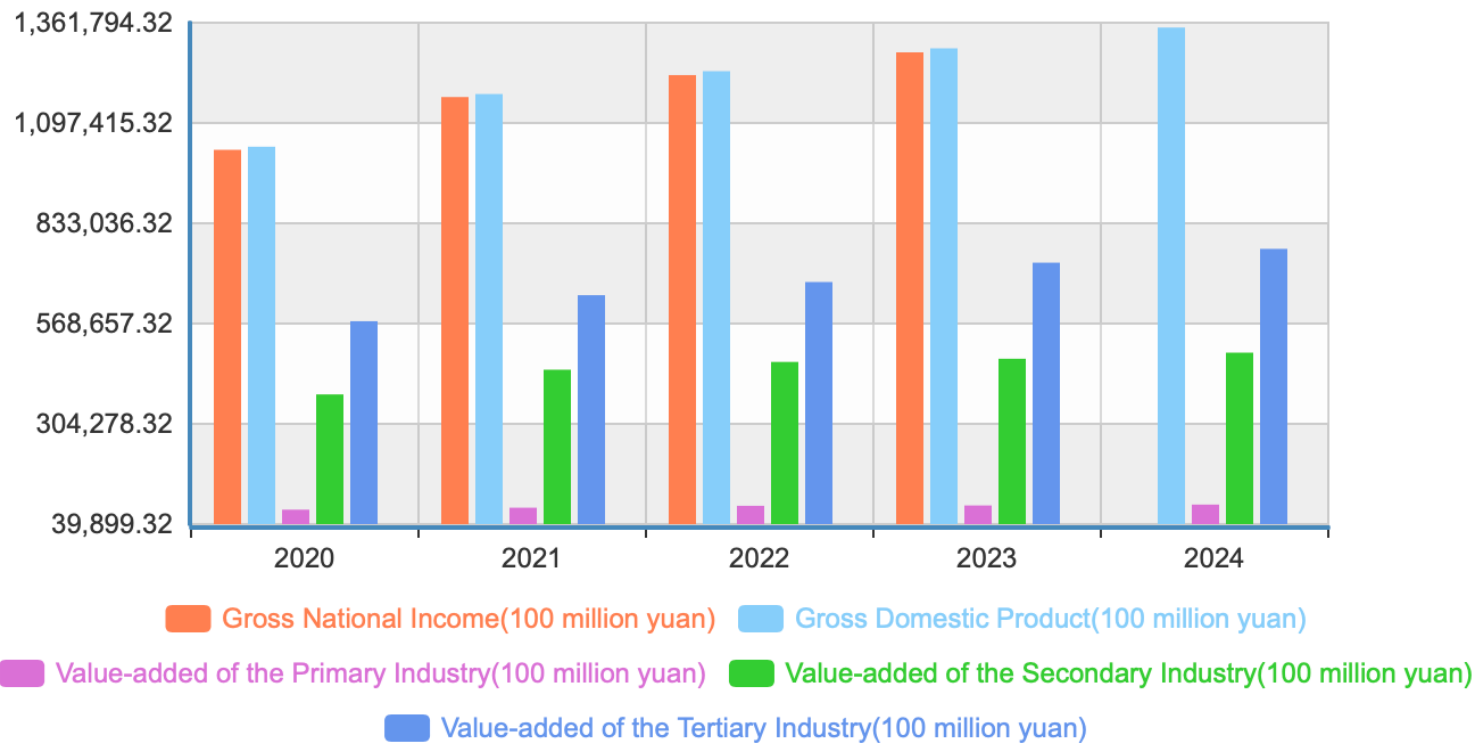
Basic Economic Overview

- 01.** According to China's latest strategy, the country seeks to shift from low-cost manufacturing to advanced manufacturing. This transition involves evolving from "Made in China" to "Invented in China" and ultimately to "Smartly Manufactured in China."

- 02.** Gross domestic product (GDP) in 2024 was RMB 134.9 trillion, a year-on-year increase of 5% at constant prices, of which the tertiary industry GDP contributed the most at 57% or 76,558 billion, registering a year-on year increase of 5%

- 03.** China has faced significant challenges in striving for its target of 5% GDP growth. Substantial incentives have been introduced to boost internal consumption in the domestic market, such as incentives for electronic devices and home appliances.

Source: National Bureau of Statistic



Source: China National Bureau of Statistic

Exhibition Industry Overview

- 01.** Inspired by the central government, many provincial governments are adopting strategies to leverage exhibitions for economic growth. Beijing, Shanghai, Hunan, Wuhan, Jinan, and Suzhou are among those making significant efforts in this direction.

- 02.** The facilitation of personnel exchanges between China and other countries has significantly improved post-pandemic, particularly regarding visa and entry policies. Chinese government has extended the local visa-free stay to 240 hours as of December 2024.

- 03.** According to the report of CCPIT, China has held a total of 3,923 exhibitions in 2023, an increase of 2,116 over 2022, a year-on-year increase of 117.1%; this is an increase of 376 from 2019, an increase of 10.6%, surpassing the pre-pandemic levels.

Source: 2023 Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade

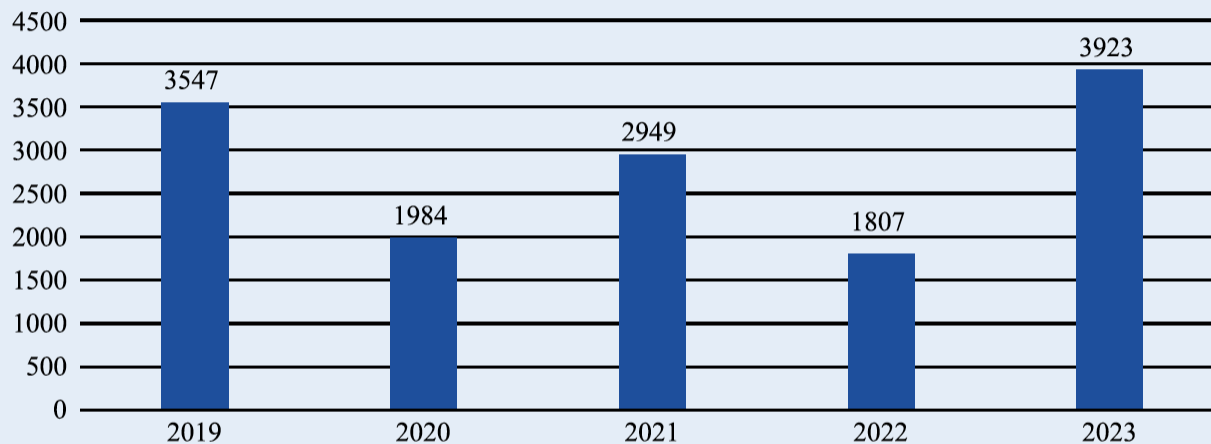


Figure 3-1 Changes in the Number of Economic and Trade Exhibitions in China from 2019 to 2023

Source: Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade

Exhibition Industry Overview

04.

In term of total sqm sold in China, in 2023, there is a total of 141 million square meters, an increase of 85.48 million square meters or 153.3% over 2022, and an increase of 10.76 million square meters or 8.25% over 2019, also exceeding the pre-pandemic levels.

05.

According to the latest UFI Barometer report, among the 390 companies surveyed, the percentage of those reporting their operations as normal in China has declined from 61% to 43%. Additionally, 14% of respondents indicated uncertainty with the option "I don't know." This trend appears to be influenced by the current economic climate and geopolitical uncertainties

06.

Among the 194 exhibition halls actually operating in 2023, a total of 40 exhibition halls have held 30 or more exhibitions.

Source: Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade in Dec 2024 and UFI's Barometer Feb 2025

Why Exhibiting Abroad became a trend in 2023?

Global Economic Context: Slow Growth: Global economic growth has been slow after the pandemic, indicating challenges in the international market/trade. Manufactures need to look for new markets.

Post Pandemic Bounce Back: Chinese exhibitors are eager to travel abroad and explore overseas markets after a prolonged period of stagnation during the pandemic.

Strong Govt Policy Initiatives

- **April 2023 Guidelines:** The General Office of the State Council issued new guidelines aimed at bolstering foreign trade.
- **Key Objectives:**
 - Encourage localities, trade promotion agencies, and business associations to enhance their support to foreign trade enterprises.
 - Promote participation in various overseas exhibitions and cultivate self-organized exhibitions to expand their scale.

Source: Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade

Development of Overseas Exhibitions

Types of Events:

- **Outbound Participation**
- Vs**
- **Outbound Events**

*No of Overseas Events in 2023 :

Over 900 events in 2023

-
- ***822 projects are participation in overseas exhibitions.(Outbound Participation).**
 - ***78 projects related to organizing overseas exhibitions (Outbound Events)**

**Source: Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade*

Facts about Exhibiting Abroad

Outbound Exhibition Projects Overview

The China Council for the Promotion of International Trade (CCPIT) approved 1,240 Outbound exhibition projects in 2023, with 900 being implemented and subsidized in some extent.

- Involvement from 71 exhibition organizers across 55 different countries and regions.
- More than 39,600 exhibitors participated, covering a total exhibition area of 572,200 square meters.

Some Active Chinese organizers: Meorient, Chaoyu, MIE, CMEC, Zhejiang Broad and etc.

Meorient's Data

- **In 2023:** In terms of outbound exhibitions, a total of 190 overseas exhibitions have been organized with a total of 977,000 sqm, representing an increase of 38.7 and 43.9% respectively.
- **Overseas Exhibitions' Destinations:**
 - Countries under belt and road initiatives (59%)
 - Countries under RCEP (Regional Comprehensive Economic Partnership)
 - In 2023, 27 and 15 exhibitions have been held in Indonesia and Vietnam respectively.

Source: Annual Report on China's Exhibition Industry by China Council for the Promotion of International Trade, Data from Meorient

Outbound Event Organizers

Types of Outbound Event Organizers:

Governmentally Driven

Vs

Commercially Driven

Degree of Local Establishment:

Low involvement

Vs

Deep and Serious commitment

New Chapter starting in 2025

Globalization

Ultimate Goal to be one of the leading Global Exhibition organizer
in the World

HUAMO EXPO



Huamo's Key Approaches in the process of Internationalization

4 key approaches!



Analysis of existing
competence & In-
depth Market Study



Establish Strong
Commitment



Promote Company
Brand and Show IP



Identify Influential
Local Partners

Huamo's Key Approaches in the process of Internationalization



Analysis of existing competence and in-depth study of the new marketplace

- * Understand our own strengthen/Competence.
- * How the exhibitors think about overseas development?
- * How important is this specific market to our exhibitors?
- * How our competence matches the current development of the new market?
- * Any favorable government policy that can serve as a catalyst?
- * Is it a sustainable opportunity to the exhibitors in a mid to long run development?
- * How stable is the market in terms of politics, economic and monetary policy?
- * Any supporting vendors?
- * Any strong competitors? Any risk or Threat?

Some Challenges in new market?

Venue

Culture

Custom
Policy

Local
associations

Visa/Travel

Politics

Local
transportation

High
operation
cost

Competitors

Language

Local
supporting
vendors

Local
network for
transport
logistics

Taxation

Monetary
policy

Supporting
Infrastructure

Unwritten
rules

Stability of
Government
policy

Huamo's Key Approaches in the process of Internationalization



Establish
Strong
Commitment

Traditional Approach by Huamo: Huamo plans to follow a more conventional strategy.

Establishing Local Presence: The company aims to create a strong presence in target countries by setting up representative offices as a first step.

Deployment of Local Teams: Local teams will be set up in these countries to monitor trends and identify new opportunities promptly.

Relationship Building: These local teams will also focus on cultivating relationships with government entities and business networks.

Huamo's Key Approaches in the process of Internationalization



Promote Company
branding and show IP

Brand Identity Representation: Company Brand and IP serve as a brand identity that encapsulates a show's history, reputation, service quality, and the organizer's commitment to the platform.

Building Exhibitor Confidence: For exhibitors, Branding and IP bring confidence by providing an indication of the overall quality of the show.

Facilitating Geo-Adaptation: Utilizing the same IP makes it easier to adapt an event for international markets, rather than starting from scratch with a new show name.

Enhancing Market Opportunities: Successful launches strengthen the value of the brand, making it simpler to further explore new markets in the future.

Huamo's Key Approaches in the process of Internationalization



Identify
influential
Local Partners

High Learning Costs for Newcomers: Entering a new market involves significant learning costs for newcomers.

Respect Cultural Factors: Different cultures and operational methods may lead to unexpected expenses.

Building Local Networks Takes Time: Establishing and strengthening local business networks requires considerable time investment.

Huamo's Key Approaches in the process of Internationalization



Identify
influential
Local Partners

Time as a Critical Factor: Time can pose a serious threat when running an overseas business.

Identifying Strong Local Partners: The most ideal approach is to find a reliable local partner with the necessary expertise.

Welcoming Cooperation Partnerships: Huamo is open to cooperation partnerships, including mergers and acquisitions (M&A) and joint ventures (JV), in any markets as long as the decision complement our core competencies.

Conclusion: Huamo's Upcoming Action Plan (Short to Mid-Term)

Set up Focus group with key exhibitors: Conduct thorough discussions with exhibitors regarding our overseas strategy, focusing particularly on the perspectives and demands of exhibitors.

Market Identification: Determine suitable markets for both short- and mid-term development. Our priority is to seek out regions with stable political environments, particularly countries involved in the Belt and Road initiative and RCEP in short term. In Mid-term planning, Huamo opens to any new markets and segments that complement our existing portfolio.

Establish Local Presence: In target countries, We will establish representative offices to gain deeper market insights.

Local Market Brand and Show IP Promotion: We will make use of our internal Internet Know-how in marketing our brands and show IPs

Conclusion: Huamo's Upcoming Action Plan (Short to Mid-Term)

Strengthen Networks: Strengthen local networks with both governmental and trade institutions via our local offices.

Event Launch: Organize 2 to 3 events over the next two years to align with the trends in overseas participation demand from Chinese exhibitors in our portfolio.

Partnership Opportunities: Seek partners, both local and international, where resources can complement each other.

M&A Exploration: Pursue merger and acquisition opportunities to further strengthen and expand our portfolio, positioning Huamo as a significant international player.

HUAMO EXPO

THE WORLD EXHITION CHINA HUAMO EXPO

