



CHINA
ADULT-CARE
EXPO
2020

2020中国国际成人保健及生殖健康展览会

China International Adult Toys and Reproductive Health Exhibition 2020

(Shanghai ADC EXPO 2020)

展后报告

Post Show Report

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Exhibition Review

Affected by COVID-19, most trade fairs chose to cancel or postpone their exhibitions. In time of difficulty, Shanghai ADC Expo stands up and is still willing to make every effort to help the adult products industry out of the predicament. The Expo successfully held in Shanghai from August 21 to August 23 after overcoming many difficulties.

Since 2004, organized and developed by CIEC, ADC Expo has gradually been recognized as one of the most impressive trade fairs for the adult industry. Manufacturers and trade visitors around the world have made the Shanghai ADC Expo a MUST for the industry, and as well a truly international trade-oriented fair.

精彩呈现

面对新冠疫情在全球扩散的特殊局面，国内外行业展会大多偃旗息鼓，选择取消或延期举办的观望态度，上海国际成人展由在关键时刻担起重任，倾尽全力协助成人用品行业走出困境，在克服诸多困难后，于8月21日-23日在沪成功举办。

上海国际成人展由中国国际展览中心集团公司于2004年始办于上海，始终坚持“以贸易为导向、以发展为目标”的办展理念，面对国内日益增长的消费需求和市场规模，上海成人展作为行业代表力量，肩负着满足国内外市场需求的重任。经过17年的耕耘与创新，渐成全球成人用品行业领域的风向标。展会聚集全球各地高端品牌，是行业人士不可缺席的展示新产品和贸易交流的商业平台。

展会数据 Exhibition Overview

展会时间/Dates

2020年8月21-23日 / 21st -23rd, August, 2020

展馆/Exhibition Hall

上海世贸商城展览馆 / ShanghaiMart Exhibition Hall

展会地址/ Exhibition Address

上海市长宁区兴义路99号

No.99, Xingyi Road, Changning Dist., Shanghai

主办单位/Host Unit

中国国际展览中心集团公司

China International Exhibition Center Group Corporation

承办单位 / Organizers

北京中展海外展览有限公司

中国日用杂品工业协会两性情趣品分会

上海生殖健康产业协会

CIEC Overseas Exhibition Company Limited

Shanghai Family Planning Products and Services Association

合作媒体 / Support Media

摘趣

QU union

Lovematters

展会面积 / Exhibition Area

8,000 平方米 / sqms

参展企业 / Exhibitors

100家

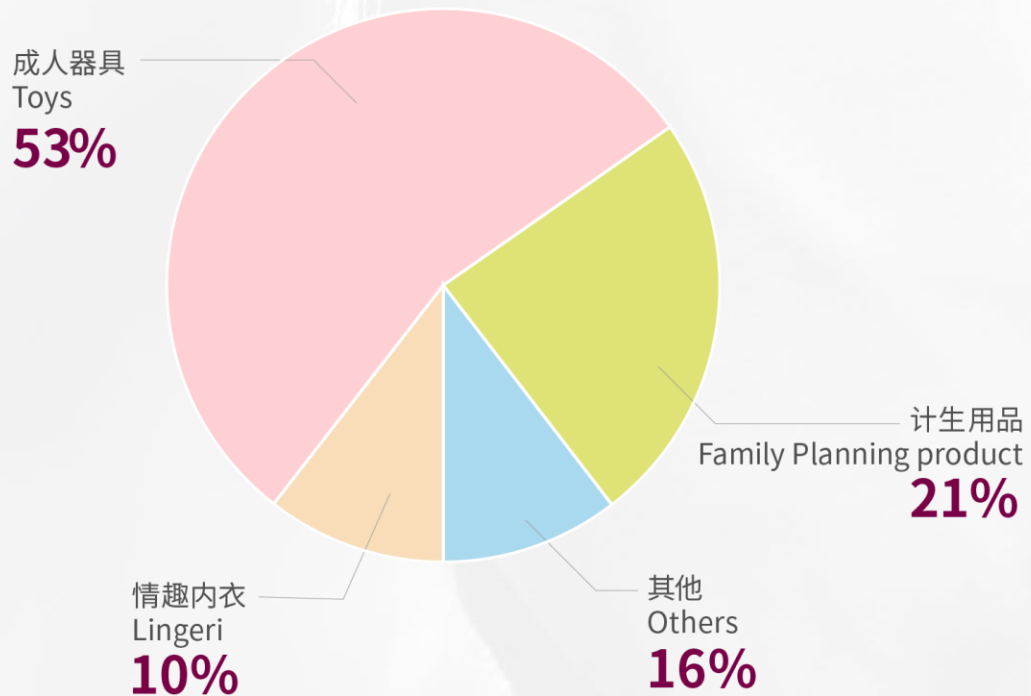
专业买家 / Buyers

10,050人次

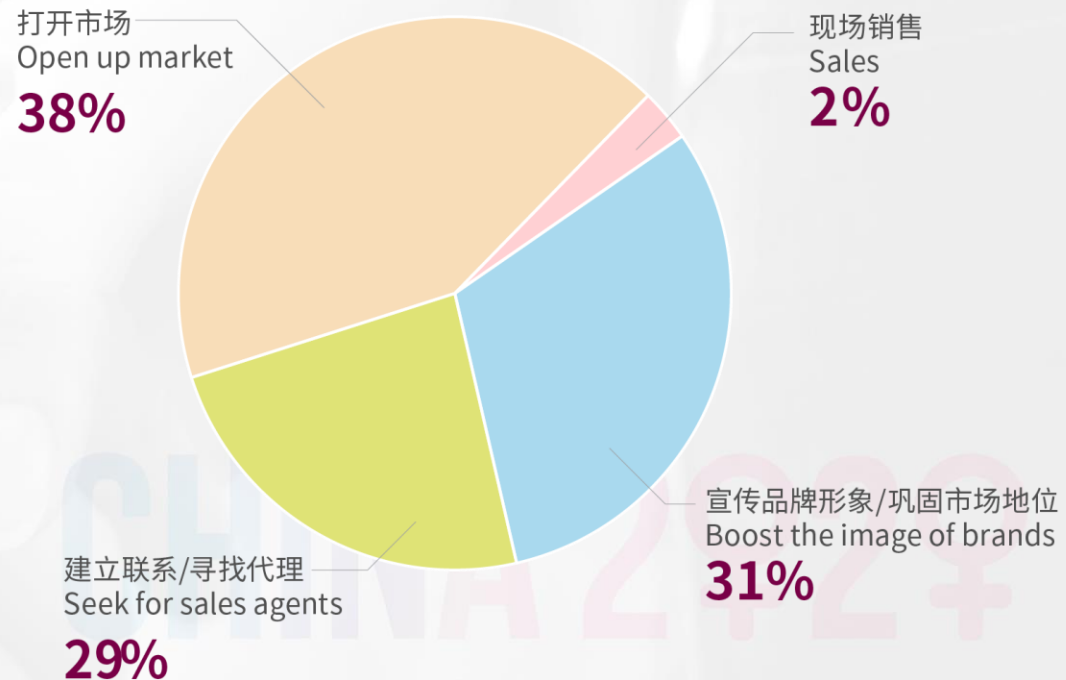
参观观众 / Visitors

18,620人次

展商类别 Exhibitors Analysis

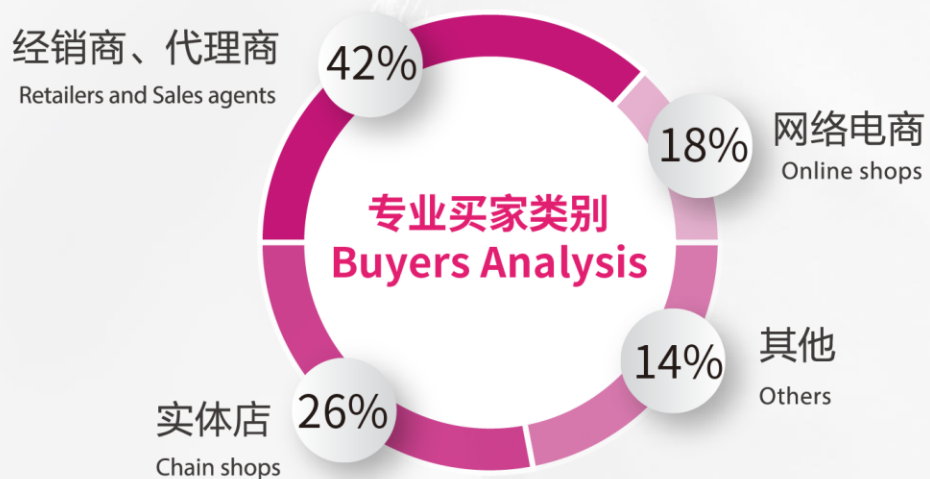


参展目的 Purposes

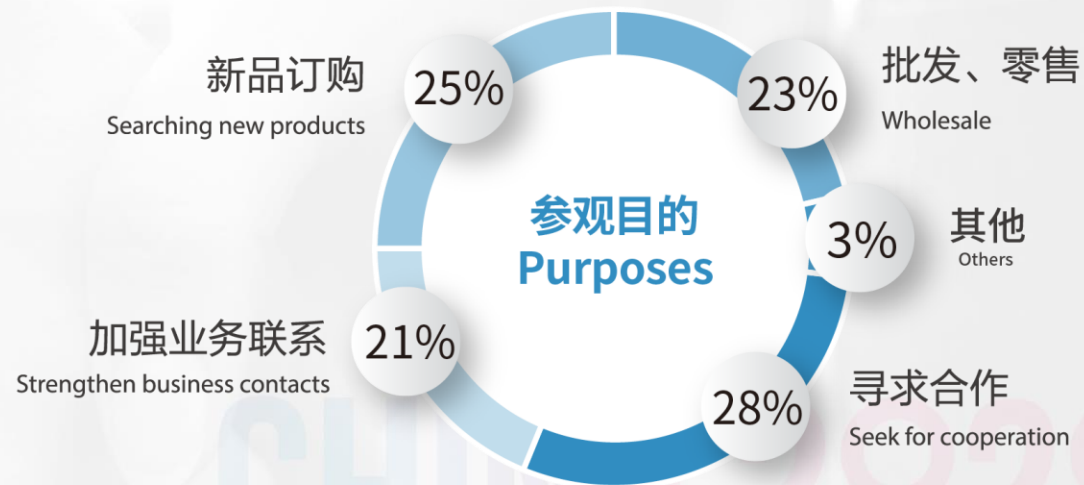


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专业买家类别 Buyers Analysis

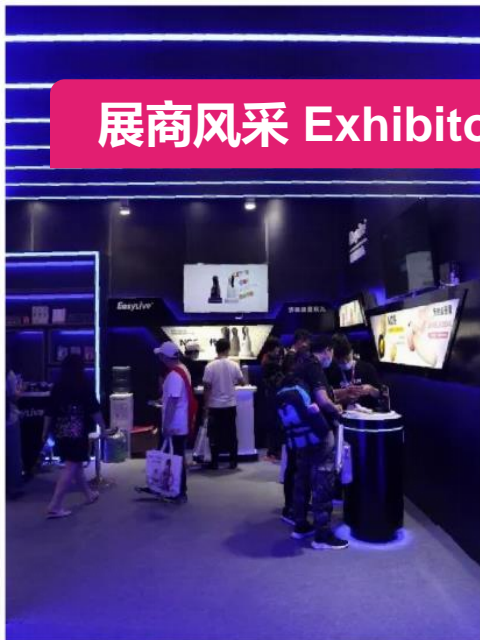


参观目的 Purposes



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展商风采 Exhibitors Display





Jerome Bensimon

Vice President 副总裁 Satisfyer



上海国际成人展是亚洲最专业的行业展会，希望上海国际成人展一如既往的成功下去，我和我的团队将在21年回归，继续作为展会独家赞助商参展。

Shanghai ADC EXPO is the most professional show in Asia. I wish Shanghai ADC EXPO a bigger success in the future. We are the exclusive sponsor of Shanghai ADC EXPO, hope to see you at next Shanghai ADC EXPO.

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WOWTECH 中国区总经理
Anthony

参加如此重要的一个成人行业的活动

Anthony

General Manager, China 中国区总经理 WOWTECH

“

我们公司非常高兴能参加这个如此重要的一个成人行业的活动，2021年展会见，我们非常欢迎大家在这个情趣用品展会共同参与讨论，祝愿大家在新的一年里都有美好的收获。

Our company is very pleased to participate in 2021 Shanghai ADC EXPO, which is an important adult industry activity. See you at 2021 Shanghai ADC Expo, we are always open to discuss with you on this expo, we wish you all have a good year.

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陈建武

创始人 Founder 百臻堂 Baizhengtang

“

2020年上海成人展圆满成功，祝愿上海国际成人展会一届比一届好。

Shanghai ADC EXPO was a complete success. I wish Shanghai ADC EXPO will be wonderful every year.

”

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吴和聚

董事长 Chairman 漫龙环球 Manlon

“

上海成人展非常成功，我们在这里，我们等你来。

Shanghai ADC EXPO was very successful. We are here and we are waiting for you.

”

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官贤藻

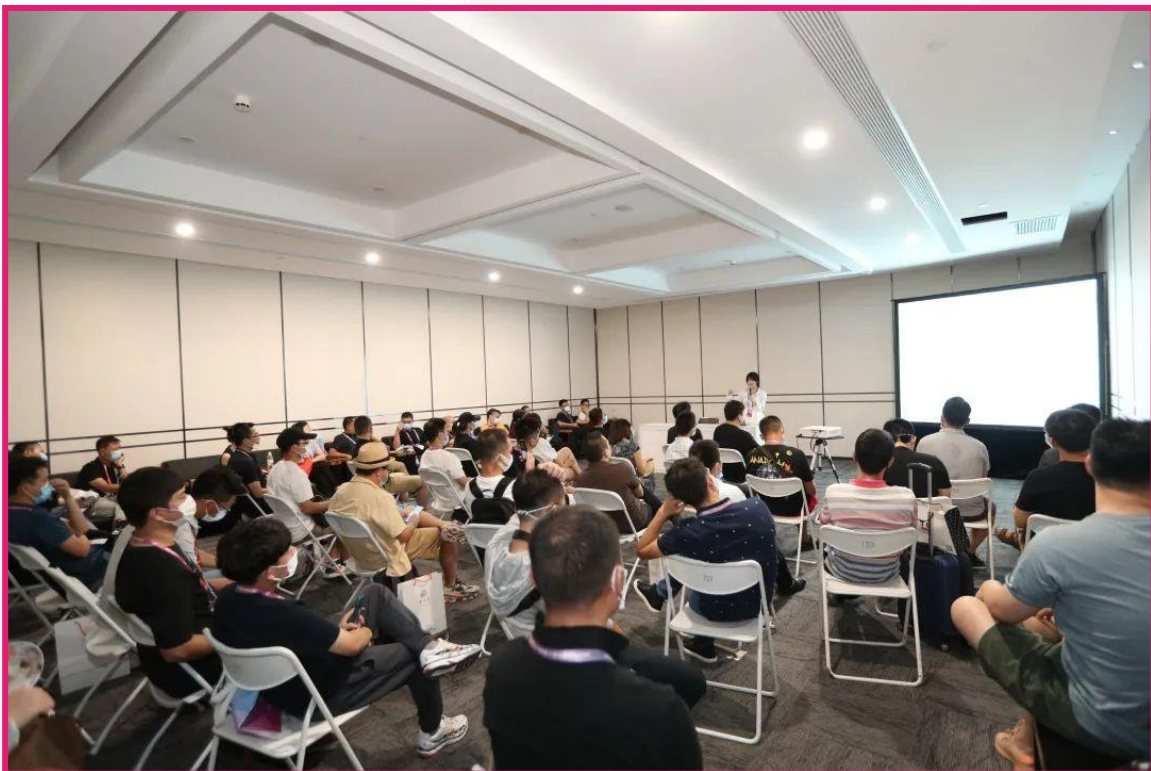
总经理 General Manager 艾莱客健康 Melo

“

通过上海国际成人展我们收获了一批优质的客户，若您行业从业者强烈建议您参加上海国际成人展，那么你一定会有不少收获。祝福上海国际成人展越办越好，规模越来越大，业务蒸蒸日上。

Through Shanghai ADC EXPO, we have gained a number of high-quality customers. If you are an industry practitioner, we recommend you join Shanghai ADC Expo, you will have a lot to gain. Best wished to Shanghai ADC EXPO.

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京东分享会：

什么是助力情趣市场新增量的因素？

Sharing activities of Jingdong: What contribute to the new increment of interest market?

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58家媒体现场采访报道 58 News Media Coverage



优酷视频 YOUKU



搜狐 Sohu



网易 NET EASE



爱奇艺 | QIYI



腾讯Tencent



全球财经网 www.qqcjxw.com



中国网官网 hsqz.china.com.cn

其他媒体报道 Other Media Reports

7个微博大号报道了展会相关内容
其平均粉丝量**500w+**，最高粉丝量**1100w+**

4个微信公众号，**22**个微信朋友圈、**16**个微信群
发布了展会精彩内容

小红书平台有**40**个关于展会的话题

B站发布了**2**个展会视频，总播放量**2W+**

220+门户网站对展会进行了报道，转发**1000+**

7 Famous microblog reported the Expo
Average followers **5M+**, Maximum followers **11M+**

4 WeChat Subscriptions, **22** WeChat's Circles, **16** WeChat Groups
Shared wonderful content of the Expo

40 Topics about the Expo on Xiaohongshu

2 Videos of the Expo on BiliBili, Playback Volume **20000+**

Portal News **220+**, Forwarding Volume **1000+**



选择上海成人展，选择放心和保障

Shanghai ADC EXPO, the trade show you can trust

17年来，上海国际成人展做到了：

- 行业内高知名度和认可度
- 优质的参展企业和知名品牌
- 基于中展信息技术的专业观众邀请，累积数万精准买家
- 常年国际推广打造高国际参展参观比例
- 40多万优质消费者参观经历，打造高知名度，引领情趣生活潮流
- 创新理念、品牌技术和产品的最佳平台
- 常年为性健康和性教育呐喊，尊享规范专业品质展之名
- 国家级、地方级行业协会的鼎力支持，发布行业标准
- 多渠道媒体推广，海量曝光
- 中国贸促会和国企背景，遵纪守法，合规经营
- 专业组展团队，强大数据/宣传/运营支持
- 不断升级和延伸的贴心服务，便利客户参展参观
- High recognition and reputation in the industry
- Quality exhibitors and well-known brands
- Successful worldwide buyer invitation with data based on years of organization
- Highly international
- Hundreds of thousands of previous visits guaranteed new lifestyle and good fame
- Unique platform for new brands and creative products
- Supports from stated and provincial industrial associations
- Tremendous media coverage
- Reliable and strong background of the organizer
- Professional team with experience
- Better service, more convenience

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展商对21年展会的期盼

Exhibitor's expectation for Shanghai ADC EXPO 2021



刘小波

总经理 General manager 武汉人福健康KEY

“

这些年来,上海成人展在引领行业健康发展的同时,还始终保持高度的社会责任感,给我们从业者树立了一个好的榜样,希望展会能越办越好。

Over the years, while leading the healthy development of the industry, Shanghai ADC EXPO has always maintained a high sense of social responsibility and set a good example for exhibitors. We hope that the exhibition will be better.

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谢启旺

营销总监 Marketing Director 雷霆暴风 Leten

“

中展集团是我国展会行业的先驱和龙头企业，希望上海国际成人展能不断超越。

CIEC is a pioneer and leading enterprise in Chinese exhibition industry, hoping that Shanghai ADC EXPO can continue to surpass our expectations.

”

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“

上海国际成人展会是我们的行业盛典，希望各大品牌都能生意兴隆。

Shanghai ADC EXPO is a grand ceremony of our industry. We hope all the brands can have a prosperous business.

”

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欧亚思品牌 创始人
罗银灿

罗银灿

创始人 Founder 欧亚思 Wowyes

**CHINA
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EXPO
2021**

第十八届中国国际成人保健及生殖健康展览会

2021年4月，上海世贸展商城览馆，期待与您相见！

Looking forward to seeing you at

The 18th Edition of China International Adult Toys and Reproductive Health Exhibition

(April, 2021, ShanghaiMart Exhibition Hall, Shanghai, China)

北京中展海外展览有限公司

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