

冠军企业首秀平台
DEBUT PLATFORM FOR CHAMPION ENTERPRISES

展后回顾

POST SHOW REPORT



**CBD FAIR
GUANGZHOU**
2025中国建博会(广州)

2026 7/8-11

广交会展馆 CANTON FAIR COMPLEX



www.cbdfair-gz.com

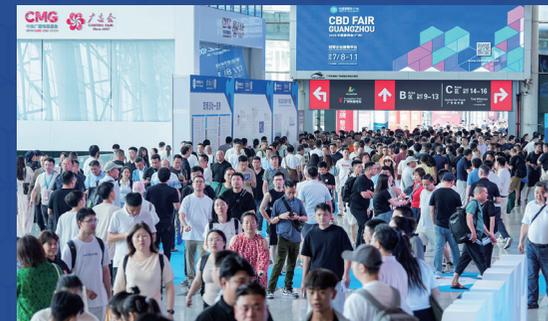
OVERVIEW 展会概况

由中国对外贸易中心集团有限公司、中国建筑装饰协会主办，中国林产工业协会、全国工商联家具装饰业商会支持的第27届中国建博会（广州）于2025年7月11日圆满落下帷幕。由中国对外贸易广州展览有限公司和红星美凯龙家居集团股份有限公司主办的2025广州卫博会同期闭幕。

本届中国建博会（广州）以“冠军企业首秀平台”为定位，以“冠军同行”为口号，以促进商业转化为使命，由展览平台升级为以展览为核心的全年度、全链路、全渠道的行业赋能服务平台。展会紧扣两个“重塑和变革”，重塑行业使命、重塑展会布局、革新渠道建设及革新活动平台，创新推出室内空间、门窗户外及材艺智造三大生态，深化经销商、设计师、装企、外贸、商业公装、新媒体等六大渠道建设。

The 27th China (Guangzhou) International Building Decoration Fair, hereinafter referred to as CBD (Guangzhou), which was organized under the auspices of China Foreign Trade Center Group Co., Ltd. and China Building Decoration Association, and supported by China National Forest Products Industry Association and China Furniture & Decoration Chamber of Commerce (CFDCC), successfully concluded on July 11th, 2025. Coinciding with the conclusion of CBD (Guangzhou) was the conclusion of 2025 Guangzhou International Bath and Sanitary Ware Fair that was organized under the auspices of China Foreign Trade Guangzhou Exhibition Co., Ltd. (CFTE) and Red Star Macalline Home Furnishings Group Co., Ltd.

With "Debut Platform for Champion Enterprises" as its positioning, "Walking with Champions" as its slogan, and "Promoting Commercialization" as its mission, this session of CBD (Guangzhou) has upgraded from an exhibition platform to a year-round, full-link, and omni-channel industry empowerment service platform centering on exhibition. Focusing on "Reshaping and Innovating" (namely, reshaping the industry's mission, reshaping the exhibition layout, innovating in channel construction, and innovating in event platform), the CBD (Guangzhou) has creatively rolled out three major ecosystems (including INTERIOR, EXTERIOR, and MATECH), in addition to deepening the construction of six major channels including dealers, designers, decorators, foreign traders, public architectural, and new media.



室内空间生态 INTERIOR

整家定制 Whole House Customization	22-42
设计定制馆 High-end Design Customization	9.2-10.2
智能家居/智能照明/AI设计与应用 Smart Home / CBD Lighting / AI Design & Application	2.1
智能家居/智能安防/智慧商用空间 Smart Home / Smart Security / Commercial Spaces	3.1
智能家居/智能锁/智能入户解决方案 Smart Home/Smart Lock/Smart Entry Solutions	4.1
商业公装-智能建造及工程五金馆 Commercial Building Decoration - Smart Construction / Engineering Hardware	5.1
商业公装-顶墙整装及户外休闲馆 Commercial Building Decoration - Ceiling & Wall / Outdoor & Recreation Lifestyle	5.2
当代涂装设计馆 Contemporary Coating Design Gallery	11.2
全卫定制/卫浴五金/局旧改主题区 Customized Bathroom/Sanitary Hardware	1.1

门窗户外生态 EXTERIOR

入户门/庭院遮阳/门窗供应链 Entrance Door/Patio Shading/Door & Window Hardware & Accessories	17.2
系统门窗/门窗供应链 Systematic Door & Window Hardware & Accessories	18.2-20.2



PROFESSIONAL VISITORS

专业观众构成

本届中国建博会（广州）共有来自145个国家和地区的205,621名有商业价值的高质量专业观众到会，与去年基本持平，其中海外观众8,602人，同比增长47.22%，专业观众主要由经销商/代理商、设计师、家装渠道买家和制造商买家等组成。

This session of CBD (Guangzhou) has brought together a total of 205,621 high-quality professional visitors with commercial value from 145 countries and regions. And this figure remained roughly the same as last year. Among them, there are 8,602 overseas visitors, representing a year-on-year increase of 47.22%. The professional visitors are mainly composed of distributors/dealers, designers, home decoration channel buyers, and manufacturer buyers, etc.

海外观众 INTERNATIONAL VISITORS

人数同比

NUMBERS OF VISITORS YEAR-ON-YEAR

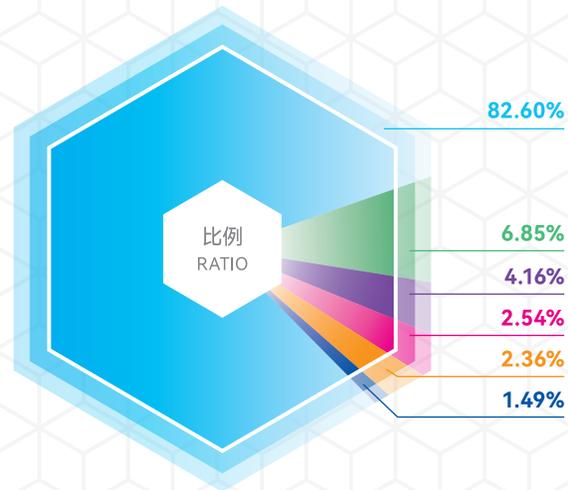
海外区域 INTERNATIONAL	2025	2024	绝对数量较上届变化 Percentage Change	绝对数量较上届变化的百分比 Percentage Change
	数量 Quantity	数量 Quantity		
总计 Total	8,602	5,843	2,759	47.22%

来源地区

INTERNATIONAL REGIONS

海外大洲 CONTINENTS 比例 RATIO

亚洲 ASIA	82.60%
欧洲 EUROPE	6.85%
非洲 AFRICA	4.16%
北美洲 NORTH AMERICA	2.54%
大洋洲 OCEANIA	2.36%
南美洲 SOUTH AMERICA	1.49%



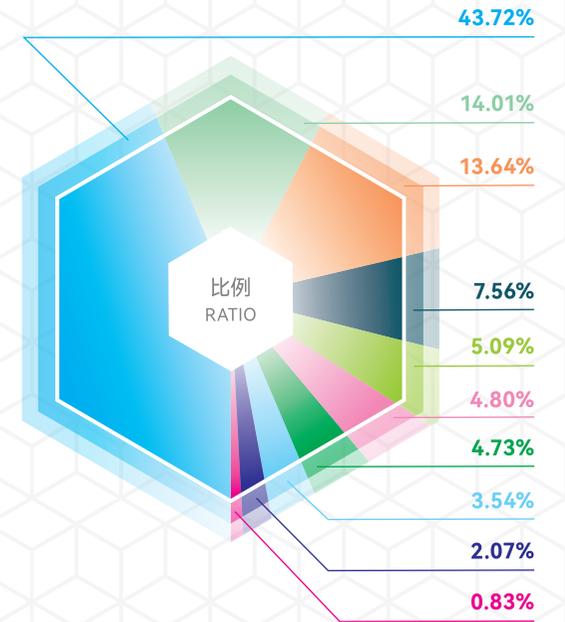
国内观众 DOMESTIC VISITORS

性质构成

PROFESSIONS

业务性质 PROFESSIONS 比例 RATIO

经销商/代理商 DISTRIBUTORS/DEALERS	43.72%
设计师 DESIGNERS	14.01%
家装公司 DECORATORS	13.64%
代加工/配件制造商 OEM/ACCESSORY MANUFACTURERS	7.56%
采购商（房地产商/宾馆酒店/民宿/ 办公空间/餐饮空间/大型机构采购部） REAL ESTATE PURCHASERS	5.09%
公装公司（建筑公司/设计院） ARCHITECTURAL DESIGN INSTITUTES	4.80%
进出口贸易商 IMPORT AND EXPORT TRADERS	4.73%
建材连锁超市/家居卖场/互联网渠道 CHAIN MARKETS/ONLINE SALES	3.54%
媒体 MEDIA	2.07%
行业协会/政府官员 ASSOCIATION/GOVERNMENT	0.83%

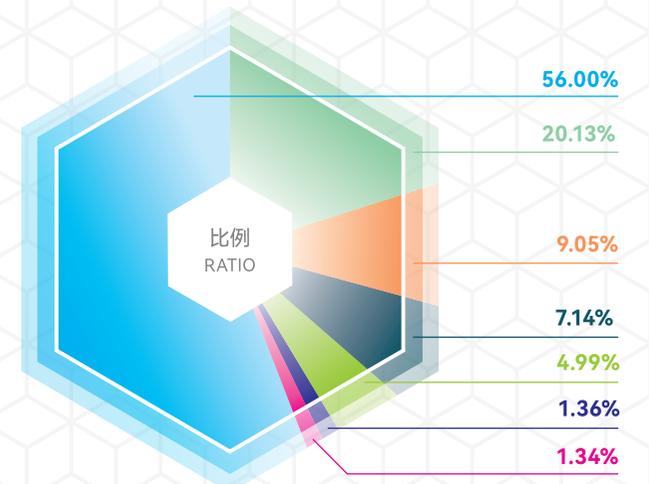


来源地区

DOMESTIC REGIONS

国内区域 DOMESTIC REGIONS 比例 RATIO

华南 SOUTH CHINA	56.00%
华东 EAST CHINA	20.13%
华中 CENTRAL CHINA	9.05%
华北 NORTH CHINA	7.14%
西南 SOUTH WEST	4.99%
东北 NORTH EAST	1.36%
西北 NORTH WEST	1.34%



“THREE ECOLOGY” STRATEGY

三大生态

2025中国建博会（广州）全面重塑展会布局为室内空间、门窗户外、材艺智造三大生态，以生态化思维推动产业协同发展。

The CBD (Guangzhou) has comprehensively reshaped its exhibition layout into three major ecosystems (namely, INTERIOR, EXTERIOR, and MATECH), with a view to promoting the coordinated development of the industry with an ecological mindset.

INTERIOR 室内空间生态

室内空间生态以“融生”为主题，以“定制+设计”为核心，聚焦内装产品，涵盖定制、智能、卫浴、照明、商业公装、涂料等全链路题材，融合设计、科技与美学，积极重构居住与生活的多维场景。

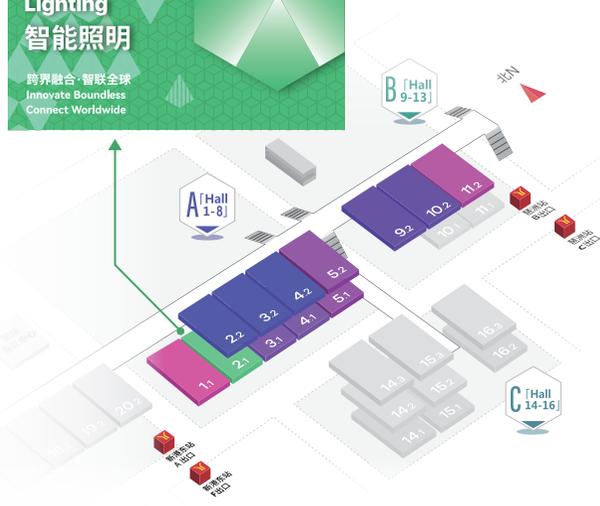
Themed on "Integration and Regeneration" and centered on "Customization + Design", the INTERIOR ecosystem focuses on interior decoration products and covers full-link categories such as customization, smart home, sanitary ware, lighting, commercial building decoration, and coating & furnishing. It integrates design, technology and aesthetics, and actively reconstructs multi-dimensional scenarios of residence and life.

室内空间生态 INTERIOR

- 整家定制 2.2-4.2
Whole House Customization
- 设计定制馆 9.2-10.2
High-end Design Customization
- 智能家居/智能照明/AI设计与应用 2.1
Smart Home / CBD Lighting / AI Design & Application
- 智能家居/智能安防/智慧商用空间 3.1
Smart Home / Smart Security / Commercial Spaces
- 智能家居/智能锁/智能入户解决方案 4.1
Smart Home/Smart Lock/Smart Entry Solutions
- 商业公装·智能建造及工程五金馆 5.1
Commercial Building Decoration - Smart Construction / Engineering Hardware
- 商业公装·顶墙整装及户外休闲馆 5.2
Commercial Building Decoration - Ceiling & Wall / Outdoor & Recreation Lifestyle
- 当代涂装设计馆 11.2
Contemporary Coating Design Gallery
- 全卫定制/卫浴五金/局旧改主题区 1.1
Customized Bathroom/Sanitary Hardware



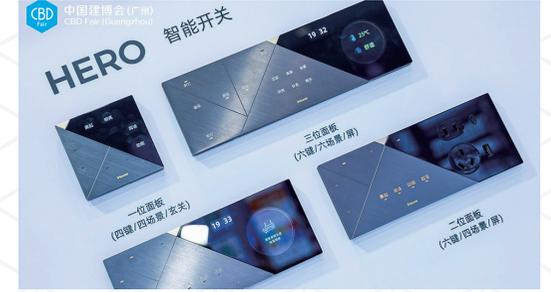
展区分布图 Hall Plan



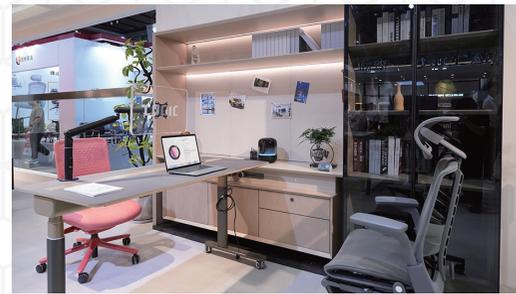
定制 Customized Decoration



智能 Smart Home



商业公装 Commercial Building Decoration



涂料 Coating & Furnishing



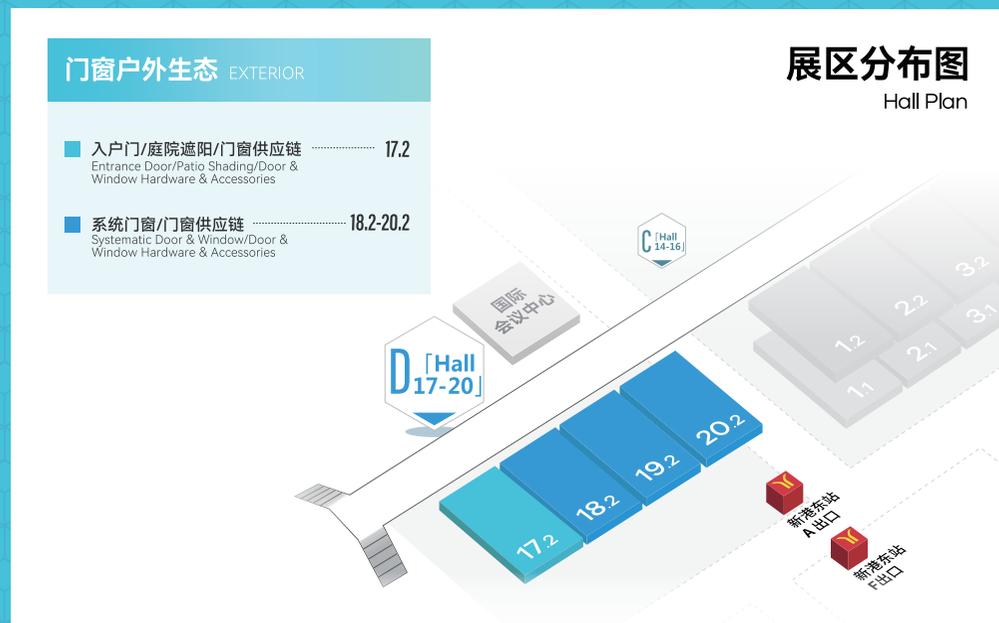
广州卫博会 Sanitary



EXTERIOR 门窗户外生态

门窗户外生态以“外拓”为主题，以系统门窗、入户门、门窗供应链等“大门窗”系统为核心，聚焦建筑外围与户外空间，充分发挥“中国门窗趋势引领平台”行业影响力，为行业提供建筑外围解决方案。

Themed on "Outward Expansion" and centered on the "Grand Door & Window" system (including systematic doors and windows, entrance doors, and doors and windows supply chains), the EXTERIOR ecosystem focuses on building exteriors and outdoor spaces, and fully leverages the industry influence of the "China Door & Window Trend-Leading Platform" to provide the industry with building exterior solutions.



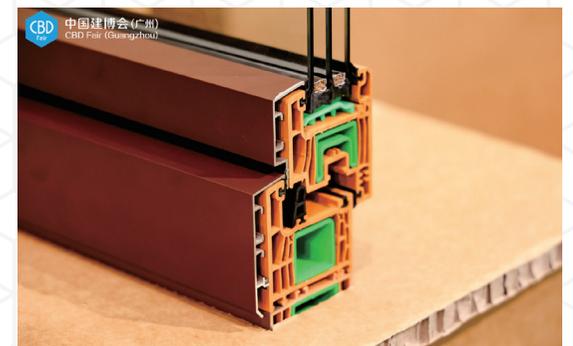
系统门窗 Systematic Door & Window



入户门/庭院遮阳 Entrance Door/Patio Shading



门窗供应链 Door & Window Hardware & Accessories



MATECH 材艺智造生态

材艺智造生态以“**向新**”为主题，以材艺为核心，聚焦工艺与技术，打造“大家居建装供应链星舞台”，为供应链企业提供兼具专业性和商贸转化属性的五金竞技场、材料观新台和装备智造营“三大场域”。

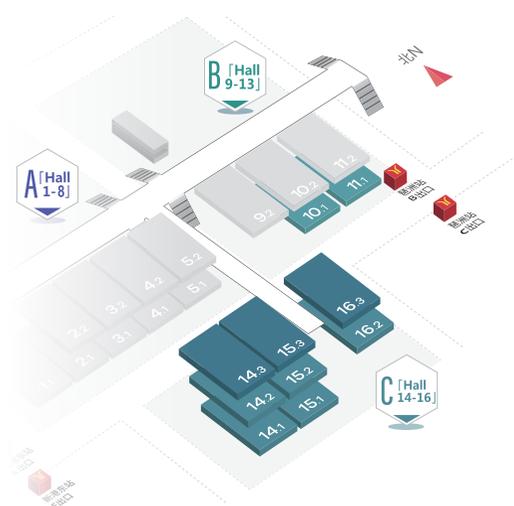
Themed on "Embracing Innovation" and centered on Material & Tech, the MATECH ecosystem aims to build the "Star Stage for Home Furnishing & Construction Supply Chain" and provide supply chain enterprises with three major arenas, namely the Hardware Arena, Material Innovation Showcase, and Intelligent Equipment Manufacturing Camp, which feature both professionalism and commercialization.

材艺智造生态 MATECH

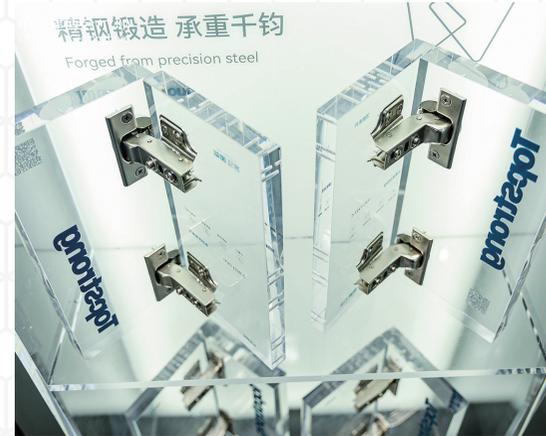
家居材料 Interior Decorative Material	14.3-16.3
定制五金 Furniture Hardware	14.1
建筑装饰五金 Decorative Hardware	15.1
定制五金 Furniture Hardware	14.2-15.2
材艺·国际馆 International Hall - Hardware & Material	16.2
智造装备馆 Woodworking Machinery	10.1-11.1

展区分布图

Hall Plan



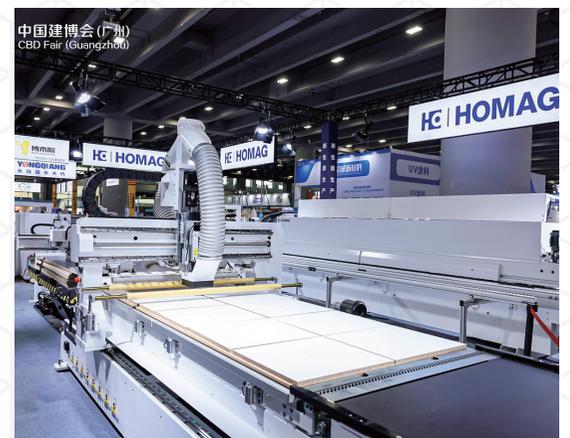
五金竞技场 Furniture & Decorative Hardware



材料观新台 Interior Decorative Material



装备智造营 Woodworking Machinery



SIX CHANNELS 六大渠道

外贸渠道 FOREIGN TRADERS



推出CBD World-Connect“全球链接”计划和“领航出海”行动，寰球布局线上线下宣传推广，助力提升买家服务、赋能企业加强邀约服务，打造全球家居建筑装饰行业商业价值转化平台。全年共举办外贸招商推广活动超50场，吸引来自144个海外国家和地区的8,602名国际采购商到会，同比增长47.22%。

By launching the CBD World-Connect Initiative and the "Leading the Way in Going Global" Action, planning online and offline publicity and promotion on a global scale, to help enhance buyer services, empower enterprises to strengthen invitation service, and build a platform for commercialization in the global home furnishing and building decoration industry. Throughout the year, we hosted more than 50 global trade and investment promotion events, attracting 8,602 international buyers from 144 countries and regions, achieving a year-on-year increase of 47.22%.



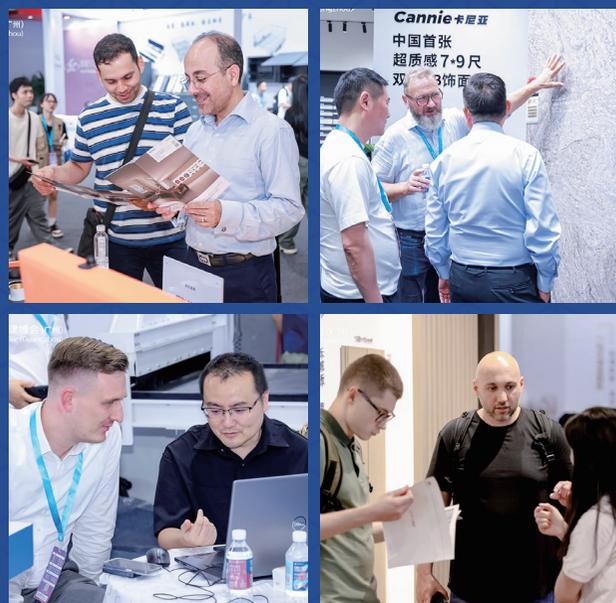
买家团到会



展期交流会



外商采购



设计师渠道 DESIGNERS



以“星设联”IP，构建“展会平台+品牌企业+设计师”的新型供应链生态系统，拓展设计关系网络，助力设计师一站式打通工作链路中的资源堵点。全年共举办设计师活动超40场，吸引近3万名优质设计师到会。

Create the "Design-Link" IP to build a new-type communication platform "Exhibition Platform + Brand Enterprises + Designers", and expand the design relationship network to help designers remove multiple resource bottlenecks in their work links through one-stop approach. Throughout the year, we hosted over 40 designer-focused events, attracting nearly 30,000 high-quality designers to participate.

展前活动



▲ 2025“城市筑梦家·设计合伙人计划”系列路演 ▲ 「理想栖居」高端住宅设计游学暨趋势论坛 ▲ 首届AI设计先锋优选计划



▲ 星耀设计·联聚未来——第十一届 CBDA 设计展推介会及中国建博会(广州)设计私享会 ▲ “灵感盒子城市行”系列路演

展期活动



▲ 2025“城市筑梦家·设计合伙人计划”筑梦合伙人盛典 ▲ 2025“城市筑梦家·设计合伙人计划”趋势大会



▲ 「理想栖居：2025HDT高端住宅设计趋势大会」 ▲ 广东省陈设艺术协会年会



◀ THE PLACE 栖居之界：2025高端住宅设计趋势展

SIX CHANNELS 六大渠道

装企渠道 DECORATORS



以“家装联”IP，构建“展会平台+品牌企业+装企”新型供应链体系，以全年家装渠道赋能链接为抓手，构建B2B2C商业闭环，持续拓展装企“朋友圈”。**全年度举办系列供需对接及参访活动，37家区域头部装企代表到会集采，吸引近3万名优质装企观众到会。**

Create the "Home-Decor Ally" IP to build a new-type supply chain system "Exhibition Platform + Brand Enterprises + Decoration Enterprises", and take year-round empowerment and linking of home decoration channels as the foothold to build a "B2B2C" business closed-loop and keep expanding the "Circle of Friends" for decoration enterprises. **Throughout the year, we hosted a series of supply-demand networking and site-visit events, with 37 top regional contractor representatives joining group procurement, drawing close to 30,000 industry professionals.**

展前活动



▲“家装联”装企工厂行—走进产地



▲“家装联”装企城市行—参访座谈会

展期活动



▲“789家装节”—装企进驻直播，链通B端C端



▲“家装联”第三届装企产业融合大会



▲“家装联”装企招商大会—二十四城装饰集团



▲“家装联”装企招商大会—大改造家招商

商业公装渠道 COMMERCIAL DECORATORS



以“公装联”IP，构建“展会+品牌企业+公装设计+项目业主”的商业公装生态圈，发力酒店餐饮、商厦办公楼宇等“泛商业空间”赛道，全面助力参展企业进军公装增量市场。**全年共举办商业公装活动12场，吸引超2万名公装设计、商业主理人、工程总包等优质商业公装观众到会。**

Create the "Commercial-Decor Ally" IP to build a commercial building decoration ecosystem consisting of exhibition platform, brand enterprises, building decoration design, and project owners, focus efforts on the "Pan-commercial Space" track (including hotels, catering, commercial buildings, and office premises) to strongly help exhibitors make inroads into the incremental market of the commercial building decoration sector. **Throughout the year, we hosted 12 dedicated commercial fit-out events, attracting over 20,000 high-caliber professionals, including commercial interior designers, business owners, and general contracting experts.**

展前活动



▲酒店空间创新论坛暨酒店装配式整装案例考察活动



▲公装设计行-2025中国建博会（广州）“公装联”走访交流活动



▲公装设计行-2025中国建博会（广州）“公装联”探展交流活动

展期活动



▲第四届鲁班建筑装饰节



▲公装设计行-2025中国建博会（广州）“公装联”探展交流活动



▲第二十四届中国国际工程采购联盟供需合作高峰论坛



▲【焕新·破局】酒店旧改翻新考察活动



▲2025粤港澳大湾区装配式装修行业与城市更新暨“装配式产业新质生产力”发展大会

SIX CHANNELS 六大渠道

新媒体渠道 NEW MEDIA

CBD 指尖链动
Fair New Media-Chain

以“指尖链动”IP，采用“展会+流量”模式准确把握行业风口。围绕抖音、小红书、微信视频号等重点平台组合营销，全面聚焦展会整体宣传，为渠道招商精准蓄客。

Create the "New Media-Chain" IP, seize opportunities in the industry through the innovative "Exhibition + Traffic" mode, and leverage key platforms (e.g., Tik Tok, Rednote, and WeChat Channels) for combined marketing, in order to enhance the exhibition's publicity effect and precisely amass prospective customers for channel investment promotion.

邀请过百位家居、建材领域KOL现场探展

Invite over 100 KOLs from the home furnishing and building materials sectors for on-site exhibition tours.



线上互动传播引流，线下沉浸式打卡体验

Promote traffic through online interactive communication and provide offline immersive experiences.

小红书展会关联核心话题浏览量累计超561万，抖音展会关联核心话题播放量累计超3.1亿。

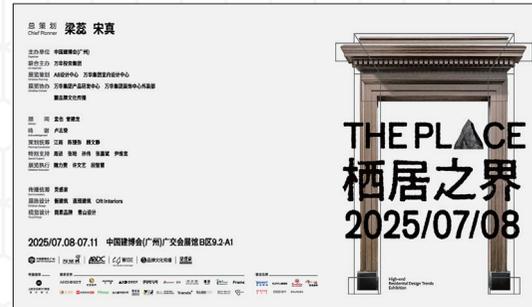
The cumulative views of exhibition-related topics on Xiaohongshu have exceeded 5.61 million, while the cumulative views of exhibition-related topics on Tik Tok have surpassed 310 million.



▲ 抖音Tik Tok——“广州建博会奇遇记”

▲ 小红书Rednote——“CBD家的crush瞬间”

THEMATIC CURATION 主题策展



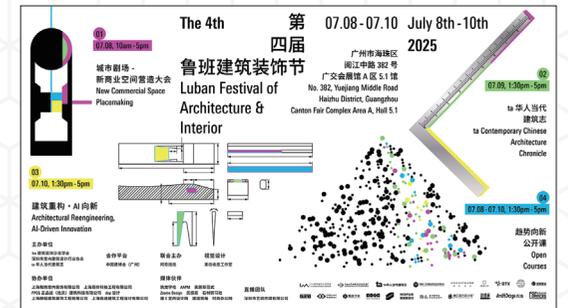
▲ THE PLACE 栖居之界: 2025高端住宅设计趋势展
THE PLACE: High-end Residential Design Trends Exhibition



▲ 旧改主题展
The Partial Renovation Pavilion



▲ AI会客厅-跨界生态展
AI Design Salon - Cross-border Ecology Exhibition



▲ 第四届鲁班建筑装饰节
The 4th Luban Festival of Architecture & Interior



▲ “家装联”整装示范区
“Home+Decor+Ally” Renovation Demonstration Zone



▲ 灵感盒子材质艺特展
ARCHIBOX



▲ 潮见未来 大美材艺
CMF - Color, Material & Furnishing



▲ 镜遇——第15届金堂奖盛典主题策展
Jing Yu — The Thematic Curating of the 15th Jintang Prize

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央视
新闻

本届展会参展面积30万平方米，参展企业近2000家，吸引逾20万海内外专业观众到会，堪称大家居建筑装饰行业全球第一展。

The CBD (Guangzhou) covers an exhibition area of 300,000 square meters, and brings together nearly 2,000 exhibitors and over 200,000 professional visitors from home and abroad. It deserves the title of the world's premier exhibition in the global home furnishing and building decoration industry.

人民网
People's Daily Online

人民
网

第27届中国建博会（广州）的成功举办，是大家居建筑行业高质量发展的一个生动缩影。它清晰地传递出一个信号：大家居建筑行业正凭借以生态化布局为核心的战略，重塑全球大家居建筑产业新标准，已步入以“生态整合力”、“规则制定力”和“全球链接力”为核心竞争力的新发展阶段。

The successful hosting of the 27th China (Guangzhou) International Building Decoration Fair is a vivid epitome of the high-quality development of the home furnishing and building decoration industry. It clearly conveys a signal: By virtue of the "Ecological Planning" strategy, the home furnishing and building decoration industry is reshaping global standards for the industry and has come into a new stage of development, at which "Ecological Integration Capability," "Rule-making Capability," and "Global Linkage Capability" are considered as the core competitiveness.

新华网
Xinhuanet

新
华
网

2025中国建博会（广州）通过全产业链深度协同，为畅通国内国际双循环、培育行业新质生产力、推动高质量发展注入强劲动能，树立了会展深度服务实体经济的新标杆，彰显了中国大家居建筑产业的蓬勃活力。

Through in-depth collaboration across the entire industrial chain, the CBD (Guangzhou) has injected strong impetus into facilitating domestic and international dual circulations, fostering new productive forces in the industry, and promoting high-quality development. It has set a new benchmark for exhibitions to deeply serve the real economy and demonstrated the strong vitality of China's home furnishing and building decoration industry.

央广网
CNR

央
广
网

“节能气候门窗”成为此次展会的焦点，引领中国门窗行业迈向“新生”时代。

"Energy-efficient Climate-adaptive Doors&Windows" was spotlighted at this exhibition, leading China's door and window industry into an era of "New Vitality."

中国新闻网
Chinanews

中
新
网

本次博览会展出智能建造系列展品，为破解建筑业面临的效率、质量、安全、成本及劳动力短缺等共性难题，提供了具有高度可行性和前瞻性的“中国方案”，向全球市场展现了“中国建造”向“中国智造”跃升的澎湃动力。

The CBD (Guangzhou) showcased a series of intelligent construction exhibits, offering highly feasible and prospective "Chinese solutions" to address common challenges in the construction industry, such as inefficiency, quality issues, safety concerns, cost pressures, and labor shortages. It demonstrated to the global market the powerful momentum of the leap from "Built in China" to "Created in China".

展商评价 EXHIBITOR REVIEWS

北京阔同创工贸有限公司(TATA木门)
Beijing TATA Tongchuang Industry and Trade Co., Ltd. (TATA Wooden Door)

我们对这届展会非常满意。本届中国建博会（广州）推出的**经销大商、卖场代表逛展团、中装协设计大咖逛展团**，以及**商业公装相关的各类渠道逛展团**的观众质量都非常不错。可以说，这次展会无论是我们品牌方自己的团队还是建博会，都付出了百分百的努力，结果值得肯定。

We are very satisfied with this exhibition. The visitors in groups, such as distributor elites, shopping mall representatives, design masters from China Building Decoration Association, and various channel groups related to commercial building decoration, are pretty excellent. So to speak, both the brand team and the CBD (Guangzhou) have put in 100% effort, and the results are worthy of recognition.

深圳路徕科技有限公司(智有范)
Shenzhen Lolai Technology Co., Ltd. (ZXFANS)

7月中国建博会（广州）期间，我们展位内的咨询交流氛围一直很热烈，意向客商往来不断，洽谈席位始终满座，充分说明了市场对我们品牌的高度关注。这次展会现场的成果很丰硕，**来自全国 58 个城市的合作伙伴都和智有范成功签约了**。另外，展会的带动效果也很明显，目前，我们已经与近 30 位外商建立了专属沟通群，正在积极推进后续的合作对接。这次建博会不仅帮助智有范进一步巩固了国内市场，也为我们海外市场的拓展打下了坚实基础，效果超出预期。

During CBD (Guangzhou) that took place in July, the atmosphere of communication at our booth remained active. Inquiries from prospective clients kept flowing in, and the negotiation seats were always fully occupied, exemplifying the market's high attention to our brand. The on-site results at this exhibition were satisfying: partners from 58 cities across the country successfully signed contracts with ZXFANS. Besides, the driving effect of the exhibition was remarkable: so far, we have established exclusive connection with nearly 30 foreign merchants, and we are actively promoting follow-up cooperation. The CBD (Guangzhou) not only helped ZXFANS further shore up its position in domestic market, but also laid a solid foundation for the company's overseas expansion, with results exceeding expectations.

唯美康(广东)实业发展有限公司(唯美康)
VMKON (Guangdong) Industrial Development Co., Ltd. (VMKON)

本届中国建博会(广州)展位现场人流如织，众多客商驻足体验，现场与来自全国各地的建筑师、开发商、经销商深度交流，探讨**运动地材行业绿色转型趋势**。展会现场获权威媒体报道，品牌创新力再获认可，达成数十家意向合作，为品牌区域市场拓展注入了新动能。

The booth of VMKON at CBD (Guangzhou) was bustling with visitors. Many merchants halted their steps to experience our products, and we had in-depth exchanges with architects, developers, and distributors from across the country to discuss the green transformation trends in the sports flooring industry. The exhibition was covered by authoritative media, and the brand's innovation capabilities were further recognized. We reached intentions for cooperation with dozens of prospective partners, injecting new momentum into the brand's expansion in regional market.

重庆市西南铝实业有限公司(西南铝)
Chongqing Southwest Aluminum Industry Co., Ltd. (CHINALCO)

这次展会期间，我们西南铝**展位人气一直很旺**，吸引了不少**建筑师、地产开发商、经销商和终端客户**。我们这次展示的“以铝代木”绿色家居理念，也受到了很多业内人士和C端用户的认可。这次广州建博会的成功举办，不仅是我们西南铝全铝家居品牌实力的一次集中展示，也为我们拓展市场、深化合作、提升品牌影响力提供了重要契机。

During the exhibition, the booth of CHINALCO was popular, drawing the attention from many architects, real estate developers, distributors, and end users. At the exhibition, we showcased green home furnishing concept "Wood In Place of Aluminum", which received high recognition from many insiders and C-end users. After being successfully held, the CBD (Guangzhou) not only served as a concentrated display of CHINALCO's brand strength in all-aluminum home furnishing, but also provided an important opportunity for CHINALCO to expand market, deepen cooperation, and enhance brand influence.

帕豪门窗科技(山东)有限公司(帕豪门窗)

Pahao Door & Window Technology (Shandong) Co., Ltd. (Pahao Doors & Windows)

帕豪门窗在今年建博会上以【光影智界 科技之窗】为主题,携多款年度新品重磅亮相。现场吸引了大量专业观众驻足体验,咨询与签约络绎不绝,并与全国170余家经销商达成战略合作,充分说明建博会强大的展商属性。

With the theme "Light & Shadow Smart World: Window of Technology", Pahao Doors & Windows made a grand appearance at the CBD (Guangzhou), showcasing a number of new products developed by the Company within this year. The booth attracted a large number of professional visitors to experience the products, with a steady stream of inquiries and signings. The company reached strategic cooperation with over 170 distributors nationwide, fully exemplifying the strong attraction of the CBD (Guangzhou) to exhibitors.

佛山市钰盾门业有限公司(钰盾入户门)

Foshan Yudon Door Industry Co., Ltd. (Yudon)

广州建博会作为大家居建装行业全球第一展,钰盾门业以「真定制·不设限」概念展馆强势出圈,吸引全国各地行业大咖、经销商伙伴、知名设计师及观众纷纷前来探馆交流。此次展会,钰盾高定入户门成功签约38家全国各地优质经销商,并有多名意向客户,超额完成既定目标。未来,钰盾高定入户门再度携手广州建博会,领航行业驶向更加澎湃向新的方向!

As the world's premier exhibition in the home furnishing and building decoration industry, the CBD (Guangzhou) saw Yudon Door Industry make a strong impression with its concept pavilion themed on "True Customization Knows No Bounds", which attracted industry leaders, distributors, well-known designers, and visitors from across the country to visit and communicate. At this exhibition, Yudon successfully signed contracts on high-end custom entry doors with 38 high-quality distributors from across the country, and reached intentions for cooperation with multiple prospective clients, which over-fulfilled the set targets. In the future, Yudon will once again join hands with the CBD (Guangzhou) on high-end custom entry doors, in order to lead the industry towards a more promising and innovative direction!

广东皇派定制家居集团股份有限公司(皇派门窗)

Guangdong Phonpa Bespoke-Design Home Group Inc.(Phonpa)

中国建博会(广州)作为全球大家居建装行业的重要展示与交流平台,为各个企业的发展起到至关重要的作用。皇派门窗特别感谢如此优质的交流平台,让我们众多新品的展出在此收获热烈反响,向全球客商传递“高端隔音门窗”的品牌核心价值;在招商层面,今年签约洽谈的经销商及海外客商数量突破预期,这不仅印证了品牌实力与渠道吸引力,更彰显了撬动万亿门窗市场的潜力。未来,期待中国建博会持续引领行业迈向更高质量的发展,皇派也将继续深耕产品技术与服务,下一届以更亮眼的姿态亮相,共绘家居产业新图景。

As an important display and exchange platform for the global home furnishing and building decoration industry, the CBD (Guangzhou) plays a crucial role in the development of enterprises. Phonpa gives special thanks to such a premium exchange platform, where the display of its new products received a warm response, and the company's core brand value "Upscale Sound-insulating Doors & Windows" was conveyed to global merchants. For investment promotion, the number of distributors and overseas merchants in signing negotiations exceeded expectations this year, which not only exemplifies the brand's strength and channel appeal but also highlights its potential to tap the door and window market worth RMB 1 trillion. Looking ahead, we expect the CBD (Guangzhou) to keep leading the industry toward development of higher quality. Phonpa will also continue to develop product technology and services, and show up with a more brilliant posture at the next exhibition, in order to jointly paint a new vision for the home furnishing industry.

百隆家具配件(上海)有限公司(百隆)

Blum Furniture Hardware(Shanghai)Co.,Ltd (Blum)

广州建博会蕴藏着诸多潜在机会,我会用“成长”“未来”“策略”三个关键词来形容广州建博会,其有助于我们洞察市场趋势以及客户需求动向。百隆已经连续多年参加广州建博会,很高兴今年依然能参与这一盛会。非常开心有此机会能和广州建博会持续合作,也期待在未来与大家携手共进,百隆与广州建博会无疑是绝佳的合作伙伴。

The CBD (Guangzhou) is full of unseen opportunities. I would describe the exhibition with three keywords, namely "Growth," "Future," and "Strategy," as it helps us gain insights into market trends and customer demands. Blum has participated in the CBD (Guangzhou) for multiple consecutive years, and we are pleased to join this grand event again this year. We are very happy to have the opportunity to continue cooperating with the CBD (Guangzhou) and look forward to working hand in hand with everyone in the future- Blum and the CBD (Guangzhou) are undoubtedly excellent partners.

豪马格(中国)机械有限公司

HC | HOMAG

如果让我使用三个关键词形容广州建博会,那么会是“专业”“开放”“创新”。本次参展对我们而言是新的感受,它让我们接触到新的客户群体,既有内销也有外销,在本届展会中我们签了不少战略性的合作,包括机械手、电子锯,以及一些高性价比的封边机等新产品。这次对我们来说也是一个新的体会,明年应该也会再来。

If I were asked to describe the CBD (Guangzhou) with three keywords, they would be "Professionalism," "Openness", and "Innovation." Participation in this exhibition gave us new feelings: it allowed us to meet new customer groups in both domestic and export markets. At this exhibition, we signed a lot of strategic cooperation agreements on new products such as manipulators, electronic saws, and some cost-effective edge-banding machines. This was a new experience for us, and we are supposed to partake in the exhibition of the next year.

志华集团(志华EB)

CHIWAH GROUP

“规模大”“影响力大”“客户多”是我对广州建博会的形容。志华集团参加广州建博会已有很长时间,其对于品牌宣传的影响力是非常大的,也是行业交流很好的一个平台。

My description of the CBD (Guangzhou) would be "Massive Scale" "Great Influence" and "Numerous Clients." CHIWAH Group has long participated in the CBD (Guangzhou). And the exhibition has significant influence on brand promotion, and is also an excellent platform for industry exchanges.

国内观众评价 DOMESTIC VISITOR REVIEWS

Greg Truen SAOTA建筑设计事务所联合创始人兼董事

Greg Truen, Co-Founder & Principal of SAOTA

中国建博会(广州)所呈现出设计行业资源的丰富性令人惊叹,平台有力促进了设计与制造业的深度对话。我们设计师需要与产业端建立新型合作关系,产业提供技术支持,设计注入人文内涵,共同创造出既有生产效率又具文化厚度的作品。

The CBD (Guangzhou) is truly amazing for its presentation of the abundant resources within the design industry. The platform has strongly facilitated the in-depth dialogue between design and manufacturing. As designer, we need to establish new-type cooperation relationship with industry side. In such a relationship, industry provides technical support, and design injects humanistic elements, in order to jointly create works that integrate production efficiency with cultural significance.

孟也 WHYGARDEN家居品牌创始人、孟也空间创意设计事务所设计总监

Meng Ye, Founder of WHYGARDEN Home Furnishing, and Design Director of Mengye Space Creative Design Firm

中国建博会(广州)这一展会平台已超越交易功能,成为凝聚设计共识的载体,最终推动中国审美与世界同频。今年所呈现的栖居特展,其创新力在于整合设计、生活、品牌、创作等多元视野,突破行业瓶颈期状态。具体体现在用丰富维度回应社会进步需求,将技术下沉实践与艺术思维结合,同时设计师通过观察生活、践行美学,进而影响大众审美力提升。

The CBD (Guangzhou) is more than a trading platform, and it has become a catalyst for design consensus, ultimately aligning China's aesthetic concepts with global trends. This year, the Habitat Special Exhibition exemplifies innovation by integrating diverse perspectives from design, lifestyle, brand, and creation, which shatters industry bottlenecks. To be precise, it responds to social progress through multi-dimensional approaches, linking technical implementation with artistic mindset. Meanwhile, designers influence public tastes by observing life and practicing aesthetics.

曾建龙 GID格瑞龙设计创始人兼董事、融舍艺术家居品牌创始人 Gary Zeng, Founder & Principal of GID Design and Founder of PRECIOUS HOME

中国建博会（广州）以打破边界的创新形式探索人居未来，从建筑师、室内设计师、用户、品牌方视角共同构建“当代人居文献”，为地产发展提供新思考。本次展会上呈现的栖居特展具有革命性的突破意义，从设计师视角出发，抽离品牌代表作形成聚焦性事件，为家居赛道注入新颖表达方式，推动家居从功能物件升维为生活方式构建者。

The CBD (Guangzhou) explores the future of human settlements through boundary-breaking innovation, and builds "Contemporary Living Archive" from the perspectives of architects, interior designers, users, and brands, inspiring new ideology for the development of real estate. Habitat Special Exhibition at the CBD (Guangzhou) marks a revolutionary breakthrough: by distilling brand masterpieces into spotlighted narratives from a designer's perspective, it injects novel expressions into the home furnishing, promoting the furniture upgrading from functional objects to lifestyle creators.

王飞龙 全国装饰辅材行业联盟理事长 Wang Feilong, Chairman of the National Decoration Accessories Industry Alliance

本届广州建博会让我印象深刻的是现场多了很多高科技元素，例如智能驾驶、华为全屋智能等，能明显感觉到行业在进步。从经销商角度来说，希望广州建博会未来能更多元——除了主材外，融入更多小品类。现在小品类生存空间太难了，需要大平台支撑。

The CBD (Guangzhou) impressed me with more high-tech elements, such as smart driving and Huawei Smart Home, which exemplifies the industry's progress. As a dealer, I hope that the exhibition will become more diverse in the future: it is supposed to incorporate more niche products besides main materials. For survival in the market, niche products face immense challenges and require support from large-scale platforms.

王洁 千思装饰集团总裁 Wang Jie, President of Qiansi Decoration Group

本次来参加中国建博会（广州）家装联的系列活动，使我们能够与更多和源头工厂链接，看到更多好产品、更多产品新标准，从而去提升我们的产品竞争力。回去之后，会把在展会上发现的好产品引进公司，让更好的产品服务整装客户。

After participating in the Home-Dekor Ally series activities at the CBD (Guangzhou), we have built connections with more factories of origin, and discovered more premium products and new product standards, so that we can enhance our product competitiveness. After this, we will bring in those quality products discovered at the exhibition, in order to better serve our decoration clients.

洪杰廉 Gensler副总裁兼北京公司执行总监 Hong Jielian, Vice President of Gensler and Executive Director of Gensler Beijing

广州建博会今年构建的“公装联”IP这个举措很好，显著提升了公装资源整合效率，把品牌方、设计方和项目业主集结起来，实现资源共享。希望通过广州建博会看到更多的新材料，以及它们的应用场景。

The "Commercial-Dekor Ally" IP, which was launched at the CBD (Guangzhou), is a praiseworthy initiative that significantly improves resource integration efficiency in the field of commercial building decoration. It integrates brands, designers, and project owners for resource sharing. We hope to see more new materials and their application scenarios at the CBD (Guangzhou).

何建国 江苏省门窗行业协会秘书长 He Jianguo, Secretary-General of Jiangsu Door & Window Industry Association

这次来，感觉本届广州建博会活动安排比以往更丰富，而且吸引的群体也更广泛了——现场能看到不少设计师，还有很多海外观众，各个渠道的人都有，整体氛围更热闹多元。

It seems that the CBD (Guangzhou) is more vibrant and inclusive than ever, and brings together a wider range of visitors, such as designers, international visitors, and professionals from diverse channels. The site atmosphere is lively and multifaceted, mirroring the event's growing appeal.

全球采购商评价 INTERNATIONAL PROFESSIONAL REVIEWS

MELANIE BESANCENOT 中国法国工商会董事会成员 MELANIE BESANCENOT, Board Member of CCI FRANCE CHINE

中国建博会（广州）是供应商向国际市场展示实力的绝佳平台，参加展会既能展示自身业务，也能精准对接所需产品。中国供应商在品质上进步显著，部分产品已达欧洲标准，目前我已与多家铝门窗供应商建立联系，其中2-3家潜力突出，未来有望合作。

The CBD (Guangzhou) is an excellent platform for suppliers to showcase their capabilities to the international market. When participating in the exhibition, you cannot just showcase your services, but also precisely discover the products you need. Chinese suppliers have made remarkable progress in quality, and some of their products have already complied with European standards. So far, I have established connections with a number of aluminum doors and windows suppliers, among which 2-3 suppliers have outstanding potential and are expected to cooperate with us in the future.

HAMZAH FADAAQ 中阿国家国际多边合作中心、中东贸易投资促进部副部长 HAMZAH FADAAQ, (Middle-East Trade&Investmentdepartment Manager, China Asia-Pacific Economic Cooperation Center

中国建博会（广州）的独特价值在于通过多边合作模式推动供应链整合，以优化成本与效率，能够有效推动供应链整合，促进多边合作。这是我首次参会，目的是为中东市场采购产品，我认为展会组织得非常好，工厂和服务体验尤其出色。

The CBD (Guangzhou) is of unique value for it drives supply chain integration through multilateral cooperation, and optimizes cost and efficiency while fostering multilateral collaboration. It's the first time for me to participate in the exhibition, at which I will purchase products for the Middle Eastern market. And I found that the event was well-organized, and I just felt pretty good in factory and service experiences.

AR ASAE 泰国暹罗皇家建筑师协会主席 AR ASAE, President of the Association of Siamese Architects Under Royal Patronage (ASA)

本次展会的规模令我印象深刻——大约是曼谷同类展会的七倍之大，堪称全球建筑材料和家具装饰领域的顶级盛会。我认为展会庞大的规模和展示的前沿技术，充分彰显了中国在全球家居行业的领先地位，为国际同行提供了宝贵的交流与学习机会。

The scale of the CBD (Guangzhou) has greatly impressed me: it is approximately seven times larger than events of its kind in Bangkok, living up to its reputation as a global top event in the building materials and home decoration field. I believe its grandeur and cutting-edge technologies highlight China's leadership in the global home furnishing industry, providing invaluable learning opportunities for international peers.

REVIEW

行业高度认可

GEORGE SOLDATOV 俄罗斯Aditim LLC总经理
 GEORGE SOLDATOV, General Manager of Aditim LLC (Russia)

这是一次非常棒的展会，助力我们开启新的业务合作。中国建博会（广州）让我深刻感受到中国^{在创新解决方案上的}领先优势。相比以往去其他地区寻找的新技术，如今中国的解决方案更具创新性和灵活性，**展会展现的技术实力已充分证明中国在全球建筑领域的领先地位**。目前我们已通过展会建立了许多新联系，很快就会开展新的业务合作。

The CBD (Guangzhou) is exceptional and helps us develop new business partnerships. By participating in the CBD (Guangzhou), I experience China's leading edge in innovative solutions: they are more creative and flexible than those found elsewhere. The technologies showcased at the exhibition have proven China's global leadership in construction. We've established a lot of new connections, thus leading to new business cooperation very soon.

FRANK 德国资深采购商
 FRANK, Senior Purchaser from Germany

参加了中国建博会（广州）你就会发现中国的生产商越来越优秀，他们甚至开始引领潮流，尤其是在**AI和智能家居领域**，你甚至能在中国建博会（广州）看到在美国或德国、欧洲都看不到的新产品和新技术，**中国在这些领域处于全球领先地位**。

After participating in the CBD (Guangzhou), you will find Chinese manufacturers' rising excellence and trend-setting capabilities, especially in AI and smart home sectors. At this exhibition, you can even discover groundbreaking products unseen in the US or Europe. China is without doubt a global leader in these fields.

CLAUDIA SEPULVED 巴西资深采购商
 CLAUDIA SEPULVED, Senior Purchaser from Brazil

中国建博会（广州）全面覆盖房屋建造全产业链产品，为国际买家提供了一站式采购体验，我目前已与多家供应商建立了联系。中国建博会（广州）若能保持这样的步伐持续优化，必将成为**全球建筑产业不可或缺的资源枢纽**，期待下届展会推出更多服务，助力中外企业无缝合作。

The CBD (Guangzhou) showcases the products of entire industry chain of house construction, providing international buyers with a one-stop procurement experience. I've already engaged with multiple suppliers. If it continues refining its services, the CBD (Guangzhou) will become an indispensable resource hub for the global construction industry. We look forward to enhanced services in future at the CBD (Guangzhou), which will facilitate seamless collaboration between Chinese and foreign enterprises.

MEDIA MATRIX

媒体矩阵

中国建博会（广州）依托积累多年的全球媒体资源，构建以央媒为核心引领、地方媒体广泛覆盖、行业媒体深度支撑、跨界媒体创新突破的媒体传播矩阵，持续扩大展会影响力，引领行业发展潮流。

Relying on the global media resources amassed over the years, the CBD (Guangzhou) has built a media communication matrix with central media as the core, local media for extensive coverage, industry media for robust support, and cross-border media for innovative breakthroughs. It keeps expanding its influence and leads the development trend of the industry.

