

## Press Release

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# First foray of LivingKitchen into China marks successful debut of European kitchen concepts in Shanghai

- **New positioning of CIKB features all segments of the kitchen industry under one roof**
- **Leading domestic and international brands in attendance; German Kitchen Showcase advocates new kitchen lifestyle formats**
- **China Kitchen Industry Development Forum highlights key requirements of real estate projects and importance of integrated kitchen concepts**

China is ready to embrace modern kitchen concepts, say organizers of the China International Kitchen and Bathroom Expo (CIKB) 2013. The event, which drew to a spirited close Thursday in the country's trendsetting city of Shanghai, spotlighted modern and innovative kitchen ideas for the increasingly discerning and affluent Chinese consumers.

By collaborating with CIKB for the first time, German-based LivingKitchen, the world's top kitchen trade fair, has left a significant footprint in the China market. CIKB's brand new concept has successfully laid the foundation for the further development of the market as well as the event.

Zhang Dongli, Chairman of co-organizer, the China National Hardware Association (CNHA) was quoted: *"2013 marks the beginning of our cooperation with Koelnmesse's LivingKitchen, and CIKB has improved substantially in scale and level compared to previous years."*

The focus on quality was apparent with some 100 renowned brands from home and abroad participating at CIKB 2013.

As one of the main highlights and a teaser for the coming years of its participation at the show, AMK, the trade and service association of the entire kitchen industry, made



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its debut in Shanghai with a kitchen showcase constituting of several leading German kitchen brands supported by LivingKitchen.

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*"We really appreciate the strong support from CIKB's organizers, our participation is smooth and German kitchen enterprises have acquired a deeper understanding of the Chinese market. Hopefully, with this exhibition, we will create a professional, international and high-end business exchange platform to open the Chinese market for German kitchen enterprises,"* remarked the association's general manager for China, Cai Hongyi.

As part of the German Kitchen Showcase, kitchen manufacturer Schüller caught the eyes of the Chinese audience with its "next125" line. Not to be outdone, Zeyko exhibited an exclusive modern relief-door kitchen. Other highlights included innovative "Concept Kitchen" modules from kitchen accessories specialist Naber, and professional kitchen design software from market leader Carat. Blanco, world's leading manufacturer of high quality sinks from Germany, exhibited with a large booth on its own, and launched its new line of kitchen sinks.

In the built-in appliances segment, market leaders Bosch and Siemens showed up in full force at CIKB with an impressive product portfolio of premium built-in kitchen appliances and solutions catering exclusively to the China market. Bosch focused on its new series of gas, electric and induction cooktops, while Siemens unveiled a self-cleaning lateral suction range hood and energy-efficient gas stove, which created a stir among media and visitors. The innovation powerhouse further proved that small size can also have big capacity with its new range of dishwashers for the domestic consumers.

Leading domestic appliance producers with the likes of Midea, Haier, Fotile, Robam, Amblem and Lota, together with Chinese kitchen furniture market leaders like Goldenhome, showed their confidence in competing with world top brands, and attracted wide attention for their locally-made product lines and a wide variety of fringe activities to demonstrate the upgrading and development of the Chinese kitchen industry over the three-day event.

Forming an important part of CIKB, the China Kitchen Industry Development Forum

saw the attendance and active participation of relevant government representatives, leading kitchen enterprises, architects, designers, and renowned real estate developers.

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Top-line issues such as the status and trends of China's kitchen industry, requirements of real estate projects, and design concepts and innovative technologies of integrated kitchens were hotly debated and enabled high-level information exchange and close-range interaction among members of the industry. For the first time, AMK organized its China working group meeting during CIKB to discuss its operations and strategies in China.

The next CIKB will be held from 5-7 November 2014 at the Shanghai World Expo Center. Visit [en.cikb.com.cn](http://en.cikb.com.cn) for updates and more details.

### **About the China International Kitchen and Bathroom Expo**

2013 marks a new beginning for CIKB as renowned German trade fair organizer Koelnmesse joins hands with the authoritative China National Hardware Association (CNHA) to upgrade and revitalize the existing CIKB into the leading kitchen and bathroom event in China. With the collaboration, the new CIKB will benefit from the proven concept of the worldwide acclaimed LivingKitchen held biennially in Cologne, Germany to create the first comprehensive showcase of the entire kitchen industry in China, including both kitchen furniture and appliances and propagate modern kitchen ideas in China with an extensive fringe program.

CNHA's Kitchen Branch is China's only national-level association for the entire kitchen industry and responsible for the setting of national standards for integrated kitchens in China.

### **About the Organizers**

#### **Koelnmesse**

As a world-renowned trade fair organizer, Koelnmesse has over 80 years' experience in organizing some of the world's most successful large-scale commercial events connecting buyers and sellers, such as the accomplished imm cologne, LivingKitchen and interzum in Cologne, Germany. In China, Koelnmesse has successfully established the China International Hardware Show (CIHS) in Shanghai, interzum guangzhou and the China Shunde International Exposition for Household Electrical Appliances (Shunde

Expo) in their namesake cities.

[www.koelnmesse.com](http://www.koelnmesse.com)

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### **China National Hardware Association**

The CNHA Kitchen Branch is China's only national-level body for the kitchen industry and is responsible for the setting of national standards for home kitchen equipment and the production of its official publication, the "China Hardware & Kitchen & Bathroom Apparatus".

[www.chinahardware.org.cn](http://www.chinahardware.org.cn)

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