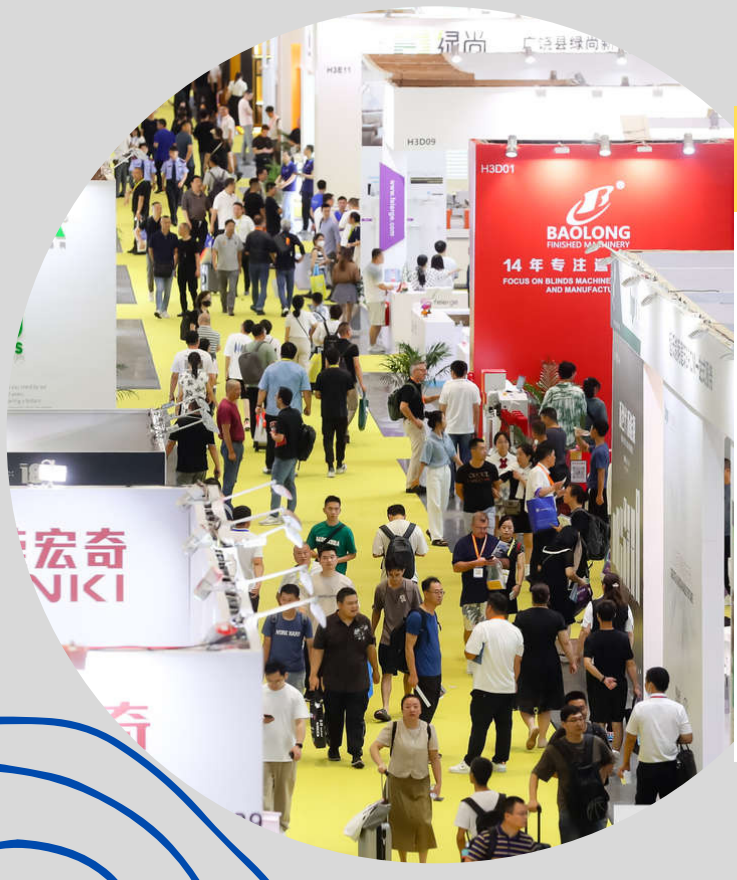
R+T ASIA 2023 SHOW RECAP

From July 26th to 28th, 2023, something truly special happened in the heart of Shanghai. R+T Asia 2023 marked the return of our global sun shading and door/gate community after a long hiatus since 2019. For exhibitors, visitors, and us, the organizers, this was a momentous occasion we had eagerly awaited.

As the doors swung open, and the eager footsteps of attendees echoed through the halls, there was an unmistakable energy in the air. The atmosphere was electric with excitement, and smiles were everywhere. This edition was one of the most cheerful yet. The anticipation, the joy, and the shared passion for the sun shading industry were visible in every corner.

EXCEEDING EXPECTATIONS

The attendance at R+T Asia 2023 was nothing short of remarkable. It surpassed our expectations, and demonstrated the industry's enduring spirit. The international visitor count reached an impressive 90% of the levels seen in the last pre-pandemic edition, a clear indication of the global sun shading community's commitment to this event.



A PRESTIGIOUS AFFAIR

What made this edition even more special was that a large number of international visitors were first-time attendees. This reaffirmed R+T Asia's status as a must-attend event for the sun shading and door/gate industry in the Asia-Pacific region, drawing newcomers and veterans alike.

In this post-show recap, we relive the highlights, connections, and innovations that defined R+T Asia 2023, a celebration of resilience and unity in our industry.

Welcome to the story of R+T Asia 2023—a remarkable comeback that exceeded all expectations and solidified our trade show's prestige.

702 exhibitors

50,881 visitors

11,506 international guests from 98 countries

100,000 sqm total exhibition space

R+T ASIA

R+T Asia, and its 2023's edition is a dynamic platform for the sun shading and door/gate professionals focusing on three core objectives that lay at the heart of its mission.

NETWORKING

The show's first objective was to create an environment where industry professionals, manufacturers, suppliers, and potential customers could forge meaningful connections. It wasn't just about business transactions; it was about building relationships that could spark collaborations and drive innovation. In the bustling aisles and bustling booths, the air was alive with the exchange of ideas, partnerships, and opportunities.

The pre-show matchmaking activities connected the attendees yet before the show. On-site over 50 hosted buyers attended a customized booth tours, followed up by one-to-one meetings.

NETWORKING

The first meeting of European Solar Shading Organization (ES-SO) promoting the positive impact of solar shading on indoor climate management with China Construction Metal Structure Association Sun Shading Branch took place at R+T Asia 2023 to share the knowledge and best practices.

NETWORKING

An exciting meeting with ACMI, an Italian association from door/gate industry hosted at R+T Asia in 2023 for a very first time.

NETWORKING

Representatives from the China Designer Alliance had a guided tour of the showground, visiting selected booths and gaining insight into the offerings of our exhibitors.

MARKET EXPOSURE

R+T Asia 2023 served as a grand stage for the sun shading industry's latest products, innovations, and technologies. Exhibitors, eager to showcase their offerings, found a platform where they could shine. The event wasn't just about being seen; it was about getting noticed by potential buyers, distributors, and decision-makers. It was an opportunity for exhibitors to step into the spotlight and gain the visibility they deserved.

COULISSE

"We are here, especially to meet the big players and establish partnerships that will last for many, many years. As for our impression of the show, well, if we have just 1% of the people who visited our stand, it's already a great result. We've had massive crowds at our stand, I would say, consistently. So, without a doubt, we'll be back next year."

XERA

"Is a truly unique opportunity, to meet here with people from overseas. We can engage in conversations at one location, and at a specific time. It's an exceptional chance for us because we don't need to go elsewhere; they are all coming here, allowing us to discuss and strengthen relationships with people from around the world."

JULIUS KOCH

"At R+T Asia, our primary goal is to showcase our brand and establish our presence. We have customers coming from various parts of Asia, such as Korea, Australia, and South America, and many other countries as well. For someone like me coming from abroad, it's an opportunity to reconnect and network. While I may know the people, it's essential to have face-to-face interactions."

MYT SHUTTERS

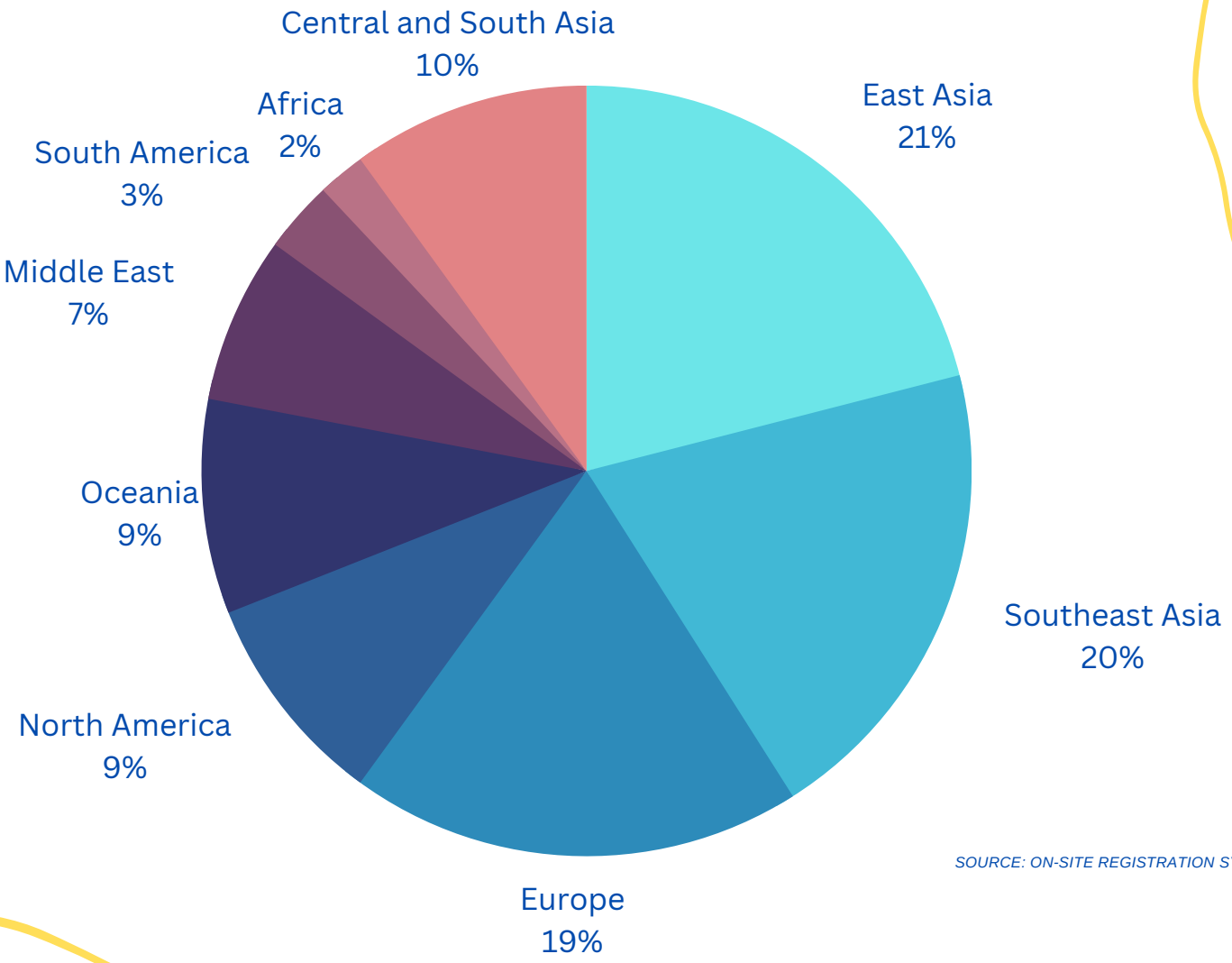
"This year, so far we've been overwhelmed with the response, so we find it's been very, very successful and I love the idea of merging the BUILD ASIA Mega Show with it. It's been a positive."

EDUCATION AND KNOWLEDGE SHARING

"I enjoy being here in China because Chinese people are attentive; they have a strong desire to learn, which is very important. It's a bit different from Europe, where people are constantly on the move. Here, people arrive 20 minutes before, sit down, listen attentively, and ask questions. That's what I appreciate and enjoy very much."

Olaf Voegele, Technical Expert and Journalist

VISITOR DEMOGRAPHICS: COUNTRY OF ORIGIN (EXCLUDING CHINA)



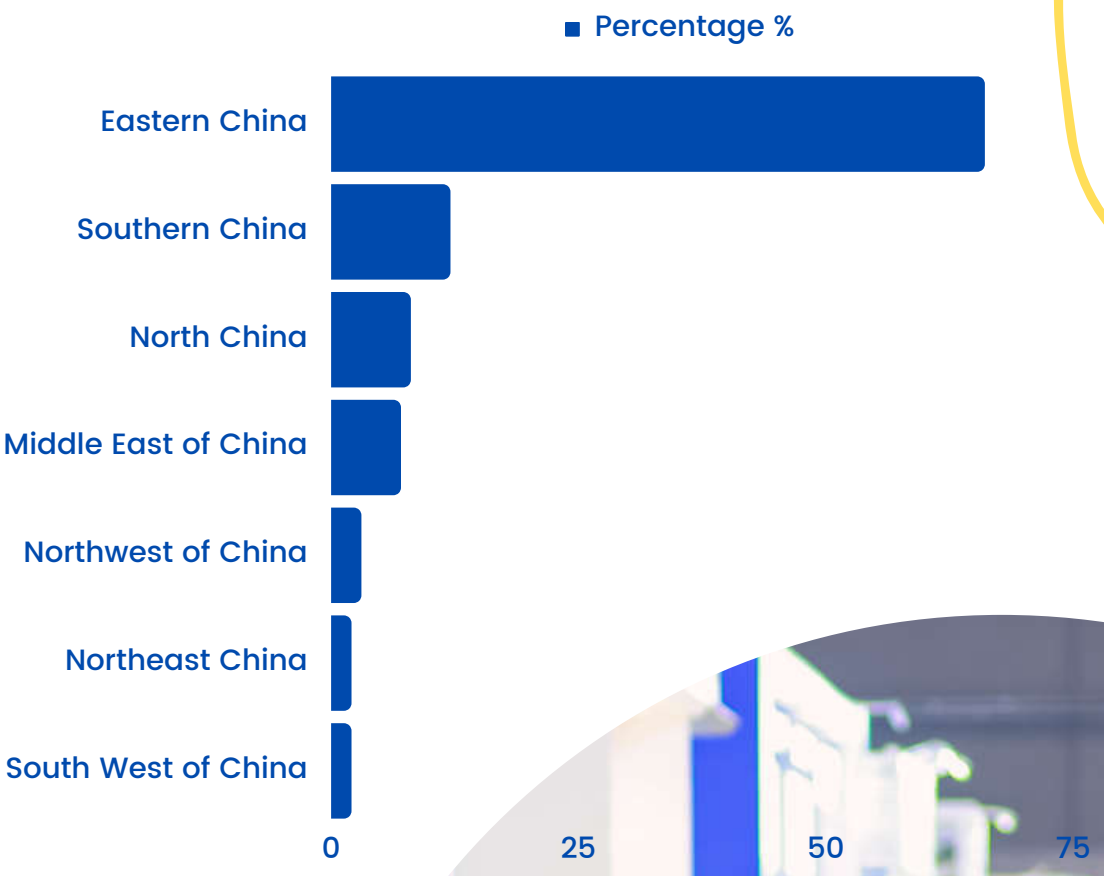
SOURCE: ON-SITE REGISTRATION SYSTEM

TOP 15 COUNTRIES WITH THE HIGHEST ATTENDANCE (EXCLUDING CHINA)

1. South Korea
2. India
3. Australia
4. Russia
5. Malaysia
6. Singapore
7. Thailand
8. Vietnam
9. Indonesia
10. United States
11. United Kingdom
12. Canada
13. Philippines
14. Spain
15. Poland

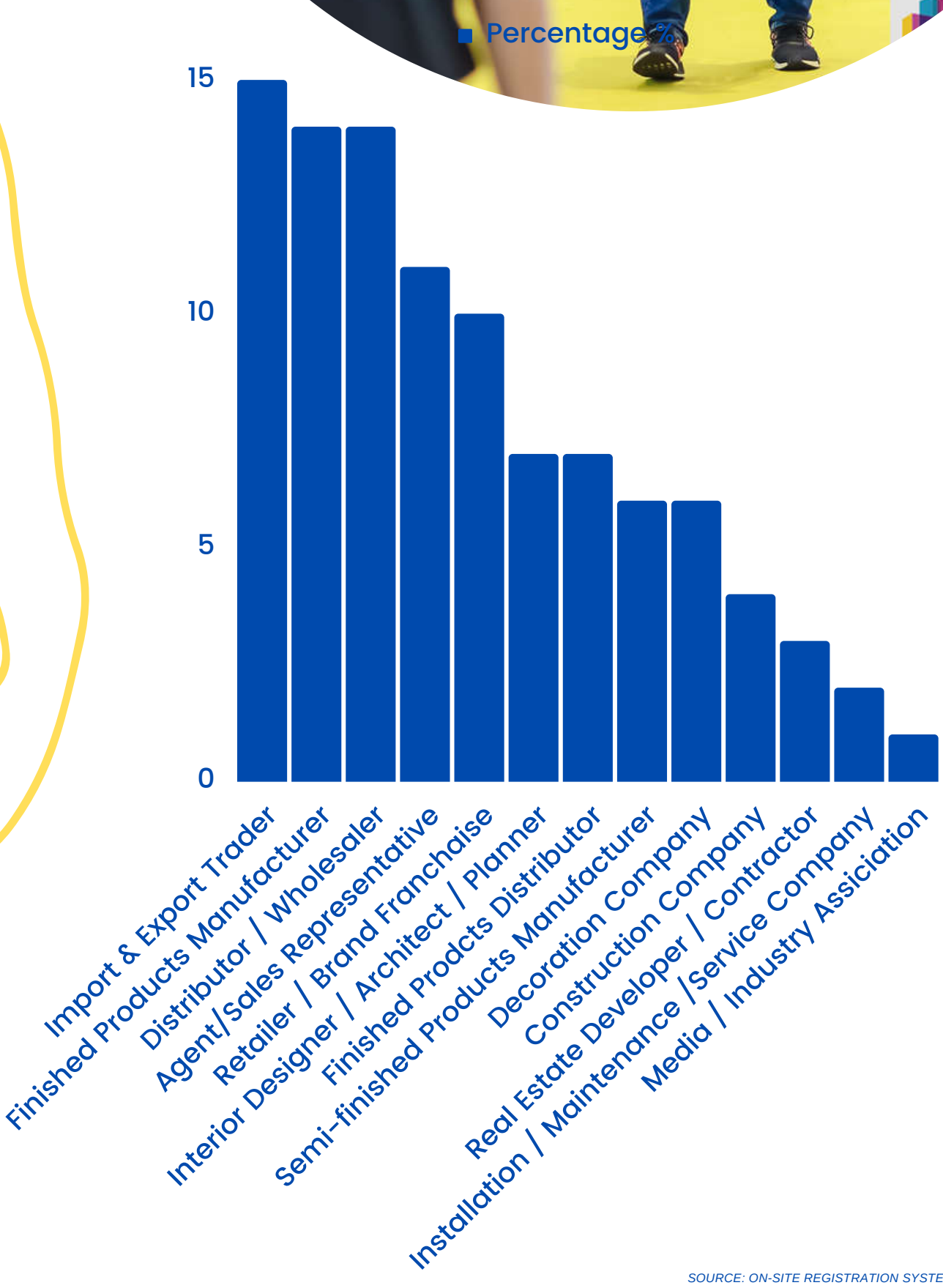
SOURCE: ON-SITE REGISTRATION SYSTEM

CHINESE PROVINCES WITH THE HIGHEST ATTENDANCE



SOURCE: ON-SITE REGISTRATION SYSTEM

THE BREAKDOWN OF VISITORS BY PROFESSIONAL GROUPS



SOURCE: ON-SITE REGISTRATION SYSTEM

VISITOR EXPERIENCE AT R+T ASIA 2023

"R+T Asia continues to be the most important venue for meeting with existing manufacturers and finding new manufacturing partners in Asia. The quantity of innovations at the show was inspiring and the level of product innovation was very exciting. I'm looking forward to the next R+T Asia."

Rory McNeil General Manager, WindowShading.Pro, USA

"It's been almost 3 years since I've been able to attend this show, given the onset of the pandemic. This year's show was well-organized, providing a good opportunity to meet up and engage in face-to-face conversations with factories and distributors. The overall vibe of the show was welcoming. I'm confident that the upcoming editions will be even more remarkable, considering this one was essentially a 'warm-up' following a prolonged break."

T. P. Chung, Modenz Conzepts Co., LTD, General Manager, Vietnam & USA

"The show greatly exceeded our expectations. We were very pleased with the sheer volume and great quality of exhibitors and attendees. We saw a lot of new and exciting products that we are keen on introducing to our country soon. The most exciting part of the event was getting to witness all the new tech-based products. I was also thrilled to meet many new suppliers in the field of wood blinds and shutters as it is a rapidly growing segment in India. The show, exhibitors and attendees were engaging and energetic.

We felt great being in the center of the biggest show in our industry. It was an enriching experience to be surrounded with our peers and to stand amongst all the new products and companies after a long gap of 3 years. The show gave us a great opportunity to scope out new suppliers and reconnect with existing business partners. The on-site staff, as well as the team of R+T Asia working behind the scene were helpful. We got all the assistance for visa before arriving to China and once there, we were assisted in navigating the show and the city of Shanghai very well by the team of R+T Asia. Overall, it was a very fruitful and hassle-free visit for us. R+T Asia is a must-visit for everyone in the industry."

Aishwarya Pensari, Director, Decolux Window Fashions Pvt. Ltd., India

VISITOR EXPERIENCE AT R+T ASIA 2023

“It’s my first visit at R+T Asia and my first impression about the show and its offer, well, excellent! Absolutely amazing! The exhibition is so large. There's plenty of choice here. For me, especially, the smart home area was very interesting, and it's been very well organized as well”.

James Brown, Silkbridge Design Consulting, Founder & CEO, United Kingdom

”I'm glad to be here, and it's shaping up to be a great experience. Since it's only my first day here, it could be interesting for the future as well. I've come across some companies with interesting products, that could become important for our company in the near future.”

Ivo Simonato, Sicc Srl, Founder & CEO, Italy

“This is my first time attending R+T Asia here in Shanghai. Before coming here, I was excited because I know China is a major production hub for hardware, motors, and other fittings for doors. So far, I like it. I'm planning to spend the entire afternoon visiting other booths, so I think it's going to be beneficial for me”.

Marcio Pereira, Portas Arcuense, CEO, Portugal

“This trade fair mirrors the industry in China, where the exponential growth of the construction sector becomes apparent right from the moment you land at the airport.

During my time here today, which happens to be the first day of the event, I have already had the opportunity to explore some very exciting booths, within the few hours I've spent here”.

Stefano Zanirato, Finestra4, CEO, Italy

BUILD ASIA MEGA SHOW CONCEPT

R+T Asia 2023 was more than a standalone event; it was part of the BUILD ASIA Mega Show concept. This concept brought together a diverse lineup of co-located events, including DOMOTEX asia/CHINAFLOOR 2023, HD+ 2023 Home Decoration Asia, cadex, and others. This integration fostered a robust cross-industry dialogue, offering attendees a comprehensive experience spanning various facets of the construction and design landscape.

R+T Asia 2023 was a celebration of industry connections, innovation, and knowledge. The event successfully achieved its objectives of networking, market exposure, and education, as evidenced by the impressive attendance figures and the positive feedback from exhibitors and buyers.

As we look back on this edition, we see a vibrant industry coming together to shape its future. We anticipate continued growth and success in future editions, as R+T Asia remains committed to providing a platform where relationships are forged, innovations are showcased, and knowledge is shared, all within the ever-evolving sun shading industry.

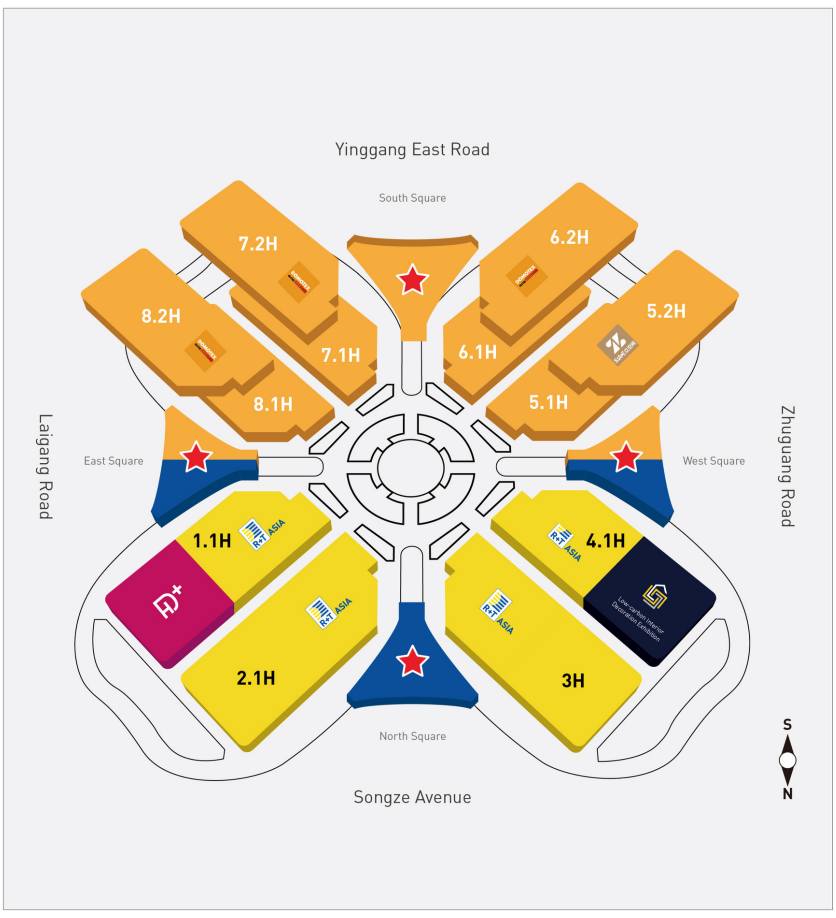
BUILD ASIA Mega Show

National Exhibition and Convention Center (Shanghai)

28-30 May, 2024

- R+T Asia 2024 — International Trade Show for Sun Shading, Systems and Doors/Gates
- HD+ ASIA 2024 — Home Decoration Asia
- IPD 2024 — International Interior Prefabricated Decoration Exhibition Asia
- DOMOTEX asia/*CHNA*FLOOR 2024 — Leading Flooring Trade Fair in Asia-Pacific Region
- Z-SPACE — Multi-dimensional Interior Space Design Integration Forum
- BIC 2024 — International Building Industrialization of Construction Exhibition Asia
- cadex 2024 — The International Hub for Connecting, Learning and Doing Business in the Design and Architecture Industry

★ Visitor Entrance



SEE YOU NEXT YEAR!

R+T ASIA 2024

28-30 MAY 2024

NECC, SHANGHAI

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