



CGFF 2025

The 15th Asia-Pacific Floor Fair

 **May 8th-10th, 2025**

 **Guangzhou Pazhou, Poly World Trade Center Expo**



 **50,000+**
Exhibition Area

 **500+**
Well-known Brands

 **10,000+**
New/hot-sale Products

 **10+**
Related Events

 **60,000+**
Professional Buyers at Home and Abroad

01 Exhibition Background

— One-Stop Floor Supply Chain Procurement Platform

Currently, new productivity and high-quality development have become the main trends in the future, and the flooring industry is an important component of the construction industry. With the acceleration of urbanization and the upgrading of industrial structure, national policies are advocating for the transformation of industries towards technological innovation, environmental protection production, and improving product and engineering standards to build a high-quality industrial chain. Riding the ship of the times, the flooring industry is currently showing a steady growth trend. New materials and equipment, digital transformation, and personalized customization have made its application scenarios more extensive, catering to the needs of a better life for humanity.

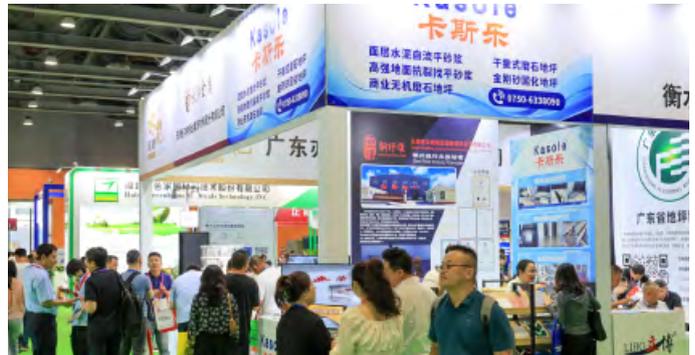
Opportunities and changes go hand in hand, while transformation and development go hand in hand. To promote the faster expansion of the flooring industry into domestic and international markets, facilitate the rapid integration of high-quality supply and procurement resources, showcase the latest development achievements, and enhance industry cohesion, the organizers of the Asia-Pacific Floor Fair plan to hold the 15th Asia-Pacific Floor Fair from May 8-10, 2025 at Poly World Trade Center Expo in Pazhou, Guangzhou. The exhibition is set to cover an area of 50000 square meters, with 500+well-known exhibitors, 10000+new/hot-sale products, over 60000 professional visitors from home and abroad, and more than 10 related activities, presenting you with a broad, three-dimensional, and prosperous ecological landscape of the flooring industry, promoting brand exposure and soaring.



02 Exhibition Overview

With the revitalization and upgrading of the industry, a new chapter has been opened, and the "wind vane of the floor circle" has entered a new journey.

The 15th Asia-Pacific Floor Fair 2025 (CGFF2025) has become a highly influential, standardized, and professional exhibition in the domestic and even global flooring industry, thanks to its organizing ability, coordination, appeal, and 14 years of influence in the flooring industry. From product display and technical exchange to project investigation and engineering procurement, CGFF2025 has provided docking services to over 20000 clients and established long-term and stable cooperative development relationships with numerous real estate developers, design institutes, construction enterprises, and the building materials market. In 2025, the Asia-Pacific Floor Fair will continue to be based in the millennium old business capital and expand to Asia, attracting global attention. It will gather various brands in the flooring industry's segmented fields and build a one-stop supply chain procurement platform for flooring. At that time, multiple themed conferences, on-site practical competitions, large-scale professional forums, and award ceremonies will be held simultaneously, providing international exhibition and trade services for promoting brands, exchanging technology, expanding channels, networking, investment and financing, and business negotiations for the industry.



03 2024 Exhibition Review

From May 10 to 12, the 14th Asia-Pacific Floor Fair (CGFF) in 2024 was successfully held in Guangzhou Pazhou, Poly World Trade Center Expo. The 14th Asia-Pacific Floor Fair attracted more than 500 well-known exhibitors to bring over 10,000 new/hot-sale products on site, including various fields and brands such as flooring materials, flooring machinery, ground materials, sports venues, paint coatings, etc. The latest products, advanced technology, and equipment are all presented to visitors, and exhibitors strive for their products to stand out among the crowd. According to statistics, the three-day exhibition attracted a total of 73,900 visitors.



As an annual large-scale professional exhibition in the flooring industry, the exhibition organizing ability, coordination, appeal, and industry influence of the Asia-Pacific Floor Fair are fully reflected on site. Throughout the exhibition hall, high-quality enterprises on the floor gather together: Nippon Paint, Kangzhimei, Gaozhi, Zeal, Green Home, Mingsheng, Aodecai, Hengfeng, Ecan, Kasole, Liji, Zhengou, Gaochen, U-Crown, Bright Dream, Des-Lead, Hengli, Jinye, Peiqi, Bai Sanye, Kinty, Yufu, Cemimax, Shuangjiang, GBS, Wenhe, Jingcheng, Aote, Maize, Onico, Huacan, Jiulong, Liangteng, Gexin, Beinaigu, Zhiye, Qicai, Boyi, Bailey, Xingtai, Black Horse, Shuangrun, Zhitai, Guangjian, Meiqiao, Kanglei, Jingkun, Santol, Fusile, Worner, Yuanlei, Huihong, BonTai, DaJulong, Gaochi, Jinwang, Dr. Superior, Monok, Disen, Dafeng, etc. These exhibitors arrived at the exhibition site with a strong posture, and there was a strong flow of visitors in front of each booth, with constant inquiries and collaborations.



The purchasing group of this Asia-Pacific Floor Fair is divided into domestic and foreign distributors, engineering companies, general contractors, building materials markets, etc. It has attracted international buyers from multiple countries such as China, the United States, Russia, Morocco, France, Italy, Ukraine, the United Arab Emirates, Egypt, India, Singapore, Indonesia, Algeria, the Philippines, Kenya, etc. to participate in the exhibition and negotiate with exhibitors regarding the procurement needs of floor machinery, floor materials, floor coatings, floor machinery, artificial grass, etc.



04 Brand Logo Wall



The above are some domestic and foreign brands (in no particular order)

05 2024 Event Review

The organizers of the Asia-Pacific Flooring Summit specially invited senior experts and industry leaders to discuss issues such as association cooperation and development, industry current situation analysis and breakthrough plans, flooring raw materials, paths for enterprises to go global, "Intelligence" empowerment, and engineering project management. They shared their unique experiences in associations and enterprises, outlined a blueprint for the future of flooring, and helped the industry develop better.



The Asia-Pacific Flooring Awards Ceremony showcases industry glory once again. The organizers of the exhibition presented awards such as the Top 10 Brands in the Floor Industry, Top 10 Materials in the Floor Industry, Top 10 Excellent Suppliers in the Floor Industry, Top 10 Excellent Floor Material Suppliers, Top 10 Excellent Floor Brands, Top 50 Excellent Floor Constructors in China in 2023, Top 50 Excellent Floor Suppliers in China in 2023, Excellent Floor Constructors in China in 2023, and the 2024 Floor “Golden Rhino Award” Skills Competition on site. These awards are mainly aimed at recognizing the continuous contributions of relevant brands to the industry.



The visitors of the 2024 Floor “Golden Rhino Award” Skills Competition was closely packed, and the participating units in the competition showcased practical projects such as water-based polyurethane flooring, epoxy colored sand, epoxy self leveling, epoxy orange peel flooring, ultra wear-resistant flooring, and manual polyurea scraping construction. They won waves of applause with their superb skills.



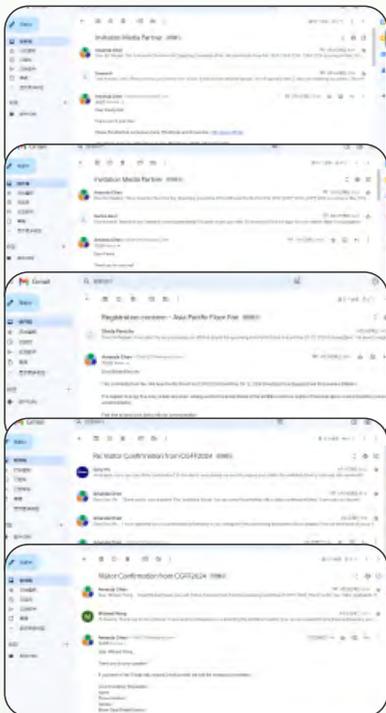
06 International Promotion

The Asia-Pacific Floor Fair is aimed at the flooring industry in the Asia Pacific region and globally, targeting overseas exhibitors and visitors. The organizers of the floor exhibition use foreign self media platforms such as TikTok, Facebook, YouTube, LinkedIn, Twitter, MalaysiaExports, SPORTEC2024, MATEK, Forum Publishing, Floortech Indonesia, etc. to promote the exhibition, attracting overseas fans to achieve precise exposure and greatly improve the exhibition's popularity. At the same time, the organizing committee extensively invites overseas professional visitors through various means such as sending emails, relevant industry information, and on-site visits, and maintains close contact with visitors at all times and provides guidance, sharing industry banquets with global floor enthusiasts.

Overseas Promotion



International Invitation



2024 International Purchaser Feedback

feedback or suggestions regarding this exhibition?? If you think anything that needs improvement on our exhibition, please let me know. We will strive to improve the shortcomings that exist during exhibition period. Looking forward to receiving your feedback!

hello Amanda, thank you for your support during the exhibition and for preparing for it. All the events were well organized. What I've issued are as follows

- there was no participants list on internet site Before start exhibition. Participants list helps to prepare for visit and plan which stands i should visit first. Without it I've spent a lot of time to find what I'm interested in.
- very little participants and organization team speak English. It would be easier if more people can support talk in English
- i didn't find the information on internet site in English how can i reach the exhibition with metro. But maybe i didn't seek carefully, it would be great if there were a

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Amanda, good evening. Thank you, the exhibition is interesting, various materials are presented, we analyze and communicate with suppliers. We liked everything, especially the organization of the exhibition. Thank you for everything! We hope that we will come to you next year. I was glad to meet you!

Hello amanda, thank you so much for you and your team to organise the amazing fair. We enjoyed ourselves and made good business connections with new vendors at the fair.

I will try my best to do a better job website promotion. Thank you for your questions about "exhibitor list" and "exhibition program schedule" will seriously communicate with other members of our project about these situations.

Thank you again!

07 Exhibition Profile

Floor Materials



Waterborne polyurethane, coating, polyurethane, elastic acrylic acid, steel fiber, curing agent, sealing agent, mortar, pigment, color powder, floor glue, epoxy resin, emery and other floor materials.

Floor Machinery



Grinding machines, laser leveling machines, polishing machines, dehumidifiers, cold milling machines, mixers, spraying machines, shot blasting machines, cutting machines, joint cleaning machines, grooving machines, floor cleaning machines, sweeping machines, cleaning equipment, stone care and related floor grinding tools, consumables, etc.

Ground Materials



PVC roll flooring, PVC sheet flooring, luxury commercial sheet flooring, linen flooring, rubber flooring, wood plastic composite materials, leisure artificial grass, self leveling, adhesives, accessories, ceramic tiles, solid wood flooring, solid wood composite flooring, reinforced flooring, woven carpets, tufted carpets, square carpets, printed carpets, floor mats, etc.

Sports Grounds



Stadium/runway bottom materials, fabrics, surface adhesives, silicone PU, acrylic, polyurethane, rubber roll materials, PVC elastic flooring, PSP flooring, EPDM colloidal particles, black colloidal particles, colored ceramic particles, self-striped non-slip pulp, color path series, plastic runway paver, venue lighting, railing guardrails, grandstand seating, etc.

Coatings&Painting



Building coatings, waterproof coatings, interior and exterior wall coatings, water-based coatings, floor raw materials, additives, defoamers, leveling agents, painting equipment and tools, and other floor related supporting products.

Concrete Products



Concrete mixer, precast concrete, admixtures, special cement, dry mixed mortar, waterproof materials, ground mortar, asphalt pavement, construction robots, etc.

08 Exhibition Advantages



1

Guangzhou as a foothold, expanding globally

The exhibition is based in the millennium old commercial capital of Guangzhou and extends to Asia. It not only affects the world and obtains global industrial resources, but also drives participating brands to open up domestic and international markets quickly.

2

Long term accumulation and mature platform

After 14 years of accumulation, the Asia-Pacific Floor Fair has accumulated rich association, brand, and procurement resources, involving multiple industries such as logistics, stone, cleaning, medical, and real estate. It has created a one-stop supply chain procurement platform for flooring, which helps people in the flooring industry to communicate with each other, attract customers for enterprises, and expose brands.

3

Numerous famous enterprises and diverse categories

Over 500 well-known exhibitors and tens of thousands of new/hot-sale products are pre-set at the exhibition site, which helps to review new technologies and materials, understand the latest trends and developments, and provide reference for enterprise technology updates and product upgrades.

4

Three dimensional communication through online+offline channels

The conference will realize global three-dimensional communication and promotion through domestic and foreign mainstream industry websites, professional websites, TV channels, Tiktok, WeChat, Toutiao, Baidu and other media, as well as invitation letters, magazines, outdoor advertising and other traditional media.

5

The technological empowerment of the metaverse

The Metaverse Exhibition Customer Acquisition Ecosystem under Grandeur Exhibition Group, Cloud Momentum (with accumulated data of over 410 million), aims to create a "Global Flooring Industry Metaverse Supply Chain Platform", helping participating companies upgrade their digital trade through emerging elements such as the Internet of Things, AI, Digital Twin, 5G, VR/AR, Big Data, and Cloud Computing, and improve transaction efficiency and obtain more traffic support through cutting-edge exhibition and sales tools.

6

Extensive invitation volume and precise docking services

The exhibition organizers adopt a high-precision and high coverage organizational form, inviting a large number of purchasers, floor industry distributors and agents, engineering units, high-end users, R&D and design personnel, etc. to observe the exhibition and engage in deep cooperation and communication with exhibitors.

7

International perspective and market expansion

Targeting the international market, the Asia-Pacific Floor Fair involves professional buyers and potential customers in the Asia-Pacific region and even globally, which is conducive to improving the international perspective and cross-cultural communication ability of enterprises, and opening up the path of international cooperation.

8

Celebrities gather for common development

During the same period of the exhibition, the organizers plan to hold multiple conferences, competitions, forums, and award ceremonies. Representatives from leading companies in the flooring industry, industry technology experts, and heads of well-known investment institutions will be invited to share exclusive experiences and innovative ideas in management, operation, marketing, technology, materials, policies, etc., aiming to promote ideological collision and harvest wisdom.

9

Authoritative organizer with rich experience

Guangdong Grandeur International Exhibition Group Co., Ltd. - dedicated to exhibition services for 21 years; Long term cooperation with numerous industry merchants/studies/associations, media, experts, and industry-leading brands both domestically and internationally.

09 Exhibition Cost

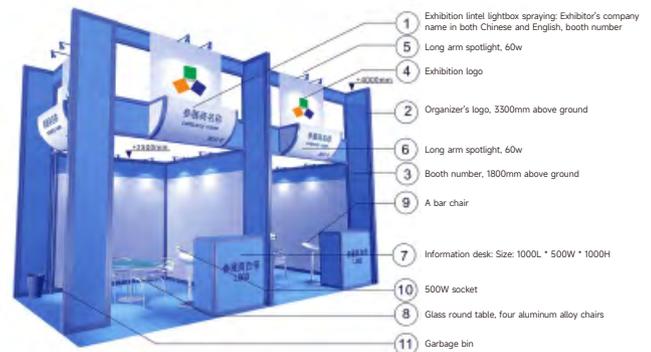
Booth Price List

Standard Booth Specification: 3m×3m	Overseas Enterprises (USD)	2000 dollars/booth	Standard configuration: Three sided fence (2.5 meters high), one negotiation table, two folding chairs, two fluorescent lamps, Chinese and English lintels, trash bin, carpet.
Luxury Standard Booth Specification: 3m×3m	Overseas Enterprises (USD)	2600 dollars/booth	Including exhibitor's Chinese and English lintels, 2 long arm spotlights, lockable consultation desk, glass round table (including 4 aluminum alloy chairs), 1 bar chair, 1 socket, and 1 trash can.
Raw Space Booth Rent from 36 m ²	Overseas Enterprises (USD)	260 dollars/square meter	Excluding any facilities, exhibitors are required to design and decorate themselves, and a special decoration management fee (50 yuan/square meter) will be charged according to the regulations of the exhibition hall.

9 m² Ordinary Standard Exhibition Schematic Diagram



9 m² Luxury Standard Exhibition Schematic Diagram (Single)



Advertising Price List

Exhibition Catalogue Advertisement	Cover	20000 yuan/page	Back Cover	15000 yuan/page	Color Page	6000 yuan/page
Exhibitor Card (including single sided advertisement)	15000 yuan/5000 cards		Visitor Card (including single sided advertisement)		15000 yuan/5000 cards	
Forum Lectures	6000 yuan/20 minutes		Glass Door Sticker (at the entrance of the exhibition hall)		15000-20000 yuan /exhibition period	
Handbag (including side advertisement)	15000 yuan /2000 handbags		Visitor Guide Advertisement		30000 yuan/10000 sheets	

For advertising projects, promotion cooperation, event cooperation, and more information, please contact the organizing committee of the organizer.



Sincerely invite you to meet in Pazhou, Guangzhou
Let's create the 2025 Flooring Industry Feast together

CGFF 2025



Guangdong Grandeur International Exhibition Group

Address: 7th Floor, Block C, Poly World Trade Center,
No. 1000 Xingdong Road, Haizhu District, Guangzhou

Contact person: Amanda Chen
Mobile/WhatsApp: (+86) 13531733076
Website: www.cgff.net
Gmail: 13068162115hw@gmail.com

