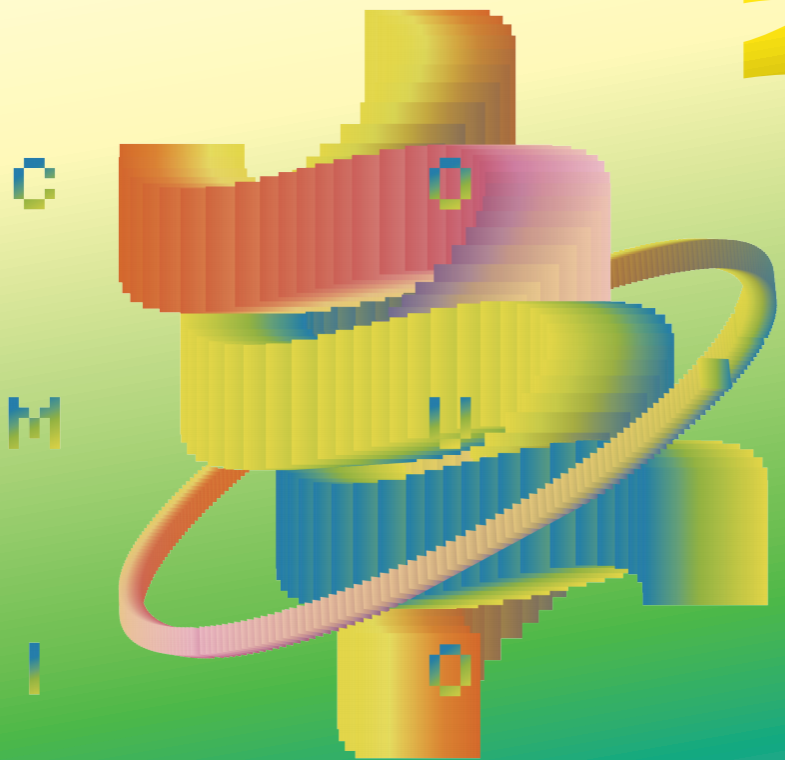
武汉 整装定制家居展
WUHAN CUSTOMIZED HOME FURNISHINGS EXPO

THE 2ND CHINA (WUHAN) BUILDING DECORATION MATERIALS EXPO 2026

MARCH 20-22, 2026
Wuhan International Expo Center (Hanyang)

INVITATION

FEBRUARY 2ND Dragon Head Raising Day



PREFACE

The 2nd China (Wuhan) Building Decoration Materials Expo 2026 (hereinafter referred to as the "Wuhan Building Materials Expo") and Wuhan International Design Week will be held at the Wuhan International Expo Center from March 20 to 22. With the theme of "Integration", this event focuses on the new quality productivity of integrated home decoration, deepens cross-border integration, and commits itself to promoting the localized innovation of the building materials and integrated home decoration market in Central China. It provides a solid platform support and strong impetus for enterprises in Central China's building materials and integrated home furnishing industry to achieve leapfrog development and corner overtaking.

The previous session was successfully held at the Wuhan International Expo Center from March 1 to 3, 2025. As the first major spring exhibition for the integrated home furnishing industry in Central China, themed "Renewal by Quality, Empowerment through Integration", the exhibition took building materials and integrated home decoration as the starting point. Covering an exhibition area of over 40,000 square meters, it gathered 586 exhibiting enterprises showcasing a full industrial chain of products including building materials, integrated home decoration, customized furnishing, doors and windows, and machinery equipment. Over the three-day event, it attracted a total of 56,278 professional purchasers from Hubei, Hunan, Anhui, Hebei, Henan, Jiangxi, Zhejiang, Jiangsu, Shandong, Guangdong, Guangxi and other regions across the country for on-site visits and business negotiations.

FIVE ADVANTAGES TO BUILD A "GOOD HOUSE" IN CENTRAL CHINA

A vast market landscape with700 million consumers.

With Wuhan as the core hub in Central China,a 300-km radius covers nearly 100 million people, and an 800-km radius covers 80% of China' s GDP.

Base in Wuhan, Reach the Whole Nation.

Wuhan is the GDP leader of Central China and enjoys the reputation of“Goods thrive in Hankou” and “Whoever commands Central China commands the nation.”Leading home furnishing and construction enterprises, including China Construction Third Engineering Bureau, China National Building Material, Gezhouba Group, Taishan Gypsum, and CCCC Second Harbor Engineering Company, have all established a presence in Hubei.

The premier base for green construction with unrivaled dominance.

Hubei Province boasts six major green building materials industrial clusters,covering deep-processed glass, new wall materials, new decorative materials, prefabricated building components, high-grade ceramics, and stone materials. It also serves as a major production base for home furnishing OEM manufacturers. With branded enterprises taking the lead in Wuhan,this provides an advantageous foundation for the national strategic layout.

Debut of Top Building Decoration & Home Brands

Supported by leading building materials enterprises, the exhibition covers the entire industrial chain including intelligent construction, green building materials, kitchen & electrical appliances, doors and windows, and integrated home furnishing. It serves as a premier launch platform for top building materials brands.

Renovation of old communities · Focus on industry hotspots

A high-profile exhibition driving industry progress. Keeping pace with the times, the 2026 Wuhan Building Materials Expo will showcase highlights including: the Old-to-Quality Home Renovation Zone, Comprehensive Utilization of Phosphogypsum & New Building Materials, and the Exhibition of Achievements in Renovation Design.

01 ORGANIZATION

Organized by: Hubei Building Energy Conservation Association · Hubei Interior Decoration Association · Hubei Ceramic Industry Association · Hubei Air Conditioning Engineering Construction Association · Hubei Air Purification Industry Association · Hubei Building Decoration Association · Hubei Curtain & Fabric Industry Association · Wuhan Building Waterproofing Association · Wuhan Decoration Building Materials & Home Development Chamber of Commerce · Wuhan Dongxihu Building Materials Chamber of Commerce · Wuhan Doors and Windows Association · Wuhan Dongxihu District Decoration Building Materials Association · Jingmen Green Building Materials & Home Furnishing Association

Hosted by: Friend Exhibition (Wuhan) Co., Ltd.
Wuhan New Town International Expo Center Operation & Management Co., Ltd.

02 EXHIBITION SCHEDULE

Exhibition Period	March 20–22, 2026 (Friday–Sunday)
Stand Installation Period	March 17–19, 2026, 09:00–18:00 (Tuesday–Thursday)
Stand Dismantling Period	March 22, 2026, 15:00–20:00 (Sunday)
Venue	Wuhan International Expo Center, No.619 Yingwu Avenue, Hanyang District

03 FORUM ACTIVITIES

- Opening Ceremony & Pavilion Tour of the 2nd China (Wuhan) Integrated Custom Home Furnishing Exhibition
- The 5th China Green Panel Conference
- The 2nd China Custom Home Furnishing Yangtze River City Development Forum
- Wuhan Integrated Custom Home Furnishing Exhibition Opening Gala Dinner
- Wuhan International Design Week
- 2026 Rural Revitalization Industry Conference
- Forum on Home Furnishing Industry Innovation & High-Quality Development of New-Type Integrated Decoration
- Smart Yangtze River City · Window & Door Intelligent Manufacturing Future Summit
- 2026 China Building Renovation Development Forum
- Design Empowerment · Kitchen & Bathroom Space Aesthetics Summit Forum
- 2026 Wuhan Integrated Custom Home Furnishing Exhibition International Buyers Matching Event
- Smart Connection to the Future · Cloud Auxiliary Materials Industry Ecology Conference
- “Technology Revives Jingchu” Interior Decoration Technology Innovation & Development Forum
- Old House & Elderly-Friendly Renovation Exchange Conference & Industry Forum
- 2026 China Self-Media Traffic Competition

◆ Further events are pending confirmation, final schedule subject to on-site notice.

04 EXHIBITION RANGE





Intelligent Construction

Prefabricated building structures of steel, wood and concrete, integrated residences and supporting facilities, building formwork & scaffolding, construction systems and equipment, as well as mechanical equipment for industrialized prefabricated interior decoration and assembly-style renovation.



New Building Materials

External and internal wall thermal insulation materials, building waterproofing and roofing systems, architectural coatings, building ceramics and sintered stone slabs, drainage systems, roofing materials and industrial flooring.



Wall / Ceiling / Flooring / Soft Furnishings

Coatings, ceilings & electrical appliances, integrated wall panels, grout and adhesives, wallpaper & wall fabrics, curtains, floor paving materials, decorative mouldings, auxiliary materials and tools.



Smart Custom Home Furnishings

Whole-house customization, integral cabinets, integral wardrobes, wooden doors, sliding doors, stairs, board materials and supporting materials, hardware accessories, customized product design software, mechanical equipment, smart locks, intelligent clothes dryers, smart home systems, etc.



HVAC

Floor heating, air purification, air conditioning and ventilation, whole-house hot water, solar energy systems, wall-mounted boilers and supporting facilities, three-constant systems, water purification equipment, etc.



Doors and Windows

System doors and windows, glass curtain walls, aluminum profiles, security doors/entrance doors, fire doors, industrial doors, automatic doors, revolving doors, aluminum art decorations, sun shading products, curtains, guardrails, sealants, door and window hardware and equipment, etc.



Bathroom Category

Integrated bathroom, bathroom cabinets, shower rooms, toilets, hardware accessories, shower faucets, art basins and spare parts, etc.



Kitchen Appliances

Kitchen appliances, integrated stoves, kitchen supporting facilities, household electrical appliances, etc.

05 EXHIBITION RANGE

SPECIFICATION	PRICE	CONFIGURATION
STANDARD BOOTH (3M×3M)	CNY 6,000 / UNIT	Lintel board, one table and two chairs, booth surrounding cleaning service, power supply.
RAW SPACE BOOTH (MINIMUM 36㎡)	CNY 600 / SQ.M	Only power supply provided; booth design and construction to be undertaken by exhibitors.
PREMIUM STANDARD BOOTH RATE (18㎡)	CNY 16,000 / SET	Including booth construction, heightened lintel board, two tables and four chairs, carpet, booth surrounding cleaning service and power supply.

AD POSITION	SPECIFICATION	QUANTITY	PRICE
Registration Lobby Advertising	16.5M*7.5M	2	CNY 40,000
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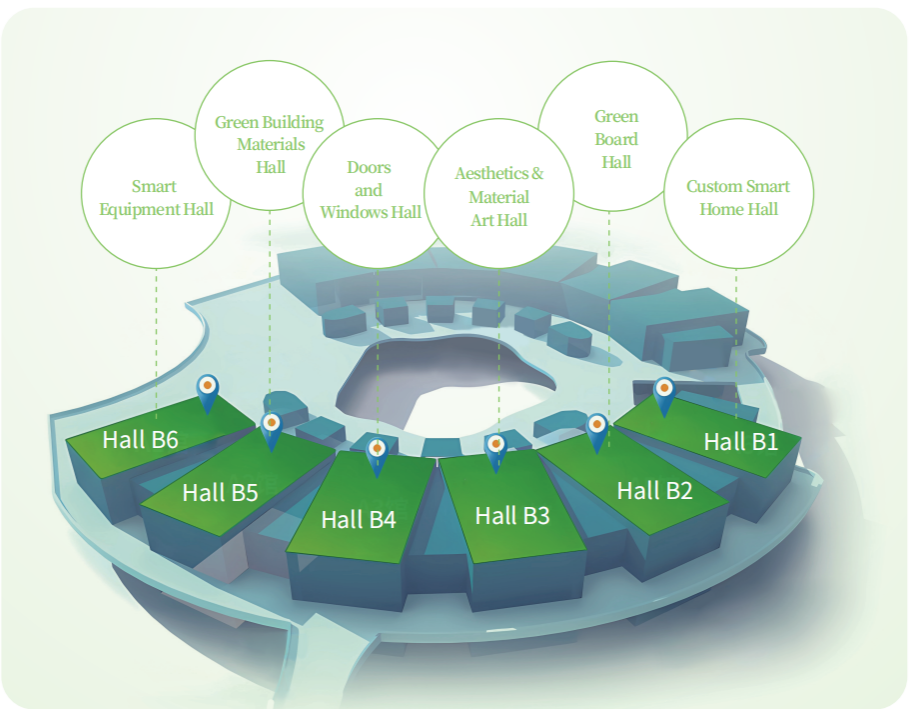
Exhibition Entrance Arch	10M*4M	1	CNY 80,000
Atrium Corridor Hanging Banners	3M*2M	36	CNY 2,000
Indoor Hall Hanging Banners	3M*5M	102	CNY 4,000
Conjoined Pavilion Exterior Wall Advertising	22.2M*9M	5	CNY 40,000

More advertising and sponsorship options are available. Please contact the organizing committee.

06 EXHIBITION AREA DISTRIBUTION



60000m²	80000+ Person times	800+	20+
Exhibition Area	Visitors	Exhibiting Enterprises	Professional Events

Deco & Design Gala | Central China Whole-home Flagship Expo

www.friendexpo-wh.com

Scan QR Code for Official Mini Program

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Wuhan Headquarters Exhibition Hotline **17702760009**

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