

2018 Shenzhen International Vape Expo

October 1-3, 2018

Leading the Industry Development & Creating Values

Reed Huabo Exhibitions
励展华博展览(深圳)有限公司



RHBVE
励展华博国际电子烟展
REED HUABO VAPE EXPO

Fair Profile

Fair Name:	2018 Shenzhen International Vape Expo
Fair Date :	October 1-3, 2018
Venue :	Shenzhen Convention & Exhibition Center
Organizer :	Reed Huabo Exhibitions
Co-organizer :	China Electronics Chamber of Commerce Electronic Cigarette Industry Committee(ECCC)
No. of Booths:	600
Exhibition Area:	15, 000sqm

About the Exhibition

Shenzhen International Vape Expo, known as "RHBVE", is organized by Reed Huabo Exhibitions. First held in 2015, the show has had four editions to date - three in Shenzhen and one in Chengdu.

Together with ECCC, the 4th Shenzhen International Vape Expo will be held from October 1-3, 2018. A diverse array of fun activities will be held on site. These will include new product releases, cloud-chasing contests, vaping trick competitions and awards for the best e-juices.

About Reed Huabo Exhibitions

Reed Huabo exhibitions is a member company of Reed exhibitions, the world's leading event organizer. Reed Huabo is also the organizer of Asia's leading gift show.

About the Electronic Cigarette Industry Committee of China Electronics Chamber of Commerce (ECCC)

ECCC is a branch of the China Electronics Chamber of Commerce (CECC). The chamber is devoted to promoting cohesion within China e-

cigarette industry, for the purpose of leveraging the companies' collective power and facilitating representation for the industry.

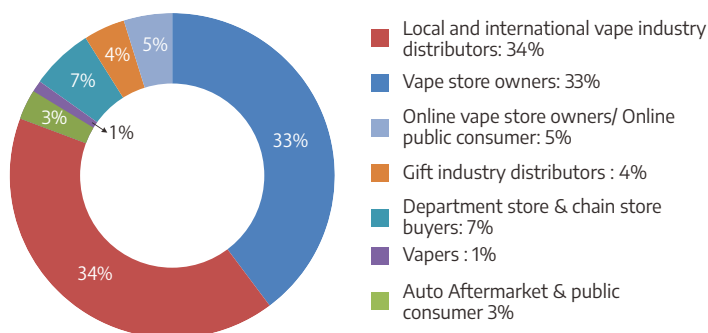
The ECCC has over 200 members, including renowned vape companies like SIGELEI, HANGSEN, GreenSound, SX mini, Aspire, Buddy, Kanger Tech, SMOK, INNOKIN, IJOY, Joyetech, Teslacigs, HGB and YUNSEN. The products represent every link along the industrial chain. Members represent diverse fields, including media, distributors, agents, wholesalers and vape stores.

Highlights of The 2018 Shenzhen International Vape Expo (RHBVE)

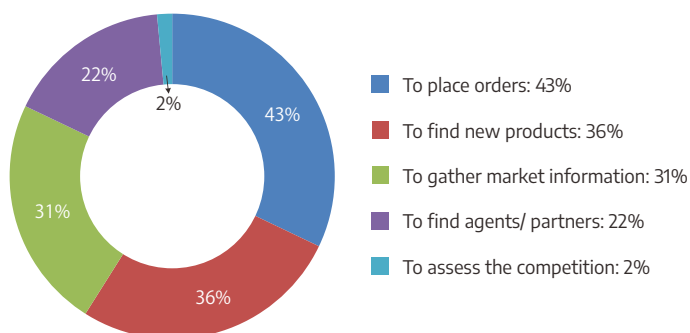
- 90% of the world's vape hardware products are manufactured in Shenzhen. As a Special Economic Zone, Shenzhen has more flexible import and export policies than other Chinese cities.
- RHBVE is co-organized by Reed Huabo exhibitions and ECCC (China's only official e-cigarette association). The top 10 e-cigarette brands in China will exhibit in October, alongside the China Vape Industry Summit, which will be collocated with the exhibition.
- RHBVE 2018 will run a strategic cooperation with JD.COM, one of China's largest e-commerce platforms. JD.COM and RHBVE will host a vape store on JD.com to attract a broad base of online customers.
- RHBVE will also leverage its extensive database of over 30,000 vape distributors, vape store owners and vapers across China. Leading vape distributors representing 2,500 vape stores across China have been invited to take part.
- Concurrently held events: Shenzhen International Auto Show International Auto Show. Famous car brands will be featured on site, attracting cross-category buyers from the auto aftermarket and 4S stores. This combination of events will add an extra 200,000 visitors to the vape show each day.
- Reed Huabo Exhibitions is the organizer of Asia's leading gift show organizer in Asia. Adding major value to the event, Huabo will leverage its 500, 000-member buyer database to boost the number of visitors to Shenzhen Vape Expo.
- RHBVE has extensive experience of conducting roadshows across major Chinese cities like Shanghai, Beijing, Shenyang and Kunming. The road shows have already made stops in these cities to promote vaping culture to the public and attract more local buyers to the show. In 2018, the tours will continue.
- High profile on-line vape stars will also join the expo from countries like Canada, the US and the UK.

Statistics

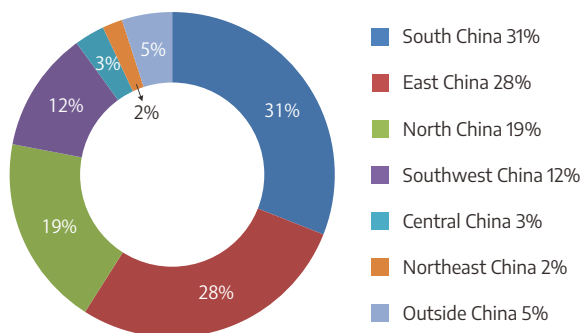
Breakdown of Buyers by Business Type



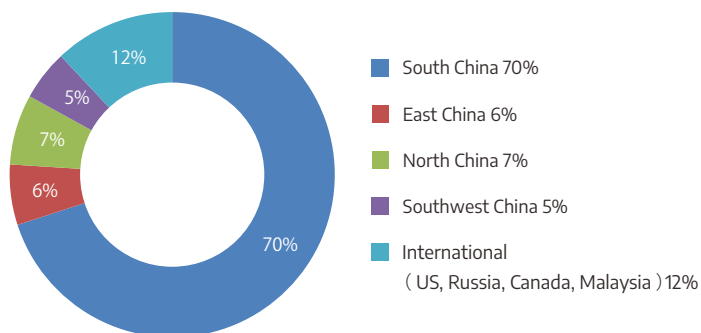
Breakdown of Buyers by Visiting Objective



Breakdown of Buyers by Geographical Location



Breakdown of Exhibitors by Geographical Location



Fair Image



Profile of Exhibits

- Electronic Cigarettes
- E-liquids/E-juices
- Batteries
- Accessories
- Atomizers
- Flavors/Fragrances
- Packaging



Join us in October – peak buying season!

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