

6th Edition

EAFox



欧亚国际花园及户外生活用品线上博览

EurAsia Garden & Outdoor Living Online Expo



欧亚国际家具及家居装饰线上博览

EurAsia Furniture & Interiors Online Expo

EURO

RUSSIA

MIDDLE EAST

ASIA



SOUTH-EAST ASIA



Permanent Online Platform

One "Click to connect Euro-Asian Market"



Organizers:

Supporting Organizations:

exbsol



اتحادیه تولیدکنندگان و صادرکنندگان مبلمان ایران
Iran Furniture Manufacturers & Exporters Union

TFA DÉCOR

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Under Covid-19, Are you facing such dilemma?

- The market supply is uneven, several manufacturers are excess in production capacity, but some still having resources for extra order. This is lowering the production efficiency , **foreign buyers urgently to open up market with new suppliers.**
- To reduce the risk, production companies only have business with existing customer groups. **Lack of new business partners are not benefit to the development of enterprises.**
- The mark down of sales price , with the increased price in raw material, **making the revenue significantly decrease.**

- ✓ Only online expo oriented to **furniture market** .
- ✓ Searching for a **potential buyers** in EAFOX.
- ✓ **Open up the customer group**, not only keeping the existing business network.



EAFOX is the best solution?

Physical exhibition can be reopened?

International Exhibitions in 2021

Apr 2021	Salone del Mobile. Milano	Postponed to Sep 2021
May 2021	NHS Las Vegas	Postponed to Oct 2021
	Index Dubai	On schedule
	Interzum Cologne	Go to online
	HD Expo Las Vegas	Postponed to Aug 2021
Jun, 2021	Index Mumbai	Cancelled
	Neocon	Postponed to Oct 2021
Jul, 2021	Index New Deli	Cancelled
	AIFF	On Schedule
Aug, 2021	Las Vegas Summer Market	On Schedule
Sep, 2021	Spoga + Gafa	Postponed to June 2022

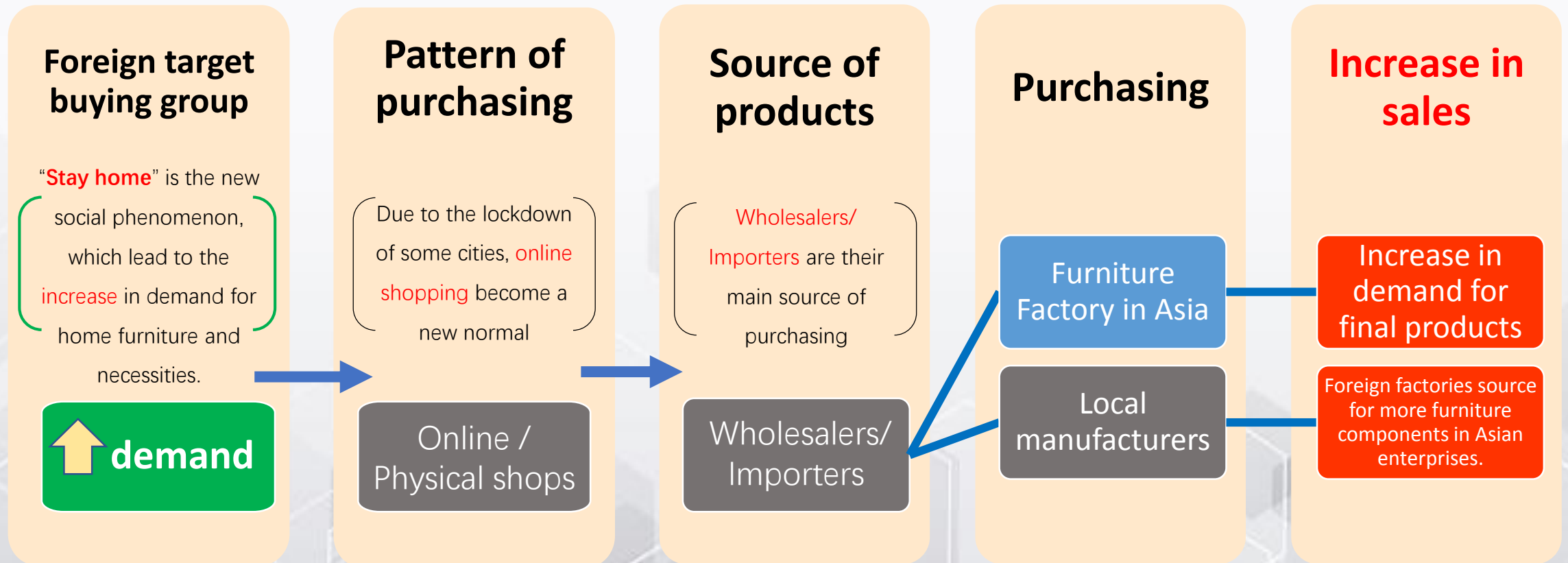
Participating in physical exhibitions is always the direct way for enterprises to search for the overseas business partners, which increasing their reputation and image at the same time. In 2020, many enterprises are facing the dilemma. The public health precautions, including the travel restriction and flight control, and transportation barrier., making the traditional market more difficult to maintain the business volume. **Most of the exhibitions event are forced to suspend or cancel, existing marketing strategies are no longer be effective.**

Though some fairs comeback due to travel restrictions and coronavirus of infection, online sourcing is still preferred by international buyers.

“Online Expo” – Marketing Strategy

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Under Covid-19, the market demand in foreign market still high.



“Online Expo” – Marketing Strategy

4

“Online Expo” still the main stream in 2021 and even in 2022?

B2B Online Platform Gonna be the new trend!



Under the epidemics, **B2C online platform** (e.g Amazon, Taobao, Tiktok) become the **hot trend** in purchasing.

Alibaba is the most successful example for the B2B trading, showing online business is workable and reliable. **EAFOX** is the **custom-made B2B online platform**, for enterprises to efficiently find our their target groups.

As we see the changing in purchasing pattern and working environment, Online expo will be the new trend, which making a best platform for B2B activities.

Under Covid-19 issue, manufacturers and buyers are no longer able to meet in traditional fairs for the direct networking. If the spread of epidemic is getting worse, and may last to the first half year in 2021.

The advancement of the internet and multimedia overcome the time and geographical limitation, beneficial to the bilateral .

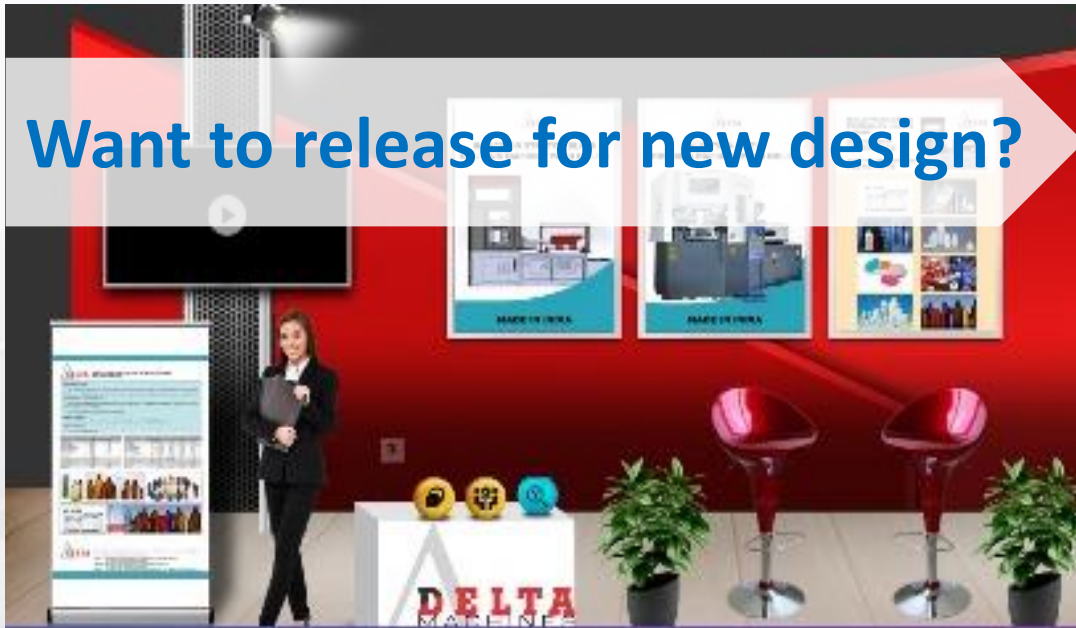
To help those to open up the business under the economic recession, we have made use of the virtuality on internet, to organize a trading event. Exhibitors can have the online display for the coming new products, which buyers can the chance to search for and talk with the exhibitors on the platform.

“Online Expo” – Marketing Strategy

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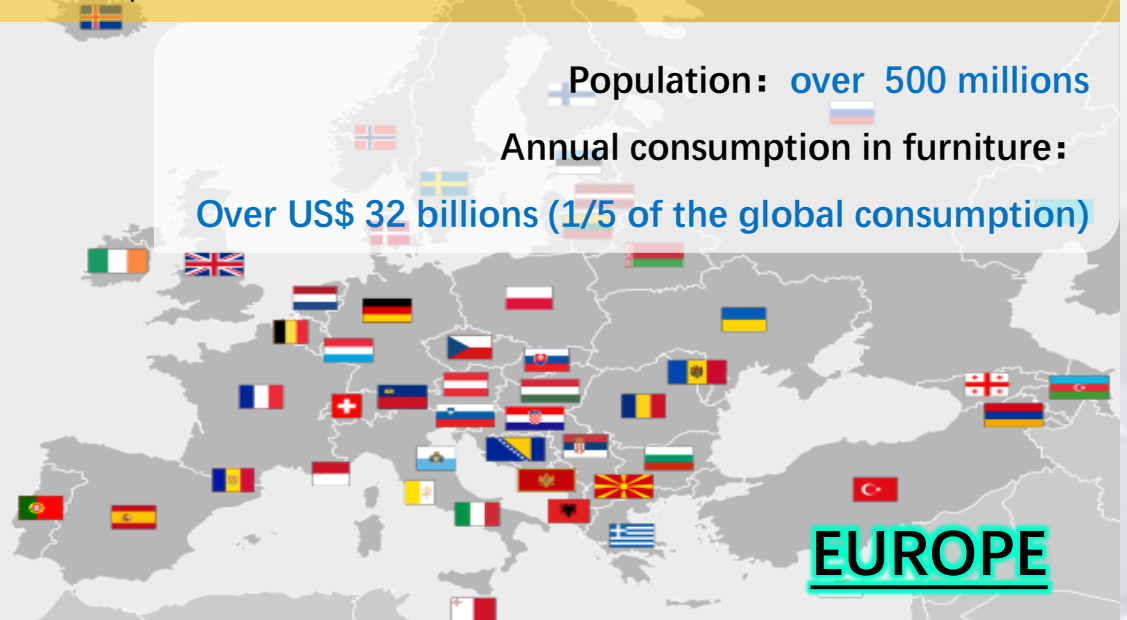
How to find out the **potential buyers**?

Want to release for new design?



Organizers will invite global buyers, not only from Europe and US, but also Australia, Middle East, South Africa, and South American countries.

Under Covid-19, the purchasing power from Europe does not reduced. Changing to “**Work From Home**” lead to the increasing demand for home and office furniture, daily consumption move to online platform.



“EAFOX” – Introduction

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Organizers Profile

Euro-Asia
Office &
Contract
Design Online
Expo



Euro-Asia
Furniture &
Interiors
Online Expo



EurAsia
Furniture
Materials &
Manufacturing
Supplies
Online Expo



EURASIA
FURNITURE MATERIALS &
MFG SUPPLIES ONLINE EXPO

Sales
Agents

Consist of 4 parts, including Home furniture, Office Furniture and Hardware supplies. It is a professional B2B platform organized by Expo Business Solution LLC (EBS), which supported by furniture association in Europe and South-east Asia, targeting at European and South-east Asian market.

Since its founding in 1998, RACING CHAMP EXHIBITIONS GROUP devotes to assisting the development of global market for all Chinese enterprises. Building a bridge for business enterprises between Chinese and foreign countries, Racing Champ provide comprehensive and wide range of services in helping exhibitors to join various well-known exhibitions in furniture, accessories, decoration, hardware, houseware and gifts.



EBS General Manager: Dudyreva Viktoria

Organizers

Expo Business Solution LLC (EBS) is an exhibition company for more than 9 years' experience. They are professional in organizing and implementing one-stop B2B activities, including exhibition organization, national conference and stand construction. EBS also organizes different exhibitions in Russia, Poland and other European countries, as well as UAE. EBS aims at assisting enterprises for business expansion, which is your reliable partner.

Besides, foreign sales agent from Indonesia, Singapore, Sweden and British, assisting in recruitment and advertising. Higher exposure and attract much more buyers.

Iran representative: Mr. Najafi

Indonesia representative: Mr. Susanto

Singapore representative: Ms. Candy Tan

Swedish representative: Mr. Anthony Chan

UK representative: Ms. Echo Yang

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“EAFOX” – Introduction

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8 Functions: The only one online platform with **APP** functions!



Product Photo/Video
With 80 photos and 3 Videos




Whova Event App
User Tutorial

With APP/Desktop version
Participants may use APP for contact, at anytime and any place



Video Meeting
Connect in a video conference



Online Enquiry
Leave messages with exhibitors



Community

Discuss different topic in the community area and allow all to share opinion



Furniture Product Category
Help buyers much easier to search for the target suppliers



Exhibiter **Buyer**

Business matching & online conference
Assisting in searching for target groups



Searching buyers information
Assisting in providing relative buyers information, and exhibitors can contact directly

“EAFOX” – Introduction

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Strengths

1. Integration of European furniture fair

People participated in different exhibitions to open up Eastern and Western European market, EAFOX fulfill all needs in online expo



2. B2B event respond to local buyers

Under the epidemic, global trading nearly stop. Traders cannot reach the Chinese or Asian countries for sourcing. Buyers request for the online expo to have a platform for purchasing.

3. Cost-effective

- X shipping
- X booth construction/display setting
- X overseas expense (accommodation, meals, or transportation)

4. Custom-made to Gcc, American and European markets

- *Organized by EBS Russia, with branch offices in UK, Sweden, Indonesia and Spain
- *Cooperated with European and Asian furniture associations
- *More fit to the common practice and market demand for Europe

5. Instant video conference for high effectiveness

- *Video conference can let the exhibitors to have direct meeting with visitors, which will not be affected by the long distance.
- *Practise as on-site conference.

6. Match with "Home Office" style

- * European companies change to "Home Office" under the epidemic
- * Online expo can run at everywhere, even home.



“EAFOX” – Introduction

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Product Category : **Outdoor vs Home**



BBQ & Utensils

Umbrella & Stands

Outdoor Furniture

Garden Decoration

Garden Tools

Camping



Outdoor Furniture

Home Furniture

Sofa/ Sofa Bed

Dining Set

Mattress

Classic Furniture

Home Deco

Living Room Furniture

Bedroom Furniture

Game Chair



“EAFOX” – Introduction

5

B2B buyers



Designer



Manufacturer



Chain Store



Wholesaler



Importer



Retailer



Online Store



“EAFOX” – Introduction

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Multi-Channel Promotion for Advertising Campaign!

✓ Previous exhibition shows, including UK, Germany, Poland, Turkey, Italy, France, Belgium, Spain and Sweden

Data from Southeast Asian, Middle East and European Furniture and Furnishing Fair

✓ Promotion on Facebook, Twitter, Instagram, etc.

Promotion on Social Media



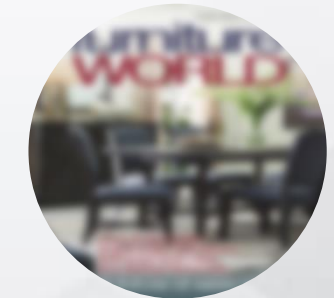
✓ Association from Russia, Cologne, Paris, Ukraine, Romania, Indonesia, Vietnam, Poland.
• Professional Conference organized by EBS, introduce EAFOX to buyers

Cooperation with overseas furniture association / Online conference

Professional Overseas Media Support

✓ Advertising on European furniture magazines

- Mebel-news.pro
- Furniture world
- FABRICAM
- Beautiful flats
- Beautiful houses



Racing Champ Exhibitions Group

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