

**DEXPO**  
东浩兰生会展  
DONGHAOLANSHENG EXPO

**ADTE**  
别墅设计及技术展  
House Design and Technology Exhibition

[www.houseexpo.net](http://www.houseexpo.net)

# 2025上海别墅设计及技术展览会

## House Design and Technology Exhibition 2025

打造舒适性、场景化、经济性的别墅盛会  
Creating a comfortable, scenarized, and economical House event

**2025.8.6-8**  
August 6-8, 2025

**上海世博展览馆**  
Shanghai World Expo Exhibition  
and Convention Center



**主办单位**  
ORGANIZERS

中国国际贸易促进委员会建设行业分会  
China Council for the Promotion of International Trade,  
Cooperative & Integrated Building Committee

东浩兰生会展集团上海现代国际展览有限公司  
DLG Exhibitions & Events Cooperation Limited Shanghai  
Modern Intentional Exhibition Co., Ltd.

**承办单位**  
CO-ORGANIZER

东浩兰生会展集团上海建智展览有限公司  
DLG Exhibitions & Events Cooperation Limited Shanghai Giant Exhibition Co., Ltd.



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展会门票

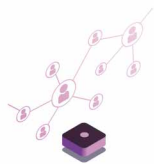


## 展会规模 Exhibit Scale



25000m<sup>2</sup>

展出面积  
Exhibiting Area(m<sup>2</sup>)



30000+

专业观众  
Visitors Brands



300+

参展品牌  
Brands



10+

精彩活动  
Events



## 行业背景

当前, 建筑建材行业正在步入结构性变革新周期, 随着《“十四五”规划和2035年远景目标纲要》的深入实施与房地产发展新模式的推动, 房地产市场必将迎来新的发展机遇。新时代居住需求的内涵和边界正在发生深刻变化, 不只是一定要解决住的问题, 还在如何提升生活品质上不断探索。随着新一轮宿集旅游区、文旅小镇、康养社区、城市更新、乡村振兴等项目的投资落地, 为别墅市场注入了新的活力。智能化、个性化、品质化的居住空间需求全方位提升, 经济适用、健康安全、舒适美观等居住理念已成为市场主流。

上海别墅设计及技术展览会顺应趋势, 探索细分市场, 以新生产力促转型。充分诠释别墅空间建筑全产业链风貌, 力求为企业打通商贸服务的决心, 打造中国市场极具价值的别墅领域专业商贸平台。

## 关于展会

上海别墅设计及技术展览会(以下简称上海别墅展)系国际绿色建筑建材(上海)博览会主题展之一, 顺应行业转型趋势, 为助力国家全面落实建筑师负责制的要求应运而生。依托19年建筑建材行业沉淀, 拥有优质展商资源及买家数据库。展会立足上海, 以长三角为核心辐射全球。展会打造“1+3+7+N”总体构架。即1个核心定位: 打造舒适性、场景化、经济性的别墅盛会, 聚焦“绿色”、“低碳”、“智能”、“安全”, 展现别墅智能化、环保可持续性、个性定制等别墅发展趋势; 3大主题展区: 别墅结构及外围护系统、别墅室内装饰、别墅配套及户外系统; 7大应用场景: 度假型酒店/民宿、私人别墅、适老化别墅、商墅、高端会所、新农村建设、城市更新; N场论坛活动: 主题论坛、沙龙、商贸对接会、权威评奖、项目参观等。贯穿产业链上下游, 提供趋势发布、展览展示、信息交流、商贸合作和获取订单的渠道。展会深度挖掘行业新商机, 持续推进行业转型升级、创新突破, 为行业走向市场化、专业化和国际化注入强劲动力。

## Background

Currently, the building materials industry is entering a new cycle of structural transformation. With the in-depth implementation of the 14th Five-Year Plan and the 2035 Long-term Vision, as well as the promotion of new development models in real estate, the real estate market is expected to embrace new growth opportunities. The definition and boundaries of residential demand are undergoing profound changes. Beyond urban renewal and rural revitalization projects, investments are also injecting new energy into the House market.

The demand for smart, personalized, and high-quality living spaces not only addresses basic housing needs but also explores ways to enhance quality of life. With the rise of new tourist accommodation areas, cultural tourism towns, and wellness communities, the focus is increasingly shifting toward affordable, healthy, safe, comfortable, and aesthetically pleasing living concepts, which have become mainstream in the market.

The Shanghai House Design and Technology Exhibition aligns with these trends by exploring niche markets and driving transformation through new productivity. It aims to comprehensively showcase the full industrial chain of House construction and design, demonstrating its commitment to facilitating business services and establishing a highly valuable professional trade platform for the House sector in the Chinese market.

## Expo Introduction

The Shanghai House Design and Technology Exhibition (hereinafter referred to as the "Shanghai House Expo") is one of the themed exhibitions under the International Green Building Materials (Shanghai) Expo. It aligns with industry transformation trends and was established to support the national implementation of the architect responsibility system. With 19 years of experience in the building materials industry, the expo boasts high-quality exhibitor resources and a comprehensive buyer database.

Based in Shanghai and centered on the Yangtze River Delta, the exhibition extends its reach globally. It follows the "1+3+7+N" framework:

- 1 Core Focus: Create a grand event for Houses that emphasizes comfort, scenario-based design, and economic value, with a focus on "green," "low-carbon," "smart," and "safe" development. It showcases trends such as smart technology, environmental sustainability, and personalized customization in House design.
- 3 Themed Exhibition Areas: House structure and exterior systems, House interior decoration, and House amenities and outdoor systems.
- 7 Application Scenarios: Including resort hotels/guesthouses, private Houses, aging-friendly Houses, commercial Houses, high-end clubs, new rural construction, and urban renewal projects.
- N Supporting Events: Featuring thematic forums, salons, business matchmaking meetings, authoritative awards, and project tours.

The expo integrates the upstream and downstream sectors of the industry, providing channels for trend releases, exhibitions, information exchange, business cooperation, and order acquisition. It deeply explores new business opportunities, continuously promotes industry transformation and innovation, and injects strong momentum toward marketization, professionalization, and internationalization.

## 参展范围 Exhibits Scope

### 别墅结构及外围护系统

#### 别墅结构：

预制装配式混凝土结构、钢结构、木结构、模块化建筑等

#### 外围护系统：

屋面材料、墙体保温、外墙装饰、门窗幕墙、建筑遮阳、防水材料、隔热涂料、防火材料等



### 别墅室内装饰

别墅室内设计、墙面材料、吊顶材料、地面材料、门窗、厨房、卫浴、楼梯、照明、软装、机电设备、辅助材料等

### 别墅配套及户外系统

#### 别墅配套：

别墅绿电、别墅电梯、私家影院、酒窖雪茄房、室内高尔夫、健身器材、健康睡眠、智能家居、停车设备、安防系统等

#### 户外系统：

别墅花园及资材、私家泳池等



### House Structures and Exterior Envelope Systems

#### House Structures:

- Prefabricated concrete structures
- Steel structures
- Timber structures
- Modular buildings

#### Exterior Envelope Systems:

- Roofing materials
- Wall insulation
- Exterior wall decorations
- Windows, doors, and curtain walls
- Building shading systems
- Waterproofing materials
- Thermal insulation coatings
- Fireproof materials

### House Interior Decoration

- Interior design for villas
- Wall materials
- Ceiling materials
- Flooring materials
- Windows and doors
- Kitchens
- Bathrooms
- Staircases
- Lighting
- Soft furnishings
- Mechanical and electrical equipment
- Auxiliary materials

### House Amenities and Outdoor Systems

#### House Amenities:

- Green electricity systems for villas
- House elevators
- Private cinemas
- Wine cellars and cigar rooms
- Indoor golf simulators
- Fitness equipment
- Healthy sleep solutions
- Smart home systems
- Parking equipment
- Security systems

#### Outdoor Systems:

- House gardens and materials
- Private swimming pools

## 精彩活动 Events



## 论坛活动

Think Tank Forum

论坛作为展会重点配套活动，2025上海别墅展组委会将持续重磅打造。**设置1场主题大会及N场特色活动，涵盖设计、技术、营销3大板块**，紧密契合“乡村振兴”与“城市更新”发展战略，以及“美好生活”理念的推广。在新质生产力的背景下，以全新视角，探索新农村别墅、度假型酒店、民宿、适老别墅、私家别墅等多元别墅产业融合。构建中国别墅行业新趋势发布专业平台，在协助企业品牌高效提出商业问题解决方案的同时，促进跨行业互动和企业交流合作，并为全产业链资源提供沟通交流、达成商贸合作的机会。



- 别墅设计及技术发展大会 #IP
- 别墅设计新趋势论坛
- 国际家居软装设计高峰论坛
- 别墅花园庭院设计师峰会
- 度假民宿设计高峰论坛
- 城市更新与建筑业转型发展论坛
- 适老别墅建筑设计趋势论坛
- “民宿+乡村振兴产业发展论坛
- 别墅全案系统设计论坛
- 暖通舒适家居生态论坛
- 别墅机电系统设计及工程装配技术应用论坛
- 绿色新材料在别墅建筑设计的应用与发展论坛
- 别墅建筑的绿色节能技术应用论坛

The forum, as a key supporting event of the exhibition, will continue to be a highlight of the 2025 Shanghai House Exhibition Organizing Committee's efforts. It will feature one main forum and multiple specialty activities, encompassing three major sections of design, technology, and marketing. These activities will closely align with the development strategies of "Rural Revitalization" and "Urban Renewal," as well as the promotion of the concept of "A Better Life." In the context of new productive forces.

The forum will explore the integration of diverse House industries such as new private Houses, resort hotels, homestays, elderly-friendly Houses, and rural Houses from a fresh perspective. It aims to establish a professional platform for announcing new trends in the Chinese House industry. While assisting enterprises in efficiently proposing business solutions, the forum will facilitate cross-industry interaction and corporate exchanges and collaboration. Additionally, it will provide opportunities for communication and trade cooperation among resources across the entire industry chain.

- House Design and Technology Development Conference #IP
- New Trends in House Design Forum
- International Summit on Home Furnishings and Interior Design
- House Garden and Courtyard Designers Summit
- Resort and Guesthouse Design Summit
- Urban Renewal and Construction Industry Transformation Forum
- Aging-Friendly House Design Trends Forum
- Homestay+green ecology,enabling the future of leisure vacation
- Comprehensive House Design System Forum
- HVAC and Comfortable Home Ecosystem Forum
- House MEP System Design and Engineering Assembly Technology Forum
- Application and Development of Green Materials in House Design Forum
- Green Energy-Saving Technology Applications in House Construction Forum



## 精彩活动 Events

### B2B 商贸对接会

B2B Business Matchmaking Conference

HDTE MATCHING 商贸对接会, 将提升参展时效性作为要务, 针对各个类别参展商及采购商的不同商贸需求, 有针对性地安排不同类型、不同形式的商贸对接会, 力求在3天的展览期间, 更精准地满足参展商与观众的贸易需求。

The HDTE MATCHING Business Matching Event prioritizes enhancing the timeliness of exhibitor interactions. By catering to the diverse business needs of exhibitors and buyers across various categories, it strategically organizes different types and formats of business matching sessions. The goal is to more precisely fulfill the trade requirements of exhibitors and visitors during the three-day exhibition period.

### 行业评选

Industry Awards



“REARD 文旅及乡村振兴创意设计大赛”由上海别墅设计展组委会联合 REARD 共同举办, 聚焦中国文旅及主题娱乐发展, 倡导文化创意设计引领未来, 探寻中国文旅及主题娱乐的民宿设计手法和理念。此活动为行业前沿评选, 洞察趋势, 面向参展商, 鼓励创新突破, 是企业推介创新产品的优选平台。

The “REARD Cultural Tourism and Rural Revitalization Creative Design Competition” is co-hosted by the Shanghai House Design Expo Organizing Committee and REARD. This competition focuses on the development of cultural tourism and themed entertainment in China, advocating for cultural and creative design to lead the future. It seeks to explore design techniques and concepts in guesthouse design related to cultural tourism and themed entertainment in China. This activity serves as a leading industry selection, insights into trends, and encourages innovation breakthroughs, providing an excellent platform for companies to showcase their innovative products.

### 专家智库

Expert Think Tank

“城市合作交流基地专家智库”由中国国际贸易促进委员会建设行业分会指导、中国国际贸易促进委员会建设行业分会城市发展国际交流合作基地筹建, 将邀请业界专家领袖加入, 结合“产学研”与“政策市场商业”, 探索团体标准, 打造产业联盟, 创新商业模式。旨在精准对接产业上下游, 整合资源共享, 发挥联盟经济效应, 实现合作共赢。



The "Urban Cooperation and Exchange Base Expert Think Tank" is guided by the International Trade Promotion Council's Construction Industry Sub-council and is being established by its Urban Development International Exchange Cooperation Base. It will invite industry leaders and experts to join, integrating “industry-academia-research” with “policy-market-business” to explore group standards, build industry alliances, and innovate business models. The aim is to accurately connect upstream and downstream industries, integrate resource sharing, leverage alliance economic effects, and achieve win-win cooperation.



### 交流晚宴

Networking Dinner

HDTE 交流晚宴, 是别墅产业品牌方、业主方、投资方、设计单位、工程方及供应链的闭门交流盛宴。实现高端对话, 融合社交合作、资源共享需求。

The HDTE Networking Dinner is an exclusive gathering for brand owners, property owners, investors, design firms, construction parties, and supply chains in the House industry. It aims to facilitate high-level dialogue, integrate social cooperation, and meet resource-sharing needs.

## 上届回顾

### Previous Edition Review

## 2024观众数据

专业观众**21,032**人次  
Total Professional Audience: 21,032 visits

国内**19,976**人次  
Domestic Audience: 19,976 visits

国外**1,056**人次  
International Audience: 1,056 visits



## 2024展品数据



**38.08%**  
别墅结构及外围护系统  
House structure and external protection system



**32.3%**  
别墅室内装饰  
House interior decoration



**29.62%**  
别墅配套及户外系统  
House Amenities and Outdoor Systems

## 观众类型

### Audience Breakdown

**16.2%** 地产开发商/项目业主  
Real Estate Developers/Project Owners

**24.99%** 设计(师)单位  
Design Firms

**17.8%** 建设施工单位  
Construction Companies

**22.6%** 经销商、代理商、贸易商  
Distributors, Agents, Traders

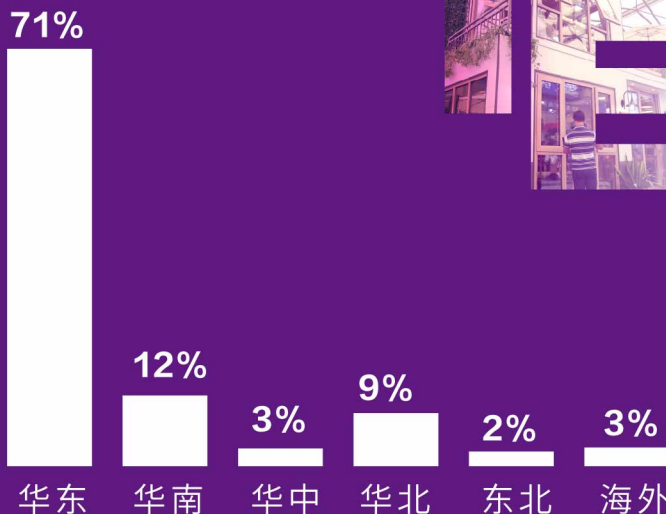
**10.62%** 科研院所/协会/政府职能部门  
Research Institutions/Associations/  
Government Departments

**3.2%** 投融资机构  
Investment and Financing Institutions

**4.59%** 媒体/其他  
Media/Others

## 展商所在地区分布

### Regional Breakdown of Exhibitors



## 宣传推广 Promotion

### 媒体矩阵 Media Matrix

9800,000+

百度、今日头条、TikTok、Twitter新媒体矩阵等平台曝光  
Impressions on platforms such as Baidu, Toutiao, TikTok, Twitter, and other new media networks

100,000+

官网、公众号曝光量  
Impressions on official website and WeChat public account

100+

行业合作媒体  
Industry cooperative media outlets



### 私域定向营销 Private Domain Targeted Marketing



122,000+

专业观众数据库，EDM/短信/电话定向邀约  
Professional Audience Database, targeted invitations via EDM/SMS/Phone calls

20+

细分垂直社群  
Segmented Vertical Communities

4000+

活跃粉丝  
Active Followers

### 合作媒体 Cooperative Media



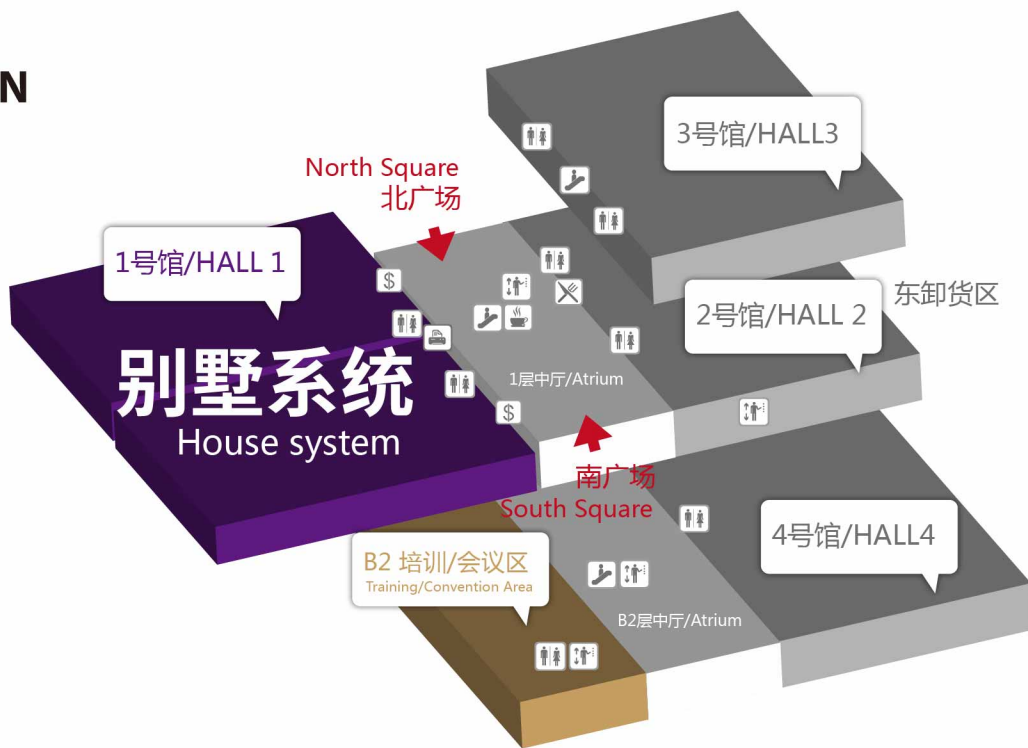
### 合作单位 Cooperative Partners

65+ 政府部门、设计集团、设计院及各级房地产协会、装饰装修协会、旅游协会联袂支持，并得到清华大学、同济大学、东南大学、西南交大等高级建筑设计学府鼎力支持与合作。

Over 65 government departments, design groups, design institutes, and various levels of real estate associations, decoration associations, and tourism associations have jointly supported the event. It also receives strong support and collaboration from prestigious architectural design institutions such as Tsinghua University, Tongji University, Southeast University, and Southwest Jiaotong University.



## 展馆平面图 PLAN



## 参展价格 Cost

展区 \ 规格 Area \ Type	标准展位 Standard booth (3m×3m)	光地 Raw Space (36m <sup>2</sup> 起租) (Minimum 36m <sup>2</sup> )
国内企业 Domestic	15800 元/展位 15800 RMB	1580 元/m <sup>2</sup> 1580 RMB/m <sup>2</sup>
境外企业 Oversea	2600 美元/展位 2600 USD	260 美元/m <sup>2</sup> 260 USD/m <sup>2</sup>

备注:

- 1、双开口标准展位加收10%;
- 2、标准展位3x3m;
- 3、标准展位配置:围板、楣板、地毯、一桌两椅、射灯及电源插座;
- 4、光地展位36m<sup>2</sup>起租,无展具配置;
- 5、光地展位另外涉及费用:电箱费+光地管理费+场地施工押金。

Notes:

- 1.A 10% additional charge applies for double-opening standard booths.
- 2.Standard booth size is 3x3 meters.
- 3.Standard booth configuration includes: partition walls, nameplate, carpet, one table, two chairs, spotlight, and power outlet.
- 4.Bare space booths start from 36m<sup>2</sup>, with no exhibition equipment provided.
- 5.Additional costs for bare space booths include: electrical box fee, bare space management fee, and site construction deposit.



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