



德国家居风尚
GERMAN
HOMESTYLE

German Living & Lifestyle Companies in China

powered by GERMAN WUNDERWERK



GEDANKENGUT

BACKGROUND

In August 2016 GERMAN HOMESTYLE – the presentation of German companies from the Living & Lifestyle sector – took place for the first time in Nanjing, the former capital of China. THE GERMAN PAVILION in the middle of the largest furniture fair in China.

The GERMAN HOMESTYLE hall represented the best of the best in German furniture and lifestyle brands on 12,000 square meters.

OBJECTIVE

We create a platform on which German value and world brands can present, sell and build on the great attractiveness of “GERMAN HOMESTYLE”, “MADE IN GERMANY” and “GERMAN TRADITION”.

The GERMAN HOMESTYLE shall become a steady institution with presentations also in other tier one cities in east China!

ALREADY PARTICIPATING BRANDS & BRANDS IN NEGOTIATION

KALDEWEI

SieMatic®

 **DURAVIT**

SIEMENS

GAGGENAU


KÖNIGLICHE
PORZELLAN-MANUFAKTUR
BERLIN


Villeroy & Boch
1748

PHOENIX DESIGN ■

BLANCO


PORSCHE DESIGN

KLAFS
MY SAUNA AND SPA

AXOR



BOSCH

Häcker
kitchen.germanMade.


HÜPPE
SHOWER AND SOUL

hansgrohe

mono

JAB
ANSTOETZ

GROHE

 **EFF**

ALISEO GmbH
GERMANY

ALNO®

**DORN
BRACHT**

nobilis®

SCHRAMM®

 **FSB**

GIRA

PARFUMS Y MUNICH
LEINIG

viega

BETTE

BabysLife®
SCHWANGERSCHAFTSDRINK

TARGET GROUPS

COMPANIES

The best of the best of the German furniture and lifestyle brands. Market leader in their segment.

- > FURNITURE
- > OUTDOOR PRODUCTS
- > BATHROOM AND WELLNESS
- > OFFICE AND WORKPLACE
- > BUILDING FIXTURES
- > WALL, FLOOR, CEILING
- > KITCHEN AND HOUSEHOLD
- > LIFESTYLE BRANDS AND PREMIUM PRODUCTS

END CUSTOMERS

The growing wealthy middle class and the prosperity of China.

MULTIPLIERS

State institutions and design associations: German Design Council, Messe Nürnberg, leading architects, project planners, interior designers, planners and developers, media, opinion leaders in the social and private environment.

GERMAN HOMESTYLE MISSION

WHAT WE WANT

1. Full service partner for top German Brands in china.
2. Building up a long-term common institution.
3. Successful performance with the best German brands and its perfectly fitting partners.
4. Realisation of a successful "road-show" event for all participants.
5. Creating a performing lifestyle event that evokes desires.
6. Addressing the desire to buy brands MADE IN GERMANY to the Chinese.
7. Presenting the German value brands as world brands.
8. Waking the desire of German lifestyle.
9. Supporting sense of community and realizing a fair contact by respecting cultures.

HOW CAN WE REACH THIS?

1. Creating the best platform together in a constructive way.
2. In cooperation with German and Chinese government
3. Through an intensive common discourse.
4. Open-minded, honest and fair.
5. With commitment, passion and courage.

GERMAN HOMESTYLE IS SUPPORTED BY:

- > THE GERMAN DESIGN COUNCIL
- > THE GERMAN GENERAL CONSULATE
- > THE CHINESE EMBASSY

MEMBER BRAND ADVANTAGES

As a member of GERMAN HOMESTYLE the leading German companies of the lines bath, kitchen, light, furniture and living & luxury accessories will profit from following benefits e.g.:

1. Business center, office space
2. Logistic center, warehouse capacities
3. Individual presentation in show rooms / flats
4. Online presentation
5. Contact to real estate developers / construction companies
6. Online tool for interior planing
7. Trade fair and road shows organized and executed by Messe Nürnberg
8. Iconic Award Ceremony in China
9. ...



GERMAN HOMESTYLE business centers

It is the philosophy of GERMAN HOMESTYLE to represent first class German brands in China united. Under our brand, you find suppliers of different products guaranteeing best quality and latest design.

Our main focus is on the interior design of houses and apartments. GERMAN HOMESTYLE helps chinese customers to create their individual home in German style.

To make this possible, we are establishing GERMAN HOMESTYLE business centers in China. These are all built in the same significant temporary German architecture and host the offices of our member-brands. They offer the possibility of a united marketing, united training and united logistics.

From there we organize exhibitions and road-shows for the B2C-business and offer training for our B2B-partners. GERMAN HOMESTYLE also means German craftsmanship and German service.

GERMAN HOMESTYLE business centers.



NICOLE ROESLER

Managing Director Conception, Customer Consulting



"True branding mastership appears in all aspects of reasonable, consistent and unique brand communication! It is the outcome of a creative process where the results miraculously appear the way they should have been all along!"

Writer, visionary for luxury and lifestyle, brand management and development, expertise in international branding, creates publicity, close and worldwide contacts to relevant specialists, luxury and lifestyle media and to opinion leaders in architecture, design, art and culture, creates world class branding, publicity, responsible for brands like Omega, Montblanc, Escada, Kaldewei, Grohe, AXENT.

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ANDREAS GANTENHAMMER

Managing Director Design, Creation



“Successful brands that are admired, desired, precious and of their own division do have one thing in common: quality and consistency in design. Brand design, product design and communication design. Nothing else is in our focus.”

Communication design, product design, web worlds, creator of patented technology, designer of innovative products, teaching work at Heinrich-Heine-Universität Düsseldorf. Foundation member of design council. Honored with several awards, nominations, brands and patents.

25 years of experience in design for Deutsche Mineralbrunnen, international fashion brands as well as for customers in industry, service and technology.

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KLAUS HUBER

Customer consulting Legal Advice



Developing efficient business structures is a creative process involving law and economy.

Business lawyer located in Europe, having practiced law in California and P.R. China. General Manager of a wholly foreign owned enterprise in China. 20 years in local public administration.

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LEI WANG

Free Consultant



Accomplished sales expert and personality that is home in both worlds:

- Germany with long term experience in the bath segment: Kludi, Kaldewei
- China with an excellent network within the retail and project segment and excellent connection to Chinese brand representatives!

He builds bridges, holds negotiations and supports the global success of GERMAN HOMESTYLE!

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WANG YAN

Consultant, Translator



Activities of Ms. Wang Yan include consulting on “Invest in Germany”, market entry / marketing in China for German companies and translation (German - Chinese).

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GWEN WU

Marketing, Account Manager, Customer acquisition



Her main areas of expertise include marketing and business development for luxury brands, brand development for European brands in the upper market segment in China, account manager (customer service) and customer acquisition.

STRUCTURE



THE GERMAN DESIGN COUNCIL AGREES TO GIVE THE FAMOUS ICONIC AWARD
TO GERMAN HOMESTYLE BRANDS DURING A FAIR EVENT IN CHINA



ANDREJ KUPETZ

General Manager of the German Design Council



Andrej Kupetz has been General Manager of the Rat für Formgebung/German Design Council in Frankfurt/ Main since 1999. He studied industrial design, philosophy and product marketing in Berlin, London and Paris. In 1997, after various positions in design management and university liaison, Andrej Kupetz joined German Railways (Deutschen Bahn AG) where he was responsible for brand management in the DB Group and for the implementation of various corporate-design processes.

Kupetz is member of the advisory board of the Design Management Institute Boston. Since 2011 Kupetz has been a member of the higher education council of the Hochschule für Gestaltung Offenbach/Main. That same year the European Commission appointed him to the European Design Leadership Board.

PREVIOUS EVENTS IN GERMANY AND CHINA

Presentations and networking events since 2016



GERMAN HOMESTYLE GET TOGETHER

Event at the exhibition tower in Frankfurt am Main, Germany / Spring 2016



EXAMPLE: NANJING DECORATIVE MATERIALS FAIR

Since 2000 Nanjing Decorative Materials Fair has been taken place semiannually and has already become the most famous fair in China in Home Decoration. 150.000 visitors came to the fair in 2015 and placed 70.000 orders.

After its renaming in GERMAN HOMESTYLE in 2016, the trade fair recorded a further increase in the number of visitors. The success of the trade fair exhibitors was also a success. Brands such as hansgrohe, for example, were able to increase their sales by 40 percent.

Diverse international awards have been given to the fair. The “Guide Support Exhibition” awarded by the Ministry of Commerce of the Republic of China as well as the “Honest and Advanced Industry” awarded by the Provincial Consumer Association. It is honored as “Excellent Exhibition” by the government of Nanjing.

OPENING CEREMONY GERMAN HOMESTYLE FAIR IN NANJING, CHINA

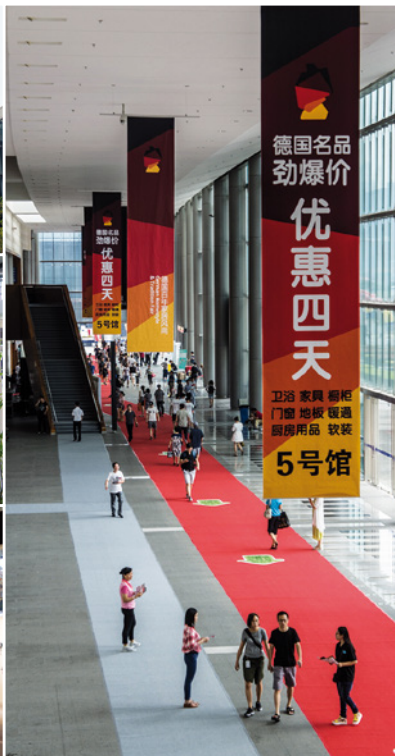
with presentations by German Design Council, Porsche Design and the German Consul General / August 2016





GERMAN HOMESTYLE FAIR

Nanjing, China / August 2016





GERMAN HOMESTYLE FAIR

Nanjing, China / August 2016



GERMAN WUNDERWERK MARKENDIALOG

First German Brand Dialog about Nanjing Fair and German Brands in China / Düsseldorf, Germany / November 2016



JOIN US FOR MUTUAL FRUITFUL
BUSINESS AND CONTACT US FOR
A FIRST NON BINDING CONSULTANCY!

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We are looking forward to
our common success!

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