



ASIA LIVING
Expo 2027

世界花园生活博览会专题展览

Special Exhibition of World Garden Living Expo

2027亚洲花园家具、 帐篷及遮阳用品展

Asia Living Expo 2027

中国
广州站

2027/5/15-17

广州·广交会展馆

CHINA IMPORT & EXPORT FAIR COMPLEX, GUANGZHOU

www.asialivingexpo.com

组织架构(拟)

ORGANISATION

主办单位 Organiser

广东鸿威国际会展集团有限公司

Guangdong Grandeur International Exhibition Group Co., Ltd.

支持单位 Supporters

英国休闲和户外家具协会 (LOFA)

美国家居产品联盟 (AHFA)

国际休闲家居协会 (ICFA)

Leisure & Outdoor Furniture Association (UK, LOFA)

American Home Furnishings Alliance (AHFA)

International Casual Furnishings Association (ICFA)

澳大利亚景观协会 (TLA)

美国景观设计师协会 (ASLA)

沙特景观建筑学会 (SSLA)

The Landscape Association (Australia, TLA)

American Society of Landscape Architects (ASLA)

Saudi Society of Landscape Architecture (SSLA)

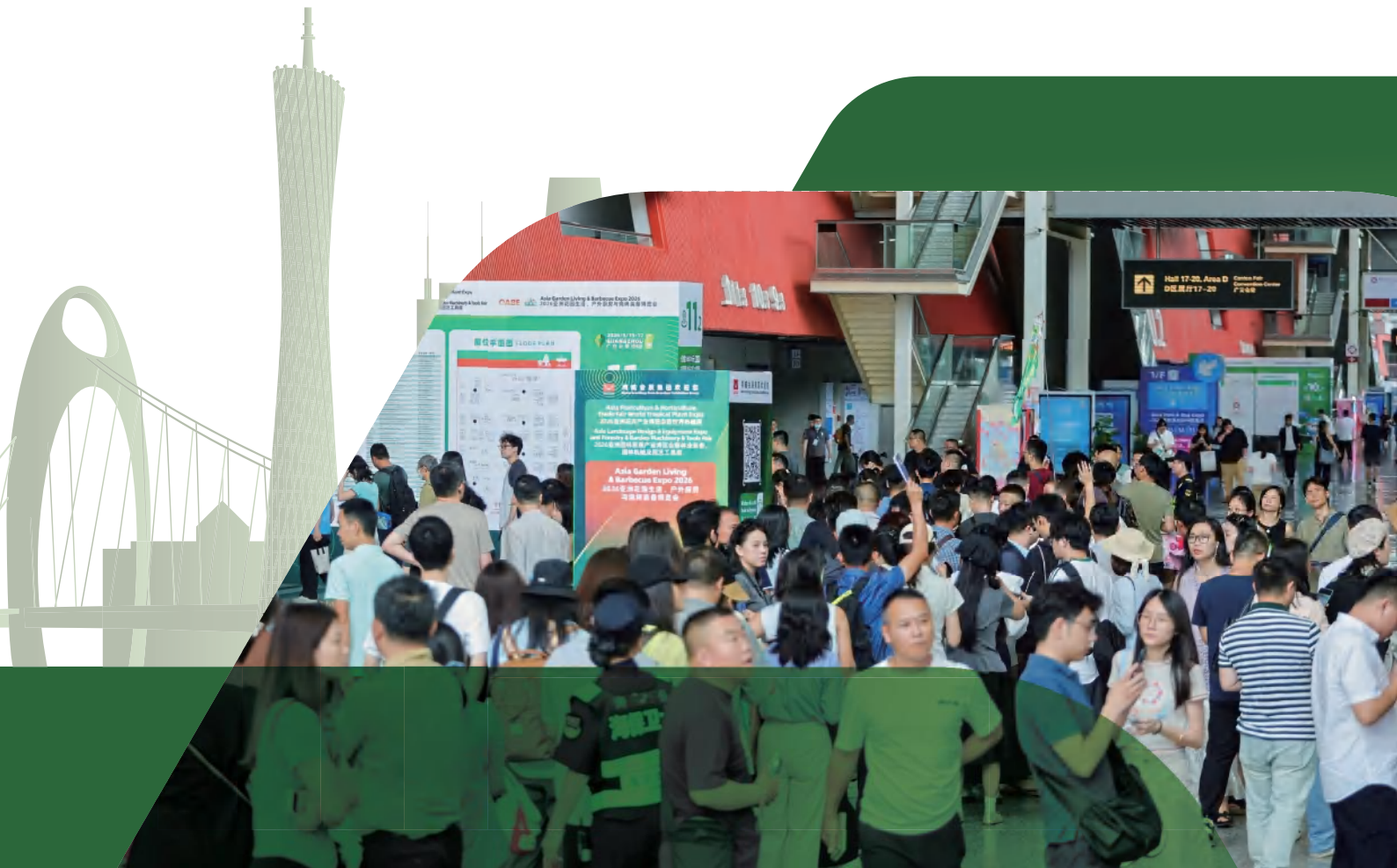
合作媒体 Media partners

Garden Trade News

EU Gardens

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ARTICLE



当前，全球户外休闲经济正加速迈入万亿级赛道。据Statista预测，2027年全球户外家具市场规模将达686亿美元，年复合增长率约5.8%。中国作为全球最大的花园家具出口国及快速增长的内需市场，预计2027年花园家具及户外休闲用品市场规模将超过1200亿元人民币（数据来源：中国家具协会/艾瑞咨询2026年预测）。

The global outdoor leisure market is rapidly growing into a trillion-dollar industry. Statista forecasts the global outdoor furniture market to reach US\$68.6 billion by 2027, with a CAGR of 5.8%. As the world's largest garden furniture exporter and a fast-growing consumer market, China's garden furniture and outdoor leisure market is expected to exceed RMB120 billion by 2027 (Source: China National Furniture Association / iResearch, 2026 forecast).

在消费端，一场深刻的“庭院革命”正在发生。随着居家生活方式的变革，叠加“双碳”政策驱动下的绿色消费升级，“花园生活”已从少数人的奢侈消费演变为千万家庭的刚性需求。从城市阳台到乡村民宿，从营地经济到文旅商综合体，花园家具、帐篷遮阳与户外生活场景正以前所未有的速度实现融合。

At the consumer level, a profound “garden revolution” is underway. Driven by changing home lifestyles and green consumption under carbon-neutral policies, “garden living” has shifted from a luxury for a few to a necessity for millions of households. From urban balconies to rural inns, from campsite economies to cultural-tourism complexes, garden furniture, tents, and outdoor living are integrating at an unprecedented pace.

在此背景下，**2027亚洲花园家具、帐篷及遮阳用品展览会**（以下简称“Asia Living Expo 2027”）将于**2027年5月15日至17日在中国进出口商品交易会展馆举行**，与2027亚洲泳池SPA展、亚洲花卉园艺展、亚洲户外厨房及烧烤展、亚洲园林景观展同期联动，多场景融合、打通产业边界，共同打造亚洲最大规模的全场景户外生活方式产业博览会，实现专业客流精准共享、跨界商机高效转化。

Against this backdrop, Asia Living Expo will be held on 15–17 May 2027 at the China Import & Export Fair Complex. Co-located with Asia Pool & Spa Expo, Asia Flower Expo, Asia Outdoor Kitchen & Barbecue Equipment Expo, and Asia Landscape Design, Equipment & Supplies Expo, the event will integrate multiple outdoor living sectors to build Asia's largest all-scenario outdoor lifestyle trade show, enabling precise buyer sharing and efficient cross-industry business matching.



30000+
展览面积 | Exhibition Area



300+
参展商 | Exhibitors



25000+
专业观众 | Trade Visitors



15000+
前沿技术及产品
| Innovative Products





全场景联动，一站式构建户外生活供应链

与亚洲户外厨房及烧烤展、泳池SPA博览会、花卉园艺展、园林景观展同期举办，总规模超10万m²，覆盖花园家具、遮阳帐篷、户外厨房、庭院景观、泳池水景等全品类，实现“从产品到场景”完整闭环。

Full-Scenario Integration for a One-Stop Outdoor Living Supply Chain

Co-located with Asia Outdoor Kitchen & Barbecue Equipment Expo, Asia Pool & Spa Expo, Asia Flower Expo, and Asia Landscape Design, Equipment & Supplies Expo, covering 100,000+ sqm The fair spans garden furniture, shade systems, outdoor kitchens, garden landscaping, pools and water features, creating a complete “product-to-scene” outdoor living ecosystem.



80,000+专业买家精准触达

同期主题展共享超过80,000名专业采购商，覆盖花园家具经销商、园林工程商、民宿/酒店/度假村采购方、文旅地产开发商、跨境电商卖家等高质量买家群体。

Precise Reach to 80,000+ Professional Buyers

Shared across co-located expos, connecting over 80,000 high-quality buyers, including garden furniture distributors, landscape contractors, B&B/hotel/resort purchasers, cultural-tourism property developers, and cross-border e-commerce sellers.



国际化平台，80余国买家到场

预计吸引来自80余个国家和地区的高质量海外买家，重点覆盖东南亚、中东、欧洲、北美等高增长出口市场，助力企业高效出海。

International Platform with Buyers from 80+ Countries

Expected to attract quality overseas buyers from 80+ countries and regions, with strong coverage of Southeast Asia, the Middle East, Europe, and North America, helping brands expand globally.



02 展会核心亮点

ASIA LIVING EXPO 2027 - SPOTLIGHTS



数据驱动招商，匹配精准

基于往届及同期展观众数据进行精准画像，结合展商需求表，定向邀约匹配度最高的专业买家，提升参展转化率。

Data-Driven Matchmaking

Using visitor data and exhibitor needs analysis, the show delivers targeted buyer invitations and precise business matching to maximise exhibitor ROI.



高端同期活动，直击行业痛点

多场行业峰会、趋势发布会、设计大赛、跨境电商选品对接会、海外采购专场等，帮助企业解决产品同质化、渠道不畅、环保合规等实际问题。

High-Level Events Addressing Industry Challenges

Industry summits, trend forums, design awards, cross-border e-commerce sourcing meetings, and overseas buyer sessions will help businesses tackle product homogeneity, channel expansion, and sustainability compliance.



权威国际协会背书

联合英国LOFA、美国家居产品联盟、国际休闲家居协会、澳大利亚景观协会、美国景观设计师协会等国际权威机构，提升展会公信力与全球影响力。

Endorsed by Leading International Associations

Supported by LOFA (UK), AHFA (USA), ICFA, TLA (Australia), ASLA (USA) and other global authorities, enhancing the expo's credibility and international reach.



2026年5月17日，以“智享自然，未来栖居”为主题的 2026 亚洲花园家具、帐篷及遮阳用品展（Asia Living Expo 2026）在广州·广交会展馆圆满收官。展会深度聚焦户外生活场景的智能化、生态化与个性化升级，展出面积逾25000 m²，汇聚全球300余家参展品牌，全景呈现从功能家具、智能遮阳、帐篷露营到庭院系统解决方案的全产业链生态。

On 17 May 2026, Asia Living Expo 2026, themed “Smart Nature, Future Living,” concluded successfully at the China Import & Export Fair Complex in Guangzhou. Focusing on smart, eco-friendly, and personalised outdoor living, the expo covered over 25,000 sqm and hosted 300+ global brands, showcasing the full industry chain from functional furniture and smart shading to camping tents and integrated garden solutions.



展会为期3天，累计吸引来自中国、美国、加拿大、墨西哥、俄罗斯、阿联酋、沙特、日本、韩国、澳大利亚、新西兰、新加坡、马来西亚、泰国、匈牙利、西班牙、德国、英国、印度、南非、中国香港等近50个国家及地区的海内外采购商到场选品采购。现场更是达成多项合作意向或签订订单，强劲释放了B端商贸采购需求，也加速推动着“中国智造”的花园家具及户外休闲用品产业出海全球。

The three-day expo attracted buyers from nearly 50 countries and regions, including China, USA, Canada, Mexico, Russia, UAE, Saudi Arabia, Japan, Korea, Australia, New Zealand, Singapore, Malaysia, Thailand, Hungary, Spain, Germany, UK, India, South Africa, and Hong Kong. Numerous deals and intentions were signed on-site, demonstrating strong B2B demand and accelerating the global expansion of Chinese-made garden furniture and outdoor leisure products.



04 展区规划--精准覆盖"花园生活"全场景消费链路

EXHIBITION ZONES – PRECISELY COVERING THE FULL “GARDEN LIVING” CONSUMER CHAIN

01



花园家具及户外家居

GARDEN FURNITURE & OUTDOOR LIVING

户外桌椅套装：铝制/铁艺/藤编/实木/HPL板材桌椅、吧台椅、高脚凳；
休闲躺具：太阳躺椅、沙滩椅、摇椅、吊床、秋千、蛋椅；
沙发及组合家具：户外沙发、L型转角沙发、模块化组合家具；
配套产品：户外茶几、边桌、花架、鸟浴盆、户外地毯、靠垫坐垫；
2027趋势新品：智能调温户外家具、可折叠/堆叠收纳系统、适老化花园家具、可持续材料家具（再生塑料/竹材/海洋回收材料）；

Outdoor dining sets: aluminium, wrought iron, rattan, solid wood and HPL furniture, bar chairs and stools;
Lounge furniture: sun loungers, beach chairs, rocking chairs, hammocks, swings and egg chairs;
Sofas & modular furniture: outdoor sofas, L-shaped sofas and modular sets;
Accessories: coffee tables, side tables, plant stands, bird baths, outdoor rugs and cushions;
2027 trends: smart temperature-control furniture, foldable/stackable storage systems, age-friendly garden furniture, and sustainable materials (recycled plastic, bamboo and ocean-recycled materials).



02



帐篷、遮阳棚及户外遮蔽系统

TENTS, AWNINGS & OUTDOOR SHELTER SYSTEMS

帐篷：露营帐篷、野营帐篷、隧道帐、印第安帐、车顶帐篷；
遮阳篷：固定式遮阳篷、可伸缩遮阳篷、窗户遮阳篷、阳台遮阳篷；
商业遮蔽：户外遮阳伞、天幕、凉亭、阳光房、凉棚；
配件及面料：帐篷面料、遮阳布料、支撑结构件、地钉拉绳、LED照明系统；
2027趋势新品：太阳能遮阳篷、智能开合遮阳系统、模块化快搭帐篷、A级防火面料；

Tents: camping tents, bivouac tents, tunnel tents, teepees, rooftop tents;
Awnings: fixed, retractable, window and balcony awnings;
Commercial shelters: outdoor umbrellas, canopies, gazebos, sunrooms, shade pavilions;
Accessories & fabrics: tent fabrics, shading materials, structural supports, stakes & ropes, LED lighting;
2027 trends: solar-powered awnings, smart opening/closing systems, modular quick-setup tents, Class A fire-resistant fabrics.



03



户外厨房、烧烤及庭院电器

OUTDOOR KITCHENS, BBQ & PATIO APPLIANCES

户外厨房系统：整体户外厨房岛台、不锈钢户外橱柜、户外水槽、操作台；
烧烤设备：燃气烤炉、炭火烤炉、烟熏炉、披萨炉、烟熏烤箱、烤架配件；
庭院电器：户外冰箱、户外制冰机、户外洗衣机、庭院取暖器、户外风扇、户外音响；
配件耗材：烤炉配件、清洁用品、烤架网格、户外餐具；
2027趋势新品：新能源户外电器（锂电/太阳能）、嵌入式户外厨房系统、智能控温烧烤设备；

Outdoor kitchen systems: complete kitchen islands, stainless steel cabinets, sinks, worktops;
BBQ equipment: gas grills, charcoal grills, smokers, pizza ovens, smoke ovens, grill accessories;
Patio appliances: outdoor fridges, ice makers, washing machines, patio heaters, fans, outdoor speakers;
Accessories & consumables: grill parts, cleaning supplies, grill grids, outdoor tableware;
2027 trends: new-energy outdoor appliances (lithium/solar), built-in kitchen systems, smart temperature-controlled BBQs.

04 展区规划--精准覆盖"花园生活"全场景消费链路

EXHIBITION ZONES – PRECISELY COVERING THE FULL “GARDEN LIVING” CONSUMER CHAIN

04



花园饰品、花园生活及软装

GARDEN DÉCOR, LIFESTYLE & SOFT FURNISHINGS

花园装饰：花园雕塑、风动雕塑、太阳能花园灯、花园灯笼、户外挂饰；
花园生活用品：户外餐桌用品、陶艺花器、户外香薰、花园玩具；
户外纺织品：户外桌布、遮阳网、防鸟网、攀爬植物架；
2027趋势新品：AI智能花园灌溉系统、花园氛围灯光系统、宠物友好花园产品；

Garden décor: garden sculptures, kinetic sculptures, solar garden lights, lanterns, outdoor ornaments;
Garden living products: outdoor tableware, ceramic planters, outdoor fragrances, garden toys;
Outdoor textiles: tablecloths, shade nets, bird nets, climbing plant supports;
2027 trends: AI smart irrigation systems, ambient garden lighting, pet-friendly garden products.



05



花园设施及庭院地面铺装

GARDEN FACILITIES & PATIO FLOORING

地面铺装：户外木地板、防腐木、塑木（WPC）、户外瓷砖、石板路、人造草坪；
围栏及结构：花园围栏、篱笆、格栅、花箱、爬藤架、凉亭木结构；
水景设施：户外喷泉、水池、鱼池、水循环系统；
2027趋势新品：模块化可拼装户外地板、再生材料铺装、智能水景系统；

Flooring: outdoor timber decking, treated wood, WPC, outdoor tiles, stone paths, artificial turf;
Fencing & structures: garden fences, hedges, trellises, planters, climbing frames, wooden gazebos;
Water features: fountains, ponds, fish pools, water circulation systems;
2027 trends: modular decking, recycled-material paving, smart water features.



06



商业及工程应用

COMMERCIAL & PROJECT APPLICATIONS

商用户外家具：餐厅/酒吧/咖啡馆户外家具、酒店庭院家具、民宿家具；
文旅及露营装备：营地帐篷、集装箱改造、露营基地整体解决方案；
跨境电商专区：一件代发产品、海外仓货源、小件户外用品；
2027趋势新品：预制庭院/模块化解决方案、文旅项目户外家具EPC方案；

Commercial outdoor furniture: furniture for restaurants, bars, cafés, hotels and guesthouses;
Tourism & camping solutions: campsite tents, container conversions, integrated camping solutions;
Cross-border e-commerce zone: dropshipping products, overseas warehouse supplies, compact outdoor goods;
2027 trends: prefabricated patios, modular solutions, EPC outdoor furnishing solutions for tourism projects.



2027亚洲花园生活方式趋势发布会



2027 Asia Garden Living Trends Forum

发布《2027亚洲户外生活消费趋势白皮书》，帮助企业明确方向，减少盲目开发。

Release of the 2027 Asia Outdoor Living Trends White Paper to help companies identify market direction and reduce blind product development;

跨境电商选品对接会



Cross-Border E-commerce Sourcing Matchmaking

亚马逊/TikTok Shop/Temu等平台买家现场选品，解决工厂"有货无渠道"的困境。

Buyers from Amazon, TikTok Shop and Temu source products onsite, helping factories connect with sales channels;

文旅民宿户外空间设计峰会



Outdoor Space Design Summit for Tourism & Hospitality

庭院改造+户外家具+遮阳一体化方案，解决文旅项目"选品难、落地难"的痛点。

Integrated solutions for patios, outdoor furniture and shading, addressing sourcing and project implementation challenges;

可持续户外材料创新论坛



Sustainable Outdoor Materials Forum

再生塑料/竹材/海洋回收材料应用，解决欧美市场环保合规痛点。

Exploring recycled plastics, bamboo and ocean-recycled materials to meet EU and US sustainability standards;

户外厨房与烧烤场景营销论坛



Outdoor Kitchen & BBQ Marketing Forum

庭院社交经济下的产品组合策略，解决单品销售乏力、场景营销不佳的痛点。

Product mix strategies for the garden social economy, improving scenario-based marketing and bundled sales

海外市场采购专场对接会



Overseas Buyer Matchmaking Session

定向邀请海外大买家一对一洽谈，解决企业出海"找不到买家"的痛点。

One-to-one meetings with key international buyers, helping brands expand into overseas markets

智能户外产品技术论坛



Smart Outdoor Technology Forum

智能遮阳/智能灌溉/太阳能户外电器，解决产品同质化、缺乏溢价的痛点。

Covering smart shading, smart irrigation and solar-powered outdoor appliances to enhance product differentiation;

花园家具行业年度数据发布



Annual Garden Furniture Industry Data Release

联合权威机构发布年度出口/内销数据，为企业决策提供数据支撑。

Joint publication of annual export and domestic sales data with leading institutions to support business decisions.


国际连锁零售商/采购中心：负责花园家具、遮阳产品、户外电器的跨国采购团队

International Retail Chains / Buying Centres: Multinational procurement teams for garden furniture, shading products and outdoor appliances;


海外进口商与分销商：覆盖东南亚、中东、欧洲、北美等区域的专业代理商及批发商；

Professional agents and wholesalers across Southeast Asia, The Middle East, Europe and North America;


跨境电商头部卖家：Amazon、Temu、TikTok Shop、AliExpress等平台垂直品类TOP商家

Top Cross-Border E-commerce Sellers: Leading category sellers on Amazon, Temu, TikTok Shop, AliExpress, etc.


酒店/民宿/度假村采购方：高端酒店、精品民宿、文旅地产项目采购负责人

Hotel / Guesthouse / Resort Buyers: Procurement heads from luxury hotels, boutique guesthouses, and tourism real estate projects;


国内渠道商及终端用户：家具建材市场批发商、户外用品专卖店、电商供应链采购方

Domestic Channels & End Users: Wholesalers in furniture and building materials markets, outdoor specialty stores, and e-commerce supply chain buyers;


政府部门/协会/商会：文旅局、公园管理中心、民宿行业协会等

Government Departments / Associations / Chambers: Tourism bureaus, park management centres, and guesthouse industry associations.


园林工程与景观设计公司：庭院设计、市政园林、商业景观工程采购商

Landscape & Garden Engineering Firms: Buyers for residential gardens, municipal parks and commercial landscape projects

宣传推广

Marketing & Promotion

线上线下全网营销：通过“分阶段精准传播+定向邀约+全周期服务”三维联动，实现品牌全球化覆盖。

Omni-Channel Marketing: Phase-based targeted promotion, direct invitations and full-cycle services to achieve global brand reach.

中外媒体：100+家行业媒体及大众媒体，包括Garden Trade News、EU Gardens、Homes & Gardens、ARTICLE、搜狐家居、腾讯家居等。

Media Coverage: 100+ industry and mainstream media, including Garden Trade News, EU Gardens, Homes & Gardens, ARTICLE, Sohu Home, Tencent Home, etc.

新闻深度报道：200+篇原创稿件，覆盖高端人群500万+人次。

In-Depth News Reporting: 200+ original articles reaching 5 million+ premium audience.

国内外社交平台精准触达：微信、抖音、微博、小红书、知乎、今日头条、Facebook、Instagram、X、YouTube、TikTok、WhatsApp等平台定向投放，快速触达海量信息与兴趣圈层，精准邀请专业买家。

Targeted Social Media Outreach: Direct promotion on WeChat, Douyin, Weibo, Xiaohongshu, Zhihu, Toutiao, Facebook, Instagram, X, YouTube, TikTok, WhatsApp, reaching niche and mass audiences while inviting professional buyers.

线下活动直面邀约：新闻发布会、行业沙龙、海外展会推介会等。

Offline Events & Direct Invitations: Press conferences, industry salons, overseas expo roadshows, etc.

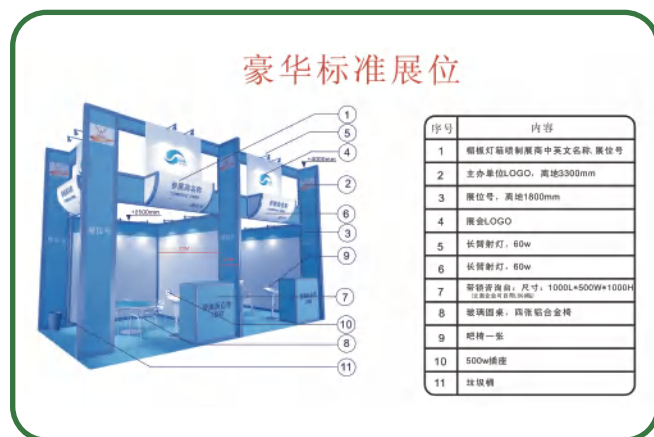
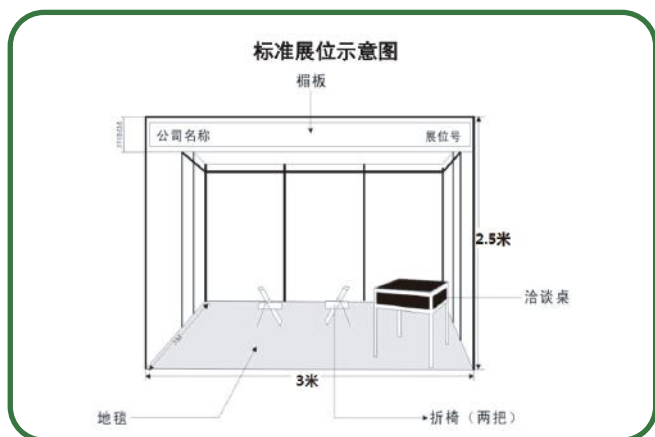


07

收费标准

FEES

展位类型 Booth Type	国内企业(RMB) Domestic Company (RMB)	境外企业(USD) Overseas Company(USD)	展位配置说明 Booth Inclusions
标准展位 Standard Booth	13800元/个 RMB 13,800 / Booth	2500美元/个 USD 2,500 / Booth	9m ² (3m×3m), 配备围板(2.5米高)、洽谈桌一张、折椅二把、日光灯二盏、中英文楣板、垃圾篓、地毯。 9m ² (3mW×3mL): wall panels (2.5mH); 1 negotiation desk; 2 folding chairs; 2 fluorescent lights; Fascia; Trash bin; Carpet
豪华标准展位 Luxury Booth	15800元/个 RMB 15,800 / Booth	3200美元/个 USD 3,200 / Booth	9m ² (3m×3m), 配备围板(4米高)、玻璃桌椅一套、楣板灯箱喷制、长臂射灯、带锁咨询台。 9m ² (3mW×3mL): wall panels (4mH); 1 set of Glass table and chairs; Fascia lightbox printing; Long-arm spotlights, Lockable information counters
空地 Raw Space	1500元/ m ² RMB 1,500 / m ²	250美元/ m ² USD 250 / m ²	36m ² 起租, 不包括任何设施, 参展单位需自行设计、装修, 组委会按RMB 50元/m ² 收取特装管理费。 Minimum space: 36 m ² . Space only, no facilities. Design and build by exhibitor. Management fee: RMB 50/m ²



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参展程序

PARTICIPATION PROCESS

1. 申请参展。参展企业详细填写《参展合同表》加盖公章, 与加盖公章的营业执照复印件原件一式两份快递至承办单位申请。
2. 展位安排。展位安排以“先报名、先交款、先安排”为原则, 为统一大会形象, 承办单位有权对少量展位予以调整。
3. 交款确认。参展企业合同签好后, 5个工作日内将参展费全额汇入承办单位指定帐户, 汇款电子底单发至承办单位。如未履行, 承办单位有权取消企业预订展位。
4. 合同确立。5个工作日内向参展企业回寄加盖公章的《参展合同表》, 承办单位收到款项后, 合同确立。
5. 会务接待、住宿、展品运输、布展等详见《参展商手册》, 《参展商手册》将于博览会开幕前两个月发送参展单位。
6. 除非申请单位因特殊原因不被承办单位接纳, 否则自行退展者, 已交费用概不退还。
7. 为保证展会的整体效果, 组委会将保留最终调整展位的权利。

1. Application: Complete and stamp the Exhibition Contract Form, and send it with a stamped business licence copy to the organiser (in duplicate) by courier.
2. Booth allocation: Based on “first come, first paid, first served”. The organiser reserves the right to make minor adjustments.
3. Payment: Full payment within 5 working days after signing the contract. Proof of transfer must be sent to the organiser. Non-payment may result in cancellation of the booth reservation.
4. Contract confirmation: Official stamped contract will be returned within 5 working days after payment is received.
5. Exhibitor manual: Details on reception, accommodation, logistics and setup will be provided in the Exhibitor Manual, issued two months before the event.
6. Cancellation policy: No refund for voluntary withdrawal unless rejected by the organiser for special reasons.
7. Final rights: The organiser reserves the right to make final adjustments to booth allocation for overall exhibition quality.



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