



# The Promotion of Shuitou Stone Fair

The organizer of 25<sup>th</sup> China (Nan'an) Shuitou International Stone Fair

September 11, 2026

# The Origin of China's Stone Industry: The Prosperity of Shuitou's Stone Industry Starts with the Stone Expo

Trace Back to the Source (Since 1999)



On May 18, 1999, the first "Nan'an (National) Building Materials Economic and Trade Fair" was held at the First Minnan Building Materials Market, which marked the earliest beginning of Shuitou "Stone Expo". It has evolved from an initial building materials exhibition to a professional stone exhibition; from a mobile exhibition hall to a fixed one; and from a regional exhibition with only Nan'an-based enterprises participating to an international exhibition with enterprises from more than a dozen countries. As a witness and participant in the development of Nan'an's stone industry, Shuitou Stone Expo has become the largest industry exhibition in China and one of the most influential and renowned professional stone exhibitions in the world. It continuously leads the development trend of the industry and serves as a bright business card to showcase the charm of Nan'an and the elegance of Shuitou as the "Stone Capital".

# The Origin of China's Stone Industry: The Prosperity of Shuitou's Stone Industry Starts with the Stone Fair

Industry  
Influence

For the stone industry in China, Shuitou Industry Influence<sup>\*\*</sup>: Stone Fair attracts over 1,000 enterprises at home and abroad and more than 100,000 professional visitors annually. The cumulative transaction volume has exceeded 100 billion yuan. It serves as a core platform for technical exchanges and trade matching, promoting China's transformation from a "large stone country" to a "powerful stone country".



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For the local industry in Shuitou, the Stone Expo has directly driven Shuitou to transform from a regional processing base to a global stone trade center, forming the pattern of "the world looks at China for stones, and China looks at Shuitou for stones". It has built a full-industry chain ecology integrating mining, processing, design and exhibition.



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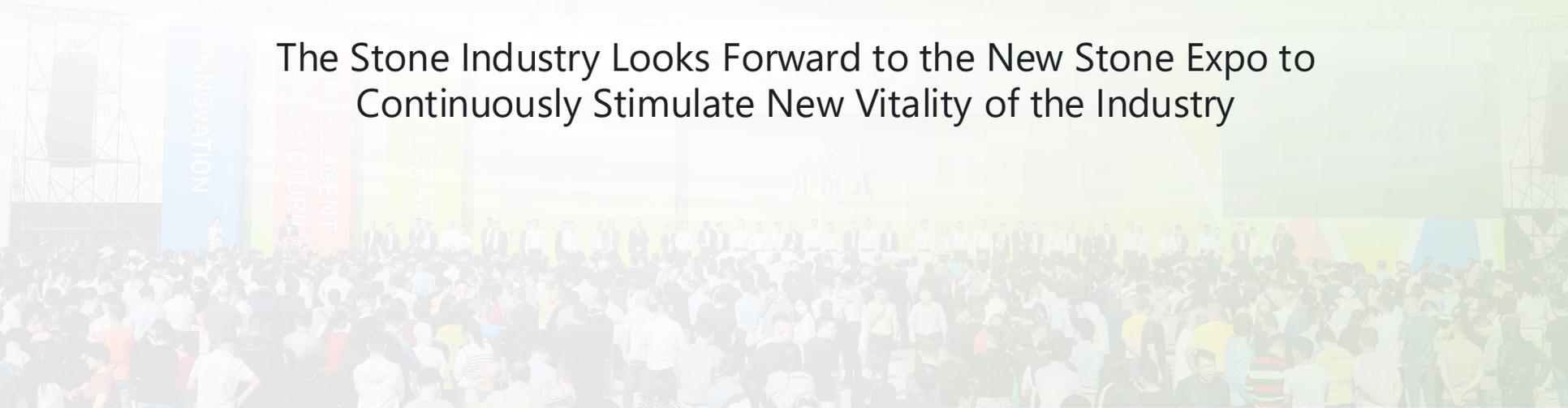
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# Trends Rising from Shuitou, Capital of Stone Fashion

Embarking on a New Journey After 25 Glorious Years

The Stone Industry Looks Forward to the New Stone Expo to  
Continuously Stimulate New Vitality of the Industry



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## 01 EXHIBITION POSITIONING

A flagship leader and the preferred docking hub for international miners and purchasers

A global launch site for high-end new stone products

A world-class multi-business format stone industry ecosystem



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## 02 INNOVATION MODEL

# 1+365

annual exhibition and  
trade model.

Eight Innovations

1. Break the time limit of traditional exhibitions and realize the "1 + 365 annual exhibition and trade" model.
2. Highlight the display of high-end and high-quality products to avoid homogeneous competition.
3. Strengthen the function of "Miners' Home" and become a global highland for the launch of new mineral products.
4. Rely on the National Stone Quality Inspection Center to build a release center for stone industry standards and technologies.
5. Gather global full-category stone resources to provide a "one-stop" source purchasing and sales experience.
6. Establish a new product release center with an exclusive operation team to enhance product popularity and seize market share.
7. Set up a designer material selection center with an operation team, introducing 30-50 enterprises and 100-150 product varieties, providing promotion support with zero rent, and building a communication and creative platform for designers.
8. Open an e-commerce live broadcast area and a stone home

## 03 PUBLICITY AND MOBILIZATION

### In-depth Promotion via New Media

- Select local top self-media influencers to participate in brand co-construction, conduct interviews with industry leaders, focus on promoting the Stone Expo, and carry out in-depth content cooperation and promotion to stimulate the enthusiasm of all sectors to participate.
- Operate the official WeChat public account and video account of the Stone Expo, and create content on top social platforms such as TIKTOK and YOUTUBE to attract public attention, focus on the topic popularity of the Stone Expo, regularly push exhibition updates and industry information, and enhance user stickiness.

04 EXHIBITION HALL  
RENOVATION



PART

04

The 25th China (Nan'an) Shuitou International Stone Fair

# 04 EXHIBITION HALL RENOVATION



# PART

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The 25th China (Nan'an) Shuitou International Stone Fair

# EXHIBITION HALL RENOVATION

SHUITOU STONE  
TRANSIT HUB  
DESIGN BY ACME



# PART

# 04

# EXHIBITION HALL RENOVATION



# PART

# 04

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# EXHIBITION HALL RENOVATION

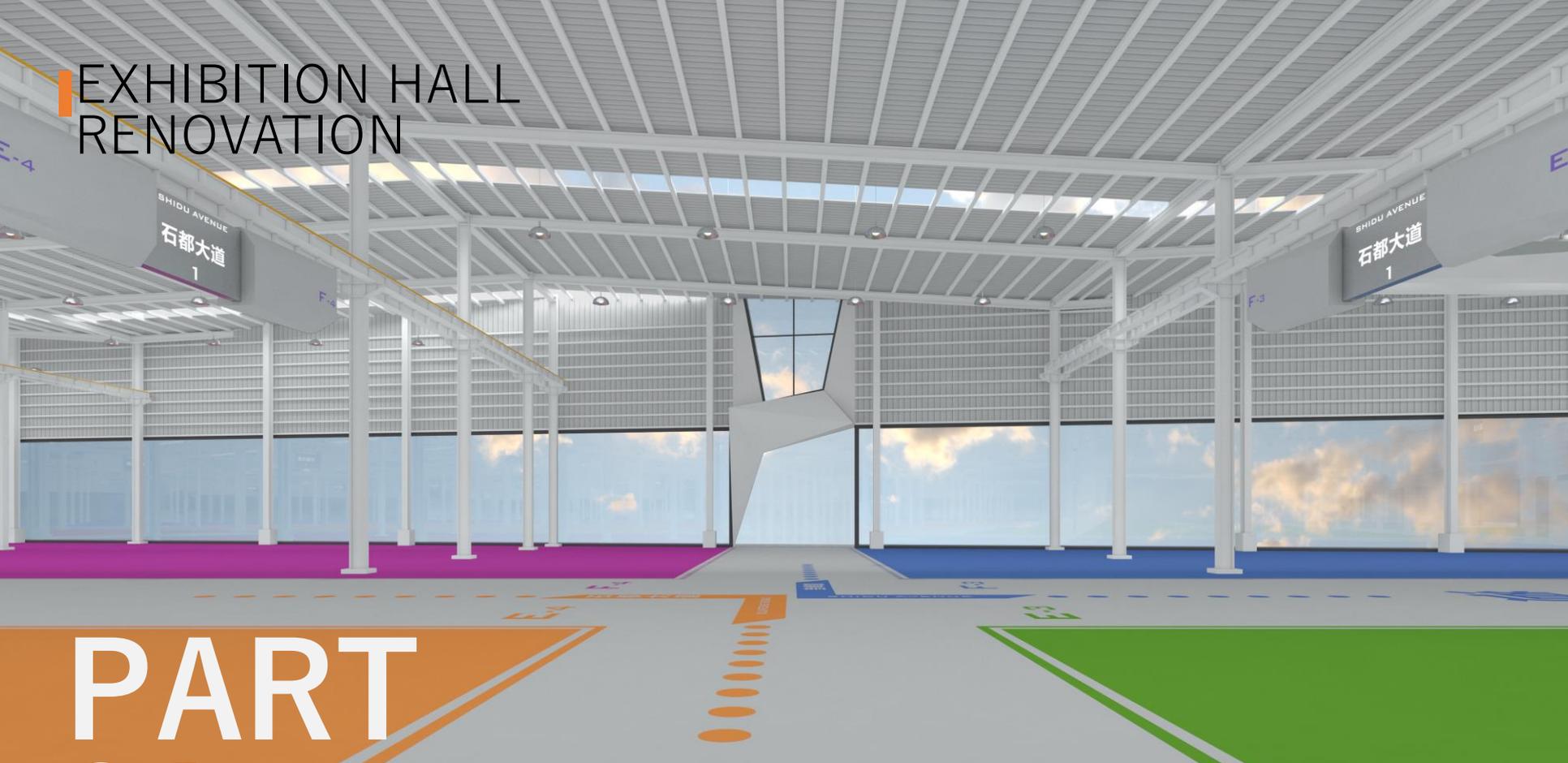


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# 04

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# EXHIBITION HALL RENOVATION

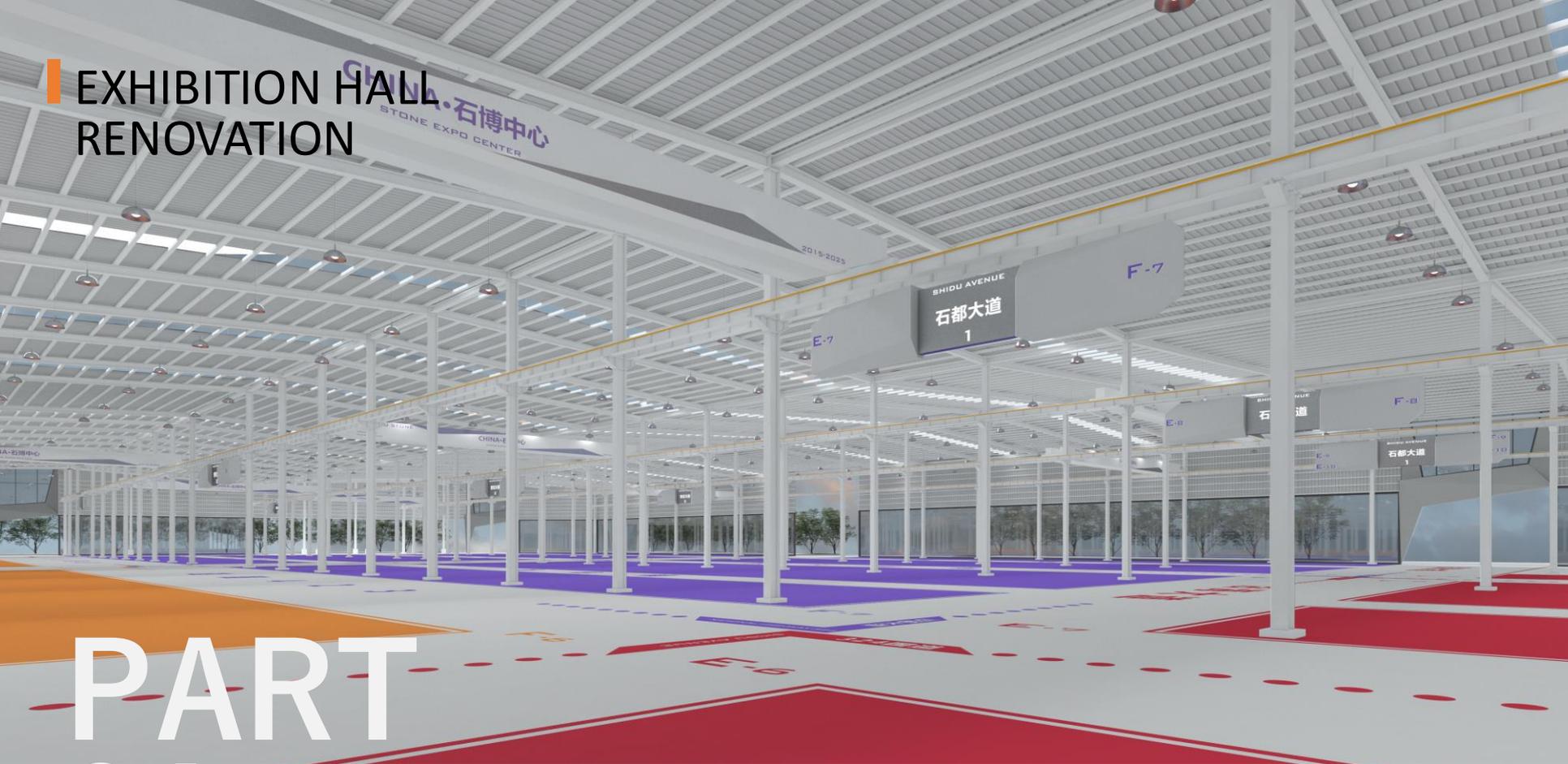


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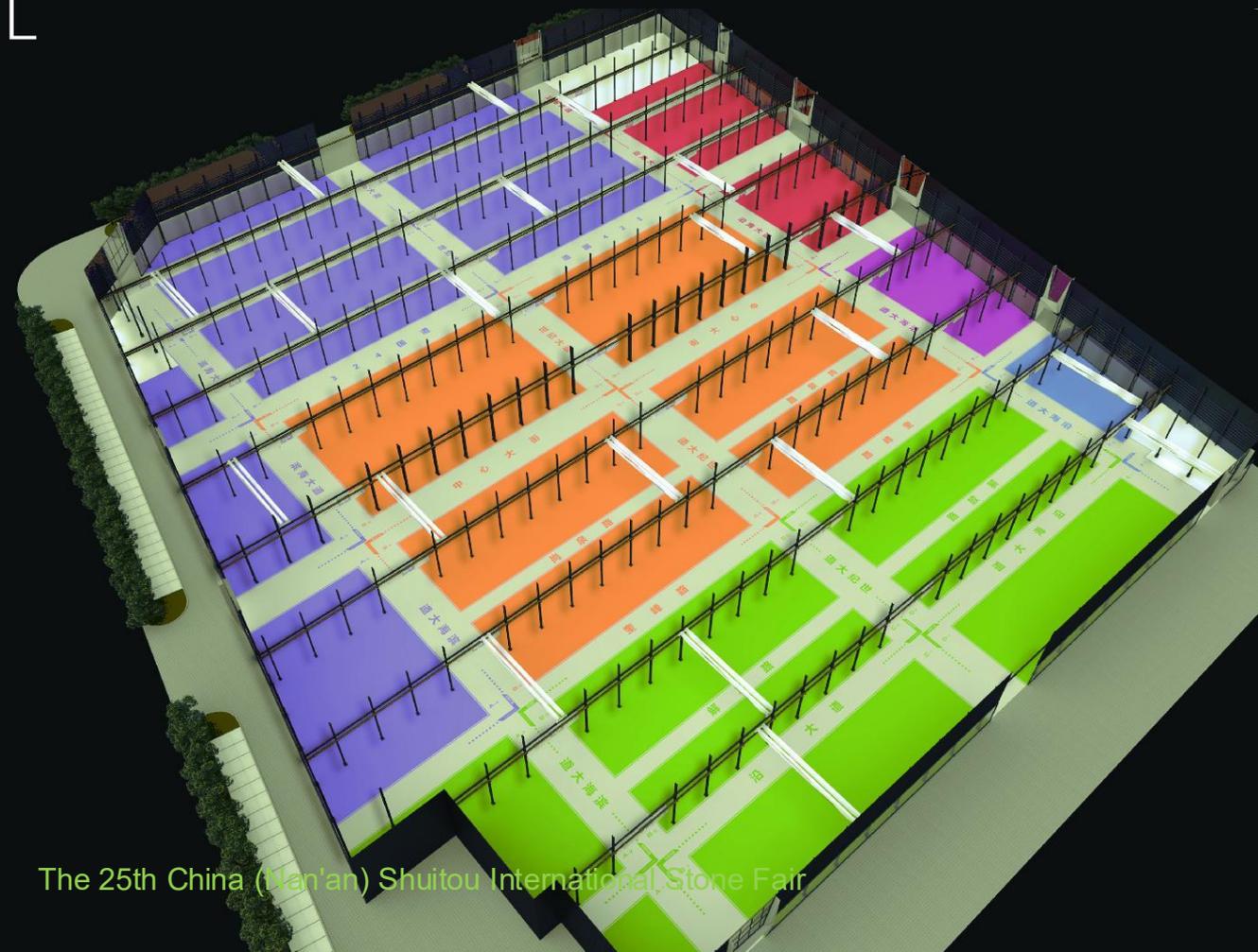


# PART

# 04

The 25th China (Nan'an) Shuitou International Stone Fair

# EXHIBITION HALL RENOVATION



# PART 04

The 25th China (Wan'an) Shuitou International Stone Fair

# EXHIBITION HALL RENOVATION



# PART 04



水头石博中心

SHUITOU STONE EXPO CENTER

中国·南安

**T H A N K   Y O U**

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