

March 18-21/28-31, 2018
See you in Pazhou, Guangzhou!

Phase 1: China Import & Export Fair Complex / PWTC Expo, Pazhou, Guangzhou March 18-21

Modern Home Furniture, Classical Home Furniture, Homedecor & Hometextile,
 Outdoor & Leisure, Home Furnishing Design

Phase 2: China Import & Export Fair Complex, Pazhou, Guangzhou March 28-31

Office Furniture, Hotel Furniture, Public Furniture, Medical & Healthcare Furniture,
 Workplace Equipment, Furniture Machinery & Furniture Raw Materials



中国对外贸易广州展览总公司
 CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.

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Post Show Report



The 40th China International Furniture Fair (Shanghai)

National Exhibition & Convention Center
11-14 September



www.ciff-sh.com

Time: September 11-14, 2017

Venue: National Exhibition & Convention Center (Shanghai)

Scale: 400,000 sqm

Exhibitors: 2,000

Visitors: 91,623

Hosts: China Foreign Trade Centre (Group)
Guangdong Furniture Association
Guangzhou Furniture Association
China Chamber of Commerce for Import & Export of Light Industrial Products & Arts-crafts
China Furniture & Decoration Chamber of Commerce

Organizer: China Foreign Trade Guangzhou Exhibition General Corporation

Celebrate 20th Anniversary to Start a New Journey

The 40th CIFF (Shanghai) Came to a Successful End

The 40th CIFF (Shanghai) came to a successful end at National Exhibition & Convention Center (Shanghai) on September 14, 2017. Celebrating its 20th anniversary, CIFF created a bridge to connect the entire industry chain at home and abroad as a flagship trade platform. The 4-day exhibition hosted 2,000 exhibitors from all over the world and received 91, 623 professional

visitors from around 200 countries and regions, with an increase in the number of visitors by 8.18% over the previous year, hitting a record high. The active support and participation by the industry is undoubtedly the best reward for CIFF!



A Flagship Platform to Gather the World

CIFF (Shanghai) created a relaxing and comfortable environment for suppliers and buyers in the furniture and home furnishing industries. Covering a total space of 400,000-square-meter, the four-day exhibition created unlimited opportunities for exhibitors and professional visitors.

It was told excitedly by an exhibitor that their booth was extremely crowded with 4,800 visits per day and even 9 visitors came per second in average during peak hours.



A Comprehensive Collection to Lead the Trend

The 40th CIFF (Shanghai) is not only an effective platform to "make products sell well". It is also a trendy gateway to "sell well-made products". Home Furniture, Homedecor & Hometextile, Outdoor & Leisure, Office Show and Furniture Machinery & Raw Materials-five sectors showcased new products of unique design and quality function. The Customized Furniture/Smart Home section became the focus of attention thanks to new technologies and new concepts such as data storage and smart chips, leading a new trend of intelligent

furniture.

During the exhibition, 90.33% of exhibitors showcased new products and many brands held product launches. As a weatherglass of the furniture industry, CIFF is playing an increasingly important role in reflecting and promoting new fashion. With infinite vitality, it not just brings satisfactory returns to enterprises but also facilitates industry innovation through continuous development and reform.



Two Decades of Sharing, Two Cities of Excellence

Jointly witnessed by more than 400 elites in the furniture industry at home and abroad, CIFF's 20th Anniversary and the 40th Session Gala took place on September 10. Six categories of awards were presented to associations and enterprises for their cooperation with CIFF over the

past two decades, including the Glorious Contribution Award, Excellent Partnership Award, Supreme Friendship Award, Outstanding Supporters Award, Industry Shakers Award and Rising Talents Award.



CIFF worked with the National Humanity History, a magazine under People's Daily to jointly launch the 40th CIFF Special Issue. The issue covers the stories about 40 furniture industry movers and shakers over

the past two decades and focuses on how CIFF has facilitated "Made in China" to go global and helped Chinese people to gain a well-off life.



Those who keep up with the times are the strong while those who reform and innovate become winners. On the occasion of the 20th anniversary and 40th session, looking back on the past and looking forward to the future, CIFF will keep forging ahead and follow the

principle of prioritizing exhibitors and visitors with the pursuit of creating a better life and better work for all. Through innovation and improvement, enhanced quality and optimized services, CIFF will strive to realize the Chinese dream of the furniture industry.

**The next step is every step of persistence. Every step is a further step of advancement.
See you in Guangzhou in March 2018!**



Landbond has a close relationship with CIFF and has never missed any session over the past two decades. From Guangzhou to Shanghai, it is a difficult challenge, but the whole team of CIFF always maintains a positive attitude and has achieved significant results. The 40th CIFF (Shanghai) sees great improvement from booth planning to the arrangement, diversity and richness of exhibits. We are very pleased to see it making continuous progress. We have strong confidence in CIFF.

Li Hongyao

Vice President,
Landbond Group

Zhang Jiayong

Chairman, UE Furniture Co., Ltd.

UE and CIFF are close strategic partners. Over 10 years of cooperation, CIFF has provided enterprises with a platform to exploit the domestic and foreign market. The 40th CIFF Shanghai received a large number of visitors since the first day, which was beyond our expectation. There is great improvement in each session. We believe that CIFF will do better and better!



We have joined CIFF since last year and have established partnerships around the world. CIFF is becoming increasingly influential in the furniture industry in Shanghai, in China and even the world. It has brought us more benefits and opportunities.

Qiu Fujian

Domestic Furniture GM &
Assistant GM, Yihua Life

Wang Ruyong

President of China Area,
Creative CO-OP Home

We have cooperated with CIFF for a decade, and are very optimistic about this platform. As a homedecor industry leader, we hope to bring about more and better foreign lifestyle and design to the Chinese market through this platform. Each session of CIFF makes progress and attracts more international brands. The product design and quality is excellent and China's design concepts continue to be presented in CIFF. We are very pleased to join such a platform and are confident that it will be better-off in the future.



This year we only participate in two exhibitions: IFA and CIFF. This implies how important CIFF is to CENTURY. CIFF not only exerts powerful influence overseas, but also has abundant domestic visitors. CENTURY is very optimistic about CIFF. After the show, CENTURY will summarize what we have gained and prepare for further expansion into the Chinese market.

Alex Shuford III

CEO, Century Furniture LLC.

Xu Chao

General Manager, Zhongshan
OPK Hardware Product Co., Ltd.

OPK has cooperated with CIFF for more than 15 years. We are very pleased to participate in CIFF's 20th anniversary! CIFF provides us with a display platform to compete with many outstanding brands and also inspires enterprises to develop more exquisite products. CIFF (Shanghai) 2017 enjoys immense popularity. It is hoped that OPK can, as always, grow together with CIFF!



Comments

from

Exhibitors



CIFF is a very important platform for product sales and brand building. Thus it is of great significance to enterprises. I would like to congratulate on the 20th anniversary of CIFF. Over the past two decades, Zuoyou has evolved with CIFF and we hope to continue the glory together.

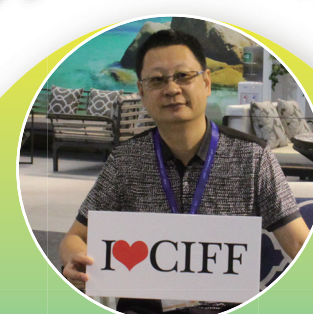
Hong Xiaoshan

Executive Vice President,
Zuoyou Sofa

Liang Guiquan

Vice General Manager, HC28

CIFF has obvious advantages as an exhibition platform. It sets the trend in the industry as an innovative exhibition. With continuous breakthroughs, CIFF forecasts market demand and delivers the best experience to visitors.



CIFF is a very influential exhibition platform, which could be listed as a world class furniture fair together with Milan Furniture Fair, High Point Market and Imm Cologne. Over 20 years of cooperation, CIFF has provided enterprises with a platform to grow and develop. Every time it constantly solicits opinions and suggestions from exhibitors. I believe that CIFF will be better and better.

Zhu Yadong

General Manager,
Ever Gaining
Furniture Manufacturing
Limited

Piergiorgio Franca

CEO
Biesse China Co., Ltd.

We have worked with CIFF for 3 years. CIFF has the largest amount of space and visitors amongst the industry in Asia. Biesse will continue to cooperate with CIFF and contribute to the development of the customized furniture sector.



CIFF presents a large number of products and gives me a lot of inspirations. I just visited the Design Hall. There are many innovative design that make the show very attractive.

-----Visual Designer from Switzerland

I attend CIFF for business cooperation. I also come to find out the trends of products. CIFF presents traditional Chinese furniture and oriental aesthetics. It's amazing.

-----Designer from Germany

Furniture stores in Pakistan need a lot of products. We hope to find more suppliers from CIFF. It provides a great variety of beautiful furniture. The design for sofas, chairs and cabinets are quite novel. It's a fantastic exhibition!

-----Furniture Mall Buyer from Pakistan

Comments from Visitors

I visit Design Hall to obtain information and trends about product design. CIFF is fantastic and attractive in many details ranging from furnishings to accessories.

-----Designer from Taiwan

I visit CIFF to seek a suitable furniture brand to represent. I walk around and find that CIFF is very large and hosts many excellent brands. I'm a little overwhelmed!

-----Dealer from Shanxi

CIFF is an international exhibition that hosts many international exhibitors. We are very happy to find a good source of goods here. It's rewarding!

-----Visitor from Shanghai

Comments from Media

Sina.com

CIFF is a specialized platform that brings together the best products in segmented markets under one roof so that all professionals can tell which is better. Whether there is any innovation in product R&D can be apprehended at a glance. CIFF objectively promotes positive competition and pushes the industry from extensive to intensive development, from selling products at the beginning to selling works and design, promoting consumption upgrade.

----- 2017/9/5 Liang Naxin, Chairman of Guangzhou Furniture Association | CIFF: From Selling Products to Selling Works

PR Newswire

Witness the Pinnacle" Hongqiao Design Forum recently held by CIFF invited top designers and industry experts from China, the United States and Japan to share design concepts and ideas centering on the hottest design topics.

----- 2017/9/15 CIFF (Shanghai) Brought Together World-known Designers to Create the Hongqiao Design Forum

People.cn

As the weatherglass of China's furniture industry, the four-day CIFF (Shanghai) opened at National Convention and Exhibition Center. Around 2,000 furniture brands displayed the latest products. The original design of Chinese exhibitors became a highlight.

----- 2017/9/11 CIFF Opens Today

On-site Events

CIFF 20th Anniversary and 40th Session Gala

The 20th Anniversary and the 40th Session of CIFF took place in Shanghai in September 2017! CIFF, known as the weatherglass of China's furniture industry, has developed into one of the world's

top furniture exhibitions, rivaling Milan Furniture Fair, Imm Cologne and High Point Market.



CIFF-Grand Lecture

CIFF invited Mr. Shan Jixiang, Director of Palace Museum, to share "the inheritance and innovation of Chinese furniture craftsman spirit" with more than 400 furniture industry elites. The two-hour

inspiring lecture gained immense popularity and was highly praised by the audience as "the only speech in recent years they have participated without making a single glance at the cellphone".



The 1st Pinnacle Awards Asia-Pacific

The ceremony of the first Pinnacle Awards Asia-Pacific took place during the 40th CIFF (Shanghai), building a bridge of cooperation across the Pacific in the furniture and home furnishing sector. 30 works stood out from more than one thousand pieces and successfully obtained the "golden key" to enter the

US and global markets. The Pinnacle Awards Asia-Pacific has greatly enhanced the level of original furniture design in China and the Asia-Pacific region, promoting the industry development and furniture trade of the Asian and global market.



"Witness the Pinnacle" Hongqiao Design Forum

The "Witness the Pinnacle"-Hongqiao Design Forum specially invited the world's furniture industry icons including Mr. Jonathan Adler, US famous designer, Mr. Masayuki Kurokawa, Japanese famous architectural and industrial designer and Mr. Alex Shuford

III, President and CEO of Century Furniture to share their design philosophies. Besides, Chinese and American designers, entrepreneurs and media jointly discussed their understanding of good design, sparking wisdom and inspirations.



On-site Events

The EAST Design Show



With three years of cooperation, EAST Design Show continued to be the focus of attention in CIFF(Shanghai). Every visitor was deeply impressed by the exquisite design elements including Sino-Swedish Design Exchange Exhibition, 100 Tea Sets Art Wall, EAST Salon and Youth Collection. Showcasing brilliant, youthful and vibrant oriental design, East Design Show was conducive to turning good design into good business.

China Interiors & Decorations Conference (Autumn)

China Interiors & Decorations Conference (Autumn) 2017, jointly hosted by CIFF and Art Design Center ("ADC"), opened at National Exhibition & Convention Center (Shanghai) on September 11.

As a biannual industry event, it is committed to building an authoritative platform for the industry exchanges and resource matching under the theme of "Times & Design+".



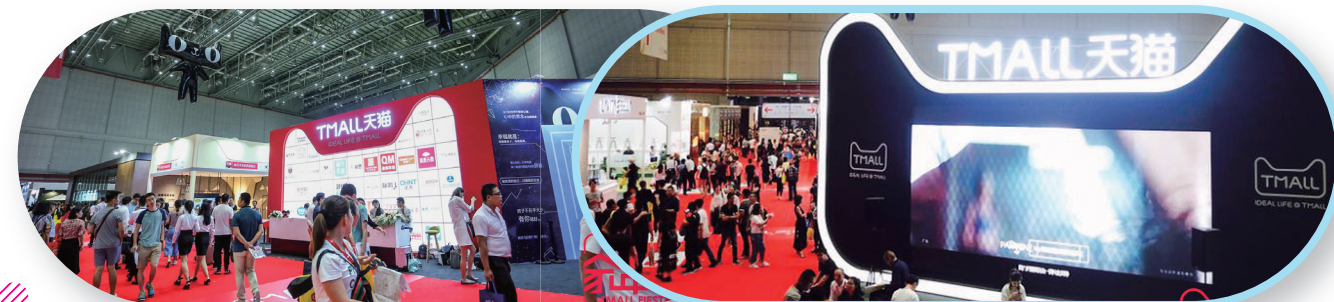
2017“时代 设计+”
中国软装大会(秋季)论坛
暨国际艺展中心战略发布会

"Times & Design+" 2017 China Interiors and Decorations Conference (Autumn)
International Art Design Center Strategic Release Conference

CIFF & Tmall Deco Carnival

This was the second stop of strategic cooperation between Tmall and CIFF. The first cooperation took place at CIFF (Guangzhou) in March 2017. Despite the change in venue, the innovative gene of

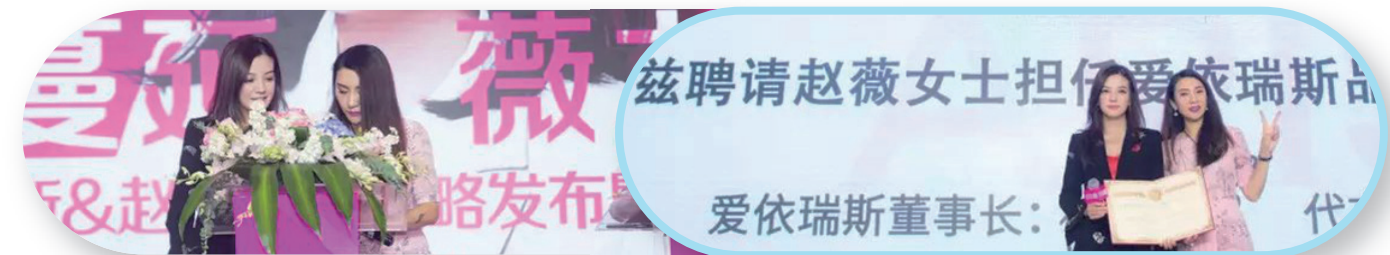
Tmall remained. Besides finding quality products, Tmall was good at using some fresh technologies to make the products shine, promoting changes in the furniture retail industry.



Aris Strategic Brand Launch

"Love Spreads with Boundless Charm"-Aris & Vicky Zhao Strategic Brand Launch took place at National Exhibition & Convention Center (Shanghai) on September 11, 2017. Vicky Zhao, famous

Chinese actress, attended the 40th CIFF (Shanghai) and renewed the contract with Aris, witnessed by furniture industry leaders, guests and over 100 media.



Future Office, Joyful Office

As offices in the future will be dominated by the Post-90s and Post-00s generations, life, fashion and joy will certainly be the trend of development. Curated by Mr. Xu Zhaoming, a professional in China's office environment and furniture industry, the Office Life Theme Pavilion presented the theme of Joyful Office. Six emerging brands participated, including Gaozhuo, Niufang, Qumun, Maratti, Kano and Huagui, each turning a 70-square-meter space into an executive area, working area or mixed area and showcasing different styles of joyful office.



The 1st "Belt & Road · Blooming World" International Furniture Industry Cooperation Summit

To implement China's Belt & Road Initiative and help China's furniture industry grasp the new opportunities arising from the Initiative, CIFF (Shanghai) worked with China Furniture & Decora-

tion Chamber of Commerce and Yuexing Group to hold the 1st Belt & Road International Furniture Industry Cooperation Summit Forum on September 12.



2017“一带一路·花开世界”家居业国际合作论坛

THE BELT AND ROAD FLOWER WORLD
"Belt & Road" Home Industry International Cooperation Forum

1981年，丁晓莺等...
了月...
1991年...
集团成立，丁晓莺...
2008年，月...
梦想...
2017年...
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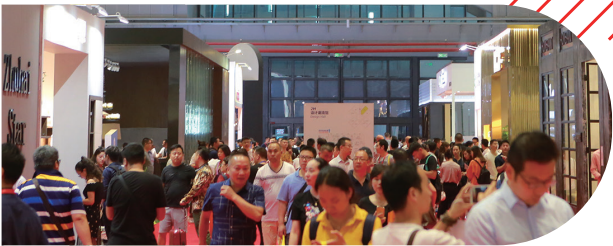


International Buyers Delegation

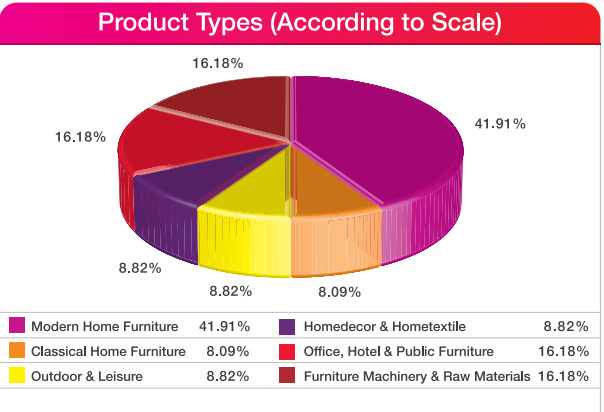
On Site Events Of the 40th CIFF (Shanghai)

Date	Theme	Organizers
Sept.10	CIFF 20 th Anniversary and 40 th Session Gala & The Award Ceremony of Pinnacle Awards Asia-Pacific	CFTE
Sept.11	The 1 st China Home Industry Internet & Intelligent Technology Conference	CFTE, CFDCC
	Press conference of Yeswood and Visawood	Shanghai Davenboe Furniture Co., Ltd.
	New Products Launch of UE	UE FURNITURE CO., LTD.
	China's Capital of Rattan-iron Crafts---Press Conference on Anxi Industries with Over Ten Billion Output Value	Anxi Furniture Technology Chamber of Commerce
	New Processes, New Materials, New Trends	Furniture industry chain
	China Interiors & Decorations Conference	CFTE, Shenzhen MJH Art & Design Center Co., LTD
	New Product Launch of ARIS	ARIS, CFTE
	2018 China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair Press Conference	CFTE, Adsale Exhibition Services Ltd.
	Press Conference of Victory Domestic Exclusive Distributors	Guangzhou Victory Industry Co., Ltd.
Sept.11-12	New Product Launch of MLILY	Milily China
Sept.12	Government Procurement and Public Procurement Introduction	CFTE, Government Procurement Information
	Reality and Ideal-Designer Kinney Chan's keynote speech	CFTE, SOHU
	Stay True To The Mission Inspirational Forward- New Products Release & Outdoor Furniture Distributors Conference	Guangdong Outdoor Furniture Association, CFTE
	Victory Overseas Distributors Conference	Guangzhou Victory Industry Co., Ltd.
	Post youth, new faction life New Product Launch of Huahe Group	Huahe Group Co., Ltd.
	The Belt and Road Forum for Home Industry International Communication and Cooperation	CFTE, CFDCC
	The decryption of 3D mattress	JIMEI Textile Co., Ltd. , AIMASI INTELLIGENT EQUIPMENT Co., Ltd.
	Witness the Pinnacle-Hongqiao Design Forum	CFTE, ASFD, HPMKT, Sina
	FAMILY FURNITURE	FAMILY FURNITURE, A BETTER LIFE
	Channel Change in New Retail of Home Industry Forum	CFTE, JIUZHENG
	Domestic Trade Matching Event	CFTE
	Explore New Trade Channels in the Era of Big Data	China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts CFTE
Sept.13	Trends in Home Interior Design: The Interaction of Space and Flower Arrangement	CFTE, Shenzhen MJH Art & Design Center Co., LTD.
	Fusion-Innovation	Sanweijia Information Technology Co., Ltd. Nanxing Machinery Co., Ltd.
	Homexpress Solution of Modern Home Logistics	Chengdu home through logistics Co., Ltd.
	International Trade Matching Event	CFTE
	CIFF & TMALL Carnival	CFTE, Tmall
Sept. 11-14	EAST DESIGN SHOW	CFTE
	Pinnacle Awards Pavilion	CFTE, ASFD, HPMKT
	Office Life Theme Pavilion	CFTE
	HURUN HOME	CFTE, HURUN
	CBDA ART & DESIGN OF SOFT FURNISHINGS IN CHINA	CFTE, CBDA
	MARATTI SHOW	Maratti Furniture Co., Ltd. Shanghai
	Meloburg Smart home product launch event --"New life,core environmental protection,heart service "	Ningbo Keying Home Supplies Co., Ltd.

Data Analysis



Exhibitor Data



Visitor Data

