

1 HOME FURNITURE

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2 Office and Commercial Space

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3 CIFI / interzum guangzhou

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Design Trend / Global Trade
Full Supply Chain / All in CIFI

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GUANGZHOU PAZHOU
🏠 Canton Fair Complex / PWTC Expo

Design Trend / Global Trade / Full Supply Chain / All in CIFI

POST SHOW Report

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2022
7.17-20 / 7.26-29 GUANGZHOU / PAZHOU



HOME FURNITURE

Home Furniture, Homedecor & Hometextile
Outdoor & Leisure

2022.7.17-20
Pazhou Canton Fair Complex



Office and Commercial Space

2022.7.26-29
Pazhou Canton Fair Complex



CIFM / interzum guangzhou

2022.7.26-29
Pazhou Canton Fair Complex

Exhibition area (m²)

510,000

Number of exhibitors

2,593

Professional audiences

139,574



The 49th CIFF Guangzhou Successfully Held

The 49th CIFF Guangzhou took place during July 17-20 and 26-29, 2022. It was jointly hosted by China National Furniture Association, China Foreign Trade Centre (Group) Co., Ltd., Red Star Macalline Group Corporation Ltd., Guangdong Provincial Furniture Association, Hong Kong Furniture and Decoration Trade Association, and organized by China Foreign Trade Guangzhou Exhibition Co., Ltd.

Themed "Build a Better Home Together, Serve the New Pattern", the event covered Home Furniture, Homedecor & Home Textiles, Outdoor & Leisure, Office and Commercial Space, and CIFM/Interzum Guangzhou with a total exhibition area of 510,000 square meters. More than 2,500 brand enterprises from 23 countries and regions attracted 139,574 professional audiences. Among them, Chinese enterprises come from 24 provinces, municipalities and autonomous regions. It was the first time that CIFF Guangzhou was held online and offline, of which the online exhibition witnessed 50.19 million page visits. As a large international platform for home furnishing exhibition, CIFF Guangzhou actively promotes high-quality development of the industry by facilitating business growth, expanding domestic demand, stabilizing foreign trade and promoting consumption. It strives to promote dual circulation of domestic and foreign markets and satisfy people's needs for a better life.





Muti-Dimensions Display of Top Brands

The 49th CIFF Guangzhou gathered companies from upstream and downstream of the furniture industry. Top brands at home and abroad competed with other, having delivered a feast for the eyes.

1

Home Furniture

——Whole Exhibition Design, Lead the Trend, One-stop Procurement Platform

CIFF-Home furniture covering the themes such as high-end design, suite furniture, whole house customization and upholstered furniture. Homedecor&Hometextile covers the integrated space display, lighting, decorative paintings, artificial flowers and other interior decorations. Outdoor & Leisure focuses on presenting the outdoor home furnishing products such as leisure tables & chairs, gardening decorations and sun-shading equipment, creating a one-stop sourcing platform for professional visitors including global buyers, traders and cross-border e-commerce.

Landbond \ Kinwai \ KINETIC \ Steel - Land \ Menoir \ Gainwell \ sofaland \ CHIC CASA \ COZY \ Wooden Art \ Landsun \ Dash Casa \ Man Wah \ Kuka \ HTL \ M&D \ ZUOYOU \ Lifestyle \ UE \ Henglin \ Sleemon \ Milly \ YONGHUA ROSEWO \ Pilot \ New Noubel \ CORNER \ NOTTING HILL \ centro casa \ XMX \ C/M(CASA MITHRIDATE) \ FUNHOME \ PAVARINI \ D&B HOME \ Myrosey \ LINYA \ M&Q \ ARTSOME \ MINBO AIRLAND \ Sealy \ Long Life Basics \ Slumberland \ Kingkoil \ Lancer Dream Sinomax \ KINGSDOWN \ Emma \ sleep one \ Midea \ Serta \ LetSleep \ Dormilala \ SENCHUAN \ Modern Home \ LianFeng \ Levía \ KUNDESIGN \ HIGOLD \ Artie \ EVER GAINING \ sunwell \ Flolenco \ A&B home \ JINGCHANG \ SILIAN \ Saint Marco \ Eastern Diamond Star \ Fennessy \ MISS LAPIN \ D . sky
u-living (in random order)



2

Office and Commercial Space

—The World's Top and Asia's Best Exhibition,
a Barometer and Benchmark of the Industry

As a benchmark of the industry, the exhibition is leading in the globe and the best of its kind in Asia. It attracted a range of brands which exhibited technology-intensive products and there was a high degree of international participation. The event featured upgrade of design, quality, intelligent manufacturing and strongly promoted the industry towards more efficient, sustainable and higher quality development.



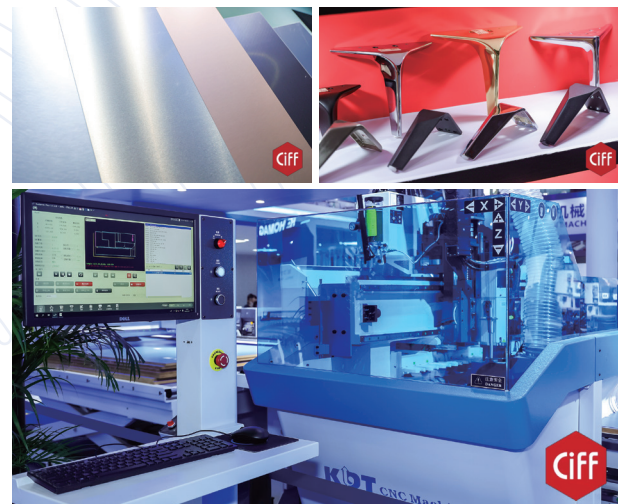
Sunon \ Victory \ Saosen \ Jongtay \ Bear One \ Huasheng \ Dious \ Kano.cn \ LMFU \ Kintig \ Hongye \ Oman \ KeJing \ KALN \ YOPYE Bull \ Donggang \ KINWAI \ Quama \ Motostuhl \ Xinda Clover \ Paumei \ YAVON \ Gokeng \ Ho Yan \ UE \ Henglin \ Usena \ B.one \ Sitzzone \ ASIS \ FuricCo \ GTChair \ MSDA \ Aobin \ BOP \ Sitstar \ Sihoo \ Yipai K+N \ KI \ LINAK \ Flokk \ OKIN \ OMT \ SISDOO \ Onmuse \ Cubespace \ Henfon \ deli Plus \ HAG \ BMA \ ERGONOMICS \ Giroflex \ OFFECCT \ RBM \ RH \ NEW CENTURY \ Malmstolen (in random order)

3

CIFM/interzum guangzhou

—Application of Cutting Edge Achievements:
New Momentum of the Intelligent Manufacturing Industry

Recognized as the world's top, the biggest and most comprehensive professional flagship exhibition in Asia's furniture manufacturing and raw materials industry, CIFM/interzum guangzhou focuses on new product, new concept, and new technology, covering machinery, equipment, hardware accessories, furniture accessories, and other themes. Top domestic and foreign brands all appear in exhibition. As the top event, CIFM/interzum guangzhou provides new inspirations for intelligent manufacturing and material innovation.



BACCI \ BIESSE \ Cefla \ Dekui \ Freud \ Hanslaser \ HOMAG China \ HUAHUA \ HOLD \ Hua Jian \ Hengchang \ Hengye \ IMA \ IECHO \ Giantway \ KDT \ Kehua \ Lianrou \ Leitz \ Qilin \ Motimac \ Makino \ Xinma \ Nanxing \ Naigu \ PMSK \ Prettech \ Qianchuan \ Richfruits \ SANDAR \ Tuodiao \ WEINIG \ excitech \ Yuetong \ Yuantian and ITTA \ AHEC \ ARPICO \ XINQUNLI \ Anran \ Anli \ Aibo \ Aidefu \ Weihong \ Boyteks \ Coolist \ DewertOkin \ ALVIC \ Dilong \ Dream Leader \ Furen \ Global Textile \ Henkel \ Huali \ Huawon \ Huacai \ Hyundai L&C \ impress \ Interprint \ jowat \ Kastamonu \ Kangqiang \ Kronospan \ Jiashijia \ JSY \ Kinnay \ Kaimei \ Kaijie \ Liwang \ Liamax \ LamiGraf \ Lien A \ LINAK \ L&S \ Lenier \ LX \ HAUSYS \ Motek \ perfect \ Quanli \ Qifeng \ REHAU \ Schattdcor \ Sugatsune \ SURTECO \ SUSPA \ SABA \ Sinowolf \ Sendme \ Taiqiang \ Home Magic \ Yaodonghua \ Yueshan \ Zhao Gang \ Zhong Hong \ Zhuokai \ Chiwah and Zhongrun Huayuan \ AOSITE \ Bonreal \ DTC \ GARIS \ ILIN \ Italiana Ferramenata \ FGV \ Jusen \ Locomotive \ Meaton \ King Slide \ Unihopper \ LUSTERFUL \ TUTTI \ Meiki \ Yongwei \ Yihui \ Nuomi \ Novei \ opk \ ONUS \ SH-ABC \ Taiming \ Titus and KEA (in random order)

Insights into Future Trends from Special Exhibitions

It was the first session since CIFF Guangzhou announced its new positioning centered on design trend. Consisting of trend release, design display, interactive communication, etc., the 49th CIFF Guangzhou featured eight themed exhibitions for providing inspiration and stimulating creativity: 2030+ International Future Office, CMF Trend Lab, Design Dream Show on Contemporary Home Furnishing, D2M Lab, Design Exhibition on Young People's Day and Night, Firefly Museum for Children's Space, Intelligent Sleep, and the Office Theme Pavilion. The talents and wisdom of hundreds of designers, artists and curators were put into play to showcase forward-looking innovative design and give insights into future trends in the home furnishing industry.



2030+ International Future Office

Break the Boundaries of Time and Space to Improve Thinking
Joined by over 20 Leading Office Brands, Examine Current Market Demands, Experience Hyper Dimensions of the Future

Immerse in Hyperspace Where Virtual and Reality Are Intertwined Find All You Need in One Exhibition!

CMF Trend Lab

Gain Insights into Future Trends, Interpret Design Trends and Competitiveness
Get Color Inspiration in Home Design
Explore the Philosophy of Materials in Home Design
Observe Surface Finishes in Home Design Trend



Design Dream Show on Contemporary Home Furnishing

Distinctive Event Beyond Your Imagination
Predict the Future and Simulate Youthful Energy
Explore New Possibilities at DESIGN DREAM SHOW
Carry Infinite Art Ideas
Come and Visit "DDS Contemporary Home Furnishing Trend Exhibition"



MASTOTO现代记忆
在五彩斑斓的现代生活中
让我们回到一个安静的角落，感受内心的宁静与自由

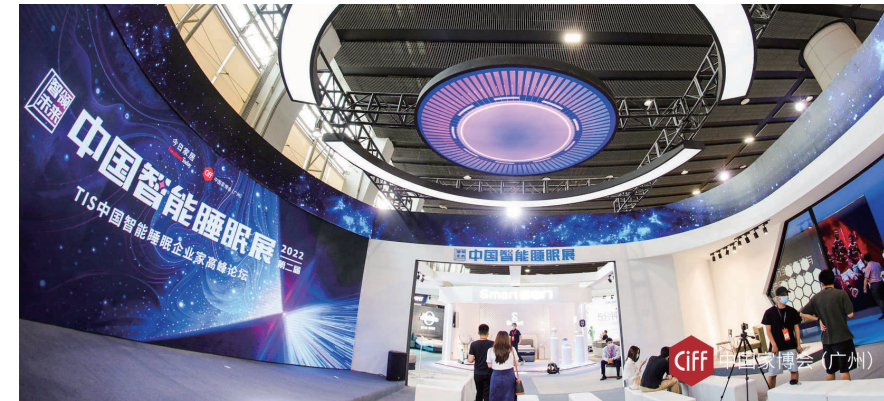
D2M Lab

6 Exciting Forums
50 Designers/Agencies
100 Materials
Start from Design, Upgrade Design
Facilitate the Transformation of Home Furnishings



China Smart Sleep Exhibition

Create a Platform to Release and Exhibit Sleep Products
A Platform for Collaborative Development
A Platform to Exchange Ideas
Join Hands to Seize New Opportunities
"Intelligence Leads the Future"



China Sleep Ecology Exhibition

From Sleep Environment to Sleep Space
From Ideas to Products
From Sleep Technology to Sleep Services
An Exhibition Covering the Whole Industry Chain
Explore the Future of Sleep-ing-products Market



Design Exhibition on Young People's Day and Night

Day Indicates the Vitality of the City
Night Witnesses Everyday Life at Home
The day and night of young people are the present and future of the city and home
"Day and Night of Youths" Trendy Design Exhibition
Understand the Needs of "Young People"



Firefly Museum for Children's Space

Children Are Also Masters of Modern Cities with Concrete Jungles
We Reach Children's Space in the City
From Their Point of View to Explore "Children's Heart Universe"



Office Theme Pavilion

Explore Where Office Space Is Heading
Showcase Independent Thinking of Future Office
Reconstruct Office with Design
Breathe New Life into Office



Empowers Trend Through Forums

The 49th CIFF Guangzhou was not only a platform for displaying products, but also a stage for releasing industry trends and exchanging ideas. It included more than 130 conferences and forums, at which experts and industry leaders discussed the current situation and future development of the industry to empower its high-quality growth.



2022 Global Furniture Industry Trend Conference



China Sleep Industry Conference (Guangzhou)



"2022 Guide to Young People's Life" Trend Release



Total Furnishing Industry IP Forum

Voice of Design Community

CIFF's "design" circle echoes the concept of "whole exhibition design". Nearly 400 designers from all over China created a "design circle sound field". A total of 14 summit forums were held to discuss design philosophy, design style, materials and release design trends. Collision of ideas stimulated creativity and amplified the voice.



Light of Design" Award Ceremony for Design Symbiosis: China Urban Design Force Mutual Visit Program



Thousand Designers Program 2022-2023 Conference and "Development Power of Design" City Forum



Elite Lecture Hall

Themed "Business Talks by Heavyweights", Elite Lecture Hall focused on hot topics including industry trends, market dynamics and marketing strategies to empower dealers. It was a great opportunity for dealers to learn about industry trends and exchange ideas with heavyweights to find solutions to difficult problems.



2022 China Development Forum on Home Furnishing Industry



Dealers Meeting of The 49th China International Furniture Fair (Guangzhou)



2022 China Dealer Conference of Furniture Industry



2022 Digital Marketing Upgrade Forum of Furniture Industry



Summit Forum on Cross-border Home Furnishings



Forum on Cross-border E-commerce of Home Furnishing Brands

Cross-border E-commerce Forums



Forum on Cross-border E-commerce of Home Furnishing Brands



Summit Forum on Cross-border Home Furnishings

During the exhibition, 7 cross-border e-commerce-oriented home furnishing forums were held. Cross-border platforms (such as Amazon, Ebay, Wayfair, Shopee), agencies (such as ebrun, ennews.com, kuajingwu.cn) and dealers of cross-border e-commerce best-sellers gathered to release industry trends and empower participants.



Full Supply Chain Joined by Tens of Thousands of Businessmen

The 49th CIFF Guangzhou invited designers, dealers, traders, buyers and major audiences. Before the exhibition kicked off, we held 130 investment promotion events in 21 cities, established cooperation with 49 design agencies and 16 hypermarkets across China, and enhanced "CIFF design circle", "CIFF elite circle", "Global Partner Program" and "Cross-border E-commerce Invitation Program". during the event, we launched product selection matchmaking, procurement inspection, booth matchmaking and forums to help professional audiences and exhibitors negotiate more efficiently and facilitate dual circulation.

Offline Supply-demand Matchmaking

CIFF Guangzhou organized targeted matchmaking for suppliers and buyers engaged in design, real estate, B&B, medical care and elder care, so that they communicated face-to-face efficiently to expand channels.



The Second B&B Industry Development Conference



Design matchmaking Conference



Real estate procurement matchmaking



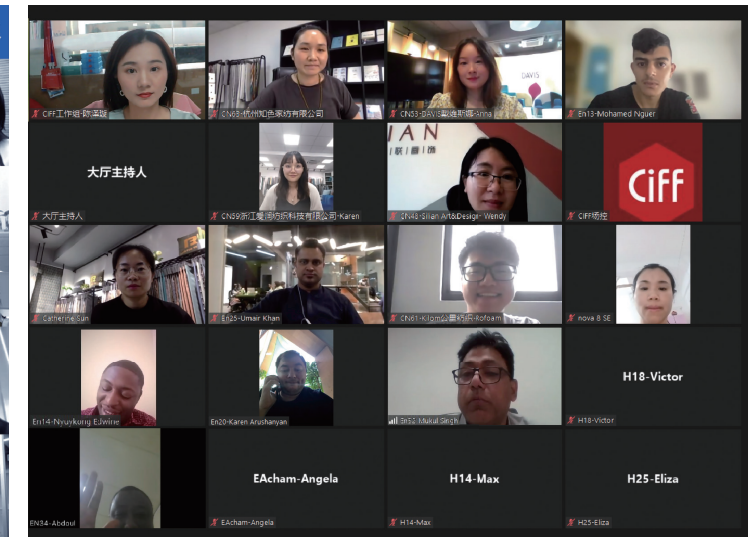
Home care Health and matchmaking Conference



Visit of nursing institution & Medical

Online Matchmaking for Overseas Trade

This year, CIFF Guangzhou held 289 online matchmaking meetings for overseas trade, which attracted high-quality buyers from global home furnishing industry and served as professional trade platforms for exhibitors and audiences. They won high praises from parties concerned.



Integrating Online and Offline Exhibition for a Wider Coverage

The 49th CIFF Guangzhou actively embraced digitization to promote integration of online and offline exhibition, having created 50.19 million page visits. It empowered the industry with five activities, . A range of media supported the new model of "8+365" online and offline exhibition, having boosted digital transformation and upgrading of the industry in the post-epidemic era.

Full Fire Based on Integrated Channels



Scan the QR code to follow CIFF/Interzum Guanzhou



Scan the QR code to follow CIFF WeChat



Scan the QR code to add the WeChat customer service of CIFF



Scan the QR code to follow CIFF creative community



Search keywords below to follow CIFF channels



Search TWITTER to follow ciff_furniture



Search FACEBOOK to follow CIFFexhibitions



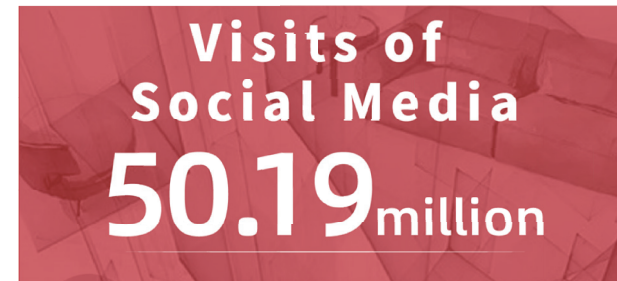
Search Douyin to follow CIFF



Search INSTAGRAM to follow ciff_furniture



Search LINKEDIN to follow china-international-furniture-fair



Strong brands, Voice of Big Names



Comments by Media

People's Daily: The 49th CIFF opens in Guangzhou

This session of CIFF Guangzhou actively promotes high-quality development of the industry by facilitating business growth, expanding domestic demand, stabilizing foreign trade and promoting consumption. In particular, efforts made to promote structural reform of the supply side are effectively boosting the upgrade of home furniture consumption.

IDEAT: Questionnaire to five designers: how to reconnect with the world through a design exhibition

In the post-pandemic era, the exhibition industry which should have bloomed is stagnant owing to uncertain external environment. This week (July 17-20), the 49th CIFF·Home Furniture came to a productive conclusion in the Canton Fair Complex, which was the first super large event in China's home furnishing industry since COVID-19 broke out. As a wind vane of the industry, it injected a 'stimulant' for the recovery of offline exhibitions.

Z Media: Z Media · Du meets the future of home in multi-dimensional space

Hosts and organizer of CIFF Guangzhou as well as local government need to facilitate business growth, expand domestic demand, stabilize foreign trade and promote consumption while effectively coordinating COVID-19 prevention and control. They have met a range of challenges and assumed great responsibilities. A firm positive attitude, sound judgments and an inclusive pattern are the three major dimensions with which CIFF Guangzhou lead high-grade development of the industry in such a special period.

Youju Research Institute: Why did the 49th CIFF Guangzhou stand out from so many home furnishing exhibitions?

There were very few home furnishing exhibitions in the past and the chaotic market was flooded with disorderly competition. Now we have not only "national team" exhibitions but also many emerging regional events that compete with each other. Among them, CIFF Guangzhou is absolutely indispensable. This pilot ship drives the prosperity of the industry and will lead us to a better future.

Xinhuanet: Successful opening of the 49th CIFF Guangzhou strongly boosts China's exhibition economy

We must grasp the key to 'stability' and identify breakthroughs for 'growth' in critical periods. The 49th CIFF Guangzhou provides good experience to learn from. It is a sample for balancing COVID-19 management and economic development and has stimulated the country's exhibition economy.

INTERNI: Intelligence, design, education... cross-border innovation of office furniture brands in promising industries

E-sports, office for work from home, smart office, ecological design, elderly-friendly design, home-based elderly care combining furniture and smart medical care, education products... You can find solutions to all these hot topics at CIFF Guangzhou Office and Commercial Space Show to be held from July 26 to 29.

Southern Metropolis Daily: How to create a sustainable office? Find the answer at CIFF Guangzhou

What should the office of the future look like? What are the essentials of future office furniture and space development in the post-pandemic era? At the 49th CIFF/Interzum Guanzhou opened on July 26, practitioners of the industry presented and discussed answers to these questions.

Sina HOME: "CIFF" Elite Circle: A Platform for Growth into Super Home Furnishing Dealer

CIFF Guangzhou drew a blueprint of elite circle based on its data pool and understanding of dealers' needs, creating a dealer-centered platform to satisfy the demands of dealers and help them resolve difficult problems. The 49th CIFF·Home Furniture has come to a fruitful end. Dealers have proved with their actions that the event was a worthwhile trip, from which they harvested a lot. At the elite circle, dealers can not only find ideal partners and enjoy professional exhibition services, but also gain insight into latest trends in the industry, improve business skills, connect upstream and downstream industry chains and widen their circle.

Feedback from Exhibitors



Li Hongyao | Director of Guangdong Landbond Furniture Group

Landbond maintains long-term cooperation with CIFF Guangzhou. We display our products & design inspirations on this platform and have received many honors from it. At this session, we launched one-stop 5D customization service for users pursuing a high quality of life. Its essence is to create an ideal future business format based on consumers' pursuit of a better life. Attending this exhibition is also a good opportunity for us to improve ourselves by learning from others.

Wang Lijun | General Manager of MILOM casa

This was our first time to exhibit at CIFF Guangzhou. We communicated with many professionals including designers and buyers, and found that customer needs are transforming from purchase of single pieces of furniture to overall home furnishing. Although the COVID-19 pandemic has greatly impacted the industry, I believe overall home furnishing has a bright future. Companies need to improve their design capacity, professionalism and service to enhance core competitiveness and gain a strong foothold in the future.



Zhou Jinyan | Founder and Chairman of Shenzhen Sleep one Smart Home Co., Ltd.

On the first day of the exhibition, we released Sleep one AI together with China Foreign Trade Centre (Group) Co., Ltd., Red Star Macalline Group Corporation Ltd. and Youju Research Institute. Feedback after the release showed Sleep one AI was recognized by many businesses and customers. CIFF Guangzhou used to focus on export, but we have received many domestic customers at this session. Wish CIFF a promising future and greater empowerment to enterprises.



Zhang Chunlei | General Manager of Domestic Sales Department, Steel-land Furniture

At the 49th CIFF Guangzhou we exhibited two series of new products. Thanks to CIFF Guangzhou for providing us with the opportunity to meet with customers offline. Affected by the pandemic, it is really difficult to meet people face-to-face. Now we can sit down and talk about our products, the industry and future trends. Many thanks once again. I wish CIFF Guangzhou more successes!



Zha Wenhao | General Manager of Violino Furniture (Shenzhen) Ltd.

Although some customers were unable to come due to COVID-19 restrictions, most of those on site have true needs. They communicated with us in detail and learned more about our brand. Violino has attended more than ten sessions of CIFF Guangzhou and we always gain new business opportunities. I hope the exhibition maintain such excellent services in the future. Best wishes to CIFF Guangzhou!



Zhan Songqiang | China Operations Director of HTL Group

CIFF Guangzhou is an important platform for us to display our brand and strength. We have the largest booth in this session. In the past two days, customers said the design of our booth is very unique and that our products are amazing. We are confident to achieve fruitful results here. I wish more successes to CIFF Guangzhou. HTL will bring better products, better brands and better services to consumers in future sessions.



Wang Xiaofeng | General Manager of Yunshang Overall Furnishing, Shenzhen Zuoyou Furniture Co., Ltd.

For this session, the visitor flow was not as large as before due to COVID-19, but the closing ratio was higher. Customers were very satisfied with our operational mode and product portfolio. In particular, our small franchisee operational mode based on community engagement is widely accepted. We had hundreds of interested customers on the first day of the exhibition. It is hoped that more customers visit our booth and that we can reach more cooperative outcomes.



Feedback from Exhibitors

Zhang Lianjia | China Investment Director of M&D Milano&Design

M&D and CIFF Guangzhou have been old friends for over a decade. This year, we grandly launched a new series of sleeping space products. We hope to share M&D's products, design concepts and service tenets with dealers, consumers and counterparts in the industry via the platform offered by CIFF Guangzhou, so that more people can learn about M&D, feel the unique artistic charm of life and popularize a better way of life. We have had in-depth exchanges with old friends and established contacts with new friends. We gained a lot at this session.



Chen Linzuo | National Operations Director of Sealy China

For this session, we display products developed as per the preferences of young consumers to meet their demand for a good night's sleep. This is the first exhibition attended by us this year. Through this platform, we have attracted many dealers. We look forward to reaching cooperation with them in the future.



He Jie | Deputy General Manager of Domestic Marketing Center, MENOIR

Our main exhibits at the 49th CIFF Guangzhou are MENOIR Kuma, MENOIR Fashion and MENOIR Gen. The hosts and organizer of the exhibition spared no effort to promote and empower exhibitors. We have achieved desirable results and the quality of customers has improved a lot. Visitors that have managed to come despite COVID-19 restrictions usually have true needs.



Pan Xiang | Brand Manager of Wooden Art

We chose CIFF Guangzhou because we hope to bring our products, including new products launched this year to a larger audience. Affected by the pandemic, the session has been postponed to July and we have been looking forward to it for a long time. As said by Mr. Maizi from Wooden Art: "If you have enough confidence in yourself, then give this era and our brands enough patience." We came into contact with many designers, reached cooperation with customers on the first day of the exhibition, and talked with dozens of interested partners. Visitors' presence at the exhibition is the greatest encouragement and support for us. We introduce our products to visitors and make this journey well worthwhile.



Yu Jian | Marketing Director of Huizhou Baicheng Furniture Co., Ltd.

In the past two days, I found that the entire furniture industry has a higher design awareness, which motivates us to move on as original brand engaged in developing original products. Many dealers recognize our products. Before the exhibition opened, we worried that it would be affected by the pandemic. However, it now turns out that everything is going on smoothly. I believe we will embrace fruitful results.



Ruan Jingqi | Deputy Brand Director of Silian Image & Art Decoration Co., Ltd.

I'm glad that CIFF Guangzhou run smoothly! This session is a nice match with our business and allows us to fully show our design concepts. We integrate design and art to provide customers with a unique space experience, which has been endorsed by the customers present. It is worth mentioning that the booth opposite us belonged to CMF Trend LAB, which attracted many audiences from different fields. We exchanged ideas with them and generated inspirations for more creative products.



Liu Jianxin | General Manager of Shenzhen Fennessy Gramophone Co., Ltd.

By attending CIFF Guangzhou, we intend to promote our new products and design concepts. At this session, our products combine music with modern watercolor cover art and are presented through visualizing music and space. We aim to convey an artistic way of life to customers.



Feedback from Exhibitors



Zhu Yadong | Chairman of Guangdong Ever Gaining Garden Ltd.

We exhibited five series of products at the 49th CIFF Guangzhou, the latest two of which are innovative designs that integrate traditional weaving and fabric. We have found new cooperation opportunities with old customers. Thanks to great efforts exerted by hosts of the exhibition, the event was plain sailing despite inconveniences brought by the pandemic. We have gained a lot, meeting many new customers and having our brand further promoted. We are quite confident about the economy and the future of the industry. Many thanks to hosts of CIFF Guangzhou and hope the event more successes.

Cheng Hongxi | Chairman of Guangzhou Artie Garden Co., Ltd.

At the 49th CIFF Guangzhou, Artie exhibited focusing on the theme "Redefine Home", aiming to invite visitors to explore the definition of home. We want to create a relaxing leisure space for consumers with our outdoor furniture, so that they can get rid of anxieties and regain energy to deal with life's challenges.



He Enxin | General Manager of Beijing Kaien Furniture Co., Ltd.

It is not easy to hold such a major exhibition during the pandemic. First of all, I would like to thank CIFF Guangzhou for providing such a great platform. During the exhibition, we came into contact with many excellent audiences and embraced high conversion rate of potential customers. Kaien is a strategic partner of CIFF Guangzhou and we will participate in future events. We hope to expand brand influence through this platform. Cheers to CIFF Guangzhou.

Li Zhongqing | Deputy General Manager of China Marketing Department of Sunon

Sunon has attended CIFF Guangzhou for 20 years and has been growing together with it. The exhibition witnessed the rapid growth of China's office furniture industry. Despite inconveniences caused by the pandemic, this session is joined by major brands and a large number of visitors, which demonstrate the great influence of CIFF Guangzhou in the industry. As a brand exhibitor, we feel the importance attached to original design by the event. At the Office and Commercial Space Show we saw many new trends in office space design, which are exactly in line with our innovation-driven development strategy. We are so surprised. I believe that CIFF Guangzhou, a professional event with leading design strength, will scale new heights in the future!



Yang Dongming | General Manager of Innovation and Development Center, Victory Group

We displayed functional space and CEO space solutions at this session. In the current digital age, Victory Group is committed to delivering integrated solutions driven by "digitization + design". The COVID-19 pandemic means both challenges and opportunities. CIFF Guangzhou allows us to promote our space products and solutions to more customers through varied channels. We will strive to provide better office solutions.

Zhao Bo | Marketing General Manager of Quama Furniture

We wondered if desirable results could be achieved before the exhibition kicked off, but the worries disappeared on the very first day. Colleagues were very busy with receiving customers. We increased the presence of our brand, our products, our design and more importantly our ideas in medical care. Thanks to CIFF Guangzhou, we could exchange ideas with counterparts and share thoughts on products and industry trends. I wish CIFF Guangzhou get more success in the future!



Zhang Dongliang | China Marketing Director of 33UE Furniture Co., Ltd.

CIFF Guangzhou is an influential benchmark of the industry. It has always been the preferred choice of big brands. By attending this event, we have extended our brand presence and strengthened our confidence in bending efforts for domestic market. We'd like to thank CIFF Guangzhou for its strong support to us. Best wishes to CIFF Guangzhou.



Feedback from Exhibitors



Peter Legner | CEO of Halma
Guan Jingtao | Digital Director of Solution Department, Halma

CIFF Guangzhou is the most important Chinese exhibition for Halma. Here we exhibit the most modern equipment to customers every session. This session has been very popular and we have sold many devices. It provides a platform for customers to learn about our products. We aim to obtain more information, identify industry trends and find measures to respond to market changes. Halma will attend future sessions of the exhibition. We hope CIFF Guangzhou build on past successes and start a new broom.

Luigi Tarini | China Product Team Leader of BIESSE

Good results have been produced at this session. Many old and new customers visited our booth. The exhibition was well organized. It has balanced requirements on COVID-19 prevention and control and our exhibiting needs. We are willing to discuss more cooperation with CIFF Guangzhou.



Cai Jianfa | Marketing Director of Nanxing Machinery

Nanxing has always attached great importance to CIFF Guangzhou, a key event in the industry. Judging from the situation in this session, the entire industry is reducing labor force, raising efficiency and improving quality. At this session, our products highlighted automation and digitization, having attracted the attention of many customers and dealers. The event enjoyed overwhelming popularity, which well met our expectations. We achieved satisfactory results.

Fei Youbing | Marketing Director of Han's Laser Intelligent Equipment

We aim to promote our products to furniture machinery manufacturing enterprises, so that they can use more sophisticated technology-based assembly and manufacturing equipment. Despite the impact of the pandemic, the enthusiasm of downstream manufacturers was not affected. The exhibition was as hot as the weather in Guangzhou in July. I believe we will gain a lot here.



Zeng Yuanhong | South China Sales Director of Rehau

We clearly perceived that customers at this session pay greater attention to quality and details. They have a strong will and clear goals. This is a good opportunity for Rehau and we created a high contract signing rate. CIFF Guangzhou is the most professional Chinese exhibition of the industry in any respect. Thanks to the organizer for its efforts in organizing this event. We hope to launch in-depth cooperation with CIFF Guangzhou in the future!

Zhang Yang | Sales Director of Guangdong SH-ABC Precision Manufacturing Co., Ltd.

SH-ABC has attended CIFF Guangzhou since its establishment. We have three gains. Firstly, through this event we improve our company's image, increase our product awareness and expand our brand influence. Secondly, we take this opportunity to meet new and old customers and increase communication with the industry. Thirdly, we display new products and invite more customers to feel the value of our products. It is hoped that CIFF Guangzhou and exhibitors will foster win-win cooperation and join hands to create a more brilliant future.



Wang Yu | Marketing Director of Zhejiang Dilong New Materials Co., Ltd.

We participate in CIFF Guangzhou every year to communicate with upstream and downstream companies, consumers and designers. Many audiences visited our booth today and exchanged views with us. We will attend future sessions to listen to the voices of more consumers.



Feedback from Visitors



Yan Junjie | Founder of AAN Architects

We engage in design for wide fields, which cover so-called four categories of basic essentials, "clothing, food, housing and transportation". CIFF Guangzhou offers us the opportunity to come to contact with different products, materials, needs and resources. It also inspires us to make more innovations.

Zhao Yuling | planner of China Interior Design Yearbook and founder of ID+C

I am deeply impressed by this session. The younger generation is really amazing. They integrate many new crafts, technologies and cultural elements into interior design. I think the younger generation will soon become the mainstay of the design industry. Forums at the exhibition are also very good and many audiences were present. This shows industry counterparts have a strong thirst for knowledge and are very concerned about industry dynamics. Wish CIFF Guangzhou a complete success.



Zhao Qingqiu | Chairman of Ningbo Deke Dejia Furniture Co., Ltd.

This session of CIFF Guangzhou was well organized. We implemented strict COVID-19 prevention measures and enjoyed systematic services as a dealer. Design brands at the exhibition are excellent. We attended the forum held by CMF Trend LAB and extended business in future technology, recycled materials and environmental protection. I wish the 49th CIFF Guangzhou a complete success. It is hoped that there will be more technological interactions and greater designer participation in future sessions.



Zhong Liangsheng | founder and Design Director of Lico Design

Currently, both designers and the home design industry are undergoing transition. CIFF Guangzhou is an excellent bridge for designers across the country to communicate with and learn from each other. By visiting the exhibition, designers can better understand the industry and prepare themselves for new design projects. We hope CIFF Guangzhou gain new heights and be more innovative in the future.



Xu Wenye | Operations Director of Cloud Designer Club (left)

Wang Fan | founder of Yarne Design (right)

We visited many pavilions, especially the booth of many major brands with which we otherwise don't have the opportunity to connect. This has laid the foundation for future partnerships with them. We are glad to have more possibilities for cooperation with manufacturers and designers across the country. We look forward to more similar activities.



Hu Xiaomei | President of Guangdong Association of Art and Decoration

The 49th CIFF Guangzhou calmly responded to a sudden outbreak of COVID-19. It faced up to many difficulties with a firm belief and has its influence expanded!



Li Peiling | Director of Foshan Fashion City Home Furnishing Co., Ltd.

CIFF Guangzhou has helped us a lot over the years. It allows us to find suppliers and get access to more projects. I hope the event scale new heights, so that we can quickly find good products and give customers more choices.



Feedback from Visitors



Han Chaodong | General Manager of Shenzhen Vifa High-end Customization

I have been engaged in advanced customization in Shenzhen for 13 years. My focus at CIFF Guangzhou is the link between upholstered furniture and advanced customization as well as empowerment to my business. We are negotiating with some interested brands, hoping to reach a cooperation with them. I attended the dealer conference of CIFF Guangzhou and had my voice heard. In-depth communication has enabled us to identify new business directions. Thanks to CIFF Guangzhou!

Su Weibin | a dealer from Xiamen

The display of exhibits, brand operation and booth design at this session were wonderful. I saw many good products that satisfy the needs of our consumers, especially in terms of details. Wish CIFF Guangzhou build on past successes and start a new broom.



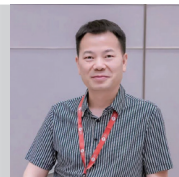
Muhammad Ali | a buyer from Yemen

The exhibition was unexpectedly amazing and there were a large number of visitors. I saw many trendy products such as lamps, sofas, custom-made products, and got to know some exhibitors. This facilitates my future purchases and helps build my own supply network.



He Hongcai | General Manager of Jumei Shangpin Home Furnishing

CIFF Guangzhou is a must visit for me in the past over 20 years. As a weather vane in the home furnishing industry, it brings together many well-known brands at home and abroad. I can always find something new here. My purpose for this visit is to identify changes in the industry, discover more related exhibitors and find cooperation opportunities. I talked with many suitable brands and hope to establish cooperation with them.



Vicky Rao | Product Director of Guangzhou Topmax Enterprise Limited

I used to engage in traditional trade of furniture. By visiting this exhibition, I hope to learn more about cross-border trade of furniture and sell our products abroad through cross-border e-commerce. I have learned a lot on this platform and hope to continue the cooperation with CIFF Guangzhou.



Schiff | a buyer from India

At the 49th CIFF Guangzhou, I found a lot of novel designs and products very suitable for the Asian market. I have also learned about new developments of the industry. It was a grand event with many suppliers and a full range of products. I believe there will be more visitors and brands in future sessions, and that CIFF Guangzhou will secure faster development!



Chen Desheng | an industrial designer from Taiwan

At this session, exhibitors pay more attention to product matching, design aesthetics and fashion. I have gained a lot here. It's a lot of work owing to the pandemic. Judging from the first day of the exhibition, good results should have been achieved. Many businesses engaged in the domestic market have attended the event. I believe this session will get good results!

