

18-21 / 28-31 March 2017

See you in CIFF (Guangzhou) !

Phase I: **March 18-21, 2017** Canton Fair Complex & PWTC Expo
Modern Furniture ,Classical Furniture, Homedecor & Hometextile, Outdoor & Leisure,
Design in China.

Phase II: **March 28-31, 2017** Canton Fair Complex
Office Furniture, Hotel Furniture, Public Furniture, Office Interiors, 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.

Tel : +8620-89128061 / 89128065
Fax : +8620-89128222-8102

Email : ciff@fairwindow.com.cn
Website : ciff.fairwindow.com



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The 38th China International Furniture Fair (Shanghai)

Post Show Report

7-10 September 2016



The 39th China International Furniture Fair (Guangzhou)

18-21 March 2017

home / home decor / home textile / outdoor

28-31 March 2017

office / hotel / commercial / machinery & raw materials

China Import and Export Fair Complex & PWTC Expo

**Fantastic Furniture Fair in
Guangzhou & Shanghai**

The 40th China International Furniture Fair (Shanghai)

September 2017

home / home decor / home textile / outdoor
/ office / hotel / commercial
/ machinery & raw materials

National Exhibition and Convention Center (Shanghai) in Hongqiao



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Sharing and Innovating to Serve the Industry

The 38th CIFF (Shanghai) came to a successful end on September 10, 2016.With 2,000 exhibitors and 48 seminars and activities, the four-day event presented an amazing feast to the global furniture industry. For the second time CIFF took place in Hongqiao. It attracted 84,696 professional visitors, with an increase of 9,574 over last year. This number is perhaps less breathtaking than the hundreds of thousands of visits or billions’ RMB deals that happened to some exhibitions. However, the progress indeed reflects a growing business value of CIFF as a trade oriented furniture show. As is CIFF’s principle: always concentrate on the needs of exhibitors and visitors, it stands by the industry and develops together with the industry so that all parties can share a win-win outcome.

Time	7-10 September 2016
Venue	National Exhibition and Convention Center (Shanghai) in Hongqiao
Scale	400,000 Square Meters
Number of Exhibitors	2,000
Number of Professional Visitors	84,696
Hosted by	China Foreign Trade Centre (Group) Guangdong Furniture Association Guangzhou Furniture Association China Chamber of Commerce for Import & Export of Light Industrial Products & Arts-Crafts
Organized by	China Foreign Trade Guangzhou Exhibition General Corporation

Sharing 1: Resource sharing promotes trade exchange.

As a premium furniture trade show, CIFF (Shanghai) always promotes common prosperity among exhibitors and visitors. It facilitates information exchange and business matching, making trade smooth and effective. This year it offered a “Buyer Data Package” to exhibitors before the show. With the package, they could better understand the market and thus introduce suitable products to the show. CIFF (Shanghai) also designed customized visiting routes for buyers according to their purchase demand. This helped them identify the right partners more efficiently. During the show, a business matching event was successfully launched, drawing a large crowd of participants. With rounds of intense networking, many of them reached satisfactory deals. Zuoyou, a furniture manufacturer in South China, was excited to receive a big order from an Indian buyer. Mr. Thulani, a representative from the Ministry of Small Business Development in South Africa, also found the suitable furniture suppliers for schools in his country. In addition, CIFF(Shanghai) invited a number of professional buyer groups, such as European and American dealers and government procurement delegations. This helped brought actual benefits to exhibitors. Although the 38th session was concluded, CIFF (Shanghai) will continue to share resources as a win-win platform for furniture suppliers and buyers.



Sharing 2: Events sharing turns design into business.

CIFF (Shanghai) is not just an incubator for trade cooperation. It is also a grand stage for industry communication. The 38th session organized 48 brilliant activities, including design displays, expert seminars, guests dialogues and fashion show. All the events focused on industry needs and trends. The EAST Design Show shared fascinating colors and the best oriental furniture design. The China Tour of Pinnacle Awards by American Society of Furniture Designers debuted in CIFF(Shanghai), sharing design pieces that are mass-produced and highly popular in the US. Famous scholars, economists and entrepreneurs gathered to discuss heated themes, sharing insights on “Supply-side Reform & Distribution Innovation for China’s Furniture Market”, “Intelligent Industry Upgrading and Transformation” and “Made in China 2025”. The Office Life Theme Pavilion shared an integrated office environment of human factors, ergonomics, green requirements, smart trends, space mix & match and fashion. The “Furniture · The Hongkong Story” launched “Alpod --- a mobile home” to share a futuristic open living space. Driven by market demand and featured by crossover integration, the on-site events helped inspire the industry and foster common development.

Sharing 3: Value sharing earns industry recognition.

As a national team of China’s exhibition industry, CIFF (Shanghai) embodies the spirit of serving the people. With great respect for exhibitors, there is no bundle sales of booths or advertisement and no increase in price. In CIFF, exhibitors are real masters.

To enhance visitor experience, CIFF (Shanghai) provided classy brands, excellent events and services. With new products and design, one visit offers multiple benefits!

HTL: CIFF (Shanghai) is very good. The visitors we’ve met showed clear intention to work with us. We will grow together with CIFF.

Indian visitor: I am interested in modern furniture. CIFF (Shanghai) is very international. It is what we need.

Innovation Furniture: CIFF (Shanghai) is pretty busy this year. We have received a lot of clients in the past two days. They pay much attention to our products. This is a lot better than we expected. We will continue to support CIFF in the future.

Australian visitor: We are looking for trendy design. There are many good products here. We will keep following CIFF (Shanghai).

Inspiration Furniture: Compared with last year, the 38th CIFF (Shanghai) is much more crowded. We have received more overseas orders than we expected. Our domestic sales has also increased rapidly. As a manufacturer, we are very satisfied with the results!

Mexican visitor: The International Hall and Design Hall offer many original designs. This is most interesting to me. I thank CIFF (Shanghai).

Tekni: Compared with the previous session, the 38th CIFF (Shanghai) is far more popular. Our booth sees a lot more visitors. We are confident to find the suitable partners.

Soft decoration designer from Guangzhou: The 38th CIFF (Shanghai) offers a complete range of products. It keeps pace with the times. I have found a lot of products I like. It’s a rewarding visit.

Steel-land: The 38th CIFF (Shanghai) is more mature than last year. The organizer has introduced us a lot of overseas buyer groups. This effectively helps promote domestic brands.

Home furnishing buyer from Suzhou: I attended CIFF (Shanghai) last year. This year there are more exhibits and exhibitors. I have found my favorites. It’s great!

Although more and more people came to visit CIFF (Shanghai), the business atmosphere seemed to be affected by the enormous size of the venue. Since the aisles in NECC are 12-meter wide as compared with 3-6 meters elsewhere, some exhibitors joked that each hall in NECC was like a plaza. One could even drive a tank inside. CIFF is not perfect, yet it will never be discouraged or boastful. Through constant improvement, it strives to be a servant for the industry. CIFF, as an exhibition of the people and for the people, will never stop fighting.

Liu Conggao, President
Linggao (France) International Group Co., Ltd.

Blossom is always committed to the soft decoration industry. We have attended CIFF for nearly 20 sessions. Since 2015, the autumn session of CIFF has moved from Guangzhou to Shanghai. It has a larger scale and more visitors. It is believed that soft decoration will bring a life to end-customers in the future.



Patrizia Torelli, Chief Executive Officer
Australia Furniture Association (AFA)

We consider CIFF as an excellent platform. There are many outstanding designers from AFA (Australia Furniture Association) with fantastic pieces and we have chosen the best ones from hundreds of them to showcasing in CIFF (Shanghai). I hope this can bring Australian design to the insight of Chinese consumers. In addition, it contains many wonderful designs in International Hall. I'm looking forward to enhance our cooperation with CIFF and promote exchanges and communications in the design industry.



Liu Haijie, Marketing Manager
ACME Furniture Co., Ltd.

ACME is a brand from the United States. We focus on export. This time in the 38th CIFF (Shanghai), we mainly target at international clients. From these two days, we feel that CIFF is a good platform and hope it gets better and better!



Liu Xiaobo, Brand Director
Shenzhen Zuoyou Furniture Co., Ltd.

CIFF is a great platform! Zuoyou has worked with CIFF for many years. We have grown together with China's furniture market and witnessed its expansion. We attend both CIFF (Guangzhou) and (Shanghai). We can see that China's economy continues to develop. Enterprises are relying more and more on the influence of exhibition platforms. Shanghai is a leading city in China's economy. Joining CIFF (Shanghai) is strategic. It helps us go global. Today we have received many foreign clients. We have our own export team. CIFF provides us with a market that can be further exploited. We are very optimistic about this platform.



Comments from Exhibitors

Liu Haitao, Marketing Director
Jiangmen Kinwai International Furniture Co., Ltd.

Kinwai has cooperated with CIFF for more than a decade. CIFF has always provided us with great support. We are very thankful for its continued support for so many years. Besides, we need dealers to expand distribution channels. CIFF provides us with a good platform to find excellent and experienced dealers. This is the main reason why we have participated in CIFF for more than a decade.



Zhu Yadong, General Manager
Ever Gaining

CIFF has been progressing and making great efforts in buyer invitation. It has attracted enterprises and visitors from America, Europe and the Middle East. The 38th CIFF (Shanghai) sees great progress in transportation, catering, accommodation and exhibition hall arrangement. CIFF spares no effort to create a good exhibition environment and a win-win situation for its clients.



Qiu Fujian, Assistant to General Manager
Yihua Lifestyle Technology Co., Ltd.

CIFF gives us great support! The 38th CIFF (Shanghai) brings together brands to showcase a complete range of furniture products. Our booth has seen more domestic and overseas visitors. There are quite a lot of clients in these two days. Generally speaking, we are very satisfied.



Kwong Kam Ming, Vice Chairman / Patrick Leung, Executive Director
Hong Kong Furniture & Decoration Trade Association Limited

We have worked with CIFF for many years. We bring foreign design to domestic customers through this platform. CIFF also enables us to better communicate and cooperate with the associations in Mainland China and creates a lot of opportunities for our members. We thank CIFF very much.



Marco Giorgetti, Chief Designer
Aris Furniture Co., Ltd.

We are deeply honored to attend CIFF with our design. We have a lot of international clients. They have different needs from domestic clients. Aris has brought to the 38th CIFF (Shanghai) different styles so that our clients can find their favorite products. We will continue to innovate and showcase more products here.



Chen Yingli, General Manager of Jiashan Factory
Zhejiang Fengmaoqun Furniture Co., Ltd.

We have cooperated with CIFF for a couple of times. The 38th CIFF (Shanghai) has been greatly improved compared with last year and sees more audience. We can tell that the organizer has put a lot of effort into publicity and overseas business invitation. Our booth has seen many visitors in these two days. We believe that CIFF will do better.



He Jianwei, Sales Director
Nanxing Furniture Machinery & Equipment Co., Ltd.

From Guangzhou to Hongqiao, Shanghai, we have attended every session of CIFF. Every time we can receive orders from our clients. CIFF (Shanghai) has a great influence. We will continue to attend CIFF (Guangzhou) and (Shanghai). We hope to bring influence to China's furniture manufacturing industry through CIFF.

Niu Miaowei, Design Center Director
Guangzhou Kuoching Office Furniture Co., Ltd.

It is the second year that CIFF autumn session is held in Shanghai. It is also the second time that we attend CIFF Shanghai. We hope to greet more clients in the exhibition and introduce our products to end users including designers. We have attended CIFF (Guangzhou) for more than 10 sessions and will continue to attend each session in the future. The 38th CIFF (Shanghai) sees more participants than the previous session. We hope to get what we expect in this exhibition.



Comments from Visitors



Russia
Hi, I come from Russia. I'm a furniture businessman. CIFF's exhibition halls are nicely interconnected. Each hall provides interesting products. The exhibition is well organized.

France

Hello, I am a designer from France. I pay much attention to the Design Hall and International Hall. I look forward to more original brands in the future.



Finland

Hi, I come from Finland. I do furniture import. I am looking for suitable furniture products. CIFF has large exhibition halls and offers a wide range of products. It's a good platform.



Australia

Hi, I come from Melbourne. I love to collect furniture. The fashionable and original furniture this year is very interesting. CIFF has a large scale and brings together many well-known brands. It's fantastic!



Wenzhou, Zhejiang

I'm engaged in furniture sales. I want to introduce suitable products to our furniture malls from CIFF. I'm interested in home furniture. CIFF showcases a wide range of products and is very attractive.



Guiyang, Guizhou

I am a furniture designer. I attend CIFF (Shanghai) to see the products in the Design Hall, I think they are very creative and inspiring.



Anyang, Henan

I feel that Hall 2 and 7.1 are quite interesting. We are engaged in soft decoration industry so we are more interested in design products. The 38th CIFF (Shanghai) sees larger scale and more products than the previous session. I've gained a lot!



Shanghai

I come here for home furniture and designer furniture. I am a local and want to buy my favorite products for decoration. The 38th CIFF (Shanghai) sees larger scale and more products. I can walk around to slowly enjoy the show.



Furnishing International: China is a state in motion as it transitions from a country of makers to a nation of designers. Bracketing the design year with a pair of shows held first in Guangzhou in March then in Shanghai in September, The China International Furniture Fair (CIFF) is China's flagship furniture exhibition. Housed in the world's largest exhibition complex, the National Exhibition and Convention Centre, this September the space held more than 2000 exhibitors, a testament to the rise and rise of Chinese and East Asian furniture design.



The show was large in terms of space. There were some companies with well designed, interesting, stands and some vaguely innovative products – invariably variations on themes from European or North American companies.



The Australian Pavilion was one of over 2000 exhibits at the China International Furniture Fair (CIFF) with exposure to 84,696 visitors from China and abroad. The event included seminars with speakers from across the globe, including AFA CEO Patrizia Torelli presenting on the current status of the Australian Furniture Market.

Media Coverage

home.sohu.com: The 38th CIFF (Shanghai) is an integrated trading platform for fashion display, channel maintenance, industry gathering and design inspiration, presenting a visual feast of the furniture sector to the domestic and overseas visitors. If you want to see the most complete range of furniture, just come to Hongqiao in September!



Sh.qq.com: Based in the Yangtze River Delta, CIFF (Shanghai) influences China and even the whole world. It brings together nearly 2,000 top brands from home and abroad to present an amazing feast of the furniture industry.



Home.163.com: CIFF is an exhibition that truly serves China's furniture and furnishing industry. It is thriving both in the Yangtze River Delta and the Pearl River Delta, the two engines of China's economy!



Jiaju.sina.com.cn: The International Hall of the 38th CIFF (Shanghai) brings together fashionable furniture from many countries such as USA, Italy, Australia, Turkey, South Africa, Singapore and Malaysia.



gd.qq.com: Thanks to 18 years of development in the furniture industry, CIFF has developed more steadily after its autumn session has been transferred to Shanghai. The 38th CIFF (Shanghai) has improved in terms of exhibition arrangement, whether in transport, catering or the range of products. With a larger scale, it attracts leading brands and presents whole house layout. In addition, the 38th CIFF (Shanghai) hosts multiple world-level design activities, including forums, the Design Hall and the Home Furnishing Product Design Competition. Design element is highlighted during the fair.



On-site Events

1. The China Tour of the Pinnacle Awards by American Society of Furniture Designers

The 38th CIFF (Shanghai) hosted the China Tour of the Pinnacle Awards together with American Society of Furniture Designers (“ASFD”, established in 1981). This was the first time that the “Oscar of American furniture design” had come to China, providing a great feast for the industry. The strategic cooperation between CIFF and High Point Market plays an important role in strengthening the international trade cooperation and exchanges, promoting innovation and development of the global furniture industry.



4. Brilliant events set the trends



EAST Design Show



ADC Home Living Show



Signing & Awarding Ceremony of the 38th CIFF (Shanghai)



Gabarron's Hub for Artistic Creation by Siza

2. The Supply-side Reform & Distribution Innovation Conference

The Supply-side Reform & Distribution Innovation Conference was successfully held on September 7, 2016 at the NECC. To restructure China's furniture production and better address the imbalance between supply and demand of China's furniture market, the conference invited industry experts to explore the future of China's furniture industry. They included Ms. Ren Xingzhou(former Director of the Market Economy Research Institute of the Development Research Center under the State Council), Ms. Xie Shuying (Co-founder of Tubatu.com), Mr. Wang Dawei (Chairman of China Furniture Dealers United Association), Mr. Wang Linpeng (President of Easyhome), Mr. Che Jianxin (Chairman of Red Star Macalline) and Mr. Ding Zuohong (Chairman of China Furniture & Decoration Chamber of Commerce of ACFC).



3. China Furniture CEO Forum (Shanghai)

The 11th China Furniture CEO Forum (Shanghai) took place at the NECC on September 8. The event focused on the intelligent upgrading and transformation of the industry as well as “Made in China 2025”. Famous scholars, economists and entrepreneurs got together to conduct heated discussion and share their wisdom.



Office Life Theme Pavilion



Business Matching Meeting for Overseas Buyer and CIFF Exhibitors



Office Environment Ecology Pavilion



Furniture: The Hongkong Story



Public Day Party

On-site Events of the 38th CIFF (Shanghai)

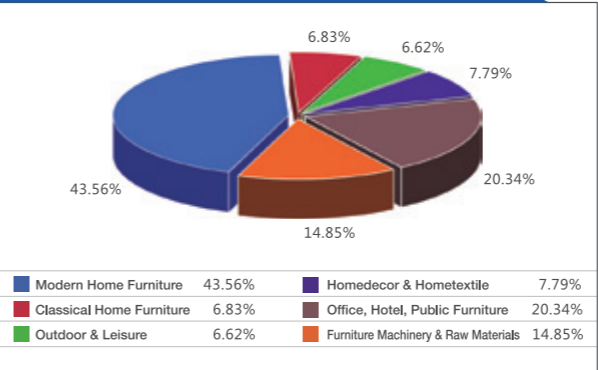
Date	Theme	Organizers
Sep 7	China Furnishing Distribution Forum 2016	China National Furniture Association CFTE Easyhome Co., Ltd Chinese Furniture Dealers United Association Home.Focus.cn
	Business Matching Meeting for Overseas Buyer and CIFF Exhibitors	CFTE European American Chamber of Commerce & Industry
	Furniture Dealers'Forum --How to Quickly Become the Most Profit-making Dealer	CFTE East Furniture Industry Education Insitute Shenzhen Besteam Management Consultancy Company
	China Furniture Coating Techology Forum	CFTE Shunde Furniture Research Institute
	Revolutions Brought to the Family Industry by Virtual Reality Technology	CFTE eastday.com
	A Dialogue Between Modern Architecture and Public Art	CFTE Green Spring Media
Sep 8	China Furnishing Industry CEO Forum	All China Federation of Industry & Commerce CFTE China Furnishing Brand Federation Guangdong Furniture Chamber of Commerce
	The 10 th National Government Procurement furniture Summit	CFTE Government Procurement Information Newspaper
Sep 9	Global Furniture Outlook Seminar 3 rd Edition	CFTE Milan Centre for Industrial Studies(CSIL)
	Signing & Awarding Ceremony of the 38 th CIFF (Shanghai)	CFTE
	China Wood Market Analysis	CFTE Shanghai Timber Trade Association
Sep 10	Public Day Party	CFTE sh.qq.com
Sep 7-Sep 10	The China Debut of Pinnacle Award by American Society of Furniture Designers (ASFD)	High Point Market Authority American Society of Furniture Designers(ASFD)
	EAST Design Show	CFTE
	Office Life Theme Pavilion	CFTE
	Furniture · The Hongkong Story	CFTE Hong Kong Furniture & Decoration Trade Association (HKF&DA)
	Gabarron's Hub for Artistic Creation by Siza	CFTE Green Spring Media
	Sharing · Job Recruitment--Furniture Experts' Party	CFTE jjrw.com
	CIFF Home Products Design Contest	CFTE chdesign.cn
	ADC Home Living Show	CFTE ADC
	Office Environment Ecology Pavilion	CFTE Guangdong Furniture Association/Office Furniture

DATA



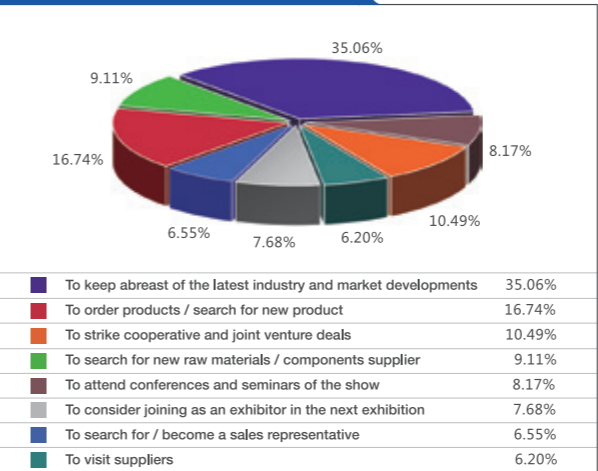
Exhibitor Data

Product Category (By Exhibition Scale)

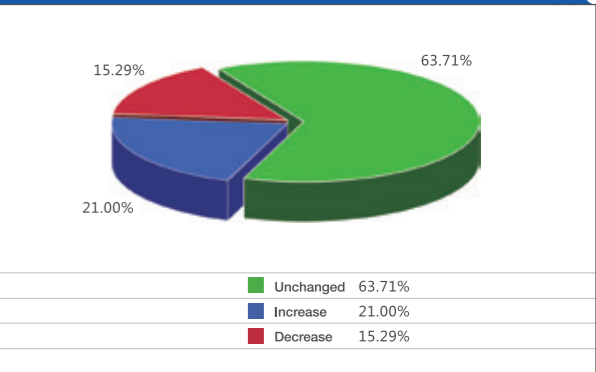


Visitor Data

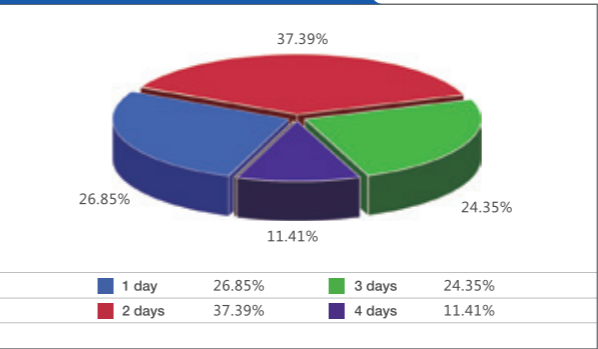
Visit Purpose



Purchase Quantity Compared with the Same Period of 2015



Stay Time during CIFF



Comments on CIFF

