



# The 45<sup>th</sup> China International Furniture Fair (Guangzhou)

## Post-show Report

July 27-30, 2020 | Pazhou, Guangzhou  
Home Furniture Office Show CIFI/interzum guangzhou







## Fair Profile



Scale  
300,000 sqm



Exhibitors  
1607



Visitors  
145,363

Date **July 27-30, 2020**

Venue **China Import & Export Fair Complex**



**45<sup>th</sup> CIFF (Guangzhou)  
- Home Furniture**



**45<sup>th</sup> CIFF (Guangzhou)  
- Office Show**



**CIFF/interzum guangzhou 2020**

## The 45<sup>th</sup> CIFF (Guangzhou) Came to a Successful End

The 45<sup>th</sup> CIFF (Guangzhou), hosted by China Foreign Trade Centre (Group), came to a successful end on July 30, 2020. As the first large-scale full-industry-chain furniture fair in 2020, the four-day event covered a 300,000 square meters and welcomed 1,607 exhibitors along with 145,363 visitors. CIFF has played an important role in facilitating industry development and stabilizing supply chain against the COVID 19 pandemic, proving its strength in both domestic and overseas market as a comprehensive platform for product launch and trade.



## The 45<sup>th</sup> CIFF (Guangzhou) Opening Ceremony



Zhang Chonghe, Head of China National Light Industry Council and Li Jinqi, Chairman of the Board of China Foreign Trade Centre (Group) inaugurated the 45<sup>th</sup> CIFF (Guangzhou)



Group photo of the Guests at the 45<sup>th</sup> CIFF (Guangzhou) Opening Ceremony

### Xu Bing, Vice President of China Foreign Trade Centre (Group)

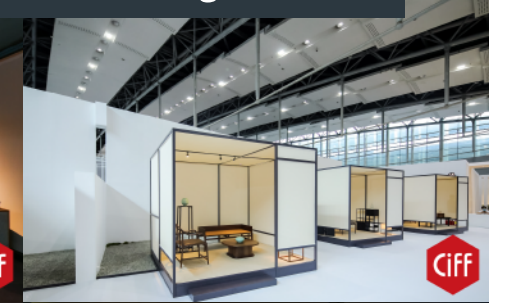
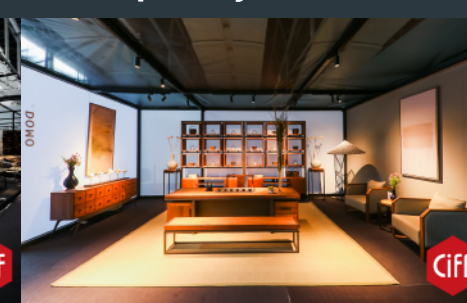
CFTC, as an organization directly under the Ministry of Commerce, has long been committed to boosting China's foreign trade and exhibition sector. By holding different types of trade fairs, CFTC helps promote trade cooperation between Chinese and foreign enterprises and serve industry development. Over the past 23 years, CIFF keeps innovating and upgrading, playing an important role in facilitating international and domestic business cooperation in the furniture and furnishing industry and the high-quality development of enterprises. As a unique and brilliant industry event positioned to promote the international and domestic industry circulation, the 45<sup>th</sup> CIFF (Guangzhou) takes an active part in the restart of the industry and ensures a stable supply chain during the post-pandemic period.

### Xu Xiangnan, Chairman of China National Furniture Association

The 45<sup>th</sup> CIFF (Guangzhou) is China's first mega furniture fair since the pandemic, opening a new chapter for the recovery and development of the industry. In face of the impact brought by the pandemic, CIFF focuses on optimizing exhibition layout, creating attractive highlights through "one phase", "two themed shows", "three major e-platforms" and "four channels". Developing into an "international, professional and market-oriented" trade fair, CIFF gathers industry leaders and organizes high-end dialogues to contribute wisdom and strength to the global furniture industry.

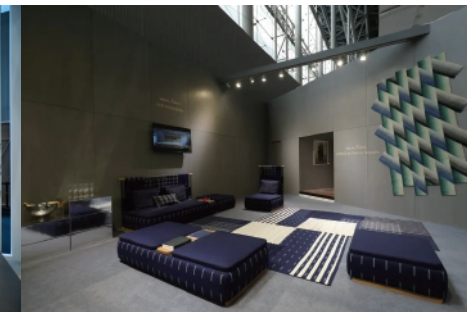
## Design | Future | Trends

### "Design Spring" Contemporary Chinese Furniture Design Show



"Design Spring" Contemporary Chinese Furniture Design Show was an exceptional event that attracted a large number of professional visitors and media from all over China. Advocating the integration of art, design and life, Design Spring brings together over 40 premium furniture designer brands, over 200 leading artists and designers in China in a 10,000 square-meter exhibition space. The exhibition is composed of

eight highlights including "Brand Alliance", "There is a Study", "Yuan Art Museum", "Design Freshmen", "The Company of Three", "Four Academies Joint Exhibition", "EDIDA Award China Exhibition" and "Great Master Teahouse-The Voice of Spring Forum". They fully demonstrated the amazing power of brand, culture, art and design, making Design Spring China's first furniture fair of 100% creative design!







The 2030+ International Future Office was jointly hosted by China Foreign Trade Centre (Group) and China National Furniture Association. Showcasing the latest technology and innovation of office environment, the four-day exhibition traced back and looked ahead, opens up a “new era of workspace” . It broke through the traditional pattern of commercial exhibition and fully presented industry trends, representing a new vision of future development.



## CIFF Design Forums and Events







ALICE DENG



ANN VAN HOEY



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JEAN PHILIPPE BONZON



JIANG BAIMING



JIANG JIE



JIANG QIONGER



CAO YUTAO



CHEN DARUI



CHEN FURONG



CHEN JI



CHEN MIN



CHEN QING



JIN DAIQIANG



JIN ZHENHUA



KONG WU



LAI YA' NAN



LAWRENCE LEK



LI NING



CHEN RENYI



CHEN SHIJE



CHEN XINGYU



CHEN YAN



CHEN YANFEI



DING JIAMING



LI PEIXIN



LI QIEN



LI XIMI



LI XUANJI



LI XUE



LIN CHUIHONG



DING NAN



FAN ZHUOYI



FRANCOSE RUEGG



FRANK CHOU



FU ZEXUN



GAO YANG



LIN JING



LIN RUIQUN



LIN YUCHENG



LIU FENG



LIU WENQI



LIU XIAOKANG



GARY ZENG



GUAN GAOWEN



GUO HANDONG



HAAS



HAN DONG



HE JIANPING



LIU YE



LIU YONGQI



LIU ZHILI



LU ZHIRONG



LV YONGZHONG



MARC FONG



HENK WOLVERS



HENRY ZHENG



HIDEMI TOKUTAKE



HONG WEI



HOU ZHENGQUANG



HUANG JIANHUI



MA ZICONG



MORANDI ZHANG



PINO WANG



QIAO JIA



QIAO XIAOLING



QIAO ZILONG





QIN YUEMING



RICHARD CHANG



SHI CHUAN



SONG TAO



WANG JUNHONG



WU WEI



QIU SIMIN



RYAN LABAR



SHI DAYU



SUN WENTAO



WANG SHANXIANG



WU WEI



QIU SITAO



SABRINA LEE



SHI JIANMIN



TAN PING



WATERSON LAM



WU ZHIWEI



RAN XIANGFEI



SHAO FAN



SHI JINSONG



TANG CHUNGHAN



WEN HAO



XIAO TIANYU



REN HONGFEI



SHAO WEIYE



SHUHEI AOYAMA



THOMAS TSE



WU BIN



XIE DONG



RICHARD



SHEN BAOHONG



SIZA CHAM



WANG HONGCHAO



WU HAOYU



XIE PINHUA



XIN YAOYAO



YE XIJIA



YUN WEI



ZHANG LEI



ZHAO YUN



ZHU XIAOJIE



XUE WENJING



YI CHUNYOU  
& TAN XUEJIAO



ZHAI ZIXI



ZHANG MIN



ZHONG SHENG



ZIYU ZHUANG



YAN LEI



YIN YANMING



ZHANG CAN



ZHANG WEI



ZHONG SONG



YANG FAN



YOU PENG



ZHANG GONG



ZHANG YIMING



ZHOU HUI  
& HUANG GUODONG



YANG MINGJIE



YU JINGGAN



ZHANG JUNJIE



ZHANG YUKUN



ZHU HUI



YE CHENG



YUAN YUAN



ZHANG KEFEI



ZHANG ZHOUIE



ZHU MINGHUI





## E-Platform | High Traffic | Hot Topics

The 45<sup>th</sup> CIFF (Guangzhou) created high traffic and strong interaction online by conducting livestreaming tour, e- trade show, e-forums and etc. With “Cloud CIFF” complementing offline events, the innovative move helped create more stylish, novel and diverse experience for both exhibitors and visitors.

### # CIFF in Douyin #

recorded 4.5 Million + clicks



### All-day live-streaming Gained 2.5 Million Views within 3 days

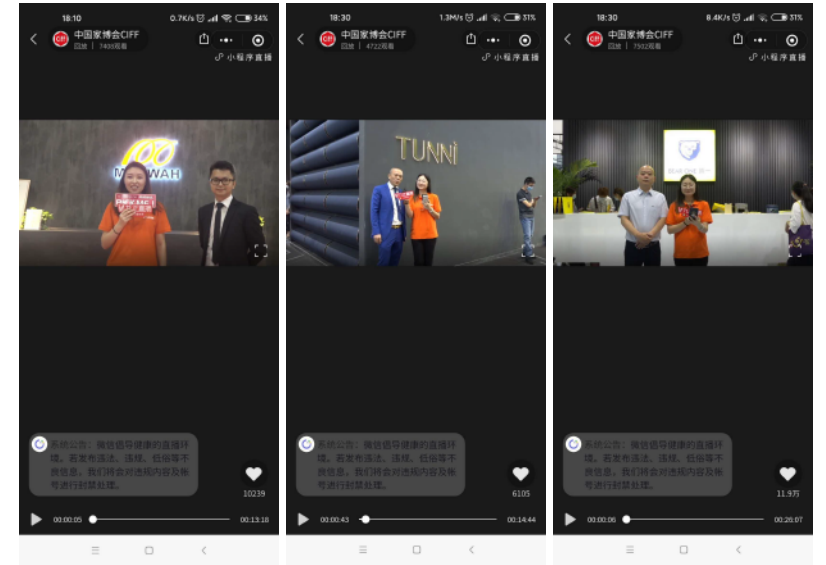


### Audiences gathered online to

# find new products

# explore latest trends

# learn masters' design



### CIFF WeChat Mini Program

780,000+ PV

50+ brands joined live-streaming during the fair

linked 500,000+ dealers online





## Prevention | Service | Safety

To ensure a healthy, safe and orderly environment for all participants, CIFF deployed a real-name reservation and registration system and adopted a strict set of protocols, meeting the COVID 19 prevention and control requirements of the governments at all levels.



## Comments from Media

### People's Daily

**CIFF (Guangzhou) Opened on July 27, creating a home furnishing exhibition for the entire industry chain.**

CIFF (Guangzhou) empowers the development of China's furniture industry as "a preferred trading platform for new product launch". CIFF and CBD Fair have jointly pressed the "Start Button" for the post-pandemic recovery of China's home furnishing industry and pressed the "Accelerate Button" for the post-pandemic development of the industry.

### IDEAT

**A Breakthrough: Has the spring of Chinese furniture design finally arrived?**

As the first super large furniture fair in the entire industry chain successfully held in China and even in the world in 2020, with a scale of 300,000 square meters, the four-day 45<sup>th</sup> CIFF (Guangzhou) hosted 1,607 exhibitors and attracted 145,363 visitors, which really boosted the restart and development of the furniture industry and enterprises and ignited the strong momentum of recovery in the post-pandemic era.

### Zhiliao Home

**CIFF (Guangzhou): How nice to have a complete range of products available in CIFF after the pandemic.**

In the past two years, the organizers of CIFF have continued to promote the exhibition supply-side structural reform. On the basis of consolidating their advantages in export, efforts have been made in terms of domestic sales, design inspiration and trend release. On one hand, CIFF keeps pace with the current industry trends such as giving more emphasis on smart technology, health, elderly care and customization to meet the changing consumer demand. On the other hand, CIFF promotes future industry development by staging themed exhibitions. The "2030+ International Future Office" and the "Design Spring" Contemporary Chinese Furniture Design Fair are the best proof.

### Beiqing Home

**CIFF | The home furnishing industry recovers against the trend while creative designs brings the a carnival sensation.**

Under the labels of the future office such as respect for people, sharing, freedom and technology, we seem to be able to see how changes in technology and thinking make our work cooler in 2030+ after 10 years. Shared space, unbounded forms, smart ways and sustainable development are all intersections between us and the future.

### Yangcheng Evening News

**"Design Spring" Brings a Cultural Spring to Guangzhou.**

From July 26 to 30, the 1st "Design Spring" Contemporary Chinese Furniture Design Fair opened in the 45<sup>th</sup> CIFF (Guangzhou). The 10,000-square-meter hall hosted more than 40 Chinese leading creative furniture designer brands, more than 200 Chinese leading furniture designers and artists including domestic contemporary designers and new design forces from China's four major academies of fine arts.

### jiaju.sina.com.cn

**Why did the editors-in-chief of jiaju.sina.com.cn rushed to visit the exhibition?**

CIFF is reputed in the industry as the "preferred trading platform for new product launch", an arena for many manufacturers to launch new products and a platform for dealers to seek brands and for brands to seek partners. As the first super-large furniture fair held since the pandemic, CIFF gathers all products covering home furniture, homedecor & hometextile, outdoor furniture, office, commercial & hotel furniture, furniture machinery and raw materials. CIFF focuses on "Innovation Driven, Design Led" and opens up the resources of the upstream and downstream industries in an all-round way. There are many highlights. After visiting the exhibition, you can judge the basic trend of the entire industry in the second half of the year.

### DESIGNWIRE

**Design Spring 2020: See You in Guangzhou!**

It is fair to say that China's self-owned brands are born at the right time. While striving to create the power of local arts, they have encountered the rise of Chinese cultural confidence in the world. This is also the ability that Design Spring wants to manifest: reflect the historical aspects of contemporary Chinese furniture design brands; interpret their unique genes and the profound meaning; see their responsibilities and mission and ultimately build confidence for Chinese furniture brands to go global.



# Comments from Exhibitors

## Du Zehua, Chairman of the Board ,Landbond Furniture Group

CIFF with firm confidence takes the initiative, actively assumes industry responsibilities and strives to introduce a series of innovative measures from top-level design, build online cloud exhibition and discuss the path to digitalization with enterprises. It is believed that this session is a rewarding exhibition for everyone!



## Li Ziyun, General Manager, Emma China

Emma selects CIFF (Guangzhou) as the first step to explore China market. CIFF gave us a great surprise for the domestic market and we gained many potential partners. We thank CIFF for giving us a lot of brand promotion and thoughtful arrangements.



## Xu Hui, Marketing Director, Domestic Marketing Dept., Sunon Group

It is the 23<sup>rd</sup> time that Sunon participates in CIFF in 2020. CIFF is one of the promotion platforms that Sunon attaches great importance to for many years. Sunon is well received by domestic and foreign clients through this platform and has enhanced our brand's global popularity.



## Mai Jin, Marketing Development Director, Guangzhou Victory Furniture Co., Ltd.

In fact, we were more or less worried about whether anyone would visit the exhibition, what the product market would be like in the future and what products should be launched. Though the pandemic has had an impact, it has also made us exert more creativity in the crisis and find more consumer demand points.



## Cheng Kaisheng, Marketing General Manager, Kano Group

CIFF (Guangzhou) is the largest one with the most influential brand promotion among China's furniture fairs. Therefore, we value the opportunity to participate in this exhibition and better reflect the brand value through this platform.



## Shangguan Shengwen, General Manager, DeRucci International Holdings Co., Ltd.

The 45<sup>th</sup> CIFF (Guangzhou) has a great impact. I hope that the pandemic will end as soon as possible and CIFF can further play a leading role in the industry.



## Dai Yongxiang, National Investment Promotion Director, KINWAI FURNITURE & DECORATION CO., LTD

Under the effective control of the country during the pandemic, we can participate in this exhibition. It is hoped that the entire industry can work together through CIFF (Guangzhou) to contribute to making the entire industry bigger and stronger and create a better space for consumers,



## Wang Zhihao, R&D Center Director, Changjiang Furniture

Many foreign clients are unable to attend the exhibition due to the impact of the pandemic this year, but China's epidemic prevention and control has achieved remarkable results. The 45th CIFF (Guangzhou) also shows that many domestic enterprises and peers work hard to pave the way for good development after the pandemic!



## Yi Yuting, Marketing Director, Shanghai Matsu Furniture (Group) Co., Ltd.

As early as 2003-2009, Matsu participated in CIFF (Guangzhou) multiple times. After 11 years, Matsu has come back with Unit & Morse workstation system and new leisure products. During the exhibition, we received good responses. The clients who visited our booth have a keen interest in our products, and many of them are in further negotiation.



## Cai Delong, Marketing Director, Quama Furniture

We choose to participate in CIFF in consideration of its scale and status in the industry as Asia's leading event with the largest scale and the most complete categories of exhibits in the upstream and downstream furniture production industries.





## Li Hongsheng, Marketing Center Director, UE Chair Technology (Zhejiang) Co., Ltd.

The biggest feeling from participation in the 45<sup>th</sup> CIFF(Guangzhou) is that the exhibition has showed much confidence to support the development of the industry during the pandemic, which enables us to feel unlimited confidence.



## Liang Qiang, General Manager, Yuhuan Milanuo Furniture Co., Ltd.

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## Zhou Tingyong, General Manager, TULI HOUSEHOLD Co. Ltd

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## Liu Hengke, Vice General Manager, Leadcom Seating

We thank CIFF (Guangzhou). Because of the pandemic, the entire industry is in a state of stagnation, with some people unable to get out and some people unable to enter. CIFF (Guangzhou) is more than an exhibition, but like an industry exchange and an exchange among furniture insiders.



## Wu Dizeng, Vice General Manager, Zhejiang Jiechang Linear Motion Technology Co., Ltd

CIFF has always been a very important partner of Jiechang. We have got the best position and the largest booth in the 45<sup>th</sup> CIFF (Guangzhou). We will continue to cooperate with CIFF in the future to make smart office better!



## Chen Yushu, Professor of Nanjing Forestry University & Contract Designer of Landbond

As a designer, I have seen a complete range of products in diversified styles in CIFF (Guangzhou). It is hoped that our products will truly realize art into life through CIFF and achieve the connection between tradition and fashion, art and life and between the world and China!



## Su Jianxiong, Booth Leader, Foshan Wanjiang Furniture Industry Co., Ltd.

The 45<sup>th</sup> CIFF (Guangzhou) is a special trade fair. We had thought that many clients and exhibitors might be less interested in the exhibition after the pandemic, but I did not expect that there were many visitors in the exhibition. It is hoped that the pandemic will end as soon as possible, and CIFF (Guangzhou) can also lead our exhibitors to work together for the development of the home furnishing industry!



## He Ming, General Manager, Dious Group-Dious Brand & Womez Brand

CIFF (Guangzhou) is the biggest festival for our furniture insiders every year. Though the industry is slightly affected by the pandemic this year, I think the 45<sup>th</sup> CIFF (Guangzhou) has seen a large number of visitors and exhibitors. Such a "festival" is a big event for both the industry and our furniture insiders.



## Cai Zhilei, Business Manager, Loctek Ergonomic Technology Corp.

The 45<sup>th</sup> CIFF (Guangzhou) has seen a large number of visitors. In our internal analysis, we believe that CIFF (Guangzhou) will bring considerable client resources and industry influence.



## Yao Xiangyang, Sales Director, ZITTING SEATING CO.,

The 45<sup>th</sup> CIFF (Guangzhou) has done a good job in many arrangements such as crowd control and pandemic prevention measures. The guests and audiences who visited the exhibition are very sincere. Those who choose to visit the exhibition need products. They are key clients for enterprises.





**Zhang Youming, General Manager, Zhonghao Furniture Co., Ltd**

Supported by the organizers, Zhonghao Furniture increased its booth area by 100 square meters on the original basis in the 45<sup>th</sup> CIFF (Guangzhou). We are very confident in all the development of the exhibition, and also believe that this session will bring a different feeling to dealers.



**Chen Haoan, Commodity Director, Shenzhen Vivabella Home Co., Ltd.**

Vivabella has participated in CIFF (Guangzhou) for many sessions, but the 45<sup>th</sup> CIFF (Guangzhou) is very special. As the domestic epidemic situation stabilizes, the opening of such a preferred trading platform for new product launch for the entire industry chain at this time is very helpful to the industry and economic development.



**Dai Zedong, Vice General Manager, Sanqizhi**

Sanqizhi is a new brand. This is the second time to participate in CIFF (Guangzhou). Our booth has seen enormous popularity and a lot of visitors. We thank CIFF (Guangzhou) for providing us with such a big platform.



**Peng Peng, Marketing Director, ZHEJIANG DILONG NEW MATERIAL CO., LTD.**

We participate in CIFF (Guangzhou) each year. This session saw larger booths than previous years. We feel that it is an opportunity for development. It is hoped that we can lead the industry and bring more choices and international trends to Chinese home furnishing enterprises through CIFF (Guangzhou) as an excellent platform under the pandemic.



**Chen Qiongfang, General Manager, Jongtay Group Hoyan Home Furnishings**

In the post-pandemic period, CIFF (Guangzhou) and enterprises work together to overcome difficulties and forge ahead. I also saw many peers were still enthusiastic to participate in the exhibition. It is believed that everyone has a rewarding experience in this session.



**Liu Ying, General Manager, Ningbo D.sky Home Co., Ltd.**

I had thought CIFF (Guangzhou) affected by the pandemic might see a decrease in the number of visitors, but there are a lot of visitors in these two days. The number of visitors to our booth exceeded our expectations. The audiences are also very interested in our products and have effectively communicated with us. It's great!



**He Jianwei, Vice General Manager, Nanxing Equipment Co., Ltd.**

We participate in CIFF (Guangzhou) each year. Though the exhibition was delayed this year, it actually gave us more preparation time, allowing us to provide better products to serve our clients and downstream.



**Chen Shuhao, Regional Manager, Derry Balcony & Leisure Tables & Chairs**

We are very satisfied with the number of visitors in CIFF (Guangzhou) this year. The client base is more professional and targeted, and we can understand their needs more accurately.





# Comments from Visitors

## Home Furnishing Store Operator from Hubei

I attend the 45<sup>th</sup> CIFF (Guangzhou) to see the creative products. There are still so many visitors in the exhibition under the pandemic, which shows that everyone has a strong demand for the exhibition. It is believed that the home furnishing industry will recover quickly!



## Cross-border E-retailer from Shenzhen

I am selling home furnishing products on a cross-border ecommerce platform. I participate in the 45<sup>th</sup> CIFF (Guangzhou) to look at new home furnishing products and seek partners to purchase goods. I feel that the 45<sup>th</sup> CIFF (Guangzhou) provides meticulous arrangements, good environment and proper pandemic prevention!



## Designer from Sichuan

I am engaged in home furnishing design. I learn about the current domestic and international market trends through the exhibitors' product elements and styles. At the same time, I achieved the purpose of seeking cooperative brands. It's rewarding.



## Interior Designer from Guangzhou

I attend the 45<sup>th</sup> CIFF (Guangzhou) to seek resources and source of goods. After a day of visit, I feel some interior decoration products are in line with our design concepts. I provided my contact information and deepened exchanges after the exhibition.



## Red Star Macalline' s Dealer from Zhongshan

Attending the 45<sup>th</sup> CIFF (Guangzhou) is to expand my horizons and look at the products of different brands, such as accessories and interior decorations. Despite the pandemic, there are still more visitors and new exhibitors. It offers a complete range of accessories, interior decorations and office furniture. It's rewarding.



## Self-employed Business Owner from Shanxi

I attended the 45<sup>th</sup> CIFF (Guangzhou) to buy student desks and chairs. I saw many products and found that the current desks and chairs were intelligently improved. Some desks and chairs are not only foldable and movable, but can also be connected to the network and multimedia terminals, which is very convenient for students to attend classes.



## Equipment Buyer from Pakistan

This is the fourth time that I attend CIFF (Guangzhou). Though the global industry is affected by the pandemic, I am very happy to find the suppliers I need during this visit and achieve the expected goal. I am very satisfied. Besides, CIFF always provides good services, and the staffs are very enthusiastic about our buyers. I will come next session!







# See You in 2021



**The 47<sup>th</sup> China International Furniture Fair (Guangzhou)**  
**Pazhou, Guangzhou**

**March 18-21, 2021**

**Home Furniture/Home Décor & Hometextiles/Outdoor Leisure**

**March 28-31, 2021**

**Office Show & CIFM/interzum guangzhou**

**China Import & Export Fair Complex/PWTC Expo**

**Book a stand:**  
**020-89128285/8024**

**Visit the fair:**  
**020-89128061/8070**

