

Post-show Report

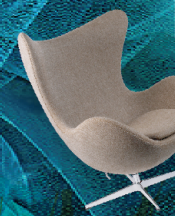
The 41st
CIFF (Guangzhou) 2018

March
18-21/28-31, 2018



匠心质造
全能对接
Better Life
Better Work

BETTER LIFE BETTER WORK CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



March in Guangzhou · Pazhou



September in Shanghai · Hongqiao

ciff.fairwindow.com



The 43rd China International Furniture Fair (Guangzhou)

18-21 March 2019

home / home decor / home textile / outdoor

28-31 March 2019

office / hotel / commercial / machinery & raw materials



China Import and Export Fair Complex & PWTC Expo



The 42nd China International Furniture Fair (Shanghai)

10-13 September 2018

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



National Exhibition and Convention Center (Shanghai) in Hongqiao

Time	March 18-21, 2018 (Phase 1) / March 28-31, 2018 (Phase 2)
Exhibition Centers	China Import & Export Fair Complex & PWTC Expo
Scale	750,000 Square Meters
Number of Exhibitors	4,122
Number of Professional Visitors	195,082
Hosts	China National Furniture Association China Foreign Trade Centre (Group) Guangdong Furniture Association Hong Kong Furniture & Decoration Trade Association Limited
Organizer	China Foreign Trade Guangzhou Exhibition General Corporation

◆◆ The 41st CIFF (Guangzhou) Came to a Successful End ◆◆

The 41st CIFF (Guangzhou), held in two phases on March 18-21 and 28-31, came to a successful end. The 8-day feast of the home furnishing industry made more than 4,100 exhibitors the focus of global attention and attracted 195,082 professional visitors at home and abroad.

As a preferred trading platform for product launch, the 41st CIFF Guangzhou attracted more than 90% of excellent brands at home and abroad to showcase their new products and presented a variety of theme shows and forums. During the fair, exciting news was announced that CFTE would be working with Red Star Macalline to organize CIFF (Shanghai) September, leading the global furnishing industry to a better future. Now let's review the brilliant highlights of the 41st CIFF (Guangzhou).

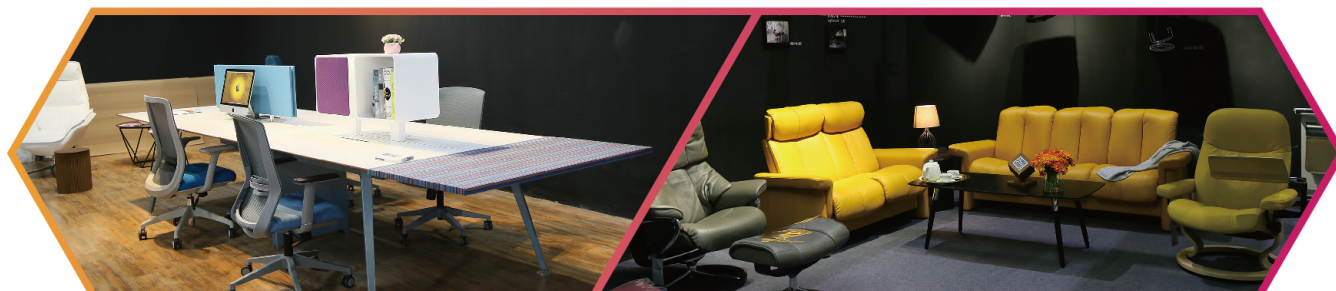


A Flagship Exhibition

It is never easy to get every detail of a 750,000-square-meter mega fair within 8 days. Therefore, CIFF (Guangzhou) saw an optimized and upgraded layout to help visitors make the best of their time. For instance, during phase 1, the "Whole Living Space" at Area A focused on domestic sales and the "Premium Home Furnishings" in Area B highlighted the export function. With scientifically planned sections, visitors easily located their targets and enjoyed more sourcing convenience.

The International Hall hosted a great many renowned international furniture brands that aimed at entering China and international markets through CIFF (Guangzhou). The Design Hall brought together a large number of Chinese creative home furnishing brands with strong persistence in original design. The Mild Luxury Hall interpreted the trendy concept of affordable yet decent luxury. The Whole House Customized & Smart Furniture presented the most popular technique of customization at the forefront of consumer market. The brands in the Modern Furniture/Nordic Furniture/Minimalist Furniture, Sofa Premium, Classical Furniture, Sleep Center and Dining/Living Room Furniture all demonstrated their unique strength to present new looks of comfortable home. The Homedecor & Hometextile introduced domestic and overseas excellent home decoration brands to showcase their premium products and portray a desirable lifestyle. The Outdoor & Leisure offered a variety of quality outdoor products and creative designs, directly bringing visitors into a world of purity and green.

Office Show and CIFM/interzum Guangzhou in Phase 2 brought unlimited possibilities of future work and life and provided a huge amount of known and unknown information for industrial manufacturing. For example, how to maximize the use of smart technologies in office space and how to popularize the advanced medical and healthcare furniture in communities were the new trends that the Office Show hoped to deliver. CIFM/interzum Guangzhou pooled a good many exhibitors all of which were experts in making products more delicate and cost-effective. Visitors could obtain the latest technologies and information on home furnishing manufacturing and find professional solutions closely related to their own production.





Win-win Situation for Both Domestic Sales & Export

CIFF (Guangzhou) always keeps its unique charm thanks to its strength in facilitating domestic and export, which is also the key reason why many major brands insist on choosing and growing with CIFF (Guangzhou). Just as the exhibitors who have cooperated with CIFF for many years put it, CIFF helped demonstrate the depth and breadth of their brands and introduced a lot of valuable clients, offering remarkable outcome in terms of customer quality and transaction volume.

CIFF (Guangzhou) 2018 continued to strengthen export and introduced overseas buyers with stronger purchasing power. Meanwhile, CIFF spared no effort to expand the domestic market. Seizing the hot spots in the domestic home furnishing industry including "customization", "intelligence", "design" and "mild luxury", CIFF (Guangzhou) attracted a large number of strong exhibitors to enter the market and strong procurement with rigid demand, allowing enterprises and visitors to obtain business resources and development opportunities. The 8-day exhibition enjoyed enormous popularity and the booths were crowded with visitors.

As a highlight event for helping global home furnishing brands match excellent partners, trade matching has become a must-attend activity for many exhibitors and professional visitors. Over the years, CIFF has continuously introduced good resources and good friends to more industry insiders. The personalized trade matching and effective value-added services in this session were well received.



Be a Satisfactory Home Furnishing Exhibition

The 41st CIFF (Guangzhou) came to a successful end. Behind the brilliant 8-day exhibition were the achievements jointly created by the furniture industry insiders at home and abroad.

CIFF always adheres to the principle of prioritizing exhibitors and visitors with the pursuit of creating better life and better work for all. The voice of the industry, the needs of enterprises and the expectations of the visitors are the driving forces of CIFF for continuous progress and development.

Looking into the future, CIFF will continue to seek development for the home furnishing industry, constantly innovate and enhance quality and deliver satisfactory performance to the industry, exhibitors and visitors.



CIFF (Guangzhou) in March has been a great success. CIFF (Shanghai) in September will do even better.

The fully-upgraded CIFF (Shanghai) will take place at National Exhibition & Convention Center (Shanghai), Hongqiao on September 10-13, 2018. The industry's top event is bound to be the focus of attention in the global home furnishing industry in 2018!

Comments from Exhibitors

**Liu Haitao,
Marketing Director of
Kinwai**



CIFF has been held for 41 sessions and is China's time-honored home furnishing & furniture exhibition. Regardless of its domestic influence or attractiveness to overseas clients, it has always been well reputed in the industry. Each session brings us a large number of clients, which is very helpful to our market layout.

CIFF has been held for 21 years with incomparable reputation and strength. It is our preferred furniture fair. CIFF can help us find dealers that meet our corporate characteristics and make our brand keep pace with the world.



**Cui Jiehui,
Vice General Manager of
Lin's Wood**

**Paolo Colombo,
M&D General Manager**



Milano&Design has been cooperating with CIFF for many years. At the beginning, we just wanted to give it a try by exhibiting in CIFF. Now it is doing better and better and we are also developing more and more rapidly. There is no doubt that we will continue to attend CIFF and grow with it!

CIFF is a very important exhibition for Koda. We can collect a large amount of client information through this platform, which plays a great role in our expansion of the domestic and foreign markets.



**Xu Zhien,
Executive Director,
Koda Marketing**

**Zhao Xiaojie,
General Manager of
Silkmusic**



We saw good results in domestic sales in CIFF (Guangzhou) 2018 with rich buyer resources. CIFF has large client bases in the fields of clothing and art as well as other high-quality visitors, such as private high-end buyers and artists, just like Yang Liping, a famous dancer who purchased 21 products in our booth. It is hoped that CIFF will continue to expand buyer channels and attract more crossover high-end clients!

We feel CIFF (Guangzhou) 2018 is focusing on high-end development. Firstly, its overall level has been enhanced, and the products are going medium to high-end. Secondly, our client base is also changing, and more medium to high-end clients visit our booth. It is hoped that CIFF will do better and reach a higher level!



**Liang Zhihui,
General Manager of
Vineko**

Lin Hui,
Market Development
Center Director of
Victory



CIFF has distinctive advantages in terms of its scale and attraction to exhibitors and visitors. For exhibitors, basically domestic and international brands surely attend every year. For visitors, especially in overseas areas, CIFF attract many clients from the Middle East, Africa, Southeast Asia and Europe. It is a national as well as global event.

On the first day of the 41st CIFF (Guangzhou), we successfully signed several agreements. We saw more visitors and transaction opportunities on the second and third days. Since 2005, Merryfair has always insisted on participating in CIFF. 2018 is the 14th year that we attended CIFF. Merryfair attends CIFF because of its great reputation, good outcome and service as well as high quality clients, which makes us very satisfied.



Lv Zhenzheng,
General Manager of
Merryfair

Fu Miaogen,
Chairman of Jinlu Medical



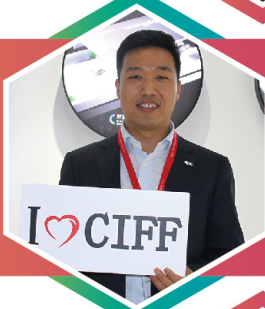
We achieved good results in this exhibition beyond our expectation. We saw a large number of visitors, and our new products are welcomed. We regard CIFF as a very important platform to showcase our products!

CIFF is our old friend. It achieves effective results in terms of media publicity, promotion for the upstream and downstream industries as well as of exhibiting outcome. CIFF (Guangzhou) 2018 sees more visitors and professional clients. This greatly increases efficiency!



Piegiorgio Franca,
CEO of Biesse

Luo Rong,
General Manager of
OPK



The advantages of participation in CIFF can be directly reflected from two aspects. Firstly, the breadth. CIFF is truly open to the world, which has the edge over the regional and national exhibitions. Secondly, the height. CIFF highlights its quality clients and excellent performance. Many industry leaders and experts are willing to visit this exhibition for its efficient interaction. Our brand is in great need of such an influential and better-structured platform!

CIFF has a profound historical heritage and greatest influence in the entire industry. Meanwhile, it is also a down-to-earth exhibition where visitors are buyers or demanders seeking materials, products or technical solutions, which make it a highly professional platform with the most distinctive advantage.



Li Zikuan,
Marketing Manager of
Huali

Comments from Visitors



Our visit to the 41st CIFF is very exciting. We attend almost each session. We intended to seek high-quality suppliers and luckily found ideal partners on the second day of arrival. CIFF has a good business environment and provides us with a good platform. It is expected that CIFF will become better and better.

----- Buyer from Guangzhou

Very Good! Give Likes to the hosts. CIFF is excellent in considerate services and its popularity is beyond imagination! We have witnessed the cooperation achieved and sensed the huge opportunities in China.

----- Industry Insider from Japan



CIFF enjoys good reputation in our industry. Many high-quality partners present their products here, as well as some cutting-edge enterprises. Therefore our company annually arranges a team to attend CIFF (Guangzhou) in March. It is an important exhibition for us.

----- Visitor from Europe

On our first visit to CIFF, we felt it was easy to find products meeting our needs. It was well-matched with our procurement plan. Regardless of venue construction or supporting services, they are very personalized. We will definitely come again!

----- Buyer from Canada



I am mainly engaged in the interior design for commercial space. I am a regular visitor to CIFF. I feel it is becoming better and better as years go on. In particular, there are many new products and concepts in CIFF 2018. It's rewarding. Fantastic!

----- Designer from Australia

I just want to say that there are too many people here. The exhibition center is too big for me to imagine. The products here are also very exquisite and it fits in with our consumer market. I think I will come again.

-----Trader from Bulgaria



Media Coverage

CIFF today not only focuses on products but also solves problems for the furniture enterprises and the upstream and downstream industries. At CIFF, you can find not only pure finished products, or design technology transfer, but also furniture related industrial products and specialized software.

---People's Daily "National Humanity History" Magazine 2018/3/3 "Wang Ke, Chairman of Guangdong Furniture Association: Three Changes in CIFF over 2 Decades"

March is the golden time for global trading. Furniture industry insiders from worldwide focus their attention on the dynamic furniture fair in China's Pearl River Delta. The 41st CIFF (Guangzhou) will soon open to bring together over 4,000 top brands and over 190,000 professional visitors at home and abroad to capture the global opportunities!

--- PR Newswire 2018/3/7 "CIFF's New Pattern Preview, Approaching the 41st CIFF (Guangzhou)"

From selling a certain kind of products in the past to infiltrating into every corner of the space nowadays; from the initial standardization of furniture manufacturing to the current customization, the words such as "Whole Home Decor" and "Whole House Customization" have swept the entire home furnishing industry. This phenomenon is very obvious in CIFF.

---Beijing Youth Daily 2018/3/22 "Seeing New Orientations in Home Furnishings from the Top Three Furniture Fairs"

On-site Events

CFTE and Red Star Macalline Reached Strategic Cooperation

On March 18, 2018, China Foreign Trade Guangzhou Exhibition General Corporation, the organizer of CIFF, and Red Star Macalline, China's leading home furnishing mall, held the strategic cooperation signing ceremony on the opening site in Phase 1. The two parties will jointly organize CIFF (Shanghai) in September 2018. They will integrate the advantages of the industry and pool efforts for development so that exhibitors and visitors can be more focused on their participation in the industry event.



中国对外贸易广州展览总公司 & 红星美凯龙家居集团股份有限公司
China Foreign Trade Guangzhou Exhibition General Corporation & Red Star Macalline Group Co., Ltd.

战略合作签约仪式 Strategic Cooperation Signing Ceremony



The Pinnacle Awards Asia-Pacific to Bring Together Chinese Designs and Demonstrate the Strength of Made in China

The "Witness the Pinnacle" --Pinnacle Awards Asia-Pacific Design Forum & Opening Ceremony delivered the strength of Chinese design and announced the official launch of the Pinnacle Awards Asia-Pacific 2018 to collect excellent works in the furniture industry in Asia and the Pacific region. CIFF's cooperation with the High Point Market and the American Society of Furniture Designers again will certainly bring this event to a new level.



China Interiors & Decorations Conference (Spring) 2018

On March 18-21, the 41st CIFF (Guangzhou) grandly opened at Pazhou, Guangzhou. China Interiors & Decorations Conference (Spring) 2018, jointly hosted by CIFF and Manjinghua-International Art Design Center (IADC), was officially launched. As a biannual industry event in the design sector, it has been held in Guangzhou and Shanghai respectively since 2017 and is an annual event in the interior decoration industry which captures much attention.



CIFF-Tmall Festival Opened to Release Strict Quality Control Standard

The "CIFF x Tmall Carnival—Trendy Furniture Show 2018" not only brought the debut of online and offline products but also released a new quality product standard that was easy to understand from a consumer perspective.



The 3rd Global Garden Lifestyle Festival Grandly Opened

The "Global Garden Lifestyle Festival 2018" combined lifestyle, design experience and commercial activities to promote the overall development of the outdoor furniture industry in an innovative way. This year, the event featured the French-style garden life under the theme of "Combination of Environmental Protection & Intelligence, Collision of Life & Art".



Chinese Dream, Furniture Dream | The 10th Guangzhou Home Furnishing Design Show

Chinese culture can date back to ancient times. Its beauty, spirit and qualities exert a significant impact on our life today. Guangzhou Home Furnishing Design Show has a history of ten years. The Show 2018 under the theme----“Seeking in China” was to seek Chinese dream as well as furniture dream. The “10th Home Furnishing Design Show” displayed both the master’s designs and the works from the academies, reflecting the growth of young designers and further integration.



Trade Matching

The overseas trade matching 2018 attracted The Home Depot as the world's largest furniture retailer, Terra Glamping as the US high-end outdoor furniture buyer, DelineBuild & Interior specializing in the medium- and high-end customized engineering furniture and other high-end buyers. Among them, The Home Depot, with a purchase budget of USD10 million and approximately 400 containers, matched more than ten exhibitors and would make further conversation after the matching. In the domestic trade matching, 27 buyers expressed their purchasing intention on site.



Office Environment Theme Pavilion-Chinese Dream | New Interpretation of Life-based Office

The Office Environment Theme Pavilion 2018 presented harmonious office life, dynamic office furniture and beautiful office space under the theme of “Harmony, Vitality and Beauty”. The entire pavilion demonstrated China’s strength by using “China Red” as the main color.

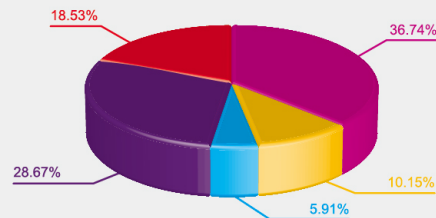


On Site Events Of the 41st CIFF (Guangzhou) (phase 1)

Type	Time	Theme	Organizers
On Site Events	Mar 18, 10:00-11:00	41 st CIFF Opening Ceremony	CFTE
	Mar 18, 14:00-16:00	Sharon: Art Is Long, Life Is Short	CFTE gd.qq.com
	Mar 19, 9:00-12:30	"100 Award" House Living Design Awards Opening Ceremony	China-Designer.com "100Award"House Living Industry Alliance Walkingmedia
	Mar 19, 10:00-12:00	Witness the Pinnacle Pinnacle Awards Asia Pacific 2018 Design Forum & Opening Ceremony	CFTE / American Society of Furniture Designers High Point Market Authority / Sina
	Mar 19, 14:00-17:00	2018 "Customize New Retail" Forum	CFTE Sohu
	March 18-21	CIFF & TMALL Fiesta	CFTE TMALL
	Mar 28, 9:30-10:00	The Launch Ceremony of Anji Chair Industry Hall	Anji County Government CFTE
	Mar 28, 14:00-15:00	Colour Road 2018 / 2019	CFTE Koelnmesse Co., Ltd.
	Mar 29, 10:00-11:30	How to Choose the Most Suitable Electric Adjustable Systems for Your Office Furniture?	
	Mar 29, 15:30-17:00	Let the World Love the Chinese Intelligent Manufacturing	
China Interiors & Decorations Conference	Mar 18, 14:00-16:00	2018 China Interiors & Decorations Conference (Spring) Forum: Starting point for design	CFTE Shenzhen MJH International Art Design Center
	Mar 18, 16:00-17:00	(Spring) Forum · The Launch of the Pre-Market of High Point Market at iADC	CFTE / Shenzhen MJH International Art Design Center / High Point Market Authority American Society of Furniture Designers AmCham Shanghai
	Mar 20, 14:00-17:00	China Interiors & Decorations Creative Development Forum	CFTE / Shenzhen MJH International Art Design Center / China Building Decoration Association China Interior Furnishings Custom Alliance
	Mar 18-21	Oriental ink art; literati refined living lifestyle Show	CFTE Shenzhen MJH International Art Design Center
	Mar 18-21	Interiors & Decoration Trend Show	
Global Garden Lifestyles Festival	Mar 18, 11:00-12:00	Opening Ceremony: Encounter With Flavored Brief	CFTE Guangdong Outdoor Furniture Association
	Mar 19, 14:30-15:30	Art Lecture: Understanding Picasso	
	Mar 20, 9:30-11:30	Forum: How to Green Upgrade for Furniture Enterprises	
	Mar 20, 14:30-16:30	Designer Forum: Innovative Ecosphere of City Garden	
The 10 th Guangzhou Furniture Design Exhibition BBS	Mar 18, 11:00-11:30	The Opening Ceremony Of The Tenth Design Exhibition	CFTE Guangdong furniture assoc
	Mar 18, 14:00-16:00	Design Decade Review and Prospect Theme BBS and Designer Award Presentation Ceremony	
	Mar 19, 9:30-11:00	Guangdong Furniture Industry Design Annual Meeting and Guangdong Province Furniture Association Series Design Contest Awards	
	Mar 19, 11:00-11:30	"2018 Annual Household Design Trends" Conference	
	Mar 20, 9:30-11:00	Green Furniture Industry Alliance - Industry Situation Symposium	
	Mar 20, 11:00-11:30	Green Awakening - Dojon Technology • Board Powder Coating Application New Breakthrough.	
Office Environment Theme Pavilion Forum	Mar 28, 13:30-15:00	The 1 st Anniversary of Officion's Publishment and Related Events	CFTE Officion Union
	Mar 29, 13:00-17:30	European Forum and Walking Media Speech	CFTE / Walking Media / Edimotion Srl.
	Mar 30, 10:30-12:00	China's Ergonomics Annual Awards Ceremony and "Application & Illustration of China's Ergonomics" New Book Launch	CFTE Shenzhen Association of Ergonomics Application
	Mar 30, 14:30-15:30	New Office Environment Forum	CFTE Guangzhou Design Related Associations
	Mar 30, 15:40-16:30	Business Trends for Office Furniture —Xu Zhaoming (Adviser)	CFTE Officion Union

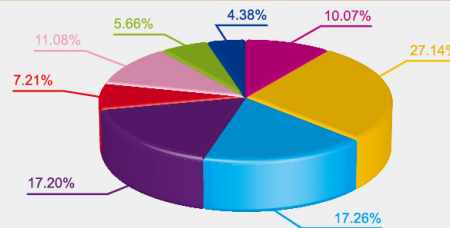
Exhibitor Data

Product Types
(According to Scale)

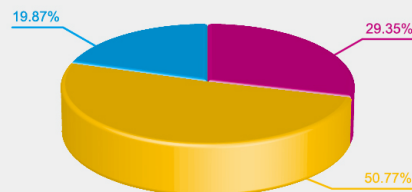


Home Furniture	36.74%
Homedecor & Hometextile	10.15%
Outdoor & Leisure	5.91%
Office, Hotel & Public Furniture	28.67%
Furniture Machinery & Raw Materials	18.53%

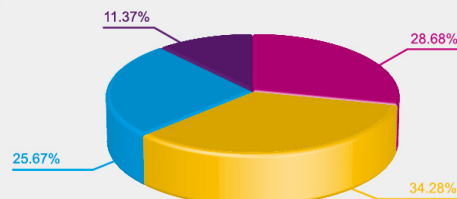
Visitor Data



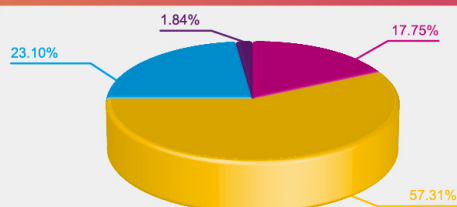
Order/Seek New Products	27.14%
Seek New Suppliers	17.26%
Obtain the Latest Industry Information and Technology	17.20%
Seek Business Cooperation	11.08%
Seek/Become an Agent	10.07%
Participate in Industry Forums	7.21%
Visit Suppliers	5.66%
Evaluate the exhibition for Exhibiting Next Year	4.38%



Increases	29.35%
Decreases	50.77%
Maintains	19.87%



One Day	28.68%
Two Days	34.28%
Three Days	25.67%
Four Days	11.37%



Very good	17.75%
Good	57.31%
General	23.10%
Not good	1.84%

September 10-13, 2018

See you in the 42nd CIFF (Shanghai)!

Home Furniture

International & Design Furniture	Hall 3
Fashion Furniture Hall(Chinese & Design)	Hall 4.1
Brand Furniture Hall (Modern & Entry Lux & Classic)	Hall 5.1
Customized & Smart Home Kids' Furniture	Hall 6.1
Sofa,Dining & Living Room Furniture	Hall 5.2
Sofa Hall	Hall 6.2
Sleep Center	Hall 7.2

Outdoor & Leisure

Outdoor & Leisure	Hall 1
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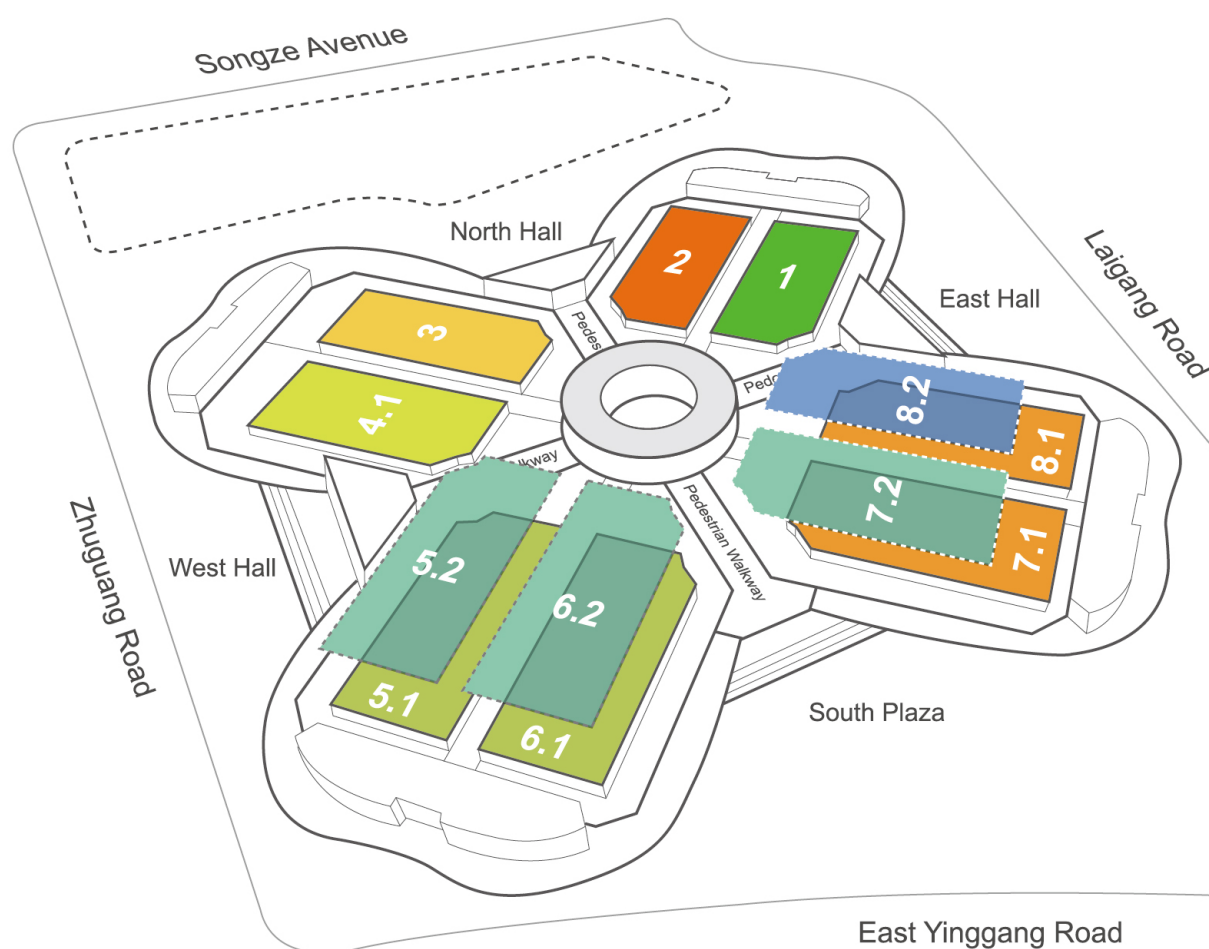
Home Decor

Home Decoration & Home Textiles Lifestyle	Hall 2
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Commercial Office & Hotel Furniture

Fashion Office	Hall 8.2
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Shanghai International Furniture Machinery & Woodworking Machinery Fair	Hall 7.1-8.1
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