



THE 51<sup>st</sup> CHINA INTERNATIONAL  
FURNITURE FAIR (GUANGZHOU)

# POST SHOW REPORT

展后报告

Home Furniture

**2023 /03 /18 - 21**

Office and Commercial Space

CIFM/interzum guangzhou

**2023 /03 /28 - 31**

Pazhou, Guangzhou

Design Trend / Global Trade / Full Supply Chain



## HOME FURNITURE

Home Furniture, Homedecor & Hometextile  
Outdoor & Leisure

2023.3.18-21

Pazhou Canton Fair Complex | PWTC Expo



## Office and Commercial Space

2023.3.28-31

Pazhou Canton Fair Complex



## CIFM / interzum guangzhou

2023.3.28-31

Pazhou Canton Fair Complex

Exhibition area(m<sup>2</sup>)

**700,000**

Exhibitors

**4,000**

Professional Visitors

**380,763** over 2019 **27.88%** ↑







## The 51<sup>st</sup> CIFF Guangzhou Successfully Held

On March 31, 2023, the 51<sup>st</sup> CIFF Guangzhou co-hosted by China National Furniture Association, China Foreign Trade Centre Group, Ltd., Red Star Macalline Group Corporation Ltd., Guangdong Provincial Furniture Association, and Hong Kong Furniture and Decoration Trade Association came to a successful conclusion.

This event brought together 4,000 domestic and foreign brands in five sections: Home Furniture, Homedecor & Home Textiles, Outdoor & Leisure, Office and Commercial Space, and CIFM/interzum guangzhou. Covering an exhibition area of 700,000 square meters, the 51<sup>st</sup> CIFF Guangzhou presented "three high" characteristics: high brand concentration, high industry participation and high trend sensitivity.

The eight-day fair was in full swing, attracting 380,763 professional visitors from 166 countries and regions. The number of visitors increased by 27.88% over 2019. CIFF Guangzhou actively promotes the industry's high-quality development, facilitates the domestic and international circulation and better meets the people's needs for "quality home, good life".





Opening Ceremony of the 51<sup>st</sup> CIFF Guangzhou



CIFF Strategic Cooperation Signing Ceremony



## Full Industry Chain Meet Top Brands in Guangzhou

The 51<sup>st</sup> CIFF Guangzhou gathered 4,000 domestic and foreign brands in five sections: Home Furniture, Homedecor & Home Textiles, Outdoor & Leisure, Office and Commercial Space, and CIFF/interzum guangzhou. Top brands across the industry chain formed the strongest brand matrix.

### Home Furniture

#### •Home Furniture Section

**Exhibiting brands:** CAMERICH, HIK, NORRYA, HOYAN, Yonghua, Kinwai, GAINWELL, Lebetter, VV CASA, DASH CASA, MOOAU, DEBRAH, GESE, innovation, B&G, Manitta, CRAFTAISEN, A2STONE, Gentle, TUNNI, ANDREA, FUNHOME, NottingHill, RESONG, QinHang, JIMMY HOME, TNESS, U+, haostyle, Moreless, Zizaoshe, Pusu, Ziinlife, HC28, HC28 Cosmo, DOMO NATURE, grado, WEIMO, TianWu, WHYGARDEN, Rongshe, Kuka, Man Wah, HTL, Domicil, CORIUM, FABBRICA, Eon home, SINOMAX, SANCI, M&D, Landbond, PAVARINI, HALO, Henglin, UE, Sweet Night, JLH, Serta, Mily, Asiama, LLYARSS, YAYIHUA, AMG, ZOY, SHUS, MORPHEUS, Shidao, Odir, MINBO, TASCANA, Ofun, LURKEY, Huayangleyuan, Sleepace, Tenfy, Meise, Green P's, PG Century, KAJ, ARTDECO, YHX, Remacro, UFO, Woai, YOLOnce, Shengxin, Baizhijia, We Likes, Shuye, Leyi, YUWELL, Yiling, Qingxuelanshan, sleepone, SYF, Hongda, Cozy Home, Jianhui, Juemei, Shouken, BrainCo, Delandis, Sealy, Therapedic, Long Life Basics, KINGSDOWN, A.H. Beard, Aidi, Kowon, Kushang, SOULSIAND, Wahtung, Tempur, SLEEMON, MAXSUN, GOODNIGHT, Emma, KCK, LAYOUNG, J&C, Mordern Home, Starway, Emeier, Roca, designhome, HOBANG, Donjon, HMB, Gomlden, Lianfeng, Yongsheng, Biaodian, Medyls, artlex, FOCUS CASA, Gold King, Levia, Highwin, Cuhok, TXJ, Steelite, Dimei, Dongrong, Lejiang, Futian, Johnson, Future star, Eurofurn, Leshi, Tianjian, DHF, U-LIKE, Milestone, YSL, Zhongmeng, Qianline, Hongmei, Z-LONG, WSC, Shuangai, Runyuan, Daming, LUSLUD, E-LIFE.....

Ranked in no particular order



## •Homedecor & Hometextile

**Exhibiting brands:** FLOLENCO, FH&HOME, d.sky home, JingChang, KERRY HOME, A&B HOME, MARSDEN, YITAI CRYSTAL, WORLDLIVE97, M&Sense, DingLi/ VFANG, JOWER, SAN LOREN, CASAVIVA, UOIU, Aibuzhijia, SILIAN, TY ART SPACE, Laitin Art, VATIART, SUNSISTER, YIJUNENG, TINART, YI ZI HUI, Free Cloud, SUNFLOER POSTRE, Shanmei, Diamond Star, Tongbao, Eight Union, ANHUA, NEW FASHION, MOOYA, Crestview Collection, YZ Lighting, U-LIVING, ASOS, FUHUA, HOPD, Blossom, CEZANNE IMPRESSION, UHome, Yuanqi, Rococo, MESSICA, Mocrystal, AUMERRY, MINGJIN, Eastern, DAVIS.....

Ranked in no particular order



## •Outdoor Furniture,Sunshade & Leisure

**Exhibiting brands:** HIGOLD, Artie, EVER GAINING, ALMA, Sunwell, Garden Art, TOPMAX, LINYA, Hongjiang, Gelaite, Derry, MYX, COUTURE, Brighthome, De Garden, Mindo, VINEKO, IVINI, LIVINTWIST, Varmax, Yunge, Divanolounge, Flytech, Royal Garden, Yixiang, Lifan, Sunrise, Guokang, Yangmei, Weige, SunLever, Jindingzun, Gefanju, Yalees, Hongyin, Quanshun, Chuangdi, Beibang, Ilan.....

Ranked in no particular order





## Office and Commercial Space

**Exhibiting brands:** Sunon, VICTORY, CJF, QUAMA, SAOSEN, JONGTAY, HUASHENG, LMFU, Kano.cn, DIOUS, KINTIG, HONGYE SHENGDA, XINDA CLOVER, KINWAI, DONGGANG, KEJING, YOPYE, SIJIN, HONGQIAO, PUMEI, HUAQ, HO YAN, GOKENG, YAVON, furnmix, Senrop, FU BANG, GENOVA, GAUNGLI, Makers, JIULONGYOUSHENG, BOBIAO, ONMUSE, MOBI Office, LightSpace, CUBESPEACE, soundbox, Burgeree, Archini, UFOU, DECHANG, RAYSON, ZHT, COFEMO, YIDARTEX FABRIC, HOAU BROTHER, HECHUANG, HOTING INTELLIGENT, JINHU, YUANDA, HUABAO, GUANG ZHENG, Light, Guub, JOYH OFFICE FURNITURE, GUOXIN, DEYU, JIECANG, LOCTEK, KAIDI, DEWERT OKIN, UE Furniture, LINIX, HENGLIN, BOSEN, b.one, Sitzone, FK, GTCHAIR, ASIS, KOHO, KUOCHING, MSDA, CStar, MEI BANG, TKS, MARATTI, GOODTONE, ENOVA, Lian Feng, HUAMEI, MAC, HOOKAY, ZHONGMENG, KENTEC, K+N, Royal Ahrend, Merryfair, Arper, FLOKK, VONDOM, LEADCOM, HONGSHENG FURNITURE, HONGJI, Henfon, EDU NESTCO, HUIMEI, Jooboo, YUCAI, HFYM, SANLANG, YUJIA, USIT SEATING, YAQI, WANZHEN, TIANZUO, SENCHUAN, MingFang, HONGYU, Hikeylove, hoze, FUMEI.....

Ranked in no particular order



## CIFM/interzum guangzhou

**Exhibiting brands:** BACCI, BIESSE, Cefla, DEKUI, EXCITECH, Freud, GIANTWAY, HANS LASER, HENGCHANG, HENGYE, HOLD, HOMAG, HUA HUA, HUAJIAN, IECHO, KDT, KeHua, Leitz, Leuco, Leuco, LIAN ROU, LIANROU DEKUI, MAS, Motimac, MuYe, Naigu, NANXING, PMSK, PURETE, QCMAC, Richfruits, SANDAR, SCM, SHANG GONG, Shang Gong Group, TUODIAO, WEINIG, XINQUNLI, YUANTIAN, YUTON, .....

ABLE, AIDEFU, ANLI, ANRAN, BEIREN, CNWEIHONG, DILON, EBC, FUREN, HAPCO, HENKEL, HUACAI, HUAWON, JSJ, JSY, KAIJIE, KAIMEI, KAPOK, KINNAY, Kronospan, LAMIGRAF, LAMIGRAF, LI WANG, LIAMAX, LIANHONG, LINAK, MOLDTEC, MUNKSJÖ, MUNKSJÖ, NANYANG, PERFECT, Qianshan PLYWOOD, QIFENG, QUAN LI, REHAU, SABA, Schattdecor, SHENGDA, SHENGLONG, SINODECOR, SINOWOLF, TAIQIANG, TIANJIN, TIANYE JACQUARD, WHM, XIONG YI, XIONGXING, YIHUI, YONGQINGDA, YONGWEI, YUESHAN, ZEBRA, ZHAOGANG, ZHIHUA, ZHIHUA GROUP, ZHUOKAI.....

AOSITE, Bonreal, DTC, GARIS, Jusen, Kangyale, UNIHOPPER, LUSTERFUL, MEATON, MeiKi, NISKO, NUOMI, ONUS, opk, TOPCENT, Taiming, TUTTI, WEIDI, KEA, XiaoBoShi, SH-ABC, SUGATSUNE, ADAMS.....

Ranked in no particular order



## Global Vision

Explore the Forefront of Home Furnishing in Guangzhou

The "convention" and "exhibition" of the 51<sup>st</sup> CIFF Guangzhou were deeply integrated, with 125 conferences and forums held to further strengthen the spillover effect of the fair. The newly launched "Global Home Furnishing Development Forum" was well received. Six series of forums led the high-quality development of the industry: "Voice of Design Community" Forum, "Distributors Talks", "Cross-border Elite Gathering", "New Product Launch", "China Commercial Design + Conference", and "Creativity in Materials", building effective platforms for high-end dialogues for the home furnishing industry.

## Global Furniture Industry Development Forum



Global Furniture Industry Development Forum 2023



Global Furniture Industry Development Forum 2023



China Commercial Design+ Conference



China Furniture Manufacturing High Quality Development Forum



Design for Senior & Accessible Space

## 2023 Global Furniture Industry Trend Conference





## "Voice of Design Community" Forum



City of Design in Your Eyes-2023 "Design Symbiosis"  
City Design Name Card PK



List of "Thousand Designers Program 2023-2024"  
Conference & New Design Ideas Forum



"Create Our Future with Design" Design Forum 2023



China Home Decoration Design Selection Forum



"Design for Children Worldwid" Global Summit

## Distributors Talks



China Home Furnishing Industry (Channel) Development Summit Forum 2023



The 51<sup>st</sup> CIFF Guangzhou Dealer Conference



New Ecology of Home Furnishing Resources Matchmaking



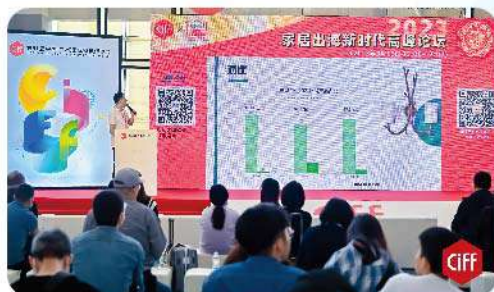
Entrepreneur Wealth Creation Forum for a New Era



## Cross-Border Elite Gathering



Bring China's Brand Home Furnishings to the World Forum



Furniture Export Summit Forum



Cross Border New Opportunities Forum



Large Home Furnishings 2023 Chasing North America Market



A Fresh Start for Spring Ploughing with Amazon Global Selling

## New Product Launch



China Sleep Week - "Get a Good Sleep" Industry Forum



The First Digital Sleep Research Base Launch Ceremony of the National Health Promotion Action



Sleep Debut Chain Exhibition Platform Strategic Signing Ceremony



China Silver-Hair Economy Innovation Summit



HALO Collections Promotional Event



Tempur New Product Launch



Victory Designed Sofa and New Product Launch



## China Commercial Design+Conference



Reinvent the New Urban:  
Create New Trends and Scenes for Future Life



New Trend In Hotel & Catering Space Experience



New Trend In Commercial Real Estate & Brand Experience



New Trend In Workplace Experience & Design

## Creativity in Materials



CMF Future Trends Launch Forum 2023



SMART League Global Launch 2023



Sustainable Materials Study & Design Lectures 2023



CMF Trend Workshop



"Innovate Lead, Gather Energy, and Move Forward"  
ENF Class Formaldehyde-free Juneng Plate Global Launch

The 51<sup>st</sup> CIFF Guangzhou held 10 themed exhibitions focusing on trends, design display, technical discussion, and etc. They were CMF Trends LAB, D2M Lab, Firefly Museum Children's Space, China Smart Sleep Exhibition 2023, China Sleep Industry Summit & Sleep Ecology Exhibition, China Interiors & Decorations Conference (Spring) 2023, Global Garden Life Festival, OK Life, Welcome Setting Sun, and Office Environment Theme Pavilion.

## CMF Trends LAB

CMF Trends LAB 2023 brought together more than 500 innovative exhibits from over 50 institutions, brands and designers. It guided home furnishing companies and related industries to pursue high-quality development led by materials.



## D2M Lab

The "100 Original Designs" displayed at D2M Lab were based on "100 Chairs by Chinese Designers". The lab consisted of three sections: Design Bazaar, 100 chairs by Chinese designers, and design forums.



## Firefly Museum Children's Space

Themed "Childhood Fantasies", Firefly Museum integrated architecture, education, interior design, environmental art design, commercial space design, etc. It worked with partners who value children's growth to jointly improve the environment of child development.





## China Smart Sleep Exhibition 2023

The session of the exhibition was joined by a star-studded group of brands with sleep products and sleep scenes, as well as sleep life. With the power of "upward", it opened up a wide road belonging to every intelligent sleeper!



## China Sleep Industry Summit & Sleep Ecology Exhibition

With the theme of "Big Ecology for Greater Development", this summit attracted more than 300 well-known experts, scholars, business representatives, practitioners in the industry and mainstream media. It focused on sleep health and discussed the development of sleep industry together to help Chinese people get high-quality sleep.



## China Interiors & Decorations Conference (Spring) 2023

This conference themed "Design • Reinvention" spoke out for the interior decoration industry. Five brands including DECO, OTlife, Yizhishang, Weiya Art, and Artpower Creative Space (ACS) created an imaginative design LAB which opened up more possibilities for home.



## Global Garden Life Festival

The 6th Global Garden Life Festival, with Denmark as the guest of honor, was held under the theme of "Back to Nature and Enjoy the Outdoors". It integrated lego blocks, kingdom of color, Andersen's fairy tales, fairytale wooden house, etc. With exquisite outdoor furniture and simulation of greenery, it created various quiet outdoor spaces, allowing visitors to slow down and get back to nature.



## OK Life

This exhibition attracted 24 original brands on life aesthetics. They presented a wide array of products and complemented each other. With respective advantages to empower the industry, the show added sparkling moments to the picture of good life.



## Welcome Setting Sun

This exhibition was presented by outstanding lighting design brands which expressed their unique insights from point and line to plane. Together with the industry, they enabled visitors to feel the beauty of life with lights.



## Office Environment Theme Pavilion

This pavilion took "Office Art Museum" as the theme. CIFF Guangzhou and Mr. Derby Xu worked together to create five independent spaces: Greenery Garden, Back in Time, Matrix World, Colorful, and Think Zone. They combined color and art into space and furniture, allowing visitors to enjoy an unparalleled visual feast.





## Industry-wide Collaboration

Boost Domestic and International Circulation in Guangzhou

This session of CIFF Guangzhou was widely participated in by visitors including designers, dealers, traders, buyers, cross-border e-commerce entities, real estate developers, healthcare procurement groups, university procurement groups. According to exhibitors, booth traffic exceeded their expectation and the event enjoyed "great popularity", "a high level of professionalism" and "a high turnover rate"!





● Brands and Designers' Matchmaking Conference



● Smart Home Healthcare and Matching Conference



● Real Estate Buyers' Study Tour



● Off-line Matchmaking Meeting for Overseas Buyers



● College Procurement Conference



## Comments by Media

### ***People's Daily: The 51<sup>st</sup> CIFF Opens in Guangzhou***

As a key event of the National Consumption Promotion Month, this session of CIFF realized a new balance and new trend featuring "demand drives supply, and supply creates demand". It is an epitome of China's strategy to expand domestic demand and deepen supply-side structural reform.

### ***People.cn: Build a Better Home and Serve the New Pattern! The 51<sup>st</sup> CIFF Kicks Off in Guangzhou***

This session of CIFF Guangzhou improves the adaptability and innovativeness of home furnishing products with original design, green sustainability and artificial intelligence. It guarantees the high quality and friendly user experience of home furnishing products by connecting the real estate channels, design channels and distribution channels. High-quality products and services are delivered to meet consumers' needs which have transformed from "availability" to "quality".

### ***Southern Metropolis Daily: CIFF Attracts Around 4,000 brands and the Number of Overseas Traders Significantly Increased***

An exhibitor from a furniture factory in Foshan, Guangdong told our reporter that she felt the visitors increased a great deal compared with last year. In particular, the number of overseas traders increased significantly.

### ***IDEAT: Green, Openness and Freedom in Chinese Design***

This session of CIFF Guangzhou demonstrates extremely high brand concentration and industry participation, as well as keen insights into market trends and design ecology. We can find that its vision of "promoting the high-quality development of the home furnishing industry" is being passed on, practiced, inspiring batches of designers, enthusiasts and industry observers. This industry feast, which makes our trip worthwhile, fully manifests the vigorous development of the industry and the vitality of China's original design.

### ***Xinhuanet: CIFF Sets a New Benchmark for Home Furnishing Exhibitions and Writes a New Chapter for "Intelligent Manufacturing"***

CIFF is actively introducing new vitality to the industry. It shows the world the achievements of China's home furnishing industry in the new development stage. This reflects global exhibitors' expectation to share development opportunities and create a better life at CIFF, and that China will continue to promote high-level opening up and bring more opportunities to the world.

### ***Yangcheng Evening News: CIFF Guangzhou Presses "Acceleration Button" to Boost Consumption in the Home Furnishing Industry***

What is a truly meaningful and effective supply-side structural reform? The first level is to provide products according to consumers' needs. The second is to provide products that satisfy them. And a higher level is to guide their needs, that is to tap their potential needs to stimulate their consumption desires with forward-looking design. CIFF Guangzhou has taken a solid step in this regard.

### ***Z Media: CIFF Guangzhou Gives Answer on High-Quality Development***

We see Chinese culture with solid roots and rich accumulation at CIFF Guangzhou, which nourishes new creations and developments of the Chinese nation under new historical conditions. We also have seen the courageous practice and expression of Chinese design brands under the growing cultural confidence.

### ***Youju Research Institute: Home Furniture of CIFF Guangzhou 2023: What Trend Signals Have Been Released to The Industry?***

The most intuitive feeling at the 51<sup>st</sup> CIFF Guangzhou is that the traffic rises notably compared with the past three years. Exhibitors show greater enthusiasm and display more products with novel designs, all-round functions or leading technologies. More high-end original design brands grow in strength thanks to the fair. It can also be clearly felt that CIFF Guangzhou has firmer determination to lead the home furnishing industry towards higher-quality development and help home furnishing companies explore diversified growth paths.

## Comments by Exhibitors(Home Furniture)



### Lin Jianfeng, General Manager of Simmons China

I'm very happy to see large crowds again at CIFF Guangzhou. This is exactly what exhibitors expect. Supported by the platform of CIFF Guangzhou, Simmons can communicate face-to-face with visitors including dealers, and display its best new products and technologies. I believe this session of CIFF Guangzhou will achieve every success!

### Lin Shichao, General Manager of Sinomax Household Products (Shenzhen) Co., Ltd.

We have attended CIFF Guangzhou since last session and can feel the organizers' determination to contribute to the industry. This year we held a launching event on the first day, hoping to make our new crossover products widely known through CIFF Guangzhou's global platform and help more people "get more beautiful through sleeping". In the future, Sinomax will try other crossovers to extend the border of the sleep industry.



### Wang Na, General Manager of Smart Sleep Industry Planning and Marketing of Haier Smart Home

We have received many customers who are interested in smart mattresses, multi-mode smart beds, smart sleep management solutions and etc. They are both professional and enthusiastic about our products. Organizers of the event also set up a specific zone for smart sleep, which demonstrates that they attach great importance to the sleep industry. They play an important role in the development of the industry.

### Zhou Jinyan, founder and Chairman of Shenzhen Shushi Smart Home Co., Ltd.

Our booths are in full swing throughout today. The traffic far exceeds our expectation, and our staffing is more than doubled compared with previous sessions. Customers have clear needs and are very precisely matched to us. We embrace a very high close rate. This is the second time that we have launched new products at CIFF Guangzhou. By today, we have reached comprehensive strategic partnership with a company from Shanghai on technology and capital. Many thanks to CIFF Guangzhou for providing us with an excellent platform that allows us to have in-depth exchanges with customers. The event has played a very important role in increasing our customer traffic.



### Yao Zhengyuan, Director of China Marketing Center of HTL Furniture

I'm very glad to join CIFF Guangzhou. At this session, we invited many dealers and partners to see our latest products and conduct in-depth exchanges. Many quality customers visited our booths in the past two days. It is hoped that more customers can learn about our brand and products in the upcoming days.

### Zha Wenhao, General Manager of PAVARINI China at Violino Furniture (Shenzhen) Ltd.

There is a large traffic at exhibition halls, and the number of customers we have received has increased significantly over previous sessions. This enhances our confidence in expanding global markets. Next, we will rely on the platform of CIFF Guangzhou to promote our brand and optimize our products, thereby laying a good market foundation. We really appreciate CIFF Guangzhou for its strong support to exhibitors.



### Zhu Haizhan, General Manager of HALO Collections

CIFF Guangzhou not only emphasizes on the Chinese market, but also actively reaches out to foreign customers. It truly facilitates domestic and international economic circulation by helping Chinese brands go global. We are very grateful to CIFF Guangzhou for providing us with various services and supports. Best wishes to the CIFF Guangzhou and we will join the session.





### Li Wei, Chairman of Shenzhen Sunwell Industrial Co., Ltd.

This session of CIFF Guangzhou witnesses a great many exhibitors and customers from various countries. We attach great importance to it and strive to promote our products on this platform. On March 18, the first morning of exhibition, we received many merchants and secured many orders. This trip to CIFF Guangzhou is very fruitful. The whole exhibition is really popular. The customers on the first day was more than the entire session in previous years. Wish CIFF Guangzhou a promising future. Look forward to more cooperation between Sunwell and the fair.

### Sun Guohua, Director of Higold Group Co., Ltd. and General Manager of Higold Outdoor Furniture Division

From 8:30 on the first day of the exhibition, dozens of customers have visited our booths. In just a few hours, we gained a lot and identified many interested customers. These achievements are attributed to CIFF Guangzhou for providing an exchange platform for domestic furniture enterprises to attract more overseas merchants and moreover, for domestic furniture designers to communicate with manufacturers.



### Zhu Yadong, General Manager of Guangdong Ever Gaining Garden Ltd.

As we have expected, CIFF Guangzhou is joined by a lot of buyers from various countries. Those who visited our booth are high-quality merchants. I believe that it is with such a good platform as CIFF Guangzhou that so many excellent companies and quality buyers are attracted to attend it. CIFF Guangzhou has helped many enterprises achieve success. If enterprises want to embrace better development and take a foothold in international competition, they must give full play to their advantages on a large platform, just like CIFF Guangzhou. Enterprises can make a good interpretation and expression of their ideas and products here. This session has unprecedented scale. It gathers leading companies from all over China, a large number of buyers and excellent designers from around the world. This boosts the development of the entire outdoor furniture industry to an underestimated extent, which is the fundamental reason why we join CIFF Guangzhou.



### Erdal, Director of the General Secretariat of Istanbul Exporters' Association

We attach great importance to trade relations between China and Turkey. China is a key market for Turkey. Turkish companies have attended CIFF since 2010, including sessions held during the COVID-19 pandemic when many Turkish exhibitors and buyers and Chinese companies missed each other. This session will greatly strengthen furniture trade between the two countries. For Turkish exhibitors, there is huge room for developing China's furniture market. The 51<sup>st</sup> CIFF is a good platform for them to learn about Chinese consumers' needs for furniture.



### Zhong Haizhou, Director/Vice President of Guangdong Landbond Furniture Group

Landbond Furniture Group has attended CIFF for 51 consecutive sessions, which we are highly proud of. We have invested a lot and achieved good results, and the hotels around the fair are fully booked. Our booth is visited by a lot of people. After three years of silence due to COVID-19, CIFF Guangzhou offers pretty good opportunities for manufacturers and dealers to enhance communication and cooperation. I believe that all exhibitors this year will attract a lot of dealers.



### Zeng Jifu, Deputy General Manager of Norya

We are very happy to join the 51<sup>st</sup> CIFF Guangzhou. I'm greatly impressed. The numbers of visitors and buyers have significantly increased over the previous sessions. We have received many intentional orders from overseas, especially Southeast Asian countries. This is a very positive signal for our market expansion. This session performs well in exhibition quality and brands layout. The same type of brands and products of the same positioning are classified into distinctive groups, so that customers can easily find what they want. We hope that CIFF Guangzhou will become an even better platform. Thanks to this platform which makes it possible for friends from all over the world to know more about our products.



### Pang Caili, General Manager of BAILY Series of CRAFTAISEN

This year's CIFF Guangzhou recovers its momentum before COVID-19, which makes practitioners confident about the industry. We received a lot of visitors on the first day of the exhibition. As an enterprise, our purpose here is to increase brand visitors. This fair allows more people to learn about our brand and facilitates our in-depth exchanges with them. For this exhibition, CRAFTAISEN brings BAIW series, hoping to let more exposure know our products and design concepts, and convey our brand values.





### Zhu Liyue, glass artist and art consultant to Jingchun Home Furnishing

Different from other exhibitions, CIFF Guangzhou boasts very good atmosphere, more positive feedback from markets and customers, fine product design, quality consumers and wide breadth of concepts. We have gained a lot at this fair, and hope to have more opportunities to join CIFF Guangzhou in the future.

### Zheng Dongqi, Deputy General Manager of X.M.B

We have been looking forward to this session of CIFF Guangzhou for a long time. As expected, it has brought us a lot of surprises. The huge traffic manifests the enthusiasm of domestic and foreign professional visitors to the exhibition. We have always hoped that more foreign merchants will come to China after the ease of COVID-19 prevention and control measures. X.M.B has maintained very pleasant cooperation with CIFF Guangzhou. We hope to find more customers and cooperation through this platform!



### Liu Yuanbin, General Manager in Marketing of Yuan Qi Rebirth

We have received many customers during the exhibition. Most old customers placed orders on the spot, and the number of new customers also far exceeded expectations. Based on our experience with previous sessions of CIFF Guangzhou, this session has helped us find many high quality and precise customers. We also participated in many beneficial activities. This is the fundamental reason why we join CIFF Guangzhou every year.

### Xiao Haiyan, Design Director of B&G

This session of CIFF Guangzhou is flooded with visitors. We have to control the number of visitors to prevent overload. Since COVID-19 restrictions was eased, the home furnishing industry has been very enthusiastic for this event. CIFF Guangzhou is an indispensable platform for business matchmaking in the industry. We are very grateful to it for it provides manufacturers and dealers with such a great opportunity for cooperation and exchanges. A lot of dealers have shown clear intentions to sign contracts today. I believe that CIFF Guangzhou will scale new heights and attract more quality customers!



## Comments by Exhibitors(Office and Commercial Space)



### Ni Liangzheng, Chairman of Sunon Technology Co., Ltd

CIFF Guangzhou is a global mega furniture exhibition platform. Outstanding designers, customers and furniture industry players from home and abroad visit our booth, which not only enhances the exposure of our brand, but also promoted the development of the industry. We are very grateful to CIFF Guangzhou. We sincerely hope that the event will scale new heights, helping furniture companies develop rapidly and connect with the world.

### Duan Dawei, Vice President of UE Furniture Co., Ltd.

UE and CIFF Guangzhou are old friends. We have participated in the fair for 18 years in a row. CIFF Guangzhou is a blessed place for us. It has witnessed every progress made by UE, from the previous export mode to the current self-owned brand mode. The large professional trade fair is of great significance to us. With the ease of COVID-19 restrictions, we have embraced a blowout of customers on the first day of the exhibition. Currently, there is a large market demand for upgraded seating. Many overseas customers visit the fair and finalize orders on the spot. I wish CIFF Guangzhou more success. We will make full use of this platform to further expand our domestic and foreign sales.



### Lin Hui (left), National Distribution Director of Victory Group

### Li Jie (right), General Manager of Marketing Center of Victory Group

As a close partner of the CIFF Guangzhou, Victory Group has participated in CIFF for 22 consecutive years. CIFF Guangzhou has helped us a lot in our growth. On this platform, we launch new products, promote ideas and create values for users every year. The 51<sup>st</sup> CIFF Guangzhou is the first session after the outbreak of COVID-19. It is well prepared and signifies a new beginning. We are confident about the future development of this exhibition.



### Zhang Qiang, R&D Director of Shenzhen Chang Jiang Furniture

This year's CIFF Guangzhou is a great success, far exceeding our expectation. Chang Jiang Furniture adheres to the philosophy of creating the most environmentally friendly furniture in China, which coincides with CIFF's initiative of green exhibition. During the exhibition, we launched several new products that were widely recognized and praised by customers at home and abroad. Many customers gave a thumbs up, praising that it was healthier to use our products. I wish this event a complete success, and hope both exhibitors and visitors gain more and have better experience here.



### Shi Kai, Executive President of Jongtay Office Furniture

I have a lot to say about this session of CIFF Guangzhou. First, since the COVID-19 pandemic has ended, many of our dealers come here to learn about industry trends and look for business opportunities. It is obvious that booth traffic is greater than before. Second, domestic demands are boosted. The number of people visiting our booth rises by 30% compared with previous years, and the number of contracted customers has gone up by 20%!



### Ding Xuedong, President of kano

Kano attends CIFF Guangzhou every year. This session is particularly popular. On the first day of the exhibition, our booth was full of people, including many foreign customers. Overall, I believe this session is better than the 2019 session before COVID-19 broke out, with such a huge crowd!



### Lv Zhenzheng, General Manager of Merryfair

This year's CIFF is amazing, we can communicate with old and new customers, and discuss how to create a better future together. It is a platform to understand domestic standards on the industry and improve user experience. We can learn about global needs and trends, and attract customers from all over the world. Besides, we find that young people prefer simple, environmentally friendly and youthful office space. Participating in CIFF is a good opportunity to understand future trends.



### Zhu Zhengchen, Chairman and President of Foshan Sitzone Furniture Co., Ltd.

Thanks to the platform of CIFF Guangzhou, we have easier access to the top domestic and international furniture brands and design. The entire industry is very excited at the fair. We have collected more clients' information in one morning than in three or four days in previous years. There is a greater number of higher quality customers. Over the past few years, CIFF Guangzhou has become increasingly internationalized. We hope that it can play a greater role in leading design trends!



### Zhang Jianwei, General Manager of Guangdong Leadcom Seating Co., Ltd.

CIFF Guangzhou is an important bridge for exchanges among exhibitors, designers and buyers. It effectively helps companies improve sales, expand marketing channels, and provides a stage for designers and brand owners to share ideas. It supports Leadcom Seating to display new products and technologies, empowers the brand, and increases our market exposure. Leadcom Seating expects to grasp the opportunities of domestic and international furniture market through the platform of CIFF Guangzhou for more win-win cooperation.



### Xu Yaoping, General Manager of Hangzhou Hengfeng Furniture Co., Ltd.

We attend the grand annual furniture event of CIFF Guangzhou every year. As an excellent platform that boosts healthy development of the industry, it helps buyers identify excellent brands, promotes communication between exhibitors and buyers, and allows participants to expand channels. For the 51<sup>st</sup> CIFF Guangzhou, the first session after the outbreak of COVID-19, we have exerted a lot of efforts in booth design and exhibit selection. We hope that Hengfeng, a campus furniture brand, can be known to more people, and our innovative design and excellent craftsmanship can be recognized by the market.



## Comments by Exhibitors(CIFM/interzum guangzhou)



### Guan Jingtao, Director of Homag (China) Machinery Co., Ltd.

This session embraces a large traffic, including a large number of overseas visitors. Many of them are potential customers. CIFF is an "A-level exhibition" and an important platform for us to acquire Asian customers. The Chinese market is increasingly in line with international standards, where consumers put more emphasis on quality and furniture manufacturers pose higher demand on equipment stability. This is exactly where our advantages lie. We hope to cooperate more with Chinese enterprises through CIFF to achieve win-win results.

### Cui Zhiqing, CEO of BIESSE China

A million thanks to CIFF Guangzhou for its thoughtful arrangements and successful organizing. On the first day of the exhibition, we strongly feel the rebound of the market and the surge of popularity. I believe organizers of the fair, exhibitors and visitors have all gained a lot, and the following days will continue with today's success. I wish CIFF Guangzhou a bright future!



### Fei Youbing, head of Intelligent Cutting South China Sales Headquarters of Han's Laser Intelligent Equipment

CIFF Guangzhou serves as a bridge for positive interactions between global designers and brand exhibitors. It allows them to understand each other and achieve common growth through cooperation. CIFF Guangzhou breaks down industry barriers and bridges the communication gap within the home furnishing sector. In addition, it helps manufacturers and designers identify priority areas for cooperation and establish long-term stable cooperation, thus boosting innovation and transformation of the industry.

As is shown at this fair, rapidly rising new forces of design are injecting innovative genes into intelligent manufacturing. I believe it is only a matter of time for China to become an intelligent furniture manufacturing powerhouse.



### Zeng Jinxiang, Senior General Managers Assistant of Guangdong Yaodonghua Group

I am most impressed by "green exhibition" advocated at this session of CIFF Guangzhou. KAPOK displays door, wall and cabinet assembly solutions. All our products are detachable, which greatly reduces the waste of resources and tallies with the "green exhibition" initiative. What's more, there is "traffic jam" everywhere at the exhibition site. Our booths are overcrowded today. I have high expectations for this exhibition. We welcome professionals of furniture and building materials from home and abroad to visit our booths and exchange ideas!



### Gan Gan, Market Development Department of Hanzhou Sinodecor Decorective Material Co., LTD.

CIFF Guangzhou is the first large exhibition in the industry after COVID-19 prevention and control measures were lifted. On the first day of the exhibition, our booth traffic increased a lot over the same period in previous years! We met with many professional visitors and old friends. This makes our booths very bustling!



### Chen Jinghang, Domestic Sales Director of Guangdong Dongtai Hardware Precision Manufacturing Co.,Ltd

Thanks to CIFF Guangzhou, an exhibition platform that links the world, DTC can not only communicate with merchants from all over the world to identify suitable partners, but also enhance its brand image and enhance its product popularity and market competitiveness.



### Ye Xiaolin, Marketing Director of Guangdong TUTTI Hardware Co., Ltd.

This is the first exhibition of the home furnishing industry after COVID-19 prevention and control measures were eased. Everyone looks forward to it. Our booths are full of people on the first day of the exhibition. We have customers and friends from home and abroad. Today is really rewarding!





## Comments by Visitors



### Eli, CEO of Israeli furniture giant Wissmann Holdings

I have been doing business in China for more than 20 years. At this session of CIFF, I have placed many orders on behalf of our company. I will return to Israel together with containers full of furniture. Compared with other countries, it is more cost-effective to purchase the same products in China. Israel has canceled the 12% tariff imposed on Chinese products, so Chinese furniture is our first choice.

### Vijay, President of India's largest furniture brand RoyalOak

The main purpose of participating in this CIFF Guangzhou is to purchase furniture and export it to the world. On the second day, we have made orders of nearly 8 million US dollars. China's furniture supply chain is improving every year.



### Aish from a real estate company in South Africa

Our company hopes to further expand home furniture business, so we visit CIFF Guangzhou mainly to see the latest design and meet with our suppliers. Chinese furniture is increasingly popular in South Africa, but many new design trends have not yet spread to South Africa. My company will predict furniture trends in South Africa on the basis of the Chinese market. So far, Chinese suppliers are very eager to export their furniture, and I am very happy that I have already close deals with many suppliers.

### Indian buyer Dipa

I think this year will witness a better furniture market. My main purpose of attending this CIFF is to look for factories and establish long-term cooperation. Every industry in the world cannot do without China, especially the furniture industry. There is a large number of quality suppliers of Made-in-China furniture at different prices. This year's CIFF is also very bustling. As you can see, every booth is filled with people coming and going.



### Furniture buyer Yorn from Hamburg, Germany

I started doing business in China in 1994. Now I mainly purchase products from China and sell them to the rest of the world. Chinese factories value innovation and use the most advanced equipment. Chinese furniture is very popular all over the world. It is on a par with furniture produced by old brands in Italy, Germany, Poland, and etc. It even has better quality.

### Lin Jiacheng, co-founder of Cun Panda Design

CIFF Guangzhou attracts designers from all over the world and there is huge crowd everywhere. This session brings me a different feeling because I see a variety of pavilions designed with different styles. Products are showcased in differentiated ways, enriching and diversifying designers' expressions. I think it is already very successful, and I believe CIFF Guangzhou will lead more design trends in the future.





### Liang Rui, head of Luhua A8 Design Center in Chengdu

It's my first time to participate in such a grand event over the past three years. As a designer, I can network with many of my peers at this show and connect with the upper and lower ends of the industrial chain. At CIFF Guangzhou, you can perceive more international information and observe more sustainable designs and brands, which is very helpful for designers like me.

### Nie Chenbo, General Manager of Chuangdianju

Everyone looks forward to new growth in 2023. By visiting CIFF Guangzhou, we select furniture of various styles to enrich our furniture mall that covers more than 10,000 square meters. In the past two years, we have embraced fast digital transformation. Therefore, at this fair, we want to choose more products that satisfy the needs of young people and are suitable for online sales. They will be put on online platforms such as live stream, Wechat mini program and Xiaohongshu to cater for young consumers.



### Ms. Pan from Dongguan, engaged in procurement

The main purpose of attend this exhibition is to understand the market of hardware accessories and new products. Through today's visit, I feel that the current hardware products are more complete in variety, more exquisite in workmanship and smarter. I also found some new opportunities from today's networking. I feel that I have gained a lot from this trip.

### Peng Xiaoming, Director of Design Institute of Fine Hwa Group

During the exhibition, I mainly pay attention to the design techniques of furniture, the use of materials, new concepts and ideas, so that I can apply them to my design work. This trip has been very fruitful. This exhibition focuses on color changes and innovation. Today, I also participated in the forum the "Voice of Design" held by CIFF Guangzhou. I am very happy to share my design experience, which makes me love the design industry even more.



### Freck Qin, Vice President of Gensler Shanghai Office

It is a great honor to participate in the 2023 CIFF Guangzhou. I met many old friends I haven't seen for a long time, and also made many new friends. This is a very good platform for interaction and communication. I found that the current furniture brands are constantly innovating and are becoming more and more in line with international standards. I am very grateful to the organizer for providing such a platform and providing more communication opportunities for everyone!

### Spanish buyer Sergio

This year's CIFF has attracted a lot of people, and exhibitors have brought many new design. Many Chinese companies have cooperated with overseas designers to launch products. We can see that China's furniture industry is developing step by step. I believe we can sooner or later catch up with the traditional furniture producers like Germany and Italy.







### Song Zhen, Deputy General Manager of Decoration Center of Wide Horizon Group

I am very happy to see that this exhibition has achieved a great success. There are so many exhibitors and visitors from home and abroad. The popularity showcases a boost in the economy, as well as manufacturing, trade, commercial real estate, and etc. Numerous pavilions and new products highlight the development potential of China's manufacturing industry. Our R&D of innovative design and innovative materials is also improving. During the fair, we keep thinking of the logic behind the procurement. What does the commercial real estate industry need? Why do we need this product? How to use them to create a beautiful living environment? I hope that CIFF can make persistent efforts in creating high-quality exhibitions, and let us work together to achieve a more ambitious goal.

### Wang Xingang, Chairman of Shanghai UMI Furniture

The economy has fully recovered this year, and we come to CIFF Guangzhou to find new business opportunities. Visiting the exhibition today, I also find that many exhibitors have switched from foreign trade market to domestic sales, which has brought us great business opportunities. At the same time, this exhibition is the most crowded one in recent years, and the exhibits also show that exhibitors have invested a lot in R&D.



### Iko In from Creative Home In Publishers

I am a design journalist from Malaysia. I have participated in CIFF Guangzhou for 15 consecutive years. I hope to introduce the latest information, the trendiest design and excellent designers to Malaysian audience through this exhibition. I saw a lot of furniture products in the past two days, and the biggest impression was that they were more international and the design styles were very diverse. At the same time, there were many interesting stories behind the design. I hope that CIFF Guangzhou will be better and better, and more and more exhibitors will bring more excellent products.



### Zhang Lei, Business Development Manager of EBAY Greater China

At this CIFF Guangzhou, I saw that many excellent Chinese product brands, designers, buyers visit the show. Through this platform, more factories and enterprises got to know more about the current development of cross-border e-commerce. I think this exhibition is very successful. Since the epidemic, it is the first time for me to see so many faces of foreign friends at the exhibition, which makes me very excited! I can see a recovery in the business and the market and I really look forward to the future.



### Zhang Wenguang, Chairman of Shaanxi Mingyun Noble

This time, I want to see new products and new trends in CIFF Guangzhou, and I also want to communicate with counterparts in the industry. I think communication is very important. The exhibition provides the latest information of the industry and allow more people to exchange and learn. The traffic of this edition is the largest I have encountered in the exhibition. In addition, I think the products brought by the exhibitors have also changed a lot. There are many new products, and there are also many software exhibitors. I think this is a new trend.



### Furniture buyer from Zhongshan, Guangdong

Participating in CIFF Guangzhou this time is mainly to look at new products and find opportunities for cooperation. At present, we have reached an intention to cooperate with Huasheng Furniture, and we look forward to in-depth communication after the exhibition.





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