

Post-show Report

The 42nd
China International Furniture Fair
(Shanghai)

September 10-13, 2018



中国对外贸易广州展览总公司
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.

M 红星·美凯龙
MACALLINE



CIFF (Shanghai) Website

Address: A/F, Hall 16, Area C, China Import & Export Fair Complex, No.980
Xingang Road East, Haizhu District, Guangzhou, P.R. China

Book your space: 020-89128281 / 8022 / 8023 / 8030

Visit the show: 020-89128061 / 8078 / 8075

Email: ciff@fairwindow.com.cn

Website: ciff.fairwindow.com





Time

September
10-13, 2018



Venue

National Exhibition
& Convention Center
(Shanghai)



Scale

400,000
sqm



Exhibitors

1,343



Visitors

146,419

Jointly Create New Quality, Share a New Future for Home Furnishings The 42nd CIFF (Shanghai) Came to a Successful End

The 42nd CIFF (Shanghai) came to a successful end at National Exhibition & Convention Center (Shanghai) on September 13, 2018. In just four days, CIFF created and shared a feast of home furnishings together with exhibitors and visitors. The number of professional visitors present reached 146,419, up 37.06% year on year, hitting an all-time high.

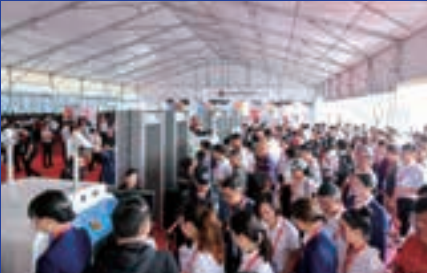


Thanks to the joint effort of China Foreign Trade Guangzhou Exhibition General Corporation (“CFTE”) under China Foreign Trade Centre (Group) and Red Star Macalline, the 42nd CIFF (Shanghai) has reached a new height under the theme of “Better Life, Better Work”. It concentrates on presenting new trends in original design, smart manufacturing and whole house customization and brings together industry elites and leading experts at home and abroad to jointly write the answer to a better life. An international furniture exhibition with mission, depth and warmth is beginning to take shape and will definitely stimulate the upgrading of global home furnishing consumption market and the vitality of future industry and boost the development from Made in China to Designed in China and Created in China. Now, Let’s review some brilliant moments of the 42nd CIFF (Shanghai).



High Quality Wins Widespread Popularity

The four-day exhibition is the epitome of two booming home furnishing markets at home and abroad. The 400,000-square-meter NECC witnessed both crowds and long-queued booths. Wherever you go, you can certainly feel its strong commercial atmosphere under the general trend of consumption upgrading. Exhibitors took great efforts in booth construction, new product display and interaction with their visitors so as to reward visitors with an unprecedented experience. Facing exquisite booths, trendy products and sincere invitation, both buyers and designers got a rewarding experience while exhibitors also cannot help showing their smiles to such enthusiastic visitors.



An exhibitor says

"50,000 visitors crowded a single booth in two days. We signed contracts with nearly 100 cities."

A visitor says

"The 42nd CIFF (Shanghai) sees a wide range of brands and premium products. The overall level is much higher than the previous exhibitions I've visited."

With new quality, new look and new market, CIFF has successfully established a better reputation. CIFF is greatly encouraged by the industry recognition for its progress and also feels confident to make greater achievements for the industry in the future.



An exhibitor says

"We received more international visitors this year. We even couldn't finish processing client orders until the closing time, almost every day."

The media says

"Unbounded imagination and creative, multidimensional designs are all reflected in this exhibition."

New Layout Sets a Trend of Home Industry

In order to maximize its driving force in the industry, the 42nd CIFF (Shanghai) optimizes its layout and structure based on the market demand, and brings together 1,343 excellent brands at home and abroad to show their new products. Nearly 100 domestic premium brands debut in this session to present a wider range of trendy products and give visitors over the globe a high-quality one-stop sourcing and visiting experience.

Great Events Upgrades Design to a New Level

In addition to new product launches and creative displays, the 42nd CIFF (Shanghai) has also worked with industry organizations and experts to plan and hold a series of brilliant events. CIFF has gathered the most talented masters, the most cutting-edge technology and the most meaningful forums. It has significantly strengthened its importance in promoting design, connecting the industry and boosting the industry.



Good Services Enriches Visiting Experience

As a preferred and required trading platform for the global home furnishing industry, CIFF provides the exhibitors and visitors with the most considerate services. You can experience the meticulously upgraded services.



We have enthusiastic staff and intelligent robots to provide services such as exhibition information and hall navigation.



Food, coffee and refreshments have deeply captured your heart.



Aromatherapy, fresh flowers and hand cream bring you an exquisite exhibition.



The luggage deposit frees visitors from afar to attend the fair from burden.



CFTE and Red Star Macalline cooperate to build a world-class platform with innovation, and rich highlights and to optimize visiting experience for a better reputation.

As a shared platform to get started in the industry, thrive in the industry and serve the industry, CIFF always keeps upgrading and adheres to the philosophy of "Prioritizing Exhibitors and Visitors" so as to improve the return on investment and satisfaction for exhibitors, visitors and the whole industry.

Here we'd like to express our gratitude to all exhibitors and visitors. Without your support, the 42nd CIFF (Shanghai) cannot hit such a success.

We believe that as long as we stay true to the mission and work together, we will create better exhibition value.

We will spare no effort to build CIFF. See you next year. Thank you for your continued support.

Let's go hand in hand towards a promising future for home furnishings!

Comments from Exhibitors

Paul Dotta, Senior Vice President of Retail of Ashley Furniture (China)

We can discuss with our global partners at CIFF (Shanghai) about our current situation, problems and future development plans. We are very satisfied with the 42nd CIFF (Shanghai) and hope that next session will bring us more surprises!

**Rao Shuiyuan, Vice President of QM Group**

We participate in CIFF every year. Through CIFF, we have met many new partners and had more exchanges with our agents and industry friends, which can help us to improve.

**Qi Lin, President of Roling Furniture**

The products showcased by Roling were jointly designed by Mr.Liang Jianguo and Mr.Zhou Chenchen, two world-renowned designers. Roling seldom attends exhibitions, but won gold awards twice in 2007 and 2008. Afterwards, Roling rarely participated in the exhibitions in order to expand its scale. This is the first time that Roling participates in CIFF (Shanghai) where we have presented the best and most forward-looking products and enabled our clients to know the value of our existence through multiple channels. It is hoped that CIFF 2019 will bring more surprises to clients!

**Zhong Qunxiong, Brand Director of Shenzhen Farrell Furniture Manufacturing Co., Ltd.**

It can be said that CIFF (Shanghai) is very successful. Through this platform, we can find many domestic and international clients and know the latest news of products at home and abroad, which promotes sales and expands the popularity of our brand. It is hoped that CIFF can do better and that our brand will have more influence through this platform.

**Chen Jie, Director of Brand Management Department, Kuka Group**

CIFF has always been a platform for Kuka to attend the exhibition. Thanks to the support of CIFF organizer, Kuka has achieved great development. The biggest difference between this session and the previous sessions is that with the participation of Red Star Macalline, services are greatly improved.

**Wang Zedong, General Manager of Bofurniture**

We received 50,000 visitors in just two days, and we have signed contracts with nearly 100 cities. The result is ideal. As an indispensable part of life, furniture needs improving in intelligence and environmental protection. We hope to exchange and learn through this platform and make more perfect and comfortable healthy furniture.

**Chen Sheng, Vice President of Jiangsu Sikexin Furniture Co., Ltd.**

Sikexin participates in each session of CIFF. Every year we deeply experience that this platform is leading the furniture industry to go global and making the world enter China. CIFF (Shanghai) is doing better, especially this session!

**Zeng Jifu, Vice General Manager of Norya**

CIFF 2018 has attracted many better brands than last year, and presents better products and higher quality of the exhibition. It is believed that CIFF will attract more visitors and introduce more trendy and world-renowned brands. It is expected that market expansion and business invitation will be better year after year!





Feng Ge, Vice President of Dibiao Sofa Group

The 42nd CIFF (Shanghai) enjoys immense popularity and exceeds our expectations! It is hoped that there will be more innovative and creative exhibits and halls and CIFF is doing better!



Cheng Jun, Development Director of UE Furniture Co., Ltd.

UE grows with CIFF. We meet many world-class clients in CIFF, so CIFF is an important platform for our development. It is hoped that we can continue to grow with CIFF!

Dai Zhiyong, President of Shanghai Magic Place Furniture Co., Ltd.
It can be said that the annual CIFF is a great event in the furniture industry. It brings together the well-known furniture brands or groups across China to display their excellent works in this platform, which can better stimulate our creativity.



Zhang Chao, Operations Director of Global Views
This year Global Views brings LeftbankArt, a North American high-end art brand. In the 42nd CIFF (Shanghai), Global Views is favored by a large number of visitors thanks to its uniqueness and artistic style. We have cooperated with CIFF for six or seven years. The themed and functional products in this session are more than ever. The overall display and artistic effects have been greatly enhanced. As the old friend of CIFF, we will continue to work with CIFF to create a new chapter in the development of the home furnishing industry.



Bian Lei, Market Cooperation & Business Development Leader of Beijing Xijiaqi International Cultural Development Co., Ltd.

It is the first time that we attend CIFF (Shanghai). Our company specializes in creative home furnishing decoration and art gifts. Our products focus on the decorations and concept elements at the price of mild luxury. Before the exhibition, we felt our company was incompatible with traditional furniture manufacturers. But two days later, we find not only dealers but also people who love design and creativity and pursue for a lifestyle. We received positive feedback and felt very happy. I have seen high acceptance for companies specializing in the design of life aesthetics and feel that the prospects are still very good.

Zhou Weidong, General Manager of ARTMEN

ARTMEN Metal Art is China's first decorative art brand that specializes in metal as the base material. This is the first time that we attend CIFF (Shanghai). The good effect is beyond our expectations. ARTMEN received not only visitors from the design and art circles, but also many high-quality clients from other fields. We have benefited a lot from participation in this session. CIFF is an important platform for us. We expect to grow with CIFF.



Sun Guohua, General Manager of Higold Furniture Co., Ltd.

This is the fourth time that we attend CIFF (Shanghai). As a high-end outdoor furniture brand, Higold presented the new products Onda Collection designed by Italian Bentley Faria and the Airport Collection designed by German designer Nicholas. In the two-day exhibition, we received new and old clients, and the effect exceeded our expectations. We are confident that we can do better.



Zhu Yadong, General Manager of Ever Gaining

Ever Gaining has enjoyed a close relationship with CIFF. We have never missed any of 42 sessions. This platform provides exhibitors with business cooperation and industry exchanges, creating greater benefits and helping the furniture companies occupy the commanding heights of China and international markets.

Guan Jianhua, Chairman of Homag
Since the founding of CIFF, we have attended the exhibition and feel it does better than the previous sessions. The 42nd CIFF saw more visitors than the previous sessions, especially the increasing international visitors, providing us with a good opportunity to enter international markets. It is hoped that next session can maintain or even surpass the 42nd CIFF, helping Homag go global!



Liang Wei, Product Team Leader of Biesse China
Biesse has grown with CIFF. We feel each session is changed greatly. The development of modern society is inseparable from the network and is closely related to information. CIFF provides us a platform, from which Biesse gets much client information and understands market trend. We are very grateful to CIFF for providing us with such a platform. We hope that CIFF can do better!



Comments from Visitors



Visitor from Jinjiang, Fujian, Engaged in Decoration & Furniture Sourcing
I attended the 42nd CIFF (Shanghai) to seek some modern sofas, beds and a series of furniture products. It's rewarding today. I was attracted by the minimalist, mild luxury and high-end customized furniture. The exhibition enjoys immense popularity.



Kitty Zhang & Davide Tonizzo from USA
I visited CIFF (Guangzhou) twice. I heard that there were many highlights in the 42nd CIFF (Shanghai), and I came to find the relevant companies for cooperation in design. The design and internationality of this session have impressed us, and I met the designers from many different countries.



Hou Junkan from Ganzhou, Jiangxi, Engaged in Spatial Design
I have been engaged in design for 15 years. I visited the 42nd CIFF (Shanghai) to understand the current trends. I visited Hall 3 and found many concept shows, which are worth our attention. There are many fresh products, and each space is designed with a lot of interesting decorations. As a China's furniture industry benchmark, CIFF (Shanghai) has attracted many industry insiders. It is believed that CIFF will do better.



Home Furnishing Dealer from Fuzhou, Fujian
I only visited one hall now, but I have already felt the strength of the 42nd CIFF (Shanghai). It features a large scale, a wide range of brands and high-quality products. Its overall level is much higher than the exhibitions I visited in the past.



Furniture Buyer from Zibo, Shandong
I find in the exhibition that regardless of neo-Chinese style or popular elements, especially solid wood furniture is more preferred by young people. The quality of the exhibition has also improved because of many favorite product designs. Regardless of product classification, booth size or detailed services, CIFF (Shanghai) reflects the industry benchmark.



Designer from Shanghai
I am engaged in the home furnishing industry, and want to keep abreast of the developments of the industry through CIFF. The home furnishing design under the Home Furniture is very good. Many new products are showcased to reflect the current trends and set a trend of the future design. I am also interested in intelligent products. This is the future development trend. It's very rewarding!



He Mu, Designer from Shanghai
I am an interior designer and have participated in the exhibition 4 times. I am very interested in the EAST Design Show and the International Brands where I can find some interesting and innovative works reflecting the current aesthetic orientation of people based on this era.



Furniture Brand Agent from Australia
I attended the 42nd CIFF (Shanghai) to find strong furniture brands and keep abreast of the developments of China's furniture market. I have talked with some exhibitors to act as agency for their brands. It makes me very happy. It is worthwhile!



Interiors & Decorations Dealer from Shaoxing, Zhejiang
I am engaged in the distribution of furniture interiors & decorations. I can understand the current trends of interiors & decorations through CIFF. I visit various furniture exhibitions each year, but I feel CIFF (Shanghai) has stronger integration. I can find more interiors and decorations products. It's very rewarding.



Visitor from Shanghai, Engaged in Home Furnishing Media Industry
I knew that Red Star Macalline joined the 42nd CIFF (Shanghai). In the past two days, I found that CIFF successfully incorporated the advantages of Red Star Macalline into the exhibition, focusing on the design concepts and innovation. There are more highlights. I prefer CIFF to the other exhibitions I attended!



Designer from Turkey
I am Marco Polo, a designer from Turkey. This is the first time I participate in CIFF. The purpose of my trip is to understand China market and the demands of Chinese consumers. I hope to bring Turkey's quality products and designs to China, and also want to learn some Chinese elements from the products designed by Chinese designers to broaden my ideas.

Comments from Media

If the “industry leader” reflects more recognition for the achievements of the corporate development, then the “industry executive” sets a higher demand on the enterprise. Only the “industry leader” can unite all parties, integrate various resources and have the discursive power and influence in the industry can take this responsibility. CIFF undoubtedly fully demonstrates its strength and responsibility as an “industry leader”.

--- 2018/9/10 What kind of dinner mobilizes the 4 trillion market future?



sina.com.cn

20 years later, the development of China's furniture industry has experienced countless grew by nearly, and gradually found the most suitable for their own rhythm. During this period, as a great all-in-one platform, CIFF has become more aware of its own responsibilities, and has continued to develop and upgrade. It is actively facing the ever-changing market and business environment, and is reluctant to stand still and insist on advancing and retreating with the industry.

---- 2018/9/12 CIFF Shanghai Media Observation | From disorder to order Chinese design is getting better



sohu.com

As the national team of China's Convention and Exhibition industry, CIFF has helped numerous furniture enterprises to achieve the success with the powerful dual-engine and huge radiation of the Pearl River Delta and Yangtze River Delta. It has contributed greatly to the promotion of the whole industry. CIFF will continue to use national ingenuity, international vision, firm courage, the vitality of innovation for making contribution to the development of furniture industry in China and even in the world.

---- 2018/9/13 The 42nd CIFF (Shanghai) is the perfect ending, CFTE and Red Star Macalline mobilizes the 4 trillion market



QQ.com

PR Newswire

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Starting 2018, CFTE and Red Star Macalline have achieved strategic cooperation to jointly operate CIFF (Shanghai) September. CFTE boasts two home furnishing exhibitions: CIFF and CBD, ranking first in terms of the global similar exhibitions. Its parent company also owns or controls two major exhibition centers in Guangzhou and Shanghai, with absolute geographical advantages. Red Star Macalline is a leading operator in China's home decoration chains and furniture malls. Backed by the 4 trillion home furnishing market, Red Star Macalline has operated 260 malls across China. The crossover cooperation between the two leading enterprises in the industry starts a new round of high-quality development of CIFF (Shanghai) and brings new perspectives and opportunities to the industry.

--- 2018/7/31 The 42nd China International Furniture Fair (Shanghai) Will Take Place at National Exhibition & Convention Center (Shanghai) in September

people.com.cn



Under the theme of “Better Life, Better Work”, the 42nd CIFF (Shanghai) exhibition industry covers the whole industry chain of Modern and Classical Home Furniture, Homedecor & Hometextile, Outdoor & Leisure, Office, Hotel & Public Furniture, Furniture Machinery & Raw Material. It is worth noting that on the basis of the continued participation of many leading brands, more than 90 well-known brands have also made their debut, and the number of exhibitors has reached new heights.

--- 2018/9/10 The 42nd China International Furniture Fair (Shanghai) Opens at National Exhibition & Convention Center (Shanghai) Today and the Eco-friendly & Intelligent Home Furnishings Become a Highlight

163.com



CIFF takes the lead in design and becomes a new engine for industry development. Imagination and original multi-dimensional design power are also most vividly reflected in this exhibition. The organizer and brands choose original designs to compete in the design field.

--- 2018/9/12 To see 2018 Home Furnishing fresh conference at Hongqiao, Shanghai

On-site Events

An Example of Global Home Life | CIFF Creates a New Chapter in the Development of the Home Furnishing Industry

On the evening of September 9, 2018, the 42nd CIFF (Shanghai) held an opening reception under the theme of "Intelligent Life Example to Mobilize the Future of the Industry". The cool and avant-garde fashion lighting show announced the beginning of the thousand-people dinner and also set the trendy and avant-garde keynote for this event. In order to match the theme of CIFF, the opening reception specially set up the featured booths with the themes of Shanghai, Milan, New York and Paris. The different styles sparked the inspirations on the site. The hosts also gave more surprises to the guests, such as "Salute to Shanghai", "Fashion Milan", "Crazy New York" and "Romantic Paris".

**EAST Design Show**

With 6 major themes and 300+ designers, the EAST Design Show under the theme of "different things, just fan", was to create studio containing different fields such as architecture, interior, product, plane, media, etc, showing a variety of personalized design and a wonderful interpretation of the "good design to achieve good business" design philosophy.

**Milan & Shanghai Creative Twin Cities**

As the 42nd CIFF (Shanghai) opened in the morning on September 10, the Sino-Italian Design Cooperation Forum took place as scheduled. It was jointly hosted by CFTE, Shanghai Promotion Center for City of Design and Red Star Macalline as well as greatly supported by Italy China Chamber of Commerce and CAN FIRENZE and Small & Medium Private Industry under the guidance of Ministry of Culture and Tourism of the PRC, Bureau for External Cultural Relations and Consulate General of Italy in Shanghai.



The Pinnacle Awards Asia-Pacific 2018

CIFF took advantage of the Pinnacle Awards Asia-Pacific as an opportunity to promote the development of the industry from manufacturing to “intelligent manufacturing” and empower the furniture industry! The 36 award-winning works of 16 categories were officially revealed in the Pinnacle Awards Asia-Pacific 2018!



2018 China Interiors & Decorations Conference (Autumn) Forum

2018 China Interiors & Decorations Conference (Autumn) Forum, jointly hosted by CIFF and Manjinghua-International Art Design Center, opened at National Exhibition & Convention Center (Shanghai) on September 10. It inspired and guided the enterprises and designers under the annual theme of “Design-Beginning”.



China Design Forum

The China Design Forum 2018, hosted by C Foundation, supported by CIFF and co-organized by China Foreign Trade Guangzhou Exhibition General Corporation and Red Star Macalline, debut in the 42nd CIFF (Shanghai) on September 10-13, 2018. The most important Chinese designer team appeared at Shanghai Hongqiao, obtaining many fans with speech.



The Design Dream Show

As the 42nd CIFF (Shanghai) opened, the Design Dream Show 2018 debut! Since 2016, the Design Dream Show has been held for 3 sessions. This session, hosted by Innovation Design Alliance, cooperated with 23 domestic top home furnishing brands to express its concept and attitude towards the trends of the contemporary home furnishings with unique perspectives.



Office Life Theme Pavilion

The 13th Office Life Theme Pavilion, jointly created by CIFF and Mr. Xu Zhaoming, focused on the new fashion of the office industry with the theme of “culture-driven environment and intelligent efficiency”, showing the diversity of modern office.



“Witness the Pinnacle”---Talk Show with Kelly Wearstler

In the afternoon on the opening day, the American designer Kelly Wearstler appeared at the “Witness the Pinnacle” forum to interact with her fans and share her design philosophies and classic projects. Her wonderful and unique views benefited the audience. So when it came to the Q&A session, Kelly Wearstler was busy answering questions from the audience.



The Welcome Night of TOP1000 Furniture Club

The status of dealers in the home furnishing industry is self-evident. In order to welcome the industry marketing elites to attend the 42nd China International Furniture Fair (Shanghai), CFTE and Red Star Macalline jointly held the Welcome Night of TOP1000 Furniture Club on the evening of September 10 to attract more than 1,000 dealers to participate.



42nd CIFF (Shanghai) Green Running

This was the first time in the history of home furnishings that tens of thousands of people in the industry worked together to usher in the opening of CIFF (Shanghai) in golden September with green running, beyond the limits of time and space.



Events List

On Site Events Of the 42nd CIFF (Shanghai)

Type	Date	Theme
Industry Grand Ceremony	Sept.9	The 42nd China International Furniture Fair （shanghai）Opening Reception
	Sept.10	42nd CIFF (Shanghai) Green Running
	Sept.10	The Welcome Night of TOP1000 Furniture Club
	Sept.10	Party On The Bund
	Sept.11	Starry Night of CIFF Designers
Design Trend Show	Sept. 10-13	EAST Design Show
		Pinnacle Awards Pavilion
		Office Environment Theme Pavilion
		Design Dream Show
		Shanghai-Milan' Design Exchange Exhibition
		Home of Firenze' Exhibition
		2018 CIFF Extreme Space Exhibition
Design Forum	Sept.10	“Outstanding Cities-New Lifestyle”Sino-Italy Design Cooperation Forum
	Sept.10	"Witness the Pinnacle Talk Show with Kelly Wearstler"
	Sept.11-12	2018 China Design Forum
	Sept.12	2018 Shanghai Home Expo "80th Design Concept" Free Forum
	Sept.10	A/W 19/20 Furniture & Lighting Future Trends
		"Design. Starting point" 2018 China Interiors & Decorations Conference (Autumn) Forum Manjinghua International Art Design Center Brands Release Press Conference
	Sept.11	Urban Hostel Design
		Design Unbounded Visionary Future
	Sept.12	China home industry dialogue Innovation Forum

On Site Events Of the 42nd CIFF (Shanghai)

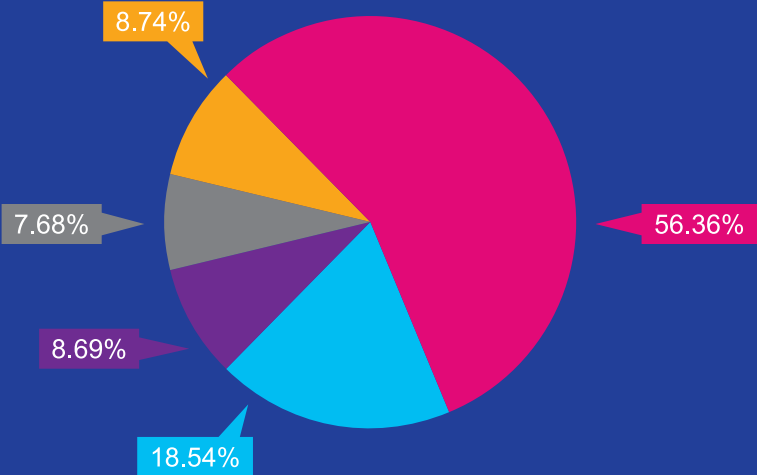
Type	Date	Theme
Industry Events	Sept.10	“100Award”House Living Industry Alliance Conference : Rural Vitalization — New Opportunity for Household Industry
	Sept.10	Unveil Your Future Kitchen
	Sept.10	Industry 4.0 Forum (I) – Enabler of New Lifestyles
	Sept.10	Forum on Wood Products Green Manufacturing Technology
	Sept.10	Standard Drafting Seminar Of Children's Study Desk And Chair In Ergonomic Design
	Sept.10	UTTERMOST Brand Conference
	Sept.11	Forum on Wood Sawing and Drying Technology
	Sept.11	Siempelkamp Press Conference
	Sept.11	Industry 4.0 Forum (II): Practical Lecture on Customization
	Sept.11	13th National Government Procurement Furniture Event
	Sept.11	New Business Opportunities in Woodworking & Furniture Industry: Malaysia, Myanmar and Russia
	Sept.11	American Industry and U.S.-China trade war
	Sept.11	Lenovo Cloud Solutions Boosting Corporate Development
	Sept.11	2018 Dieffenbacher New Technology Conference
	Sept.11	“Discovery Future Home”Fine Decoration-enabled Industry Chain Forum
	Sept.11	Trade Matching Event for Home&Office Furniture
	Sept.12	Trade Matching Event for Ourdoor Furniture, Homedecor &Hometextile
	Sept.13	2018 Global Furnishings Innovative Design Summit

Data Analysis

Exhibitor

Product Types (According to Scale)

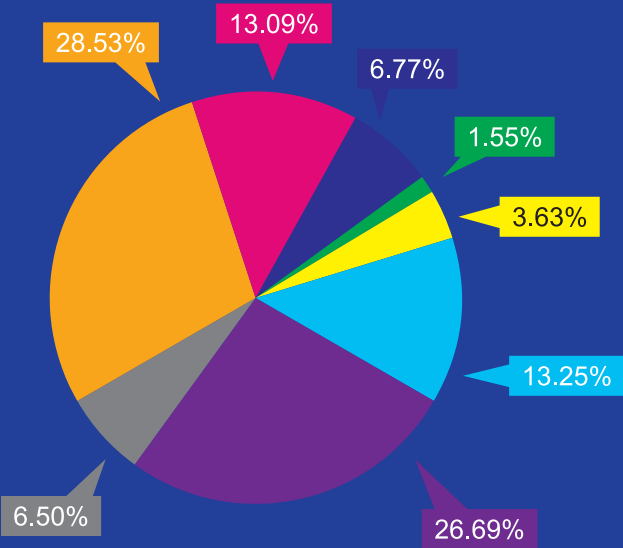
Home Furniture	56.36%
Homedecor & Hometextile	8.74%
Outdoor & Leisure	7.68%
Office, Hotel & Public Furniture	8.69%
Furniture Machinery & Raw Materials	18.54%



Visitor

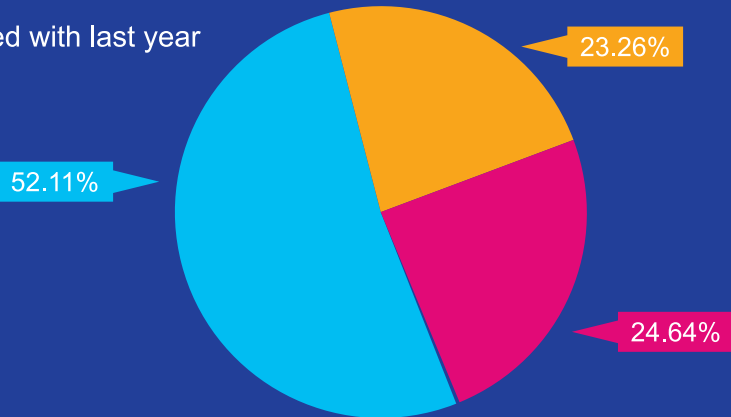
Purpose of visit

Seek New Suppliers	28.53%
Obtain the Latest Industry Information and Technology	26.69%
Participate in Industry Forums	13.25%
Seek/Become an Agent	13.09%
Evaluate the exhibition for Exhibiting Next Year	6.77%
Seek New Products	6.50%
Seek Business Cooperation	3.63%
Visit Suppliers	1.55%



Changes of the purchase amount compared with last year

Maintains	52.11%
Increases	24.64%
Decreases	23.26%



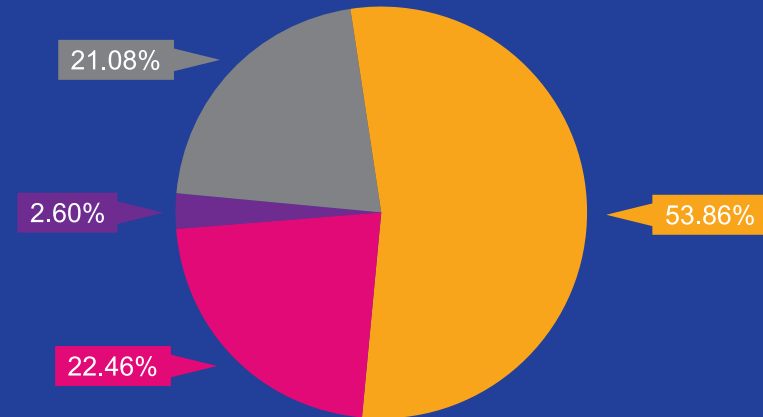
Time of stay

Two Days	32.20%
One Day	30.69%
Three Days	25.38%
Four Days	11.74%



Comments on CIFF

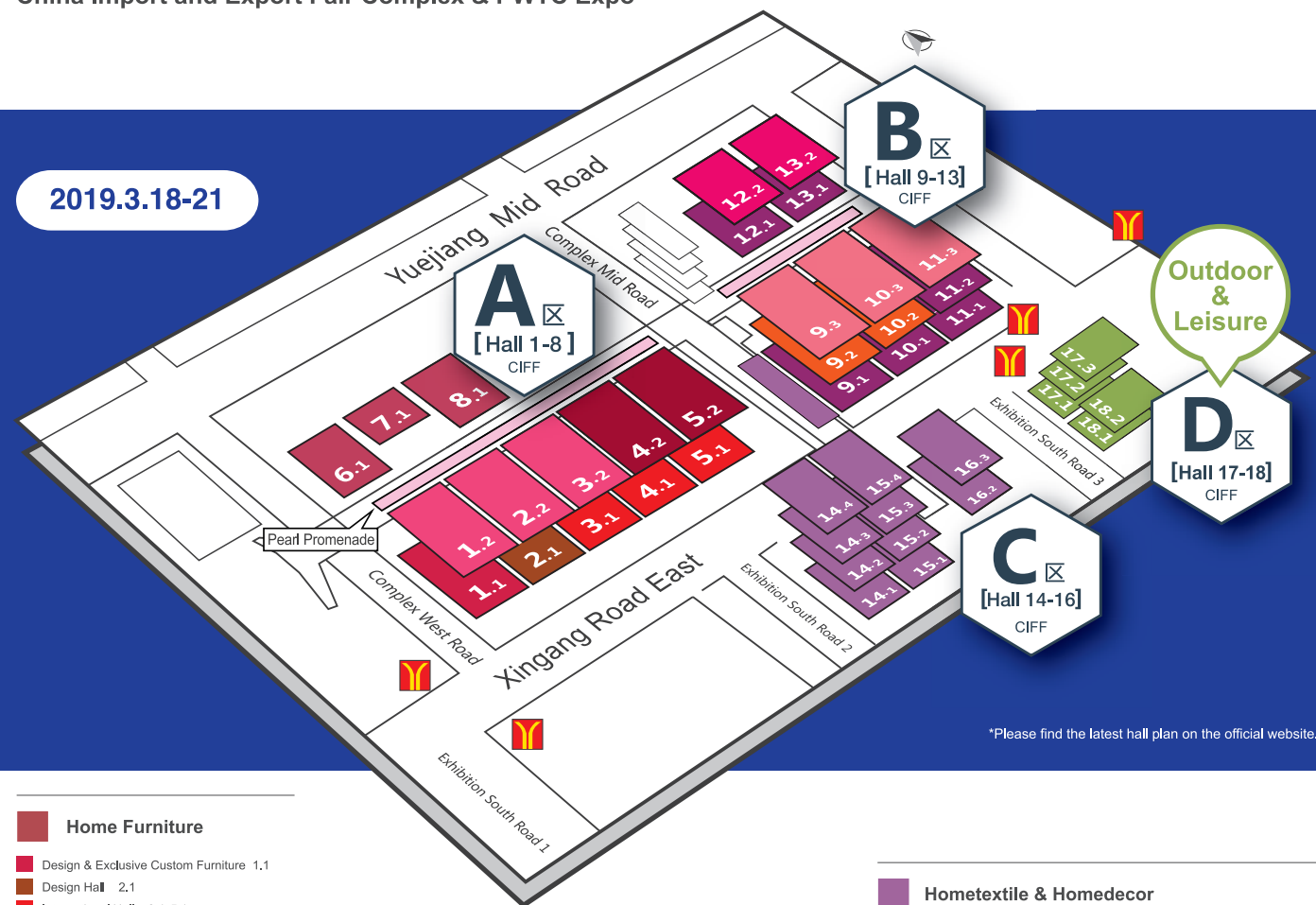
Good	53.86%
Very good	22.46%
General	21.08%
Not good	2.60%



Phase 1 18-21 March 2019

China Import and Export Fair Complex & PWTC Expo

2019.3.18-21



Home Furniture

- Design & Exclusive Custom Furniture 1.1
- Design Hall 2.1
- International Hall 3.1-5.1
- Customized Furniture & Smart Home 6.1-8.1
- Modern / Kids & Teens 1.2
- Modern/Nordic 2.2
- Modern/Minimalist 3.2
- Entry Lux 4.2-5.2
- Sofa Premium 9.1-13.1, 11.2
- Classic 9.2-10.2
- Sleep Center 12.2-13.2
- Dining & Living Room Furniture 9.3-11.3
- Brands Corridor

Outdoor & Leisure

- Discover Outdoor Space Solutions 17.1
- Find Creative Outdoor Design 18.1
- See Smart Furniture 17.2
- Enjoy Sunshine Life(Sunshade & Raw Material & Table Top) 18.2
- Make Garden Special (Garden Decoration/ Global Garden Lifestyles Festival/Furniture Design Hall) 17.3

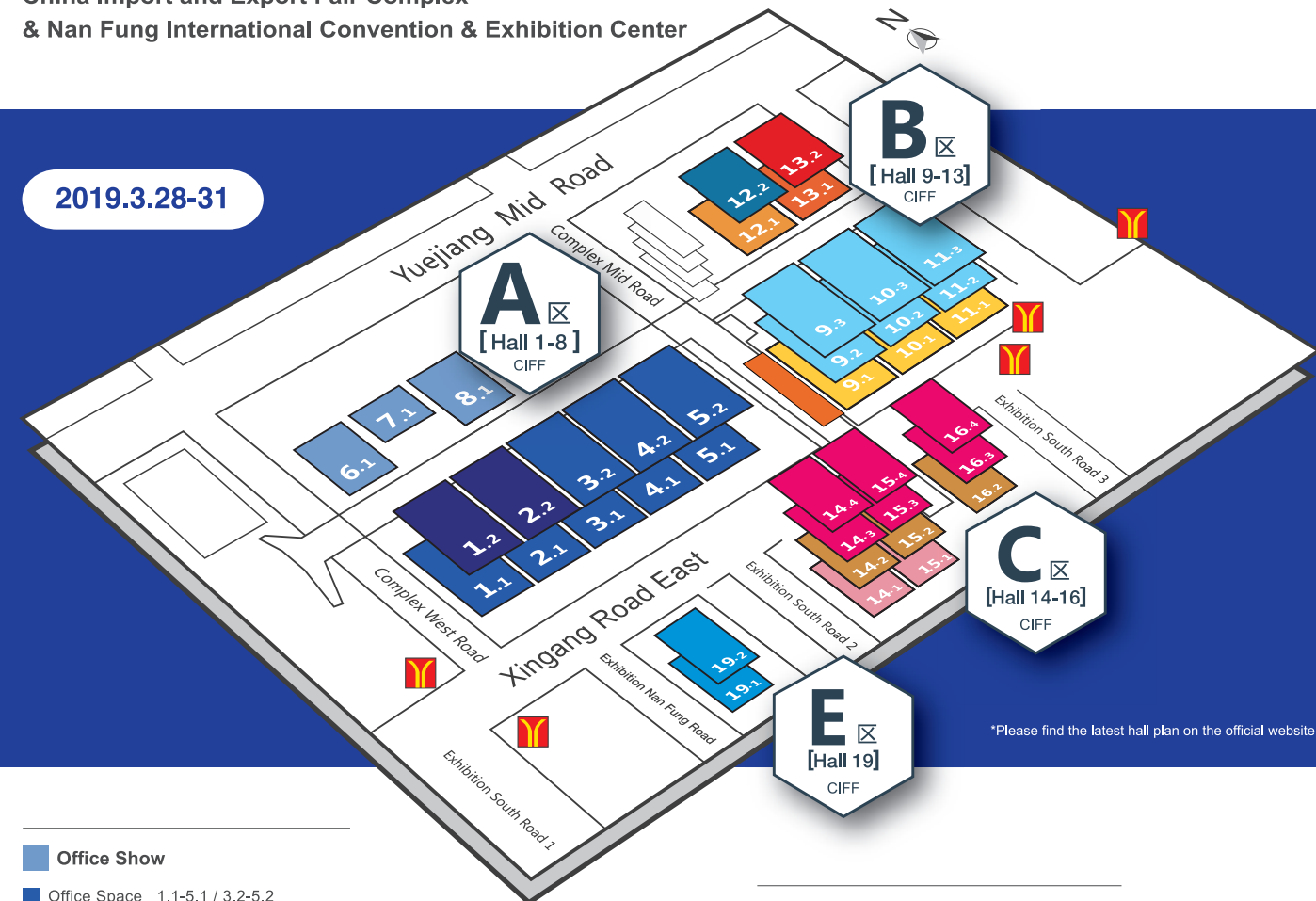
Hometextile & Homedecor

- Home Textile 14.1
- Carpet & Home Textile 15.1
- Zen & Painting Art 14.2
- International Brands & Artificial Flower & Bedding 15.2
- Lighting 16.2
- Soft Décor 14.3
- Soft Décor 15.3
- Soft Décor & Lighting 16.3
- Clock & Sculpture & Gramophone & Frame & Fountain etc 14.4
- Pottery & Glassware & Art Crafts/China Interiors & Decorations Conference 15.4

Phase 2 28-31 March 2019

China Import and Export Fair Complex
& Nan Fung International Convention & Exhibition Center

2019.3.28-31



Office Show

- Office Space 1.1-5.1 / 3.2-5.2
- Medical & Healthcare Furniture 5.1
- Hotel Project & Interiors Furnishings 1.2
- Public Commercial Space 1.2-2.2
- Office Furniture Component 6.1-8.1
- Filling Cabinet & Safe Cabinet 12.2
- Comfortable Seating 9.2-11.2
- Fashion Seating 9.3-11.3
- Smart Office & Components 19.1 / 19.2

CIFFM/interzum guangzhou

- Woodworking Machinery 9.1-11.1
- Machinery & Upholstery Furniture Production 12.1
- Mattress & Sewing Machinery 13.1
- Mattress Components & Cutters & Tools 13.2
- International Hall 14.1-15.1
- Furniture Raw Materials 14.2-16.2
- Hardware 14.3-16.3 / 14.4-16.4