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Design Trend / Global Trade
Full Supply Chain / All in CIFF

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GUANGZHOU PAZHOU
🏠 Canton Fair Complex / PWTC Expo



Design Trend / Global Trade / Full Supply Chain / All in CIFF

**POST
SHOW**
OFFICE AND COMMERCIAL SPACE

展后报告
办公环境及商用空间展

2022
7.26-29 GUANGZHOU / PAZHOU

Report

The 49th Ciff Guangzhou Office and Commercial Space Successfully Held

From July 26 to 29, the 49th Ciff Guangzhou Office and Commercial Space was successfully held. Themed "Build a Better Home Together, Serve the New Pattern", this session covers an area of 170,000 square meters and was joined by over 800 brand companies and 83,791 professional audiences. It was the largest exhibition in 2022 since the exhibition industry was resumed.

Exhibition area (m²)
170,000

Brand companies
800+

Professional audiences
83,791



The World's Top and Asia's Best Exhibition

As a benchmark of the industry, the exhibition is leading in the globe and the best of its kind in Asia. It attracted a range of brands which exhibited technology-intensive products and there was a high degree of international participation. The event featured upgrade of design, quality, intelligent manufacturing and strongly promoted the industry towards more efficient, sustainable and higher quality development.





Gathering of Tops Brands for a Grand Event

Office and Commercial Space exhibition displayed popular areas (such as intelligent office, medical care, elderly care) and commercial spaces (including public space furniture, hotel furniture) on the basis of key advantageous areas such as systematic office space, office seating, office accessories and steel furniture. Exhibitors jointly presented the most cutting-edge office space solutions and the latest trends in commercial space design.

Flexible Scene-based Systematic Planning of Office Space

The exhibition is devoted to systematic planning of office space. 1.1-5.1 and 3.2-5.2 pavilions attracted top brands in the industry to jointly explore new development of office space in the electronic era, create more flexible scene-based office space and bring a more efficient and comfortable office experience.

Sunon \ Victory \ Quama \ Saosen \ Jongtay \ Bear One
Huasheng \ Dious \ Kano.cn \ LMFU \ Kintig \ Hongye
Oman \ KeJing \ KALN \ YOPYE \ Bull \ Donggang
KINWAI \ Motostuhl \ Xinda Clover \ Paumei \ YAVON
Gokeng \ Ho Yan

(in random order)



Office Seating Beyond Limit



With the advent of consumption upgrades, consumers pose more requirements on office chairs. Instead of merely focusing on the function of "sit", they want better-looking and ergonomic chair chairs. Developing the infinite possibilities of chairs has become a new topic of the industry.

UE \ Henglin \ Usena \ B.one \ Sitzzone \ ASIS \ FuricCo
GTChair \ MSDA \ Aobin \ NEW CENTURY \ BOP \ Sitstar
Sihoo \ Yipai

(in random order)



Design from Different Countries and Regions

Office space solutions from different countries and regions showed diversified trends in global office furniture . Good designs were brought together to create new benchmarks for office furniture.



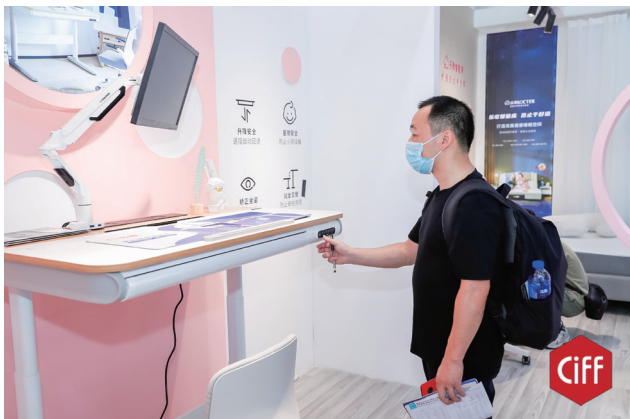
K+N \ KI \ LINAK \ Flokk \ OKIN \ OMT \ SISDOO
Onmuse \ Cubespace \ Henfon \ deli Plus \ HAG
BMA \ ERGONOMICS \ Giroflex \ OFFECCT \ RBM
RH \ Malmstolen

(in random order)



All-scenario Intelligent Products for Public Spaces Schools and Medical Care

This exhibition accurately grasped new trends and market conditions in the industry. It displayed popular areas (such as intelligent office, medical care, elderly care) and commercial spaces (including public space furniture, hotel furniture) to present the most cutting-edge office space solutions



Leadcom \ Hongji \ Hongsheng \ EDUnestco
YUMIN (HENGFA) \ Yucai \ JooBoo \ Henghong \ JS
Haijilun \ LanLin \ Sanlang \ Huimei \ Yu Jia \ LMFU
Kigtig \ Zongel \ desk P \ VOU+ \ Meiyang
Yunzhichen \ Jiechang \ Loctec \ Kaadas \ LINAK
OMT \ 9am

(in random order)

Major Events on Popular Office Trends

2030+ International Future Office

This year's 2030+ International Future Office (IFO) is themed "Hyper Dimensions". It lead audiences into the electronic era through six sections (Primitive Power, Future Window, Third Space, Super-Individual, N-Dimension, Outlook) in three dimensions ("Time", "Space", "Wisdom"), aiming to comprehensively Interpret the latest trends of future office. More than 20 well-known brands and leading companies shared insights and inspirations for future office. They include old friends such as Steelcase, Lamex, K+N, PWG, Xwork and new partners including Aurora, AURORA ESTEL, Tom Dixon, REXITE, VERPAN, Sunon. We also invited HTC, a pioneer in metaverse and VR, LUT RON, JIECANG and LINAK engaged in intelligent control.



More than ten industry experts at home and abroad gave inspiring speeches on environmental protection, the post-pandemic era, healthy office ecology and workplace empowered by technology. Collision of cutting-edge ideas revealed potentials of the office industry and innovations for future office methods.



Office Theme Pavilion

This pavilion is a major part of CIFF Guangzhou Office and Commercial Space. Themed "Design, Reframe Your Office", it aims to explore future elements of office furniture and space in China. It emphasizes the natural attributes of low-carbon future office and expounds independent thinking on future office space.



热烈庆祝 2022办公环境主题馆隆重开幕 — 2022/07/26 —



Opening ceremony of Office Theme Pavilion



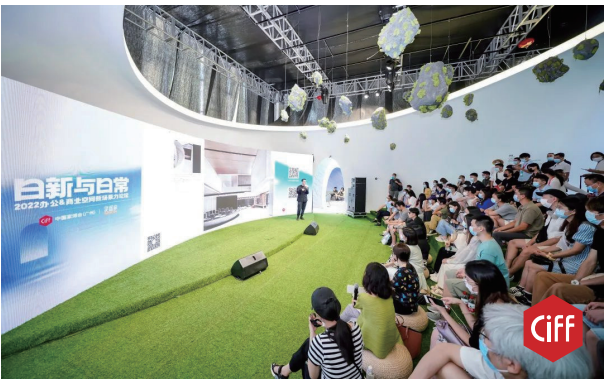
The pavilion held a range of high-end forums, where industry leaders and top designers discussed the future development of office and commercial space.



Precise Matchmaking

The New and the Daily: Summit Forum on New Thinking of Future Office and Commercial Space Design

Designers and brands sparked a collision of innovative thinking of future office and commercial spaces. They discussed how to balance functions and environmental protection, and explored new design inspirations from multiple perspectives such as color, philosophy, humanities and services, hoping to deliver new life experience for consumers.

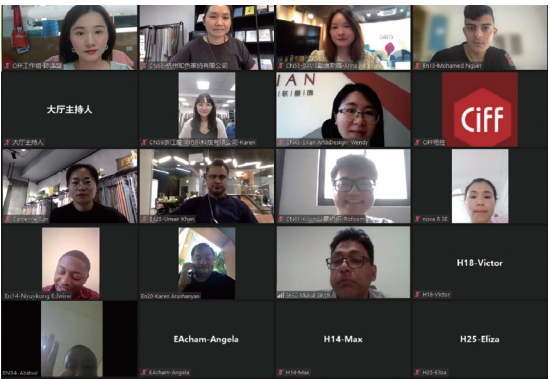


Matchmaking of Elder Care Institutions in the Guangdong-Hong Kong-Macao Greater Bay Area



Online Matchmaking for Overseas Trade

This year, CIFF Guangzhou held 289 online matchmaking meetings for overseas trade, which attracted high-quality buyers from global home furnishing industry and served as professional trade platforms for exhibitors and audiences. They won high praises from parties concerned.



CIFF Guangzhou organized nearly 30 brand elder care institutions to experience new products. They made targeted negotiation with brand exhibitors of medical elderly care furniture.

Showcase of Capabilities Both Online and Offline

The 49th CIFF Guangzhou actively embraced digital technologies. It integrated online and offline events for the first time, having received 50.19 million website visits. Focusing on "Guangzhou on July 17 and 26", five actions were launched to empower the industry, namely "recommendation by big names", "dialogue with big names", "live broadcast by big names", "voices from big names" and "industry prospects by big names". A wide range of media jointly delivered "8+365" online and offline integrated exhibitions in China's home furnishing industry to facilitate digital transformation and upgrading in the post-pandemic era.

Full Fire Based on Integrated Channels



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Interzum Guangzhou



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CIFF WeChat



Scan the QR
code to add the WeChat
customer service of CIFF



Scan the QR
code to follow CIFF
creative community



Search keywords below
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follow cliff_furniture



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follow CIFFexhibitions



Search LINKEDIN to
follow china-
international-furniture-fair



Strong brands, Voice of Big Names



Comments by Media

People's Daily: The 49th CIFF opens in Guangzhou

"This session of CIFF Guangzhou actively promotes high-quality development of the industry by facilitating business growth, expanding domestic demand, stabilizing foreign trade and promoting consumption. In particular, efforts made to promote structural reform of the supply side are effectively boosting the upgrade of home furniture consumption."

IDEAT: Questionnaire to five designers: how to reconnect with the world through a design exhibition

"In the post-pandemic era, the exhibition industry which should have bloomed is stagnant owing to uncertain external environment. This week (July 17-20), the 49th CIFF·Home Furniture came to a productive conclusion in the Canton Fair Complex, which was the first super large event in China's home furnishing industry since COVID-19 broke out. As a wind vane of the industry, it injected a 'stimulant' for the recovery of offline exhibitions."

Z Media: Z Media · Du meets the future of home in multi-dimensional space

"Hosts and organizer of CIFF Guangzhou as well as local government need to facilitate business growth, expand domestic demand, stabilize foreign trade and promote consumption while effectively coordinating COVID-19 prevention and control. They have met a range of challenges and assumed great responsibilities. A firm positive attitude, sound judgments and an inclusive pattern are the three major dimensions with which CIFF Guangzhou lead high-grade development of the industry in such a special period."

Youju Research Institute: Why did the 49th CIFF Guangzhou stand out from so many home furnishing exhibitions?

"There were very few home furnishing exhibitions in the past and the chaotic market was flooded with disorderly competition. Now we have not only "national team" exhibitions but also many emerging regional events that compete with each other. Among them, CIFF Guangzhou is absolutely indispensable. This pilot ship drives the prosperity of the industry and will lead us to a better future."

Xinhuanet: Successful opening of the 49th CIFF Guangzhou strongly boosts China's exhibition economy

"We must grasp the key to 'stability' and identify breakthroughs for 'growth' in critical periods. The 49th CIFF Guangzhou provides good experience to learn from. It is a sample for balancing COVID-19 management and economic development and has stimulated the country's exhibition economy."

INTERNI: Intelligence, design, education... cross-border innovation of office furniture brands in promising industries

"E-sports, office for work from home, smart office, ecological design, elderly-friendly design, home-based elderly care combining furniture and smart medical care, education products... You can find solutions to all these hot topics at CIFF Guangzhou Office and Commercial Space Show to be held from July 26 to 29."

Southern Metropolis Daily: How to create a sustainable office? Find the answer at CIFF Guangzhou

"What should the office of the future look like? What are the essentials of future office furniture and space development in the post-pandemic era? At the 49th CIFF/Interzum Guangzhou opened on July 26, practitioners of the industry presented and discussed answers to these questions."

Sina HOME: "CIFF" Elite Circle: A Platform for Growth into Super Home Furnishing Dealer

CIFF Guangzhou drew a blueprint of elite circle based on its data pool and understanding of dealers' needs, creating a dealer-centered platform to satisfy the demands of dealers and help them resolve difficult problems. The 49th CIFF·Home Furniture has come to a fruitful end. Dealers have proved with their actions that the event was a worthwhile trip, from which they harvested a lot.

At the elite circle, dealers can not only find ideal partners and enjoy professional exhibition services, but also gain insight into latest trends in the industry, improve business skills, connect upstream and downstream industry chains and widen their circle.



He Enxin, General Manager of Beijing Kaien Furniture Co., Ltd.

It is not easy to hold such a major exhibition during the pandemic. During the exhibition, we came into contact with many excellent audiences and embraced high conversion rate of potential customers. Kaien is a strategic partner of CIFF Guangzhou and we will participate in future events.

Li Zhongqing, Deputy General Manager of China Marketing Department of Sunon

Sunon has attended CIFF Guangzhou for 20 years and has been growing together with it. The exhibition witnessed the rapid growth of China's office furniture industry. Despite inconveniences caused by the pandemic, this session is joined by major brands and a large number of visitors, which demonstrate the great influence of CIFF Guangzhou in the industry.



Yang Dongming, General Manager of Innovation and Development Center, Victory Group

We displayed functional space and CEO space solutions at this session. In the current digital age, Victory Group is committed to delivering integrated solutions driven by "digitization + design". The COVID-19 pandemic means both challenges and opportunities. CIFF Guangzhou allows us to promote our space products and solutions to more customers through varied channels. We will strive to provide better office solutions.



Zhao Bo, Marketing General Manager of Quama Furniture

We wondered if desirable results could be achieved before the exhibition kicked off, but the worries disappeared on the very first day. Colleagues were very busy with receiving customers. We increased the presence of our brand, our products, our design and more importantly our ideas in medical care. Thanks to CIFF Guangzhou, we could exchange ideas with counterparts and share thoughts on products and industry trends. I wish CIFF Guangzhou get more success in the future!



Zhang Dongliang, China Marketing Director of 33UE Furniture Co., Ltd.

CIFF Guangzhou is an influential benchmark of the industry. It has always been the preferred choice of big brands. By attending this event, we have improving our brand presence and strengthened our confidence in bending efforts for domestic market. We'd like to thank CIFF Guangzhou for its strong support to us. Best wishes to CIFF Guangzhou.



Yang Weizhi, China Project Manager of Henglin Home Furnishing

By attending the 49th CIFF Guangzhou, we hope to enhance communication with dealers and allow them to experience our products. Many thanks to CIFF Guangzhou for providing platform and support for us. Hope the event more successes.



Yi Yongqiang, founder and design director of 5+2.studio

CIFF Guangzhou has emphasized design since its establishment, which plays a very important role in leading the trend and the development of the industry. Wish CIFF a promising future and greater participation by stakeholders.

Shi Shaofen, creative director of ArtHouse Design

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Shi Shaofen, creative director of ArtHouse Design

Products displayed at CIFF Guangzhou Office and Commercial Space are supported by advanced technologies and pay more attention to ergonomics. They feature greater comfort and functionality. Many products have distinct color and are more eco-friendly. I wish the event more successful in the future! We hope to gain more inspirations and support from it. Thank you!



Fadi Badur, a buyer from Syria

I saw a lot of very interesting exhibits I've never seen before. There were many good health care furniture and office furniture that I need. I also talked with suppliers and reach cooperation with some of them, which is really cheerful. I sincerely wish CIFF, exhibitors, dealers and buyers a bright future.



Buyer from Colombia

By visiting CIFF, I intend to select furniture for education, office, kindergarten and sell them to Colombia, the United States, etc. Many thanks to the organizer for holding this exhibition. My team achieved very good results and met many suppliers. We will attend CIFF again next year.



Furniture dealer from Guangzhou

The long-awaited CIFF Guangzhou Office and Commercial Space has finally opened. Strict COVID-19 prevention measures were implemented and there was a large audience. Hope the furniture industry witness a better development this year.

