

Post-Show Report

The 43rd Ciff (Guangzhou) Office Show
28-31 March 2019



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The 43rd Ciff (Guangzhou) Office Show



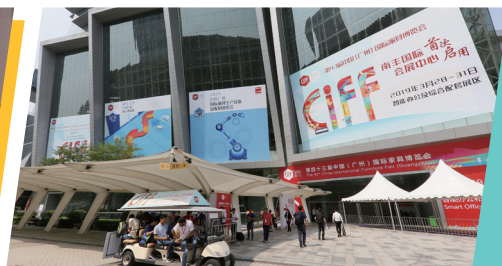


CIFF(Guangzhou)-Office Show Review

The 43rd CIFF (Guangzhou) was grandly held at the Canton Fair Complex and NICEC on March 28-31, 2019!

This session attracted a total of **165,202** professional visitors, up **18.4%** year on year.

As China's largest and most comprehensive office furniture trade fair, the Office Show is a veritable benchmark in China's office furniture industry. This session hosted top office furniture enterprises such as Sunon, Victory, Haitai, Quama, Zhongrui, Jongtay, Tiantan, Saosen, Huasheng, Liming, Merryfair, Kuoching, UE, Bosen, Boyi, Lijiang, Hongsheng, Hongji, Erqing, Huabao, Dechang and Foshan Gao-feimo. With the brands showcasing their new products, the show staged a fantastic event for the industry.



The 43rd CIFF (Guangzhou) used NICEC as Area E for the first time, where intelligent office and comprehensive components were showcased. More than 60 intelligent office enterprises such as Jiechang, Loctek, Aoke, Kaidi and Kangtuo demonstrated a variety of intelligent system solutions. With excellent office brands fully displaying themselves, CIFF presented a feast of intelligent office.



With the aging Chinese society, medical care for the elderly has become a hot topic. The Office Show followed the trend to build Hall 5.1 as the Medical & Healthcare Furniture, attracting industry leading enterprises such as Tiantan, Guozhijing, Sikeyi, Wankai, Zhuoyin and Gangbao to showcase their new products and provide more cutting-edge solutions.

Exhibitors' Comments

Sunon Furniture Manufacturing Co., Ltd.

We have participated in CIFF for more than ten years. We receive many visitors each year. This year we have launched a type of self-parking chair and attracted a lot of clients.



UE Furniture Co., Ltd.

UE has been getting along with CIFF for years. This year we have seen a large number of visitors at our booth. More than 60 staff including 40 salespersons and R&D staff attended this session. We were up to our necks during the exhibition. This shows that CIFF has a stable foundation in the world and is widely accepted by global clients and all the enterprises in our industry!



Merryfair Furniture Co., Ltd.

We have been old friends of CIFF for 13 years. This platform brings us many domestic and overseas clients. CIFF sees a lot of staff from large state-owned enterprises and audience in different sectors such as teaching, medical treatment and healthcare. This helps promote our brand effectively.



Gangbao Medical Furniture

We keep feeling very busy during the 43rd CIFF! Every order we received is worth millions. We are very satisfied with the exhibition including its environment and publicity. The best part is that the organizer can help integrate resources for exhibitors. We are grateful to CIFF for providing such a platform.



Nate Drive Technology Co., Ltd.

The 43rd CIFF (Guangzhou) used NICEC for the first time. The new section was specially designed for the intelligent office and comprehensive components, which attracted highly professional and targeted clients. We also invited more than 30 clients. They showed strong interest in cooperation.



Visitors' Comments

International Buyer Group

We are very satisfied with the 43rd CIFF. We have found satisfactory products and made a lot of Chinese friends.



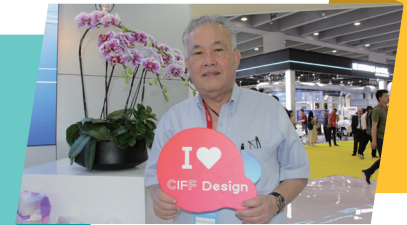
Buyer from Europe

CIFF (Guangzhou) is really fantastic. It showcases a wide range of products to provide a more convenient platform for international buyers.



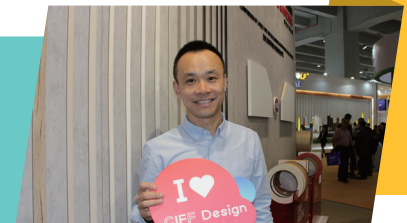
Buyer from the Phillipines

CIFF enjoys enormous popularity. I have seen a lot of high-quality products, and also found many partners. It is a rewarding exhibition.



Buyer from Hangzhou

I saw a lot of visitors in the booths. CIFF brings together exhibitors, dealers and buyers from home and abroad. It is hoped that CIFF as the industry event will do even better, providing consumers with better services and products.



Office Environment Theme Pavilion

The theme of the Office Environment Theme Pavilion in this session was “Work is a Choice”. It implies that today's office will no longer be limited to the traditional fixed work space. Freedom, communication and casualness are all well reflected in design. The modular research on office products and space, functional research on material and spirit and iterative upgrade of environmental aesthetics are also conveyed through the theme.

The Pavilion was designed with multiple areas and functions to show the experience of the theme, including a Reception Area, Theme Performance Stage, Light & Shadow Wall, New Sharing Area, Project Conference Area, Live Workstation, VIP Salon, Dedicated Work Area, Brainstorming Area, Theme Art Wall, Art Gallery Road, Decision-making Area, Comprehensive Service Area, Planning Concept Station and Forum Area.



On-site Events



Anji Chair Pavilion

The Anji Chair Pavilion set up areas of fine products, chair history, chair sector and bamboo sector. The number of companies and exhibition space both created record high.



The Emergence of Leading Brands of China's Office Furniture

The forum started with an introduction to the market status quo and development. Centering on the opportunities for leading office furniture brands, the forum discussed and analyzed the industry trends, R&D mindset, corporate management and operation, promoting the office environment development in China.



Sharing and Independence: New Workspace

During the forum, industry experts delivered presentations on the development and trend of the office furniture industry. Moreover, a couple of guests took part in panel discussions to explain how they understood "sharing and independence".



Special Event in Ergonomics

By helping office furniture producers to give more weight on ergonomics in order to enhance their product quality and company performance, the events became the trend setter and innovation driver of the ergonomics industry.



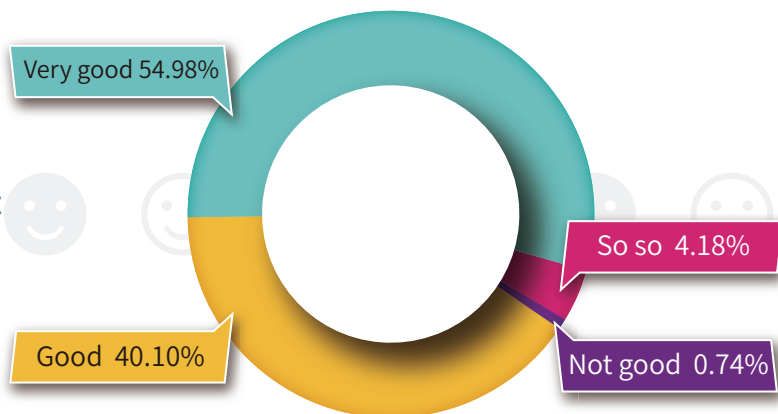
SGS Helps Chinese Office Furniture Enterprises to Develop International Market

Three technical experts shared European market regulations and access criteria as well as the requirements of global certification of furniture products, helping enterprises to improve their product quality, earn more recognition from overseas buyers and enter the destination market more easily.

Data Analysis

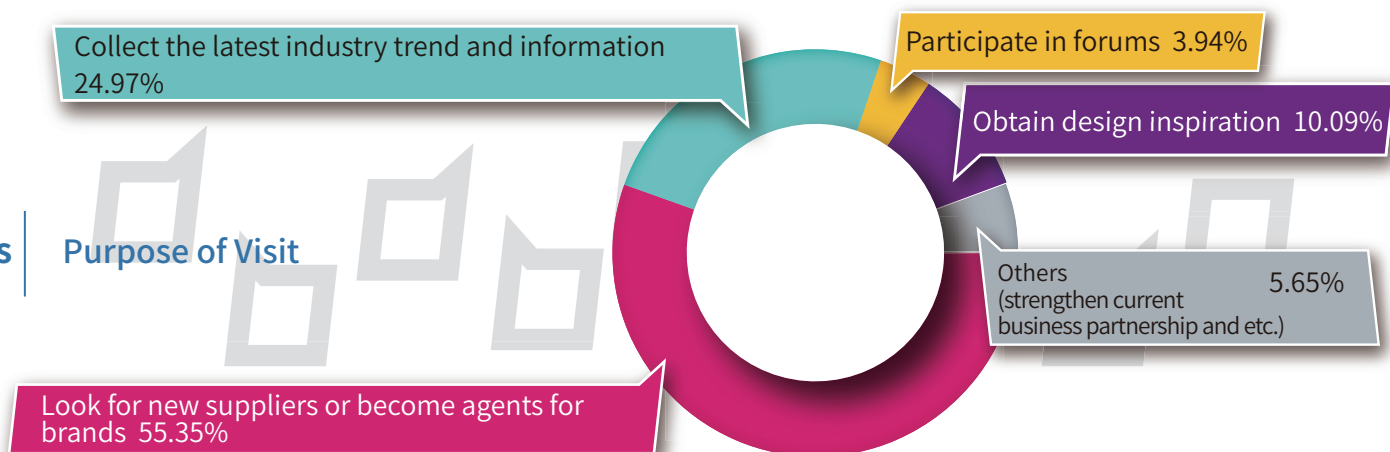
Visitors

Overall Exhibition Effect Commented by Visitors



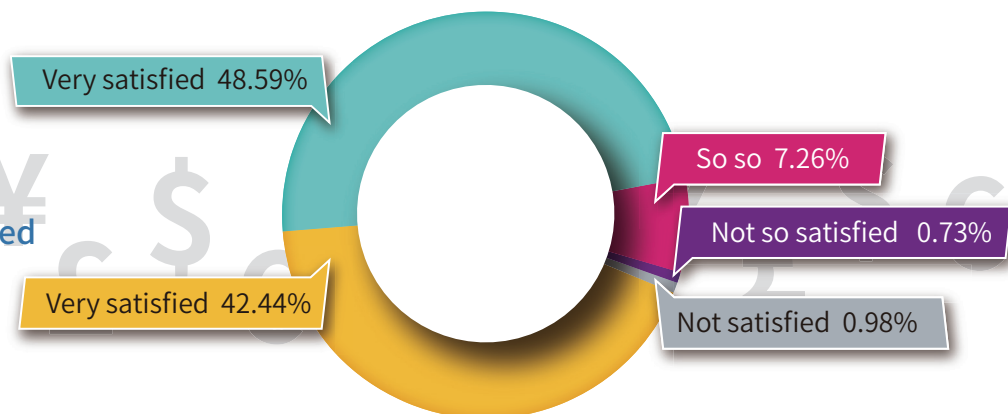
Visitors

Purpose of Visit



Visitors

How Visitors Find Their Target Fulfilled





全球家居
生活典范
Better Life
Better Work

The 44th China International Furniture Fair(Shanghai)

9-11 September 2019

National Exhibition & Convention Center (Shanghai) Hall 8.2

CIFF (Shanghai) - Fashion Office



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The 45th China International Furniture Fair(Guangzhou)

28-31 March 2010

Canton Fair Complex & NICEC

CIFF (Guangzhou) - Office Show



中国对外贸易广州展览总公司

CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.

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Visit the show: +0086-020-8912 8075/8280/8269

Official Website: <https://www.ciff-gz.com/>