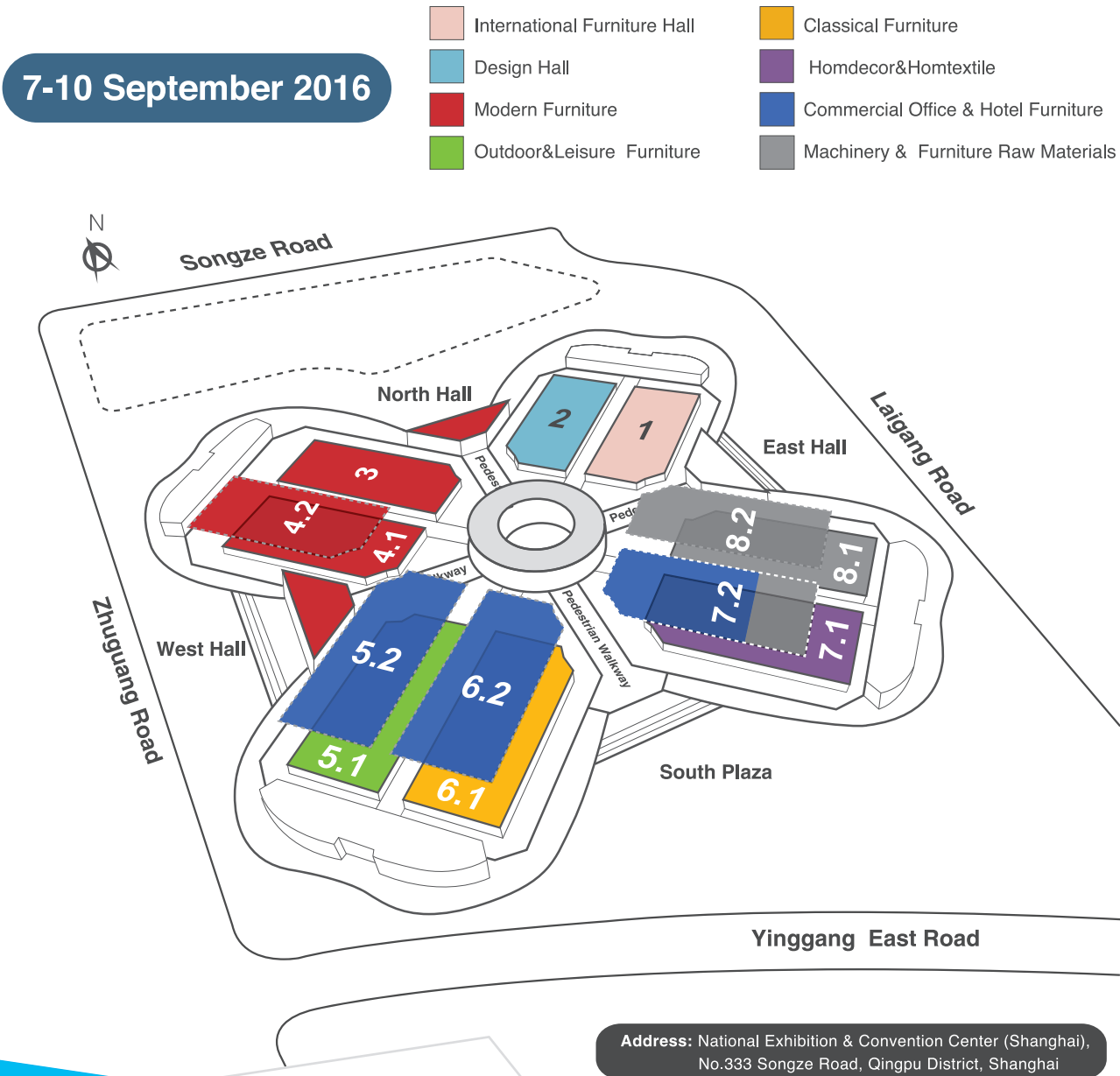


See you in CIFF (Shanghai) at NECC, Hongqiao on 7-10 September, 2016!

The 38th CIFF (Shanghai)-Modern Home Furniture will expand into West Hall of National Exhibition & Convention Center (Shanghai), using five halls in total. This will provide exhibitors and buyers with broader exhibition space and more business opportunities.



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The 37th China International Furniture Fair (Guangzhou)

Phase 1: 18-21 March 2016
Phase 2: 28-31 March 2016

Post Show Report



The 39th China International Furniture Fair (Guangzhou)
18-21 March 2017
home / home decor / home textile / outdoor
28-31 March 2017
office / hotel / commercial / machinery & raw materials
China Import and Export Fair Complex & PWTC Expo



The 38th China International Furniture Fair (Shanghai)
7-10 September 2016
home / home decor / home textile / outdoor
/ office / hotel / commercial
/ machinery & raw materials
National Exhibition and Convention Center (Shanghai) in Hongqiao

Fantastic Furniture Fair in Guangzhou & Shanghai



ciff.fairwindow.com

The 37th CIFF (Guangzhou) Came to a Successful End

The 37th CIFF (Guangzhou) came to a successful end on March 31. During the eight-day exhibition, 3,868 exhibitors presented a fantastic feast to the global furniture industry. It received 168,881 professional visitors with an increase of 13,918 over last year.

Time	March 18-21, 2016 (Phase 1) March 28-31, 2016 (Phase 2)
Venue	China Import and Export Fair Complex & PWTC Expo
Scale	750,000 Square Meters
Number of Exhibitors	3,868
Number of Professional Visitors	168,881
Hosted by	China National Furniture Association China Foreign Trade Centre(Group) Guangdong Furniture Association HongKong Furniture Manufacturers Association
Organized by	China Foreign Trade Guangzhou Exhibition General Corporation



The 37th CIFF (Guangzhou) is featured with shiny innovations and highlights!

Primary and Necessary Platform for Furniture Industry

Under the new normal of over production and excessive exhibition capacity, the 37th CIFF (Guangzhou) grew bigger and stronger against difficulties. The show expanded from 680,000 to 750,000 square meters by using PWTC Expo for the Outdoor & Leisure. The International Furniture Hall, Modern Home Furniture, and Outdoor & Leisure Section all expanded in scale to meet the industry needs. As one of the world's largest furniture exhibitions in the world, CIFF has become the primary and necessary platform. The 37th CIFF (Guangzhou) not only saw more professional visitors in the first two days, but also met a peak of visits on the third day of the first phase, with a dramatic rise of 23.53 % over last year. This fully implies that CIFF (Guangzhou) has stood out from its neighbor shows in the Pearl River Delta and become the necessary furniture exhibition for professional visitors.

Quality Stage Gathers the World's Top Brands

The 37th CIFF became more international in order to boost trade cooperation. Overseas exhibitors covered a total space of 90,000 square meters, including a 30,000-square-meter International Furniture Hall for Home Furniture with an increase of 50% over last year. International brands were highly active to attend CIFF, including Ashley, HTL, Manwah, Natuzzi, Chateau Dax and Koda. Renowned brands such as Lifestyle made their debut here. Pavilions from Turkey, Malaysia, Thailand and Korea jointly showcased their furniture products with exotic features.

Popular Platform for Product Launch

CIFF always gathers innovative ideas, fresh highlights and new vision. This session brought together top brands from home and abroad to hold 157 product launch events, presenting new products, ideas, concepts, models as well as new looks. Leading brands such as Landbond, Kuka, Zuoyou, Kinwai, Chateau Dax, Ashley, Sunon and Homag all chose the 37th CIFF to introduce their latest products.

Smart Technology and Customization Sets the Industry Trend

Under the theme of "Smart, Customization & Internet+", this year CIFF showcased innovative products such as virtual reality products, integrated smart audiovisual furniture for living room, sofas with reading and wireless charging functions, sleep tracking mattresses, smart desk and smart office conference system. CIFF also presented new models for smart manufacturing including robot arm, 3D printing, automatic painting and smart sensor control. The whole house customization and custom-made office furniture were also well received.

Industry Gathering Actively Participated by Professional Visitors

CIFF (Guangzhou) provides strong support for both export as well as domestic sales. In terms of visitor invitation, it adopts precision marketing to target 240,000 visitors in its database which has been developed in the past 36 sessions. It also cooperated with more than 1,100 domestic and overseas media to invite professional visitors such as dealers, designers and real estate professionals. CIFF has also organized 207 professional visitor delegations from 46 countries and regions along the "Belt and Road" including Russia, Thailand, Malaysia, Singapore and Turkey. It is an industry gathering with endless opportunities!



Colorful Events to Enhance Industry Communication

Centering on the ultimate goal of boosting trade, CIFF is always committed to creating an integrated platform featuring fashion display, channel maintenance, industry gathering and design inspiration. The 37th CIFF (Guangzhou) further integrated exhibitions and forums, serving as a key platform for forums and news release. Mr. Tom Conley, President and CEO of High Point Market Authority, officially announced the establishment of a strategic partnership with CIFF during the opening ceremony. Spanish artist Mr.Cristobal Gabarron brought with him his art sculptures "Mysteries of Columbus". China National Furniture Association introduced the 13th Five-Year Development Plan for China's Furniture Industry to the world on the opening day. There were 45 themed conferences, forums and other events. They included the 37th CIFF (Guangzhou) Opening Ceremony and Loyal Client Honor Awards, the 2nd Session of the 6th Council Meeting of China National Furniture Association, National Office Furniture Work Conference 2016, the 1st Global Garden Lifestyle Festival 2016, the 8th Design Gallery, China Custom-made Furniture Summit Forum 2016, China Integrated + Intelligent Furniture Industry Summit Forum and China Outdoor Furniture Summit Forum 2016. All these events presented the industry trends from different angles with creative inspirations, pooling constructive thoughts for the future development of China's furniture industry.

Excellent Service for Comfortable and Rewarding Experience

The 37th CIFF (Guangzhou) improved its service and quality based on the needs, behavior patterns and experience of both exhibitors and visitors. Firstly, a red carpet corridor was built between PWTC Expo (Area D) and Area C of Canton Fair Complex. Shuttles were also available to facilitate connection between the two venues. Secondly, pre-registration was strengthened for easy and convenient entrance. There were 748,000 visits during the eight days of CIFF. Visitors entered the halls orderly using QR code without waiting in queues. Thirdly, an intelligent guiding system was introduced. 41 on-site devices helped visitors to search for exhibitor and event information. Visitors could browse official websites of all exhibitors through a mobile app "Easy Exhibition" to follow up on the latest products. Fourthly, exhibition service was enhanced. Free accommodation at five-star hotels was offered to the key visitors recommended by exhibitors and also to winners of pre-registration system. CIFF spares no effort to provide all exhibitors and visitors with a comfortable and rewarding experience!

We keep open-minded to make every session of CIFF a newly built show. Through 18 years, CIFF has made great progress and will always strive for improvement. We will bring better exhibition experience to both exhibitors and visitors. We will continue to make CIFF a primary and necessary trading platform for global furniture industry!

Comments from Exhibitors



Natuzzi

Last year we attended CIFF for the first time and achieved great success, so we decided to continue to attend the exhibition this year. I am surprised to see this session has achieved better results than last year. We received more than 1,600 customers on the first two days of the exhibition. We met a lot of visitors from all over the world, including Australia, Asia, Europe, and Africa. Besides maintaining existing customers, we also get to know new customers. I believe CIFF can rival imm cologne and is even better with broader market prospects. And we updated the new products launched in imm cologne months ago and brought newer and better products to CIFF (Guangzhou).

NATUZZI
EDITIONS

Yonghua Rosewood

We feel we have achieved expected results in the 37th CIFF (Guangzhou). It has attracted a lot of rosewood and traditional culture enthusiasts to visit our brand. We appreciate the promotion and publicity work of the organizers. They have done a lot. We received many visitors in the first 3 days of the exhibition, including professional audience, designers, design school students and end customers. We are very satisfied!



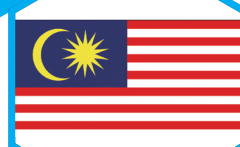
Ashley

CIFF (Guangzhou) has a long and illustrious history. We attend CIFF each year and have established a good partnership. It has good transport facilities and attracts higher quality customers at home and abroad. The organizers have done better for our brand promotion and presentation than the previous sessions and helped facilitated the audience to access our brand information. We get feedback and encouragement from a lot of customers on the site and have found a number of potential partners. It is necessary for us to maintain our business growth! I believe the 37th CIFF is a great success.



Malaysian Pavilion

This is the 18th time we attended CIFF. Our pavilion has been growing. Just as mentioned in the opening ceremony, CIFF has become the world's largest furniture fair. This platform has attracted a lot of excellent buyers, more than the furniture fair in Malaysia. We are very satisfied! It deserves the honor as the largest furniture fair. I believe CIFF can continue to grow and expand! I hope that this platform can attract more clients, and that we can do more business and CIFF can continue to do great!



Viva Bella

This is the 5th year we attended CIFF. This year sees higher quality customers. They are our potential customers. We are a loyal supporter of CIFF (Guangzhou). It is our only choice because it is more inclusive and gathers a large number of customers, dealers and franchisees. The influence of the organizers is highly recognized.



VIVA BELLA 维维贝拉

Artie

We have participated in CIFF for more than a decade. The biggest highlight of the 37th CIFF (Guangzhou) is the Outdoor & Leisure held in a separate venue to bring together the brands. Customers can get a clear view of China's outdoor furniture in CIFF. We see the world's top clients who seek suppliers, OEM and brand agents in the Outdoor & Leisure. Our booth is crowded with clients every day. Besides, the Global Garden Lifestyle Festival is also a highlight this year and brings huge surprise for us and the audience.



Sunon

We have participated in CIFF for 15 to 16 years, and we basically attend every session. We have achieved good results from the 37th CIFF. CIFF enables us to communicate with the industry, showcase our strong products and lead the industry. It introduces more and more partners from the domestic and overseas markets. Through CIFF, We can also communicate with other industry players.



Nanxing

We have attended every session since the establishment of CIFF. I think CIFF is very influential. Thus we regard it as the most important platform to showcase our latest technology systems and services each year. I think Nanxing can make more contribution to our customers through this platform.





I love CIFF (Guangzhou) very much. We have attended the exhibition for many times. It features a wide range of styles and exhibits and covers Classical Home Furniture, Modern Home Furniture and Home-decor & Housewares. There are more highlights in the 37th CIFF. Many domestic brands have grown bigger and can rival international brands!

— Visitor from Shenyang, Liaoning Province

Comments from Visitors

The 37th CIFF (Guangzhou) sees larger scale and higher profile. The intelligent furniture is more popular and growing fast. Customization is a trend in the development of the industry and meets the needs of customers. I see many intelligent and custom-made products in the 37th CIFF (Guangzhou), presenting the trends in the home furnishing industry!

— Visitor from Guangdong Province



I'm a visitor from Malaysia. CIFF (Guangzhou) is the third and the last exhibition I attended in March 2016. I attended IFFS and IFEX before. CIFF has convenient transport facilities and is organized in an orderly way. It facilitates admission by directly scanning QR code.

— Visitor from Malaysia

It has been the 10th time I attended CIFF (Guangzhou) since 2008. I love this show very much because it provides a wide range of exhibits and almost all products can be found here. I pay more attention to Chinese brands. They are more cost-effective and continue to improve quality. The next session will take place in September. Now we want to go shopping. I love CIFF (Guangzhou)!

— Visitor from Asia



This is the 10th time I attended CIFF (Guangzhou). It is professionally organized and can rival many top exhibitions in the world. The modern complex is very impressive and convenient. Our company has 20 chain stores, and CIFF provides us with high-quality and diversified Chinese brands. We have many options. It is very rewarding. I will attend CIFF (Guangzhou) each year.

— Visitor from New Zealand

I believe CIFF is a strong appeal to our Spanish and French markets. It brings together a large number of brands and products and their quality is amazing. I attend CIFF (Guangzhou) because it is recommended by my friend in Barcelona who visits Guangdong each year only to attend this exhibition. It's very rewarding.

— Visitor from Spain



I come from the UK. This is the first time I attended CIFF. It's very impressive with a wide range of exhibits. China's export brands have good quality. I can quickly find the products our company needs. It's very rewarding!

— Visitor from UK

I attend CIFF every year. I visited CIFF (Shanghai) at Hongqiao in September 2015. The 37th CIFF (Guangzhou)-Outdoor & Leisure sees more diversified products than previous sessions, featuring novel and unique style and more highlights in product design and quality. Please take a look at the sculpture behind me. It is unique. I took a picture with it. As an old client, I have special love for CIFF. I feel at home here each time.

— Visitor from Shaoxing, Zhejiang



CIFF (Guangzhou), always known as the weather-glass of China's furniture industry, has played an irreplaceable role in development of the industry. It has helped improve product quality, explore international and domestic market, promote information exchange and facilitate design over the past decade.

— people.cn

The 37th CIFF has expanded from 680,000 to 750,000 square meters due to the use of PWTC Expo. The booths of the 150,000-square-meter CIFM/interzum guangzhou are still undersupply. It is the world's largest furniture machinery and raw materials fair.

— Netease.com

CIFF (Guangzhou) has gained immense popularity. The Office Show and CIFM/interzum Guangzhou were crowded with visitors. Exhibitors meticulously planned and showcased their products. Loyal clients were rewarded with an immense number of highly matched trade visitors.

— Furniture Mainstream

In the high-tech and smart era, our consumption mode is changing. Our lifestyle is becoming more and more intelligent. This is an inevitable trend for home furnishings in the future. The 37th CIFF will present the leading smart furniture and let us experience a modern smart home life.

— sohu.com

The CIFF (Guangzhou) 2016 takes place at China Import & Export Fair Complex and PWTC Expo from March 18. It attracts more than 3,800 exhibitors from over 30 countries and regions as well as professional visitors from over 190 countries and regions.

— PR Newswire

The 37th CIFF (Guangzhou)—Outdoor & Leisure will be transferred to PWTC Expo for the first time. In addition to the China Import & Export Fair Complex, CIFF will be held in two exhibition centers at an unprecedented scale.

— ifeng.com

The 37th CIFF (Guangzhou) will showcase the latest furniture products to the world and set the industry trend. As one of the best and most valuable furniture exhibitions in the world, it will bring together major suppliers and decision makers. It will provide participants with solutions and a world-class exhibition experience.

— Chinanews.com

Media Coverage

The 37th China International Furniture Fair (Guangzhou) opened at the Guangzhou International Convention & Exhibition Center on March 18-21. The International Brand Hall has been upgraded comprehensively to create a world-class furniture brand sector under the theme of "One World, One Home", giving visitors an extraordinarily exotic feast!

— qq.com

The 37th CIFF (Guangzhou) connects the upstream and downstream industries of furniture market and covers a range of themes in the whole industry chain, creating a world-class integrated and interactive trading platform for fashion display, channel maintenance, industry gathering and design inspiration.

— sina.com

The 37th China International Furniture Fair (Guangzhou) ("CIFF") opened on March 18. Under the new normal of economic slowdown, China is facing excessive production and exhibition capacity. Specialized exhibitions that cross the entire industry spectrum have become a new engine for economic development.

— Nanfang Daily

On-site Events

CIFF and High Point Authority establish a strategic partnership

Good news came on March 18, the opening day of the 37th CIFF Guangzhou. During the opening ceremony, Mr. Conley, President and CEO of High Point Market Authority officially announced the establishment of a strategic partnership between High Point Market with CIFF. This is CIFF's collaboration with another international giant after Milan Chamber of Commerce became a partner of CIFF. It is a firm step for CIFF to enhance internationalization and go global.

The 1st Global Garden Lifestyle Festival 2016 opens, delivering the new philosophy of garden lifestyle

CIFF's 1st session of Global Garden Lifestyle Festival 2016 was successfully held. It was a crossover platform for diversified garden lifestyles. It showcased pictures of Spain's most famous architecture the Alhambra Palace that represents the highest level of Spanish gardens. The show also invited prestigious Spanish artist Mr. Cristobal Gabarron to show nine of his brilliant outdoor art sculptures shipped from Europe. What a feast for the eyes!



Set the Industry Trend — Fantastic Themed Events

Great news released on the grand platform — The 13th Five-year Development Plan for China's Furniture Industry is officially introduced by China National Furniture Association on the first day of CIFF

The 2nd Session of the 6th Council Meeting of China National Furniture Association took place at the Canton Fair Complex on March 18, the opening day of the 37th CIFF (Guangzhou). The meeting introduced the 13th Five-Year Development Plan for China's Furniture Industry to the world. This event was witnessed by more than 500 guests including members of the 2nd Session of the 6th Council Meeting of China National Furniture Association, guests from furniture industry clusters around China, chairmen and secretaries-general of different municipal and provincial furniture associations and representatives of CIFF organizer! The most important document for China's furniture industry was released in the 37th CIFF (Guangzhou). This fully reflects the great influence of CIFF as the primary and necessary platform for industry communication.



CIFF Loyal Client Honor Awarding Ceremony helps create a platform for better development for China's furniture industry.



The National Office Furniture Work Conference 2016 was a great event in China's office furniture industry.



Open the window, for a brilliant outdoor — China Outdoor Furniture Summit 2016 To assist outdoor furniture industry to expand domestic market



Summit Forum on China Integrated & Smart Homes Industry To promote profounder cooperation in the field of smart home



The Office Environment Theme Pavilion featuring the concept of "Life Office" sets the trend of the office furniture sector.



China Custom Furniture Summit Forum 2016 To promote the new development of custom furniture



On-site Events of the 37th CIFF (Guangzhou)

On Site Events			
Type	Time	Theme	Organizers
1	Mar 18	The Opening & Awarding Ceremony of the 37 th CIFF (Guangzhou)	China Foreign Trade Guangzhou Exhibition General Corporation
2	Mar 18	Launch Event of living Room Culture White Paper & Custom Furniture Trend	China Foreign Trade Guangzhou Exhibition General Corporation Sohu
3	Mar 18	The 2 nd Council of 6 th Session of China National Furniture Association	China National Furniture Association
4	Mar 18-21	Designer Procurement Matchmaking	China Foreign Trade Guangzhou Exhibition General Corporation Rainbow Design
5	Mar 18-21	Lingnan Culture Show	China Foreign Trade Guangzhou Exhibition General Corporation Guangzhou Furniture Association Guangzhou Art & Crafts Association
6	Mar 19	China Outdoor Furniture Forum	China Foreign Trade Guangzhou Exhibition General Corporation Sina
7	Mar 19	China's Overall + Smart Home Industry Summit	China Foreign Trade Guangzhou Exhibition General Corporation China Smart Home Industry Alliance The Smarthome Decoration Committee of China China Research Academy of Smart Home Industry
8	Mar 19	EU REACH SVHC and US California Flammability introduction and Update for furniture	Consumer Products Services Bureauveritas Shenzhen Co., Ltd.
9	Mar 20	Disigner Forum: Revolution of Home Decoration Contextual	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Tengan Internet Information Technology Co.,Ltd
10	Mar 28	The Launch Ceremony of Anji Chair Industry Hall	China Foreign Trade Guangzhou Exhibition General Corporation Anji County Government
11	Mar 28	The Awading Ceremony of the 37 th CIFF in China(Guangzhou)	China Foreign Trade Guangzhou Exhibition General Corporation
12	Mar 28	Conference of Russian Business Group	Association Of Home Furnishing Hardware Shunde Foshan
13	Mar 28	Hardware Application in Smart Home Environment	Association Of Home Furnishing Hardware Shunde Foshan
14	Mar 28-31	2016 Guangzhou International Design Exhibition and the Fourth Golden Creativity Award Launch Ceremony - Guangzhou Station	China Foreign Trade Guangzhou Exhibition General Corporation CIID
15	Mar 29	China National Office Furniture Working Meeting	China National Furniture Association China Foreign Trade Guangzhou Exhibition General Corporation
16	Mar 29	The History and Trends of Furniture Surface Materials	Koelnmesse (CHINA) GmbH

The 8 th Session of the Design in China(Guangzhou)			
Type	Time	Theme	Organizers
1	Mar 18-21	The 8 th Session of the Design in China(Guangzhou)	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Furniture Association
2	Mar 18	Design Academy Salon Cultivation of New Power in Design	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Furniture Association
3	Mar 19	Awarding Ceremony Fashion Trend Conference	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Furniture Association

The 1 st Global Garden Lifestyles Festival			
Type	Time	Theme	Organizers
1	Mar 18-21	Global Garden Lifestyles Festival	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Outdoor Furniture Industry Association
2	Mar 18	Mind Salon—Retalk about Crossover Cooperation	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Outdoor Furniture Industry Association
3	Mar 19	Mind Salon—Development and Application of New Materials	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Outdoor Furniture Industry Association
4	Mar 20	Mind Salon—Future Development of Rooftop Gardens	China Foreign Trade Guangzhou Exhibition General Corporation Guangdong Outdoor Furniture Industry Association

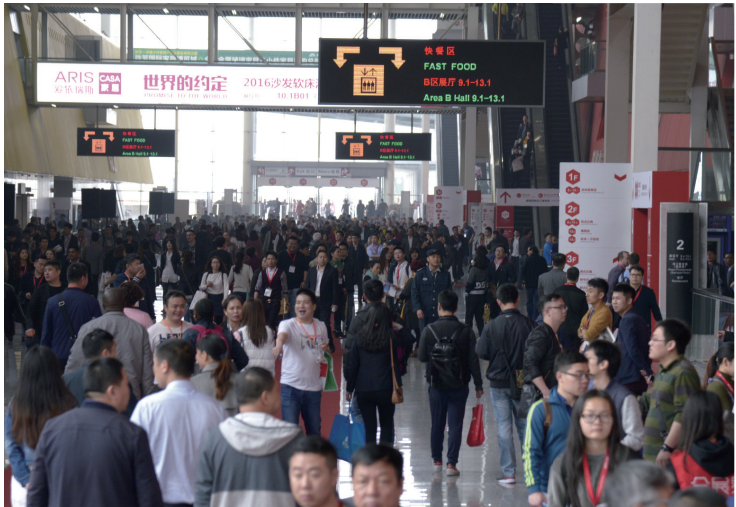
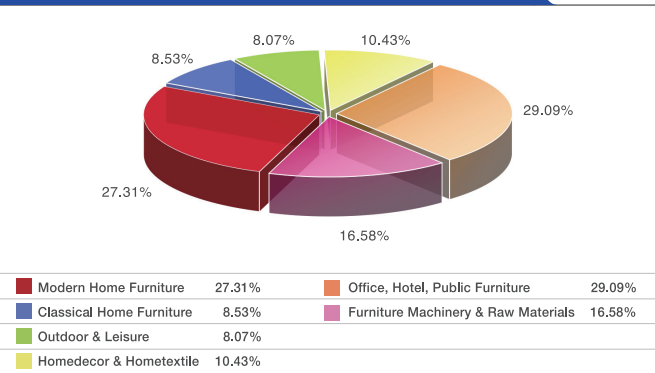
FASHION Home Life Show			
Type	Time	Theme	Organizers
1	Mar 18	The Application of Home Decor in domestic life	China Foreign Trade Guangzhou Exhibition General Corporation Art Design Center Shenzhen Qianhai network technology co., LTD
2	Mar 18	The original design how to start at chineses market	China Foreign Trade Guangzhou Exhibition General Corporation Art Design Center PRIVATE LIVING
3	Mar 18	Modern Chinese Style Life Aesthetics Development Summit	China Foreign Trade Guangzhou Exhibition General Corporation Art Design Center Jidao Forum Judao Life Aesthetics Promoting Center
4	Mar 19	Technology Upgrade Inspires Design Innovation	China Foreign Trade Guangzhou Exhibition General Corporation Art Design Center Jmyida Technology Company

Office Life Theme Pavilion			
Type	Time	Theme	Organizers
1	Mar 28	New Trends in Online and Offline Integrated Procurement	China Foreign Trade Guangzhou Exhibition General Corporation
2	Mar 28	Sihoo Cup "The Seating of China" Creative Design Competition Awards Ceremony	China Foreign Trade Guangzhou Exhibition General Corporation
3	Mar 29	Combined Office Space Planning and Investment Elements	China Foreign Trade Guangzhou Exhibition General Corporation
4	Mar 29	The 6 th Global Office Furniture Outlook	China Foreign Trade Guangzhou Exhibition General Corporation Edimotion



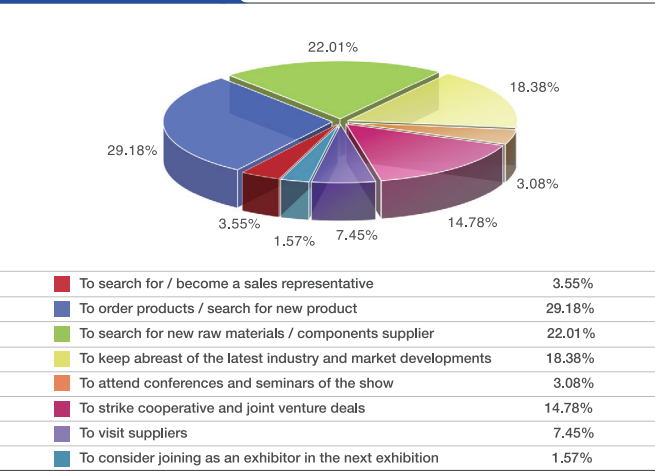
Exhibitor Data

Product Category (By Exhibition Scale)

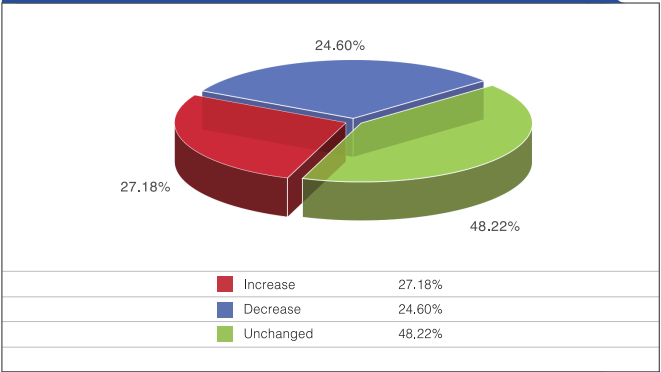


Visitor Data

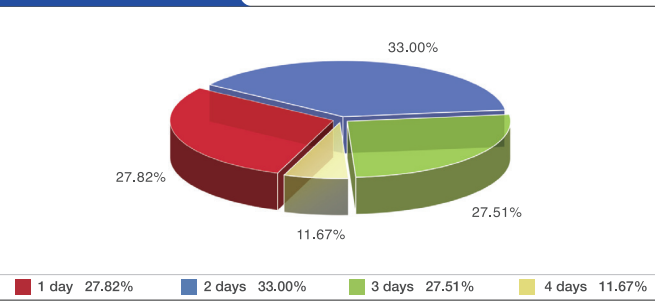
Visit Purpose



Comparison with the 35th CIFF in Purchase Amount



Visit Duration



Comments on CIFF

