



THE 47th CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU)

Design Trend · Global Trade · Full Supply Chain, All in CIFF



GUANGZHOU PAZHOU

HOME FURNITURE

2021 / 03 / 18 ▶ 21

OFFICE SHOW

2021 / 03 / 28 ▶ 31

CIFM/INTERZUM GUANGZHOU

2021 / 03 / 28 ▶ 31

📍 Canton Fair Complex / PWTC Expo

SHANGHAI HONGQIAO

2021 / 09 / 03 ▶ 06

📍 National Exhibition and
Convention Center (Shanghai)

Dear guests :

We hereby sincerely invite you to attend
the 47th China International Furniture Fair
(Guangzhou)



**HOME
FURNITURE**

2021/03/18 ▶ 21

📍 Canton Fair Complex
/ PWTC Expo



OFFICE SHOW

2021/03/28 ▶ 31

📍 Canton Fair Complex



**CIFM/INTERZUM
GUANGZHOU**

2021/03/28 ▶ 31

📍 Canton Fair Complex



THE 47th CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU)

**Exhibition
scale**

750,000m²

Exhibitors

4000+

**Professional
visitors**

300000+



Design Trend

CIFF (Guangzhou), driven by innovation and design, gathers leading design brands, premium design displays and authoritative design awards to continuously create new designs, new products, new modes, new formats, new demands and new markets, injecting innovative ideas and original design into the high-quality development of the home furnishing industry.

Global Trade

CIFF (Guangzhou), with the strength in both domestic and foreign trade as the foundation of development, strives to optimize product categories, enrich exhibition brands, provide targeted B2B matchmaking and integrate online & offline events. This is to promote the supply-side structural reform of the exhibition and empower the home furnishing industry with a strong business function, accelerating the formation of a new development pattern in which domestic circulation is the mainstay and the domestic and international circulations promote each other.

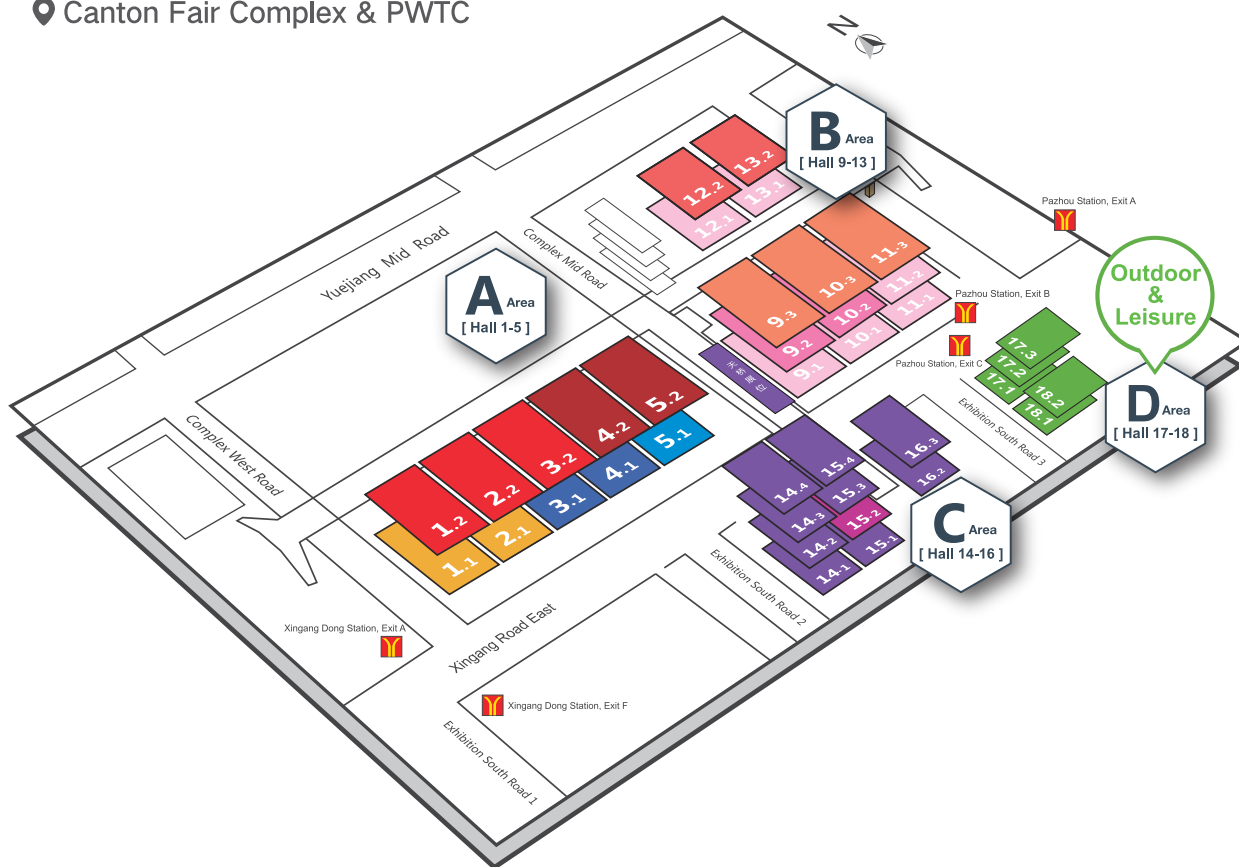
Full Supply Chain

CIFF (Guangzhou) is the world's only home furnishing exhibition that represents the entire industry chain. The five sectors, including Home Furniture, Office Show, Homedecor & Hometextile, Outdoor & Leisure and CIFM/interzum guangzhou, not only fully covers the design, manufacturing and consumption ends, but also reinforce and complement each other bringing rich highlights to the industry. Meanwhile, CIFF takes place in March and September as the prime time of global trade fairs, radiating into the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China.

Home Furniture

2021/03/18-21

📍 Canton Fair Complex & PWTC



Home Furniture

- Classic & Entry Lux 1.1-2.1
- International Brands 3.1-4.1
- Modern 5.1
- Custom Design & SmartHome 1.2
- Integrated Design 2.2
- Modern Design 3.2
- Cliff "Design Spring"
- Contemporary Chinese Furniture Design Fair 4.2-5.2
- Sofa Premium 9.1-13.1/11.2
- Sleep Center (Smart Sleep) 9.2-10.2
- Modern Premium 12.2-13.2
- Dining & Living 9.3-11.3

Homedecor & Hometextile

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

Outdoor & Leisure

- Outdoor Space Solutions 17.1
- Outdoor Original Design 18.1
- Outdoor New Trend 17.2
- Outdoor Sunshade & Raw Material & Table Top 18.2
- Garden Decoration/Global Garden Lifestyles Festival/Furniture Design Hall 17.3



HOME FURNITURE

Home Furniture gathers leading enterprises and covers products in the sectors of home furniture, homedecor & hometextile and outdoor furniture, creating a one-stop sourcing platform driven by domestic sales and export, which is specialized, young, stylish and diversified.



- Home Furniture leads the trends of home furnishing with original design.
- Covers exhibition themes such as premium design, suite furniture, whole house customization and upholstered furniture.
- The five halls on the second floor of Area A form the design section with "Design Spring" in Hall 4.2 & 5.2.

Hanel & S Home,
A&B Home, Viva Bella,
Flolenco, D.skyhome, Omenia,
Color Wheel, Artmen,
Cosmos, Coyle, Vati, Blossom,
Nifloral, Marsden, Kamtat,
EGLO, Huanyu, AK, Leili, Silian,
Sunsister, Jiading, Fuli,
EASTERN, U-Living

- Homedecor & Hometextile concentrates on presenting the new trend of interior decoration.
- Covers the interior decoration themes such as overall space display, lighting, decorative paintings and artificial flowers.
- China Interiors & Decorations Conference will bring more new inspirations for home furnishings.



- Outdoor & Leisure centers on the industry trends and consumer demands.
- Focuses on outdoor furniture such as leisure tables & chairs, shading equipment, pavilions, garden decorations, barbecue items and outdoor materials.
- Original Design Hall as well as the Global Garden Lifestyle Festival will be on display, leading the outdoor lifestyle into ordinary people's homes.

Modecasa,
Higold, Ever
Gaining, De-Garden,
Agio, Vineko, Wapus,
Howvin, Linya,
Garden Story,
Gardenart, Mindo, IVINI,
Divano Lounge,
Livintwist

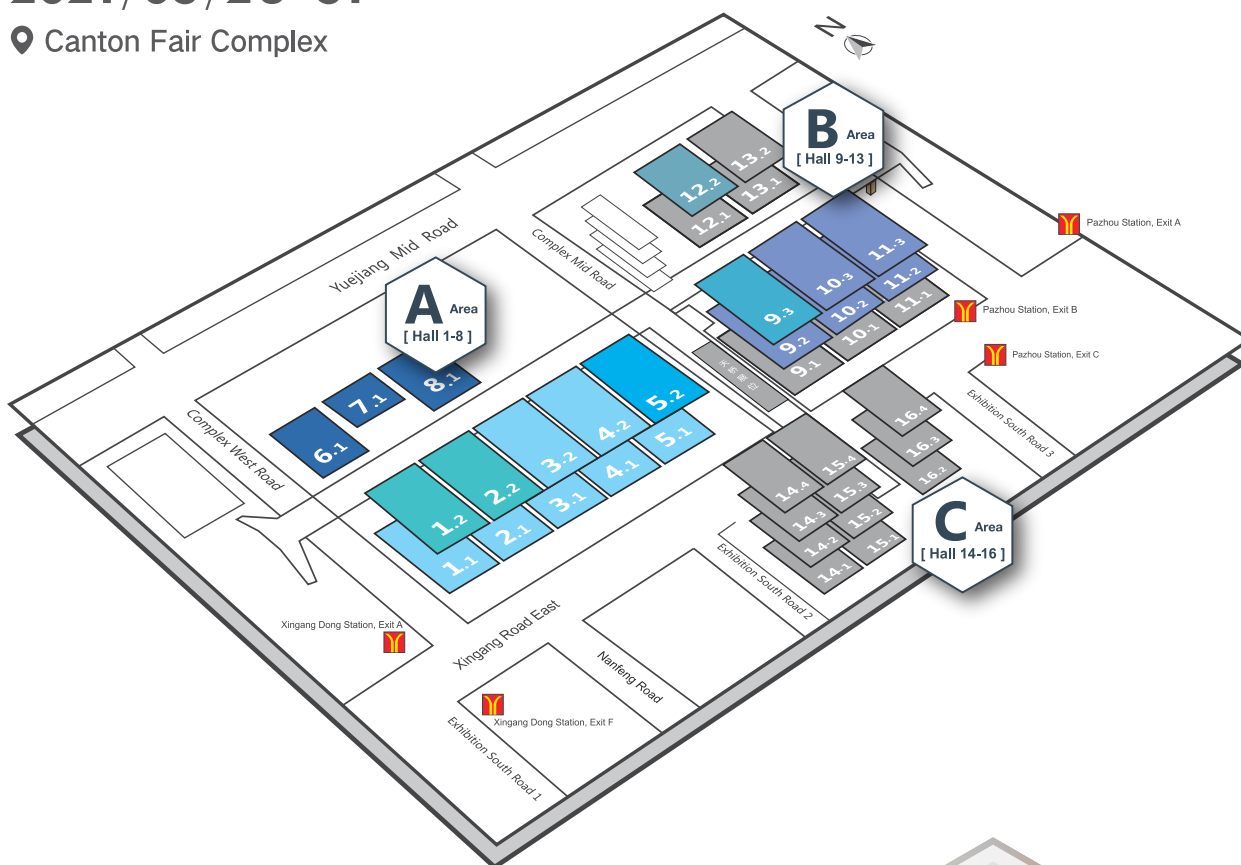


The brands listed above are in no particular order

Office Show

2021/03/28-31

📍 Canton Fair Complex



Office Show

- Office Space 1.1-5.1/3.2-4.2
- Medical & Healthcare Furniture 5.1
- Smart Office 3.2
- Trendy Design 5.2
- Public Commercial Space 1.2-2.2
- Hotel Project & Interiors Furnishings 1.2
- Office Furniture Component 6.1-8.1
- Smart Office & Components 8.1
- Filing Cabinet & Safe Cabinet 12.2
- Comfortable Seating 9.2-11.2
- Fashion Seating 10.3-11.3
- International Brands 9.3

KNOLL

ITOKI K+N FLOKK

Sunon, Victory, Changjiang, UE, Henglin, Quama, SAOSEN, Jongtay, Bearone, Huasheng, Jiechang, Loctek, Kaidi, Dious, Novah, Kano.cn, LMFU, Kintig, Hongye, Myidea, Xinda, Kejing, Kuoching, Bosen, B.one, Sitzzone, Asis, Okin, OMT, Hongsheng, Hongji, Leadcom, Oshujian, Yucai, Mingmeixuan, Dechang, ELI, Ruihua, Zhongtai, Huabao, Yuanda, FDHC

The brands listed above are in no particular order



OFFICE SHOW

- As the world's leading office furniture exhibition, the Office Show has a wide range of exhibits, covering office space, office seating, public commercial space, medical & healthcare furniture, trendy design and smart office.
- Accurately grasps the new trend of the industry and vigorously develops the emerging themes including smart office, medical & healthcare and school furniture.
- The Office Environment Theme Pavilion and 2030+ International Future Office give an excellent exhibition experience.



Office Show targetedly grasps the new trend of the industry

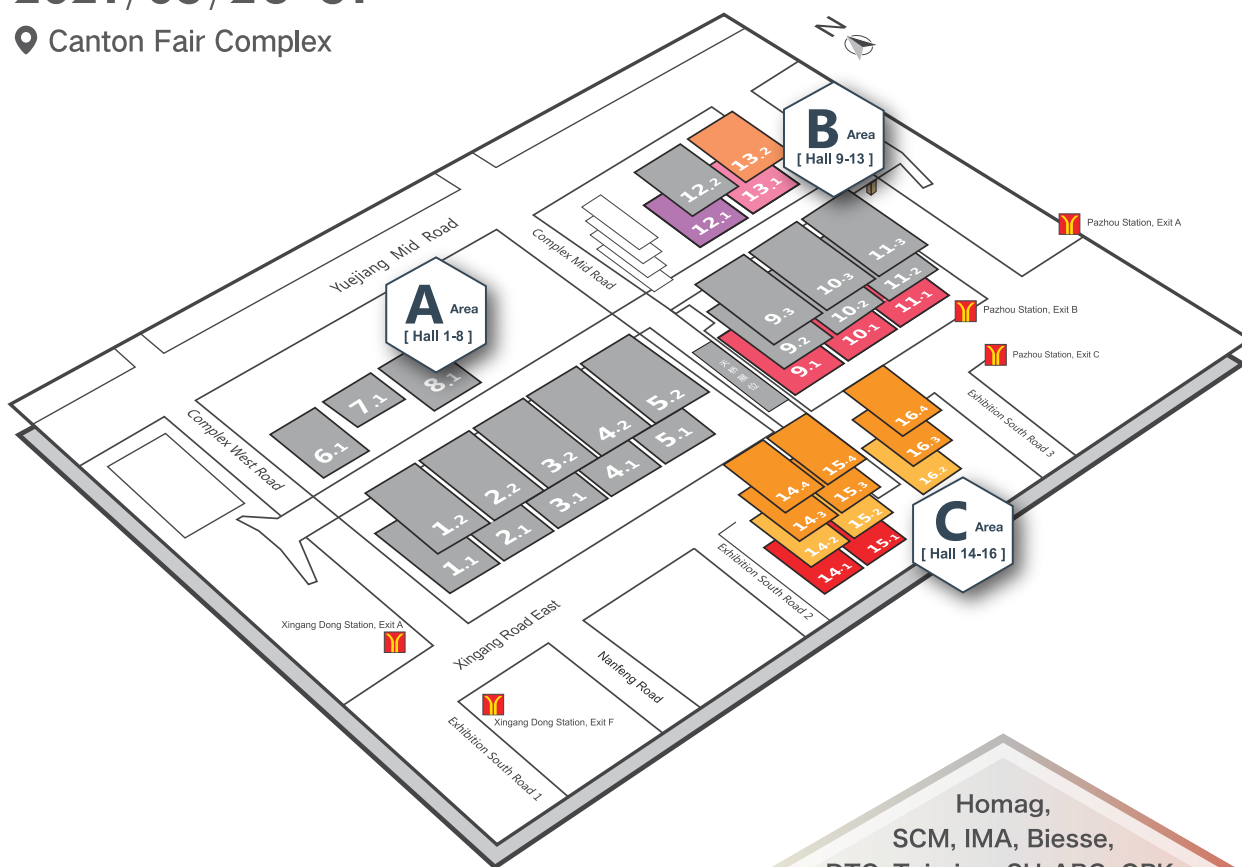
- Brings together smart office brands to present their new products and new technologies.
- Vigorously develops the medical & healthcare themes with many medical & healthcare brands on display.
- Continues to expand school furniture and attract enterprises to present their excellent products.



CIFM/interzum guangzhou

2021 / 03 / 28 ▶ 31

📍 Canton Fair Complex



CIFM/interzum guangzhou

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

Homag,
SCM, IMA, Biesse,
DTC, Taiming, SH-ABC, OPK,
Jusen, Schattdecor, Rehau,
Kronospan, Impress, Lamigraf, PFLEIDERER,
Linak, Limoss, Okin, King Slide, Repon,
Sugatsune, Italiana Ferramenata, HeveaBoard
Berhad, Aprico, Nanxing, KDT, Excitech,
Han's Laser, Shangong Group, Lianrou,
Huajian, Yuantian, Hengchang, Kehua, Adams,
Tutti, Unihopper, Xiangxing, Guobao, MeiKi,
Hettich DIY, Qifeng, Huali, Dilong,
KAPOK, Taiqiang, Sinodecor, WHM,
Jiashijia, Zhuokai, Jianli, CNWEIHONG,
Liwang, Tianye, Lianhong,
Anran, Bofeite,
Quanli

The brands listed above are in no particular order

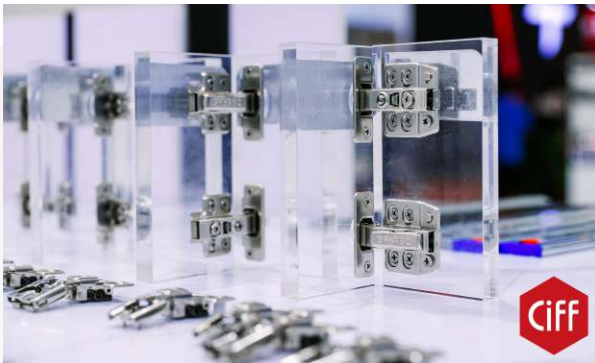


CIFM/INTERZUM GUANGZHOU

- CIFM/interzum guangzhou 2021 will host hundreds of premium machinery and decorative material brands at home and abroad.
- Covers cutting-edge equipment, materials and technologies required for furniture production such as hardware accessories, kitchen cabinets, wardrobes plates, edge banding and surface treatment.



- Introduces all kinds of well-known furniture brands on equipment and accessories, providing you with one-stop services!



“Design Spring” Contemporary Chinese Furniture Design Show

Advocating the “Trinity of Art, Design and Life”, the 47th CIFF (Guangzhou) invites Wen Hao, Dean of Furniture Research Institute, Guangzhou Academy of Fine Arts, to be the chief curator and famous designers including Hou Zhengguang, Song Tao, Mao Jihong, Wu Bin and Liu Feng to be the co-curators. The “Design Spring” will be held in Hall 4.2 & 5.2, aiming at creating a window for the world to understand the current situation of Chinese furniture design; a platform to promote the development of Chinese furniture design and a guide to consume Chinese furniture design products.



2030+ International Future Office

The 2030+ International Future Office, jointly organized by CIFF (Guangzhou) and China National Furniture Association brings together the world's leading office furniture brands and contemporary cutting-edge art displays, giving a rewarding experience to visitors, exhibitors, industry elites and scholars. There are keynote speeches and forums to discover the latest trends, connect the future and explore the infinite possibilities of future office.



Global Furniture Industry Trend Conference

The Global Furniture Industry Trend Conference, gathering experts, scholars and excellent entrepreneurs in the furniture sector at home and abroad, aims to provide a forward-looking guidance from an international perspective. It analyzes the current industry situation from multiple angles and contributes the Chinese wisdom and power to the global furniture industry in responding to new challenges and resolving new risks.



Design Dream Show

The Design Dream Show (DDS), under the theme of “Pick Up & Give Up”, will present the home space scenarios with space IP and help regain the value of home furnishings for a better life. More than 20 high-quality brands jointly create four distinctive spaces, determined to make the home space warmer.



Ten Parallel Space Exhibition-“Easy Party”

The Ten Parallel Space Exhibition- “Easy Party” is a phenomenal design interactive project created by CIFF (Guangzhou). With the idea of encountering changes in the easy party and finding another possibility in the parallel space, CIFF works together with 10 well-known brands and 10 famous designers to create 10 spaces of attitude and personality spaces, inspiring the design sector.



Guangzhou: City&Life • Day&Night

Under the theme of “Guangzhou’ s Day & Night”, the exhibition will invite crossover brands such as Fangsuo, Nayuki, 1828 Wanglaoji, Guangzhou Restaurant, Taotaoju, Diandoude on show as well as 15 home furnishing bloggers followed by more than 500,000 fans. It connects design, culture and home furnishings, reflecting the lifestyle of Guangzhou in a multi-dimensional way.

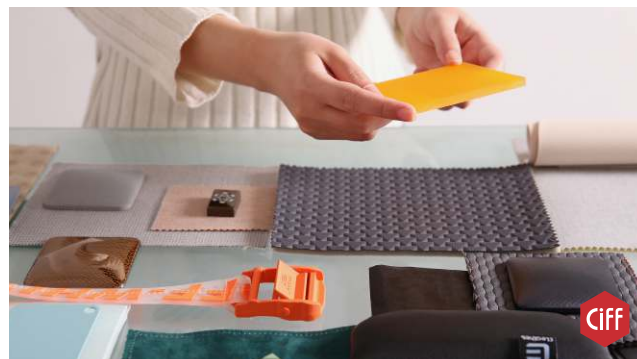


China Interior Design Annual Top 100

China Interior Design Annual Top 100 jointly hosted by <https://www.justeasy.cn/> and its brand APP “shejitoutiao” as well as Liaoning Science & Technology Publishing House will select the top 100 in the annual awards ceremony in eight design sectors of hotel, office, commercial display, public facilities, entertainment & leisure, property sales center, show flat and residence. A forum will also be held to invite top design masters and award-winning designers to share their voice of design.

CMF Trend Lab

There are countless new products in the market each year, but only a few products that conform to the trend are favored. CMF Trend Lab aims to provide insight into the logic behind the trend and then use CMF (color, materials and surface treatment) to interpret the future trend of design. As the founder of YANG DESIGN, the most forward-thinking industrial design consulting company in China, Mr. Jamy Yang will be invited to serve as the chief curator of CMF Trend Lab to present a forward-looking, innovative exhibition of CMF Trend to all visitors in CIFF (Guangzhou) in March 2021.



My Daddy Is a Designer

The Firefly Museum-My Daddy is a Designer in 2020 was a big success and attracted great attention. The Firefly Museum 2021 will continue to work with designer "dads" to bring the "childlike innocence" of the design sector in CIFF, demonstrating the design power in the kids' furniture.



Office Environment Theme Pavilion

The 47th CIFF- Office Environment Theme Pavilion is under the theme of "Youth·Vitality·Color@2021". The post-95s and post-00s seem to be rebellious but can break the shackles. Choosing their jobs means choosing their dreams. The theme pavilion will lead you to explore the needs of young generation for office space and how the changes brought by their growth impact the office environment.



Intelligence Lead Future | China First Smart Sleep Expo 2021

With the acceleration of 5G era, smart home is entering hundreds and thousands of families. In the sleep market which is worth 100 billion, "smart technology" has also become another highland of the industry.

As the sleep industry is blooming rapidly, "Intelligence Lead Future | China First Smart Sleep Expo in 2021" is coming soon. We will discuss the future trends and find how the industry can improve scientifically together with excellent brands.

At the same time, with this expo, the banner of the "First Smart Sleep Expo" will be set up in China furniture industry, leading the whole industry to develop more healthily and sustainably!





Global Garden Lifestyles Festival

The Global Garden Lifestyles Festival 2021 will take Indonesia as the guest of honor with the theme of "Design·Home·Nature". The festival aims to create a natural and comfortable outdoor garden life. By gathering the new energies of well-known designers from all over the country and integrating the long-standing Indonesian cultural elements and the application of new outdoor materials, the festival guides you to return to a slow pace of life and offers a feast of the outdoor furniture industry.



China Interiors & Decorations Conference

The China Interiors & Decorations Conference 2021 is a grand event for the home furnishing industry jointly hosted by CIFF and the Manjinghua International Art Exhibition Center and supported by many associations inside and outside the industry. The conference will plan multiple home design forums and exhibitions, invite well-known designers to discuss future trend and propose new thinking and new directions for the industry.



OK Life Exhibition

OK Life Exhibition, jointly planned by CIFF and Guangzhou Dameicun, aims to discuss the most "suitable" home lifestyle. Covering young original content such as cultural creativity/home furnishing/lifestyle, the exhibition presents wonderful content in a concise form.

Home Furnishing Design Show

The 12th Guangzhou Home Furnishing Design Show, jointly hosted by CFTE and Guangdong Furniture Association, seeks Chinese design culture and talents under the theme of "Chasing China". Exhibits include home furnishing design from 50 domestic colleges and universities as well as industry-leading creative works, demonstrating the design talents of Chinese academies and the strength of Chinese original design.



Targeted Promotion

CIFF (Guangzhou) makes point-to-point invitations to more than one million professional audience, attracting more than 300,000 professional visitors from all over the world. An extensive advertising campaign is conducted through over 1,100 mainstream media globally, covering 200 countries and regions across the world!

Based on the advantages in strong domestic and foreign trade, CIFF (Guangzhou) takes multiple measures to facilitate the domestic market. CIFF not only organizes high-quality distributors from Red Star Macalline, the largest furniture mall in China, but also spares no efforts to invite dealers, distributors, interior designers, interior design companies, commercial interior design companies, real estate developers, government procurement groups as well as consumers to fully enhance its function in boosting "internal circulation".



Cloud Exhibition

CIFF (Guangzhou) creates an online exhibition platform with high-traffic, strong interaction and multi-benefits. By using three online traffic portals as short video, mobile and PC. CIFF provides the enterprises with cloud halls, online live stream and other multiple online display modes. This helps connect offline exhibitions and give a more stylish, innovative and diverse exhibition experience.



CIFF Designers' Circle

CIFF (Guangzhou) innovates in establishing a program named “CIFF Designers' Circle”. To better interact with the design community, CIFF organizes road shows in 12 cities in China and visits to design agencies across the country, creating a brilliant journey of trendy design.



CIFF Distributors' Circle

CIFF (Guangzhou) has also launched a program named “CIFF Distributors' Circle”. Promotion campaign is conducted in third- and fourth-tier cities, penetrating into major furniture malls and even the counties across China to widely invite distributors to the exhibition. Through various forms such as meetings, visits, community marketing, CIFF carries out all-round promotion and encourages communications among home furniture malls, large merchants and exhibitors. This helps attract more quality visitors to the fair and empower industry development.

