

Let's meet in CIFF (Shanghai) at NECC, Hongqiao on September 7-10, 2016!
The 38th China International Furniture Fair (Shanghai) will use NECC's West Hall for CIFF-Modern Home Furniture, which will have 5 halls to provide exhibitors and buyers with broader space for development.

2016.9.7-10

- | | |
|------------------------------|---|
| International Furniture Hall | Classical Furniture |
| Design Hall | Homedecor & Hometextile |
| Modern Furniture | Commercial Office & Hotel Furniture |
| Outdoor & Leisure | Furniture Machinery & Furniture Raw Materials |



Address: National Exhibition & Convention Center (Shanghai), No.333 Songze Road, Qingpu District, Shanghai



The 37th China International Furniture Fair (Guangzhou)

The 38th China International Furniture Fair (Shanghai)

The 36th China International Furniture Fair (Shanghai)

Post-show Report



CIFF (GUANGZHOU) MARCH IN **PAZHOU**
CIFF (SHANGHAI) SEPTEMBER IN **HONGQIAO**



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The 37th China International Furniture Fair (Guangzhou)
Mar.18-21/Mar.28-31,2016
China Import and Export Fair Complex & PWTC Expo

The 38th China International Furniture Fair (Shanghai)
Sept.7-10,2016
National Exhibition and Convention Center (Shanghai) in Hongqiao



ciiff.fairwindow.com

The 36th China International Furniture Fair (Shanghai) (“CIFF (Shanghai)”) took place at National Exhibition & Convention Center (Shanghai) (“NECC”) on September 8-12, 2015, covering the themes of Modern Home Furniture, Classical Home Furniture, Outdoor & Leisure, Homedecor & Hometextile, Commercial office & Hotel Furniture, Furniture Machinery & Furniture Raw Materials CIFF as well as the theme halls of International Brand Hall and Innovative Design Hall. The bigger, better, more convenient and rewarding CIFF brought together the domestic and overseas furniture brands to showcase their new products, infused with the concepts of “Internet+”, “Custom-made” and “Smart Home”. A number of high-end industry forums and brand events held during the exhibition were well accepted by the buyers and professional visitors at home and abroad.

Time	September 8-12, 2015
Venue	National Exhibition & Convention Center (Shanghai)
Scale	400,000 Square Meters
Number of Exhibitors	1,471
Number of Professional Visitors	75,122
Number of Attendance	Approximately 220,000
Organized by	China Foreign Trade Centre (Group), Guangdong Furniture Association, Guangzhou Furniture Association, China Chamber of Commerce for Import & Export of Light Industrial Products & Arts-Crafts
Hosted by	China Foreign Trade Guangzhou Exhibition General Corporation

Highlight 1: Opening of CIFF (Shanghai) in the Limelight

On the eve of the opening of the 36th CIFF (Shanghai) on 7th September, more than 1,700 people including the leaders from the organizers, the industrial chambers of commerce & associations and famous furniture enterprises at home and abroad as well as design elites got together at NECC to witness the opening of CIFF. On the opening ceremony, Shang Yuying, director of Shanghai Municipal Commission of Commerce, Li Jinqi, chairman of China Foreign Trade Centre (Group), Wang Zhiping, chairman of Shanghai Expo Co., Ltd., Hua Yuan, deputy head of Qingpu District, Shanghai, Chen Xianjin, chairman of Shanghai Convention & Exhibition Industries Association, Wang Ke, chairman of Guangdong Furniture Association, Chen

Daqiang, chairman of Guangzhou Furniture Association, Li Wenfeng, vice chairman of China Chamber of Commerce for Import & Export of Light Industrial Products & Arts-Crafts and Li Deying, general manager of China Foreign Trade Guangzhou Exhibition General Corporation jointly unveiled the nameplate for CIFF.

Starting from 2015, CIFF will take place semi-annually at China Import & Export Fair Complex in March (“CIFF (Guangzhou)”) and at National Exhibition & Convention Center (Shanghai) in Hongqiao in September (“CIFF (Shanghai)”).

Highlight 2: Large Scale of 400,000 square meters

With a scale of over 400,000 square meters, the 36th CIFF (Shanghai) had built an integrated trading platform for the whole furniture industry chain, covering six sectors and two themed halls. Even the smallest sector has an area of more than 30,000 square meters. Many brands fully displayed their strength in the exhibition. The maximum net area of a single booth reached 2,808 square meters and the average net area of each booth was 140 square meters. The big booths shew the features of CIFF as well as prove the strength of the exhibitors.

Highlight 3: Top Brands Got Together, Good Exhibitors Creating Good Exhibition

A good platform attracts good brands while good brand choose the good platform. CIFF (Shanghai) attracted 1,471 exhibitors from tens of countries and regions. They showcased the world's advanced and stylish home furniture and office furniture, which introduced Smart Concept in combination with Internet+ and were infused with international design trends, custom-made furniture trend and green concept, giving a fresh and new experience.

Highlight 4: International Brands filling the Overseas Pavilions

The 36th CIFF (Shanghai) had the presence of the world's top brands such as Ashley, Jonathan Charles, HTL, Cheers, Lifestyle, Longlife, Bens, Ecus, AH. Beard, Herman Miller, Okamura, KI, Merryfair, Homag, Biesse and Dimar.

Starting from September 2016, Milan Chamber of Commerce will become the Italian strategic partner of CIFF (Shanghai), responsible for organizing the national pavilion from Italy to attend the 38th CIFF(Shanghai) Mr.Mamoli. president of Italian Retailers Association said, “I didn't expect to see such a good show and design products in China”. Mr. Nagashima, Secretary-General of Japan Association of Furniture Corporate Executives said, “CIFF represents the future trends and will become an icon of the trade fairs in Asia.”

Highlight 5: Meaningful EAST Design Salon

The 36th CIFF (Shanghai) worked with 3 chief curators including Zhu Xiaojie, Hou Zhengguang and Leonard Theosabrata as well as Song Jianming as color director to co-plan the 3,000-square-meter EAST Design Salon that housed nearly 20 premium brands and over 300 works, supported by 5 workshops, 7 renowned design colleges & universities and design organizations from 8 countries and regions. Asian furniture design had displayed its elegant charm in the 36th CIFF (Shanghai) regardless of modeling or techniques.

Highlight 6: A Fantastic Platform with New Products Debut

As a great event in furniture industry, CIFF (Shanghai) had become a preferred platform for famous brands to showcase their brands and new products and launch new technologies, including Landbond, Zuoyou, Ashley, KI, Ever Gaining, Gainwell, Nordic Forest, Qumun, Art and D-superieur. The exhibitors, visitors jointly witnessed the trendy furniture and new concept products, participated in the release of the industry trends and experienced the new industry trend.

Highlight 7: A Rewarding Event with Expectation for the Next Session

The 36th CIFF (Shanghai) achieved complete success, thanks to the careful preparation by 1,471 brands at home and abroad, professional and considerate services by the hosts and great support from the industry insiders. The exhibitors had the opportunities to promote their brand images and attract new agents. The buyers found satisfactory products and met new partners. The designers embraced the novel and trendy design ideas and were inspired...A top quality furniture fair had been created due to excellent exhibitors, professional audience and all-round services.

There were so many wonderful aspects in the 36th CIFF (Shanghai). In 2016, CIFF (Guangzhou) will take place at China Import & Export Fair Complex and PWTC Expo in March that is a peak season to solicit domestic and foreign trade orders, bringing unlimited opportunities. CIFF (Shanghai) will take place at National Exhibition & Convention Center (Shanghai), Hongqiao in September. Shanghai is China's largest and most active market and has the strong international influence and the favorable geographical advantages. CIFF (Shanghai) will be better.

We expect to see you in the next session!





COMMENTS FROM EXHIBITORS



We believe deeply that CIFF (Shanghai) is the most valuable brand in the world's furniture industry and a leader in China's fashionable home furnishing sector. We also believe deeply that it is an international platform based on its large scale, more exhibitors and professional audience, wide range of exhibits and high quality. CIFF and its team can certainly make all exhibitors and visitors achieve fruitful results!

——Manwah Holdings

The exhibition results are completely more than we expected. There were so many visitors. We are very satisfied with CIFF (Shanghai) and always have full confidence in it!

——A.H.BEARD



We believe that CIFF (Shanghai) will certainly get better and better and expect it to bring us more one-stop sourcing convenience!

——Lifestyle



The 36th CIFF (Shanghai) enabled us to meet old customers as well as get to know a lot of new friends. It's very rewarding!

——HTL Home



CIFF (Shanghai) is a fantastic exhibition. We are glad to meet a number of outstanding partners to jointly exploit China's furniture market. Participation in CIFF (Shanghai) is very worthwhile!

——Herman Miller



CIFF (Shanghai) September features large scale, perfect facilities and high level. We will continue to support it and expect association between strong enterprises!

——Okamura



This is an impressive exhibition center and exhibition. It's very rewarding for us. We will continue to support CIFF (Shanghai)!

——Biesse



CIFF (Shanghai) is a sophisticated world-class event. We expect such a good platform can provide services for the development of our furniture industry.

——Welon Furniture



We expect CIFF (Shanghai) to do better and grow more influential, bringing more professional visitors from the other areas of China to exhibitors.

——Fubao Home Furnishing Group



We hope such a good furniture platform can get better and better and attract worldwide attention!

——Alexandre



It is hoped that CIFF (Guangzhou) March and (Shanghai) September can continue to give surprises to exhibitors!

——Shianco Group



It is hoped that CIFF (Shanghai) can become more mature and give exhibitors more benefits!

——Laifei Floral Art



The CIFF (Shanghai) September 2015 brought new development opportunities to Landbond, a great many furniture enterprises and even the entire industry!

——Landbond Furniture



We believe that CIFF (Shanghai) will certainly become a grand event in China's furniture industry.

——Sunon Furniture



CIFF (Shanghai) provides a good client base. We met with the clients at home and abroad as well as large purchasing groups. The overall quality of clients is very high. We are very satisfied with it.

——Ever Gaining



It is hoped that CIFF (Shanghai) can take place in September next year as scheduled and the exhibitors and the hosts will work together to make it more international.

——Jiemei Home





COMMENTS FROM AUDIENCE



CIFF (Shanghai) is very fantastic. It offers a wide range of products and facilitates one-stop sourcing. It's worth attending.

——A Buyer from Guangdong

NECC is so large that it can accommodate a wide range of excellent products in the furniture industry. Here I feel as if I had attended several exhibitions.

——A Buyer from Sweden

The 36th CIFF (Shanghai) features novel exhibition arrangement, professional exhibitors and a great many brands. The on-site services are perfect and convenient. We can find a lot of good products and enterprises.

——A Buyer from Turkey

Today I visited a number of brands. CIFF (Shanghai) provides a wide range of products and enables us to come into contact with plenty of excellent products.

——A Buyer from Jiangsu

The 36th CIFF (Shanghai) is very fantastic regardless of themed sectors, Design Hall, International Brand Hall or forums & events. I see a very large number of excellent products and come into contact with amazing design concepts. It's very rewarding.

——A Buyer from the Middle East

I can meet with new suppliers through CIFF (Shanghai) and cooperate with them happily. It's great!

——A Buyer from Italy

There are so many world-known brands such as Ashley, Jonathan, Shangzuo, Zuoyou and Kuka. It provides a great variety of products. It's wonderful.

——A Buyer from Chengdu

CIFF (Shanghai) offers high quality products and personalized on-site services.

——A Buyer from Hunan



MEDIA COVERAGE

Starting 2015, CIFF will take place annually at China Import & Export Fair Pazhou Complex, Guangzhou in March and at National Exhibition & Convention Center (Shanghai), Hongqiao in September.

--PR Newswrie 2015 / 6 / 30 *Starting 2015, the September session of CIFF will be transferred from Guangzhou to Shanghai while the March session will continue in Guangzhou.*

Starting 2015, the September session of CIFF will be transferred from Guangzhou to Shanghai. The 36th CIFF (Shanghai) will be held at the National Exhibition and Convention Center (Shanghai) ("NECC") on September 8-12, 5-minute drive from Hongqiao Airport.

--xinhuanet.com 2015 / 8 / 29 *Relying on CIFF (Shanghai) —66 Guangdong's Furniture Enterprises Snatch Market Share of the Yangtze River Delta*

China International Furniture Machinery & Furniture Raw Materials Fair (Shanghai), CIFF-Home Furniture, Office Show and Homedecor & Hometextile were held concurrently during the 36th CIFF (Shanghai). The 90,000-square-meter Office Show hosts a number of brands to showcase their new products.

-- qq.com 2015 / 9 / 7 *Green Philosophy, New Trend in CIFF (Shanghai)*

CIFF (Shanghai) offers new highlights including super-scale exhibition hall, creative marketing, music marketing from Richt Home, 3D projection technology, show in show, design salon... These are just some examples. The on-site atmosphere is more impressive and stunning. I expect to meet you in CIFF (Shanghai).

--Sohu.com 2015 / 9 / 8 *CIFF (Shanghai) 2015, Good Show*

CIFF (Shanghai) has attracted more than 1,400 exhibitors from tens of countries and regions including China, USA, Italy, UK, Germany, Spain, Australia, Singapore, Turkey, Japan, Korea, Israel, Malaysia, India and Indonesia to showcase their sophisticated and stylish products, which introduce smart concepts in combination with Internet+ and are infused with international design trends, offering a new prospective.

-- gmw.cn 2015 / 9 / 9 *The 36th CIFF (Shanghai) Presents Highlights*

The CIFF (Shanghai) opens at National Exhibition & Convention Center (Shanghai) on September 8, 2015. With a scale of 400,000 square meters, it brings together more than 1,400 exhibitors at home and abroad to offer a fantastic feast to the industry in China and the world!

-- sina.com.cn 2015 / 9 / 9 *The 36th China International Furniture Fair (Shanghai) Opens*

The 36th China International Furniture Fair (Shanghai) ("CIFF (Shanghai)") opens at National Exhibition & Convention Center (Shanghai) on September 8, 2015. The 400,000-square-meter exhibition has attracted more than 1,400 brands from tens of countries and regions including China, USA, Italy and Germany, building a trading and exchange platform for the whole industry chain integrated with furniture and office products.

--163.com 2015 / 9 / 10 *More Than 1,000 Furniture Brands Debut in CIFF (Shanghai)*

The 400,000-square-meter exhibition has attracted more than 1,400 brands from tens of countries and regions including China, USA, Italy and UK. CIFF (Shanghai) brings new trendy furniture elements and features combination of wood color with multicolor paints and simultaneous use of such materials as wood, leather, fabric, metal and glass. The Korean style furniture also prevails. It is worth mentioning that the green philosophy is especially emphasized in the 36th CIFF (Shanghai) where a variety of green and humanized office products debut.

-- ifeng.com 2015 / 9 / 18 *CIFF (Shanghai) Sets the Trend in Fall/Winter Furniture*

ON-SITE EVENTS

There were a total of 42 high-end industry forums and brand events held during the 36th CIFF (Shanghai), which brought together the industry elites, experts and scholars at home and abroad to share viewpoints and discuss the hot issues of the industry from different angles, sparking new ideas!



The Office Life Theme Pavilion Debut



The Sino-Italian Furniture Business Forum built a bridge between the enterprises of the two countries.



The Global Furniture Outlook Seminar 2015 analyzed the issues of the development for the global furniture industry and shared the successful experience in exploiting overseas markets.



EAST Design Salon enabled you to experience the charm of oriental design.



The China Internet & Smart Home President (Summit) Forum brought together the industry magnates to discuss the hot issues of the industry from different angles.



The National Government Procurement Furniture Summit provided the related authoritative data.



The "Design in Guangdong" opened a new chapter in design innovation and development for Guangdong's furniture industry.



The China Outdoor & Leisure Furniture Industry Development Conference discussed the new ideas about the innovation and development of outdoor furniture industry.

List of On-site Events during CIFF (Shanghai) 2015 (Some)

High-end Industry Forums

No.	Time	Themes	Hosts
1	Sep 8	Sino-Italian Furniture Business Forum	China Foreign Trade Guangzhou Exhibition General Corporation, Edimotion
2	Sep 8	China Internet & Smart Home President (Summit) Forum	China Foreign Trade Guangzhou Exhibition General Corporation, China Furniture & Decoration Chamber of Commerce
3	Sep 8	National Government Procurement Office Furniture Summit	China Foreign Trade Guangzhou Exhibition General Corporation, Government Procurement Information Newspaper Co., Ltd.
4	Sep 10	"Green Home" Seminar	The People' s Government of Anji County
5	Sep 9	"Development Opportunities and Industrial Development" Industry Seminar	Guangzhou Furniture Association, Shanghai Qumun Furniture Co., Ltd., China Foreign Trade Guangzhou Exhibition General Corporation
6	Sep 9	China Outdoor & Leisure Furniture Industry Development Conference	China Chamber of Commerce for Import & Export of Light Industrial Products & Arts-Crafts, Shanghai Expo Co., Ltd., China Foreign Trade Guangzhou Exhibition General Corporation
7	Sep 10	"Design in Guangdong" Industry Forum	Guangdong Furniture Association
8	Sep 10	Global Furniture Outlook Seminar 2015	China Foreign Trade Guangzhou Exhibition General Corporation, CSIL
9	Sep 11	Seminar on Common Development of Media & Industry	China Foreign Trade Guangzhou Exhibition General Corporation, Furniture & Interior Design Magazine

Themed Shows

No.	Time	Themes	Hosts
1	Sep 8-12	EAST Design Salon	China Foreign Trade Guangzhou Exhibition General Corporation, Chief Curators: Zhu Xiaojie, Hou Zhengguang, Leonard Theosabrata
2	Sep 8-12	10 Events for Office Life Theme Pavilion	China Foreign Trade Guangzhou Exhibition General Corporation
3	Sep 8-12	"Green Home" Photo Show	The People' s Government of Anji County
4	Sep 8-12	"Living Art Tour" Aesthetic Photo Imaging Show	China Foreign Trade Guangzhou Exhibition General Corporation, Shenzhen Manjinghua Art Exhibition Center Professional Market Co., Ltd. (Art Exhibition Center)
5	Sep 8-12	"Within a Small Space" Window Display Show	China Foreign Trade Guangzhou Exhibition General Corporation, Shenzhen Manjinghua Art Exhibition Center Professional Market Co., Ltd. (Art Exhibition Center)

Brand Events

No.	Time	Themes	Hosts
1	Sep 8	Industry Seminar	Furniture Hardware Association of Shunde District, Foshan
2	Sep 8	New Product Experience	Manwah Furniture (Wujiang) Co., Ltd.
3	Sep 8	Integration of Internet with Office Furniture	Guangzhou O2O Furniture Technology Club
4	Sep 8	Product Launch	Zhejiang D-Superieur Co., Ltd.
5	Sep 8	Buyers Sourcing Meeting & Voice KTV	Shenzhen Renhao Furniture Development Co., Ltd.
6	Sep 8	Milily & Suofeiya Cooperation Release Conference	Jiangsu Hengkang Home Furnishing Technology Co., Ltd., Suofeiya Home Furnishing Co., Ltd.
7	Sep 8	E-home Decoration Business Model Release Conference	Shenzhen Shengduomosi Soft Decoration Culture Co., Ltd.
8	Sep 8	Designers Salon & New Product Launch	Shanghai Qumun Furniture Co., Ltd.
9	Sep 8	Floral Art Performance	Shenzhen Laifei Floral Art Co., Ltd.
10	Sep 8	New Product Presentation	Ningbo Art Furniture Co., Ltd.
11	Sep 8	Industry Seminar Series	Shenzhen Guanjia Household Product Co., Ltd. (Alexandre)
12	Sep 8	Industry Seminar, Product Launch, Buyers Sourcing Meeting	Guangzhou Victory Stationery & Furniture Co., Ltd.
13	Sep 9	Industry Seminar (New Product Process)	Klebchemie (Beijing) Co., Ltd.
14	Sep 9	Investment Promotion Sharing Meeting	Ningbo Fubang Furniture Industries Ltd
15	Sep 9	Industry Forum	Zhejiang Sunon Furniture Manufacturing Co., Ltd.
16	Sep 9	Office Environment Solutions from Okamura Corporation	Okamura Corporation
17	Sep 10	Product Launch	Novah (Shanghai) Office System Co., Ltd.
18	Sep 11	Buyers Sourcing Meeting	Shanghai Maratti Furniture Co., Ltd.

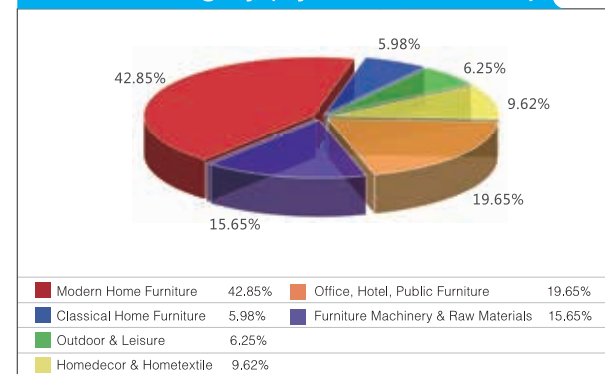


DATA

Exhibitor Data

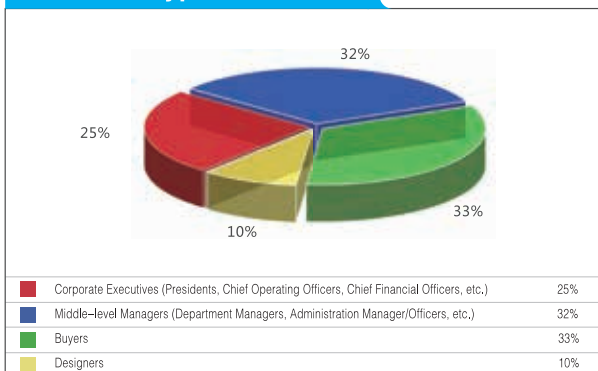
Number of Exhibitors: 1,471

Product Category (By Exhibition Scale)

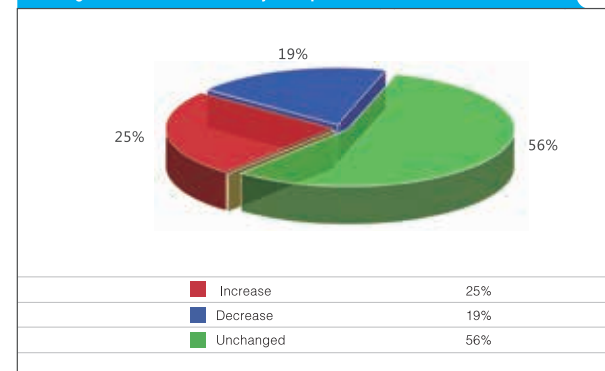


Audience Data

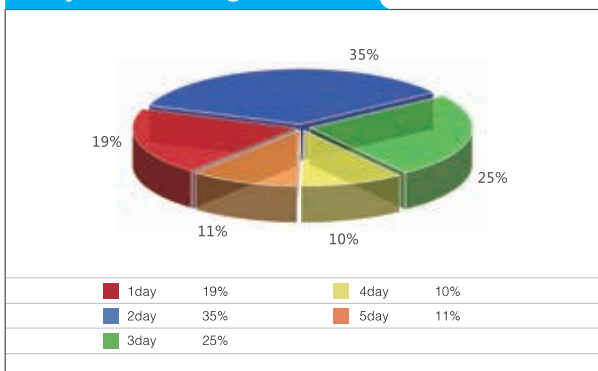
Audience Type



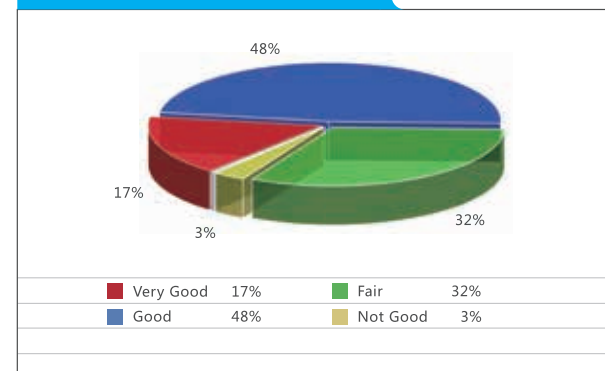
Changes in Purchase Quantity Compared with Last Autumn Session



Stay Time during CIFF



Comments on CIFF



Complex on March 18-21 and 28-31, 2016! See you in CIFF (Guangzhou) at China Import & Export Fair Pazhou

Integration of Two Exhibition Centers Renews Glory

To meet demands of industry, the Phase 1 of CIFF (Guangzhou) will use PWTC Expo as its Area D starting March 2016. The Outdoor & Leisure will be transferred to PWTC Expo and use its 6 halls. The 2 phases of CIFF (Guangzhou) will offer a total of 750,000 square meters of exhibition space, providing enterprises with a broader platform.

Phase I: Hall Plan

Modern Furniture

International Furniture Hall 1.1-3.1
Design Hall 4.1
Smart Home Hall 5.1
Kids & Teenage Furniture Hall 6.1
Modern Furniture Hall 1.2-4.2, 7.1-8.1, Aisle Y
Customized Furniture Hall 5.2
Upholstery Furniture Hall 9.1-13.1
Sleep Center 12.2-13.2

Classical Furniture

European Classical 9.2-11.2
American Classical 9.3
Neo-Chinese / Rosewood / Neo-Classical/Customized 10.3
Neo-Classical 11.3

Design Gallery 16.4

Homedecor

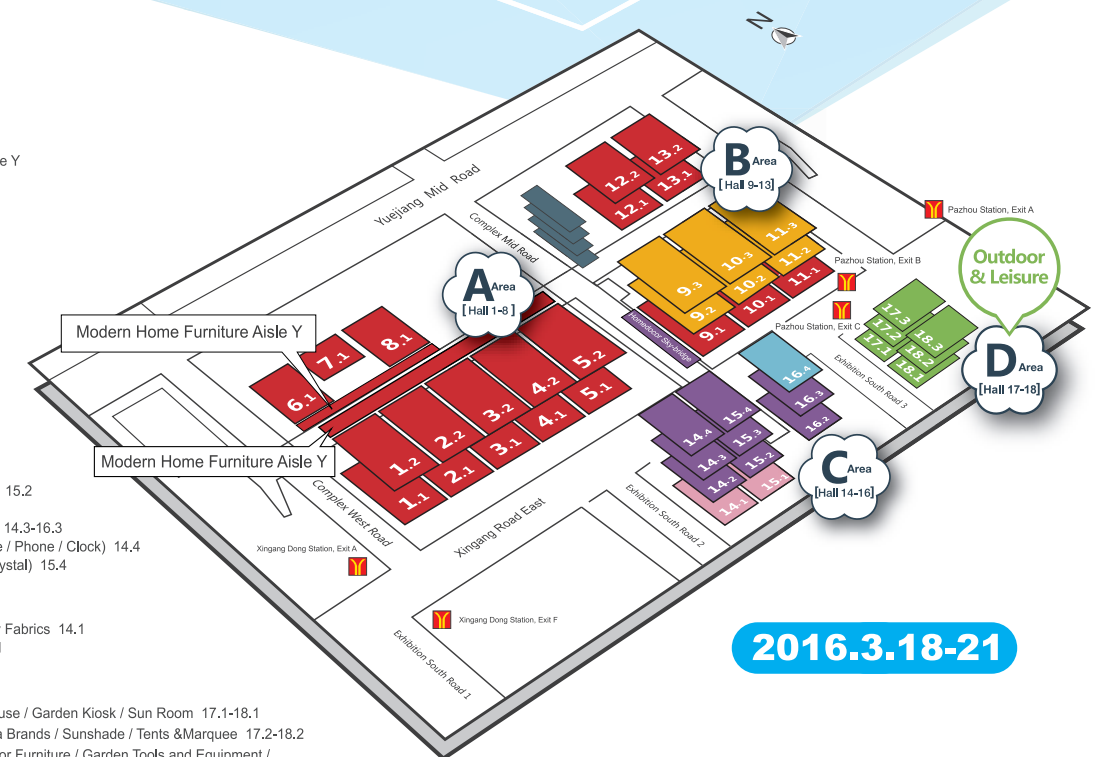
Decorative Painting 14.2
Lighting / Artificial Flowers / Aromatherapy 15.2
Lighting 16.2
Customized Decoration Hall (Homedecor) 14.3-16.3
Home Decoration(Sculpture / Gramophone / Phone / Clock) 14.4
Home Decoration(Pottery / Glassware / Crystal) 15.4

Hometextile

Sofa Fabrics / Curtain Fabrics / Upholstery Fabrics 14.1
Bedding / Carpets / Textile Handcrafts 15.1

Outdoor & Leisure

Customized Outdoor Project / Wooden House / Garden Kiosk / Sun Room 17.1-18.1
Outdoor Furniture Brands / Producing Area Brands / Sunshade / Tents & Marquee 17.2-18.2
Garden Furniture / Raw Material for Outdoor Furniture / Garden Tools and Equipment / Barbecue Items / Garden Decorative Items / Outdoor Lighting 17.3-18.3



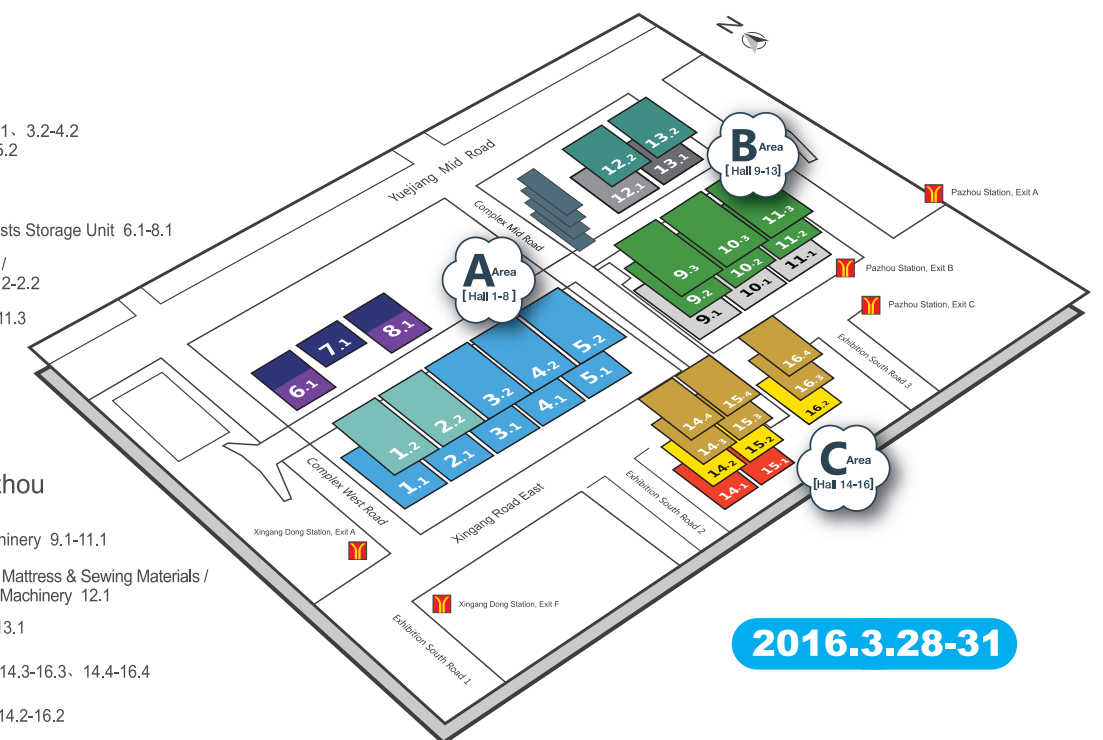
2016.3.18-21

Office Show

Office Fitting Furniture 1.1-5.1、3.2-4.2
Office (Intelligent) Furniture 5.2
Hotel Furniture 6.1、8.1
Filling Cabinests / SafeCabinests Storage Unit 6.1-8.1
Office Furniture Accessorise / Intelligent Office Products 1.2-2.2
Office Seating 9.2-11.2、9.3-11.3
Public Furniture 12.2-13.2

CIFM/interzum guangzhou

Woodworking (Intelligent) Machinery 9.1-11.1
Mattress & Sewing Machinery / Mattress & Sewing Materials / Tools & Cutters / Woodworking Machinery 12.1
Mattress&Sewing Machinery 13.1
Hardware/Intelligent Hardware14.3-16.3、14.4-16.4
Raw Materials / Components 14.2-16.2
International Hall 14.1-15.1



2016.3.28-31

Address: China Import & Export Fair Complex & PWTC Expo,
Xingang Road East, Haizhu District, Guangzhou