



THE 49<sup>th</sup> CHINA INTERNATIONAL  
FURNITURE FAIR (GUANGZHOU)

**Ciff**

Design Trend  
Global Trade  
Full Supply Chain  
All in CIFF

See you in  
2022

**GUANGZHOU · PAZHOU**

Canton Fair Complex  
/ PWTC Expo

Home Furniture 2022.03.18-21

Office Show 2022.03.28-31

CIFM/interzum guangzhou 2022.03.28-31

Book your booth:

0086 - 020-8912 8076/8039/8025/8019/8024/8168

Visit the show:

0086 - 020-89128061/8070/8078



Website:www.ciff.furniture



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FURNITURE FAIR (GUANGZHOU)

# POST SHOW REPORT

GUANGZHOU - PAZHOU

**2021.3.18-21 / 3.28-31**

HOME FURNITURE  
OFFICE SHOW

CIFM / interzum guangzhou



2021 / 03 / 18-21

📍 Canton Fair Complex / PWTC Expo

47<sup>th</sup> CIFF (Guangzhou)-Home Furniture



2021 / 03 / 28-31

📍 Canton Fair Complex

47<sup>th</sup> CIFF (Guangzhou)-Office Show



2021 / 03 / 28-31

📍 Canton Fair Complex

CIFF/interzum guangzhou 2021



Scale 750,000sqm



Exhibitors 3,935



Visitors 357,809



### 47<sup>th</sup> CIFF (Guangzhou): An Extraordinary Success!

The 47<sup>th</sup> China International Furniture Fair (Guangzhou), known as CIFF(Guangzhou), was successfully held on March 18-21 and 28-31, 2021. Hosted by China Foreign Trade Centre (Group), CIFF (Guangzhou) is the world's only home furnishing fair that covers the entire industry chain. With a space of 750,000 square meters, the 8-day event gathered 3935 exhibitors and attracted 357,809 professional visitors, up by 20.17% over the pre-pandemic edition in 2019. Integrating resources across the entire industry and all channels, CIFF actively empowers the industry and companies to obtain high-quality development.



**THE 47<sup>th</sup> CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU)**

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

Welcome

The 47<sup>th</sup> China International Furniture Fair (Guangzhou) - Home Furniture

Home Furniture & Homedecor & Hometextile & Outdoor & Leisure

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



The 47<sup>th</sup> Ciff (Guangzhou) Opening Ceremony



中贸展 CFTE 红星·美凯龙 MACALLINE 全球家居品牌典范  
中国家博会(广州)战略合作签约仪式

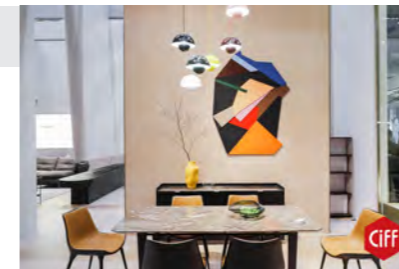


Strategic Signing Ceremony by CFTE and Red Star Macalline

The World's Only Home Furnishing Fair Covering the Entire Industry Chain

The 47<sup>th</sup> Ciff(Guangzhou)-Home Furniture, Office Show and CIFM/interzum guangzhou brought together a robust lineup of exhibitors. Leading brands and emerging enterprises from China and the world showcased their new products, reflecting Ciff's uniqueness in covering the entire industry chain.

Home Furniture



Home Furniture Brands:

Landbond, Man Wah, Kuka, HTL, M&D, Kinwai, Aris, DeRucci, Sleemon, Airland, Sunpin Home, Wayes, Modern JJ, Steel-Land, Menoir, Four Seas, New Noubel, Westlive, Norya, Innovation, Wooden Art, Ho Yan, Essence, Debrah, Adwin, Abito, Dash Casa, Gentle, Jimmy Home, Qinhang, Zoy, Botai, Giormani, DIMENSIONE CHI WING LO, Haostyle, U+, Camerich, Moreless, Maxmarko & Puwu, Weimo, Mlito, HC28, Tianwu, Opal, Ziinlife, Tan Carpet & Home, Zizaoshe, Domus Tiandi, Pusu, Roling, FRANKCHOU, Buzao, Thrudesign, Landsun, WHYGARDEN, Goho, Tianwu, Rongshe, Starway, Senchuan, Sculptniture, Modern Home, J&C, Hobang, Sleemon, Airland, DeRucci, Mlily, Eon Home, Serta, Kingcoil, Myside, MPE, CHEERS, Good Night, JLH, Rayson, Sleepace, Mirahome, Quanyou, Mingzhu, Yayihua, Bainianyinxiang, Suofeiya, UE, Henglin, Royal, Zoy, Handson, Superb Creation, Pavarini, Valmori, Kefan, Multi IR, Jiashu, GAINSVILLE, Fuda-nisi, Shengminzhilv, EMILCA, Usaus, Anman, LA, CONFORT-LUXE (in random order)

Homedecor & Hometextile Brands:

Global Views, Hanel & S Home, Viva Bella, Floenco, Color Wheel, Artmen, Omenia, A&B Home, FH & Home, D.sky, Marsden, Kamtat, Huanyu, AK, Leili, Vati Art, Crestview, Silian, Sunsister, Fuli, SAINT MARCO, Mingjin, Eastern, Diamond Star, Fennessy (in random order)



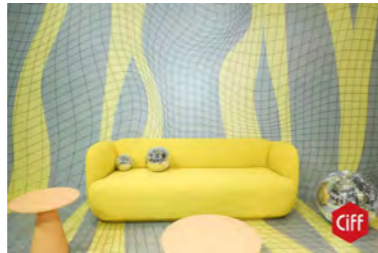
Outdoor & Leisure Brands:

KUNDESIGN, Higold, EVER GAINING, Artie, Agio, Wapus, Garden Art, Mindo, Vineko, IVINI, Livintwist, Howwin (in random order)



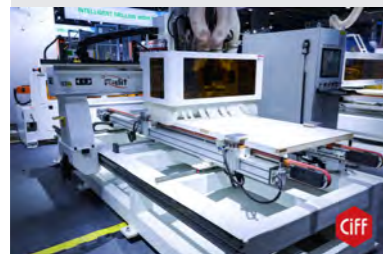
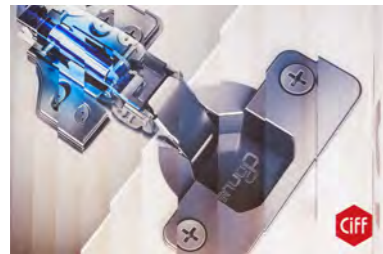
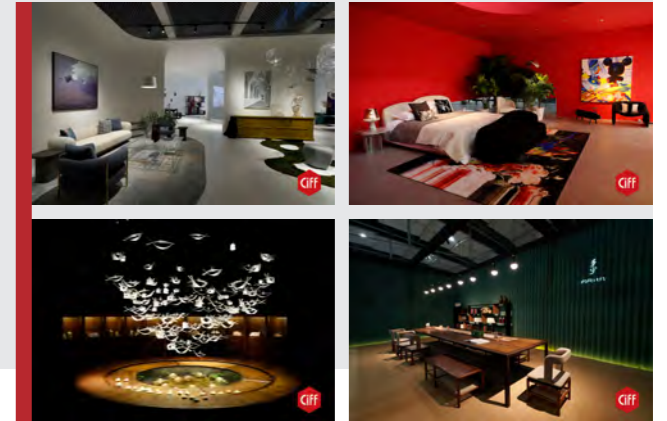
Office Show Brands

Steelcase, KNOLL, ITOKI, K+N, Lamex, Flokk, Carl Hansen, Fredericia Furniture, Sunon, Victory, Changjiang, UE, Henglin, Jiechang, Loctek, Kaidi, Hettich, Linak, Quama, Saosen, Jongtay, Bear One, Huasheng, Dioux, Kano.cn, LMFU, Kintig, Hongye, Myidea, Xinda, Kejing, Kailin, Yopye, Gevanco, Donggang, Sinode, Kinwai, Bosen, B.one, Asis, Furicco, Sitzone, Leadcom, Hongsheng, Hongji, Oshujian, Huabao, Yuanda, Jinhu, Dechang, ELI, Ruihua, Zhongtai (in random order)



Setting Design Trend with Leading Brands

With “Design Trend, Global Trade, Full Supply Chain” as the new positioning, the 47<sup>th</sup> CIFF (Guangzhou) featured varied design highlights. Home Furniture offered “Design Spring” Contemporary Chinese Furniture Design Fair, Modern Design Hall, Integrated Design Hall, Custom Design & Smart Home Hall, Soft Decor Design Hall and Outdoor Original Design Hall. Office Show featured Trendy Design Hall and International Brands Hall. CIFI/interzum guangzhou displayed new materials, new craftsmanship and new technologies. With design elements running through all the three sections, CIFI (Guangzhou) sets the latest industry trend, committed to promoting the transformation and upgrade of the industry.



CIFM/interzum guangzhou Brands

HOMAG Group, BIESSE, SCM, IMA, WEINIG, CEFLA, Nanxing, KDT, Singhui, Sandar, Hold, New Mas, Richfruits, Huahua, Qianchuan, Qingdao Yongqiang, Gete, New Motivity, Giantway, Yuetong, Vario, Purete, Shang Gong, Lianrou, Huajian, Yuantian, Hengchang, Hengye, Kehua, Han's Laser, Iecho, ITTA, Schattdecor, REHAU, Kronospan, Impress, Lamigraf, LINAK, LIMOSS, OKIN, King Slide, Repon, Sugatsune, Italiana Ferramenata, Titus, DTC, Taiming, SH-ABC, Adams, OPK, Tutti, Jusen, Unihopper, KEA, Guub, MEIKI, Onus, Noveti, Dongrong, Meaton, Hongjingyuan, Xingpeng, Topcent, Lusterful, JYR, Nisko, Garis, FIESONO, Huali, Dilon, SABA, Taiqiang, Sinowolf, Huacai Shuncheng, Tianjin, Able, Yongqingda, Xiongxing, Listen, Dingli, Gukangli, U-Win, KAPOK, PFLEIDERER, Qifeng, Sinodecor, Yongwei, WHM, Yueshan, JSJ, Furen, Liamax, Huawang, ZHUV, HeveaBoard, Anli, Zhuokai, Kinnay, CNWEIHONG, Yihui, Liwang, Tianye, Zhaogang, Dream Leader, Arpico, Lianhong, Dowell, Anran, Generous, Quanli, Kaimei, Sendme, Perfect (in random order)



CIFF “Design Spring” Contemporary Chinese Furniture Design Fair

“Design Spring” Contemporary Chinese Furniture Design Fair gathered more than 80 most influential furniture brands of original design in China and hundreds of Chinese artists, designers and elites from all walks of life. It was an authoritative release platform for novel original design and an exchange center for design ideas, representing the strongest voice of Chinese design.



Multiple top design themed events took place during the fair. There were premium design, material trends, fashion space, trendy products and intelligent applications, bringing together great players from the design circle to Guangzhou to set off a new upsurge of inspirations.

▶ 2030+ International Future Office



▶ CMF Trend Lab



▶ Ten Parallel Space Exhibition- "Easy Party"



▶ Firefly Museum: My Daddy Is a Designer

▶ Design Dream Show



▶ Designers to Manufacturers Lab

▶ "Dawn" Art Exhibition



▶ Guangzhou: City & Life · Day & Night



Office Environment Theme Pavilion



OK Life Exhibition



Global Furniture Industry Trend Conference 2021



Intelligence Leads Future | China Smart Sleep Expo 2021



Guangzhou Home Furnishing Design Show



Global Garden Lifestyles Festival



China Interior Design Annual Top 100



Commercial Architecture and Interior Design Forum



China Interiors & Decorations Conference





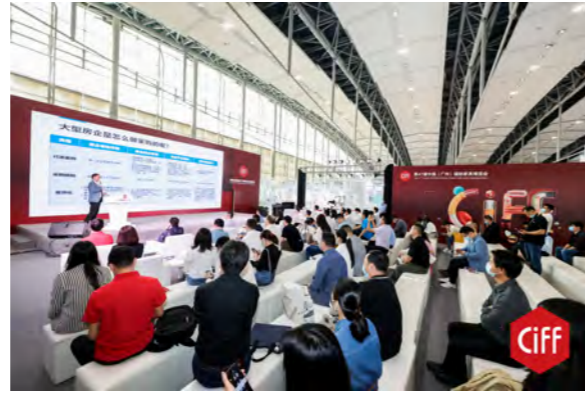
## Linking Full Supply Chain with All Sourcing Channels

To engage emerging sectors and reach a wider range of visitors, the 47<sup>th</sup> CIFF expanded the scope of visitor invitation including real estate developers, decoration companies, centralized sourcing groups, hospitals, nursing centers and universities. During the fair, multiple forums on channel development and trend forecast took place, promoting interactions among the upstream and downstream industries.

Home Decoration Leadership Forum 2021



China Real Estate & Home Furnishing Cooperation Summit 2021



Upholstery Intelligent Supporting Industry Innovation Summit



Fine Decoration Supply Chain Technology Seminar 2021



Design Talk: Exploration of New Commercial Space Summit



Medical Furniture & Medical Care Space Forum



Elderly Furniture Matching Event



University Furniture Procurement Meeting



Online Trade Matching for Overseas Buyers



Boosting Global Trade with Precise Matchmaking

As a highly welcomed trade fair, the 47<sup>th</sup> CIFF (Guangzhou) attracted a large number of visitors from home and abroad. Through “CIFF Designers’ Circle” and “CIFF Distributors’ Circle”, CIFF expands the Chinese market with a focus on inviting designers and distributors. Through the “Global Partnership Program” and “Cross-border Ecommerce Development Program”, CIFF reinforces its unique strength in foreign trade. During the fair, on-site matching events were highly regarded by exhibitors and visitors as “satisfying and rewarding”. In addition, CIFF offered online matching for overseas merchants unable to attend the show, sharing development opportunities worldwide.

On-site networking



Offline Trade Matching for Overseas Buyers



Foreign Trade Development Forum



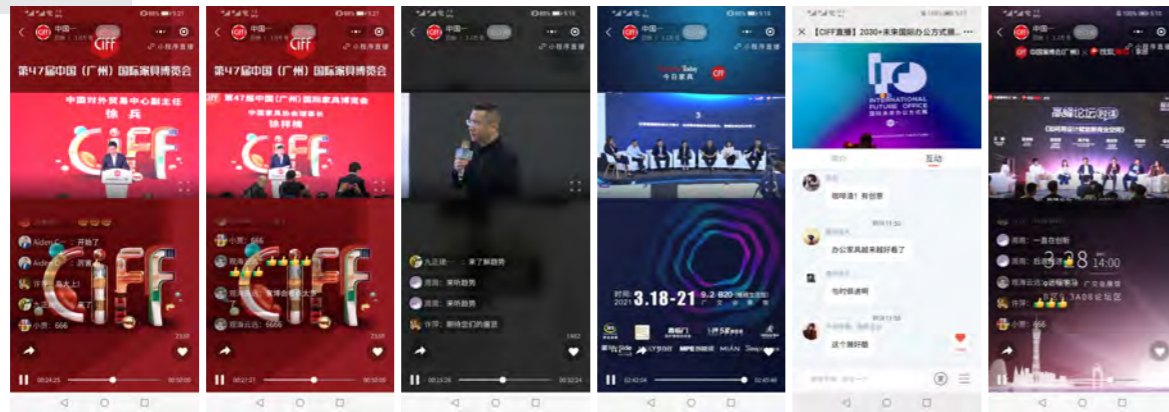




## Creating Immense Interactions with Cloud CIFF

Apart from onsite showcases and events, CIFF (Guangzhou) offers excellent cloud exhibition. Cloud CIFF invites renowned designers and company leaders to share their stories and insights in livestreaming programs. During show periods, CIFF stages real-time show guide, broadcasting new products and exciting events live. The 47<sup>th</sup> CIFF (Guangzhou) gained 7.6 million views across the entire network. CIFF mini APP on wechat received 2.36 million+ visits. During the fair, Cloud CIFF connected more than 60 exhibitors with 600,000+ distributors online.

### Voice of Elites



### Product Launch



## Comments from Media



### xinhuanet.com

*Restore Market Confidence: The 47<sup>th</sup> CIFF (Guangzhou) Witnesses the Recovery of the Home Furnishing Industry*  
As a high-profile event for the home furnishing industry, the 47<sup>th</sup> CIFF (Guangzhou) witnessed a strong recovery in the industry. Exhibitors generally said that this session saw high-quality clients with clear demands and great confidence in the market. A higher volume of transactions on site gave the industry a reassuring boost.

### International Business Daily

*Design Trend, Global Trade, Full Supply Chain: CIFF Promotes the Consumption Upgrade of the Home Furnishing Industry*  
The 47<sup>th</sup> CIFF (Guangzhou) took targeted measures and continuously improved quality, effects and services, restoring confidence in the industry and empowering furniture enterprises in the post-pandemic period.

### jiaju.sina.com.cn

*CIFF, A Feast of Spring: What Makes Designers Gather in Guangzhou in March?*  
Avant-garde design, classic furniture, art space, creative materials, cutting-edge trends, diversity and coexistence.....all can be found in CIFF. The 47<sup>th</sup> CIFF (Guangzhou) focused on industry innovation, demonstrating the most modern brand clusters, the most essential creative spirit and the most cutting-edge design trends, enabling the world to see the power of Chinese design.

### IDEAT

*Everyone Talks about the Co-creation of a Design Ecosystem, But Only They Manage to Make It*  
The "Design Spring" Contemporary Chinese Furniture Design Fair, as a highlight and benchmark in the 47<sup>th</sup> CIFF (Guangzhou), created interactions and spiritual collisions for designers, artists, manufacturers, media and institution from multi-dimensional perspectives: online and offline, future and tradition, research and practice, local and overseas, experts and rising talents. Therefore, "creating an ideal ecology for Chinese original design" is no longer just a slogan.

### ELLEDECO

*Trendy Design Does Not Equal to Trend*  
CIFF (Guangzhou) innovated in initiating a program named "CIFF Designers' Circle". Visitors found interesting design events, stylish and novel design themed exhibitions and high-end authoritative design awards, where both design experts and rising designers took active part. CIFF, a trade show supposed to be distant from ordinary people, became a trendy design journey. It attracted not only designers but also the public to explore more fun together.

### Z Media

*CIFF Replies to Z Media: How Has a Furniture Fair Become a Trend Setter*  
In Home Furniture, Office Show and CIFM/interzum guangzhou where "design" is ubiquitous, design and exhibitors empower each other. A strong trading advantage helps CIFF gather industry-leading brands, and meanwhile grasp new trends and new market. The coverage of full supply chain, with design, manufacturing and consumption all three ends included, have not just brought more opportunities to the brands, but also highlighted the value of the home furnishing sector such as design and real estate.

### jia360.com

*Understand the Six New Trends of the Industry from CIFF (Guangzhou) 2021*  
The 47<sup>th</sup> CIFF (Guangzhou) and the designers delivered satisfactory performance. The "Design Spring" expanded with more than 30 design forums and theme events, presenting a brilliant design feast. In addition, five halls on the second floor of Home Furniture, Area A together form the design section, which largely enhanced the design atmosphere and demonstrated CIFF (Guangzhou)'s aspiration help translate design and innovation into business.



**Du Zehua** | Chairman, Landbond Furniture Group

As a world-class industry event, CIFF maximizes its ability to integrate the resources of the entire industry chain and actively empowers the high-quality development of the industry in the post-pandemic era. The 47<sup>th</sup> CIFF (Guangzhou) features reasonable structure layout and high-quality audiences. Landbond presented the new products of the whole house customization "Heart Pixels" series, which are well received upon its unveiling. As a "diehard strategic partner", Landbond looks forward to a more brilliant CIFF next year.



**Liu Zhengrong** | President, HTL Furniture (China)

CIFF does a good job in terms of organization and services. It is perfectly arranged, and can respond to and resolve everything at once. It is hoped that CIFF will do better, maintain quality performance and enable the home furnishing partners from all over China and even the world to join this platform for full contact and exchanges, making the industry bigger and stronger together.



**Paolo Colombo** | General Manager of Asia Pacific, Chateau d'ax

It is a great honor to be invited to be an exhibitor of CIFF (Guangzhou). For a long time, everyone has been affected by the epidemic. But it is gratifying that our government and organizers can still organize such a grand exhibition in an orderly manner. The tide of people, the sea of people is the most appropriate metaphor for this exhibition. We not only harvest orders and customers, but also make many friends! Thank you for the careful arrangement!



**Zhou Zipeng** | Chairman, Steel-Land

Steel-land participated in the 47<sup>th</sup> CIFF (Guangzhou) and received strong support and considerate services from the organizer. We are grateful to the organizer for providing us with such a good platform. We launched the new products "Vancer" series, which have been recognized by many clients. We hope that CIFF will do better with its own highlights and more brilliance! We will have more in-depth exchanges and cooperation with CIFF in the future!



**Ouyang Xi** | CEO, Wayes

The annual CIFF (Guangzhou) provides a good interaction platform for industry brands and channel investors. Its success for many years is inseparable from its strong organization ability. As a member of the industry, Wayes actively makes contributions while enjoying the benefits from the exhibition. Thanks to 18 years of hard work for customized furniture, Wayes has expanded its integrated decoration services through BIM technology in the past two years. Its one-stop customized delivery and reliable decoration services for consumers are well received by home furnishing investors! We expect to work together with brands, investors and CIFF to create a new era of home furnishings!



**He Shunxiang** | Vice President, Four Seas

CIFF (Guangzhou) is a very important partner for Four Seas Furniture. We participate in each session. CIFF (Guangzhou) provides us with a platform for exchanges with clients. It is a benchmark, playing a very important role in our technological progress, design innovation and customer base development. We are grateful to CIFF (Guangzhou) as a good platform!



**Chen Jian** | President, Menoir Furniture

CIFF is a profoundly influential exhibition in China and even the world. Over more than 3 decades, Menoir has been recognized by the industry for its exquisite sofa production technology and advanced research & development. The Minimalist Fashion Series newly launched this year has made a great success, and the number of contracts signed far exceeded our expectations. We would like to thank CIFF for supporting us. We sincerely hope that CIFF will do better and become a furniture fair that Chinese people are proud of.

**Chairman, CISleep** | **Hu Hongmei**

I think the 47<sup>th</sup> CIFF (Guangzhou) has been a success in terms of number of visitors, client quality, on-site forums and exhibition layout. It meets the market needs so that we can find direct clients. We are very satisfied and will definitely participate next year.



**CEO, Xiaoni Zhaipei** | **Liu Jie**

The exhibition enjoyed huge popularity from the very first day. In the first two days, 106 clients signed the letters of intent with us. It's very rewarding. CIFF (Guangzhou) sees a large number of visitors and targeted clients!



**General Manager of New Retail Division, Modern JJ** | **Sheng Weihua**

In just the first two days of the 47<sup>th</sup> CIFF (Guangzhou), more than 400 agents made appointments with us. Nearly a hundred agents paid earnest money. They were of high quality and came with clear demands. They had strong confidence in the market. This exhibition is very successful!



**Whole House Home Furnishing Marketing Director, Sleemon** | **Xu Shuai**

The 47<sup>th</sup> CIFF (Guangzhou) is great success. We have received a lot of surprises. Especially the design highlights are very impressive!



**Vice General Manager of Marketing Center, Wooden art** | **Luo Guangnan**

It's rewarding for us to attend the 47<sup>th</sup> CIFF (Guangzhou), which has played a good role in our branding and franchising. Many dealers, designers and other clients who intend to join us visited our booth every day. They showed a very strong interest in our products and recognition to the design, style and quality.



**Vice General Manager, Ho Yan** | **Zhang Chuanbo**

Hoyan has participated in both Home Furniture in phase 1, and Office Show in phase 2. Thanks to CIFF (Guangzhou), Hoyan has enjoyed a higher reputation. We have more than 150 stores across China and hope to open 100 more stores this year. We have increased the market influence and reputation as well as improved our entire market layout through the exhibition.



**Art Director, Color Wheel** | **Liu Zhenglin**

The number of visitors to the 47<sup>th</sup> CIFF (Guangzhou) has exceeded our expectations! The designers invited to the exhibition also have better taste. Besides, the organizer has done a good job in the pandemic prevention and control. As an exhibitor, we are very satisfied with the 47<sup>th</sup> CIFF (Guangzhou)!





**Yan Xichao** | Chairman, Omenia

Omenia was founded 16 years ago and has participated in CIFF (Guangzhou) for 12 years. The exhibition brings changes each year. Visitors this year enjoy higher quality and are more targeted. Those who visit our hall all have strong intent of cooperation.



**Zhu Yadong** | General Manager, Ever Gaining

Though overseas buyers are unable to visit the 47<sup>th</sup> CIFF (Guangzhou), they entrusted or sent their staff in the China office or their friends to visit our booth. Or we chatted via live stream. In fact, the merchants from all over the world pay great attention to the 47<sup>th</sup> CIFF (Guangzhou). During our move-in, many clients already contacted us through video calls, hoping to see the latest product at the earliest time.



**Qi Kun** | Founder/Designer, Kundesign

We have noticed the “internal and external circulation” in the new positioning of CIFF (Guangzhou). This session pays more attention to promoting domestic sales. Chinese visitors to the exhibition today enjoy quite good quality. For Kundesign, I am very grateful for the great support from CIFF (Guangzhou).



**Yang Haoyuan** | Vice General Manager, Shianco Home Technology Co., Ltd.

Shianco is an old friend of CIFF (Guangzhou). The exhibition sees a large number of visitors, and dozens of clients signed contracts with us every day. We are very satisfied with CIFF. It is hoped that in the future we will work together to bring this healthy lifestyle to more dealers and consumers.



**Qian Aijun** | Vice General Manager of Domestic Marketing Division, Sunon

Sunon has participated in CIFF (Guangzhou) for nearly 20 years. Through the participation in the 47<sup>th</sup> CIFF, we have introduced high-quality and popular products to the market. They have very good market feedback and give customers great experience.



**He Enxin** | General Manager, K+N (Beijing)

CIFF (Guangzhou) is a good platform that provides us with a lot of opportunities for market research. We have talked with many end users and designers. Through this platform, we have showcased the essence of our brand so they can feel the quality of our products.



**Zheng Yingzheng** | CEO of Office Space Strategy, Novah (Shanghai) System Technology Co., Ltd.

The effect of the 47<sup>th</sup> CIFF (Guangzhou) has far exceeded our expectations. The organizer’s overall planning and on-site publicity & promotion are fantastic. Based on this platform, we can have close contact with our target clients and partners. It is a worthwhile journey.

**Assistant to Chairman & General Manager of Keqi Brand, Dious Group** | **Zhou Mingxing**

We respond actively to the new positioning of CIFF (Guangzhou). We put design first and strengthen the external circulation while doing a good job in the internal circulation. The new products this year are fantastic. I believe that year by year CIFF (Guangzhou) can do even better and we will also gain more from the exhibition.



**Marketing General Manager, Quama Group** | **Zhao Bo**

The 47<sup>th</sup> CIFF (Guangzhou) saw a larger number of visitors. Quama has always been a loyal participant and supporter of CIFF. We will continue to support CIFF in the future.



**Sales Manager, Biesse Trading (Shanghai) Co., Ltd.** | **Xu Donglei**

The 47<sup>th</sup> CIFF (Guangzhou) is very successful. We received many VIPs, and many clients signed contracts with us on site in the past two days. We are grateful to the organizer for providing us with such a platform. It is hoped that this exhibition will do better, and Biesse will strongly support it.



**Digital Director, Homag (China)** | **Guan Jingtao**

The 47<sup>th</sup> CIFF (Guangzhou) has seen a large number of visitors on site and enthusiastic market response. Visitors are eager to explore new technologies and development trends in the CNC machinery industry.



**Business Division Director, Rehau Polymers (Suzhou) Limited** | **Huang Jian**

The 47<sup>th</sup> CIFF (Guangzhou) has achieved great success in terms of the crowd and the overall arrangement. The 2021 edition is surely very successful and we hope CIFF will do even better in the future!



**General Ganager of Development Center, Dilon** | **Lin Kai**

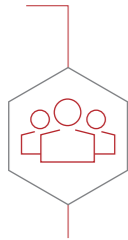
The 47<sup>th</sup> CIFF (Guangzhou) has seen more visitors than previous years. Enterprises have stronger desire to participate. This platform provides a good opportunity for exhibitors and visitors to cooperate and exchange. It is very important to us.



**Vice General Manager/Sales Director, Nanxing Equipment Co., Ltd.** | **He Jianwei**

The 47<sup>th</sup> CIFF (Guangzhou) enjoys huge popularity. This is beyond our imagination. Nanxing participates in CIFF each year and involves a lot of resources in exhibiting. We also actively support CIFF (Guangzhou) and work together to make our exhibition better to bring better products and services to our distributors and clients.





Comments

from

Visitors

Secretary General, China Furniture Dealers Association | **Guo Xinwen**

As a benchmark of the industry, CIFF has always been the trend-setter in the design sector. Though foreign merchants are unable to attend this year, this session is very crowded with a significant increase in the number of domestic dealers and designers. The organizer has done a good job in the details of services. On behalf of the dealers, I would like to give the thumbs up to CIFF (Guangzhou)!



General Manager, The Noble | **Zhang Wenguang**

CIFF represents the highest standard in China's home furnishing exhibition industry and brings together the best enterprises across China. This year it focuses more on design, and the overall product style is closer to young consumers. CIFF (Guangzhou) is doing a better job year by year.



**Li Wei** | General Manager, Dream Smart Home (Red Star Macalline, Zhongshan Port)

The biggest impression of the 47<sup>th</sup> CIFF (Guangzhou) is the enormous crowd on site. Products are more design oriented and cost-effective. We focus on upholstered furniture and found some brands we are interested in. Their products' design style, function and color are new and fresh.

Designer from Nanyang, Henan | **Ju Yan**

We are mainly engaged in residential space design. In CIFF (Guangzhou) we can find inspirations for design as well as all kinds of materials needed in the projects. The large variety of home furnishing products in the exhibition further supports our works.



Furniture Dealer from | **Harbin**

The Pearl River Delta is an important distributing center for furniture production and sales. CIFF (Guangzhou) is a mega industry exhibition with a large scale and a large number of exhibitors. It is also an important platform for product launch. We attend CIFF (Guangzhou) 2021 to know more about what's new and the future trends. We have also bought our favorite products.



**Li Jun** | But from France

Our group serves more than 800 chain stores in Europe. CIFF (Guangzhou) is one of our most important sourcing platforms, and we send staff to attend the exhibition each year. I have participated in CIFF (Guangzhou) for more than ten years. This year our colleagues in Europe are unable to attend due to the overseas pandemic, but our colleagues in China have found quality suppliers in just half a day.

Designer from Wenzhou | **Chen Wangsi**

I visited the 47<sup>th</sup> CIFF (Guangzhou) mainly to participate in the CIFF Designers' Circle. I also come here to collect the latest industry information. The annual exhibition presents good material suppliers, novel products and new technologies. Through this opportunity, we can learn more and communicate, and also meet with friends in the design circle and get to know more people.



**Lai Shuixiu** | Ecommerce Seller from Fujian

This time I found a lot of products we have been seeking for. They suit our current needs in expanding markets in Europe and the United States. CIFF (Guangzhou) is the world's largest furniture fair. It enables us to find excellent supply chain and to see the trends of the entire furniture industry, so that we can understand our steps in two to three years.



Ecommerce Merchant from Fuzhou | **Wu Wenqing**

The category I am currently working on is outdoor courtyard products. I am deeply impressed by the 47<sup>th</sup> CIFF (Guangzhou) as I see that many exhibitors begin to make products based on scenarios. For example, the courtyard products are combination of furniture and BBQ products. They have inspired us in terms of market development and are more in line with our future development.

