

Post-Show Report

The 43rd
China International Furniture Fair (Guangzhou)
18-21/28-31 March 2019

BETTER LIFE BETTER WORK

The 43rd China International Furniture Fair (Guangzhou)



≡ Exhibition Overview



Time

18-21 / 28-31 March 2019



Venue

Canton Fair Complex
PWTC Expo, NICEC



Scale

760,000 sqm



Exhibitors

4,344

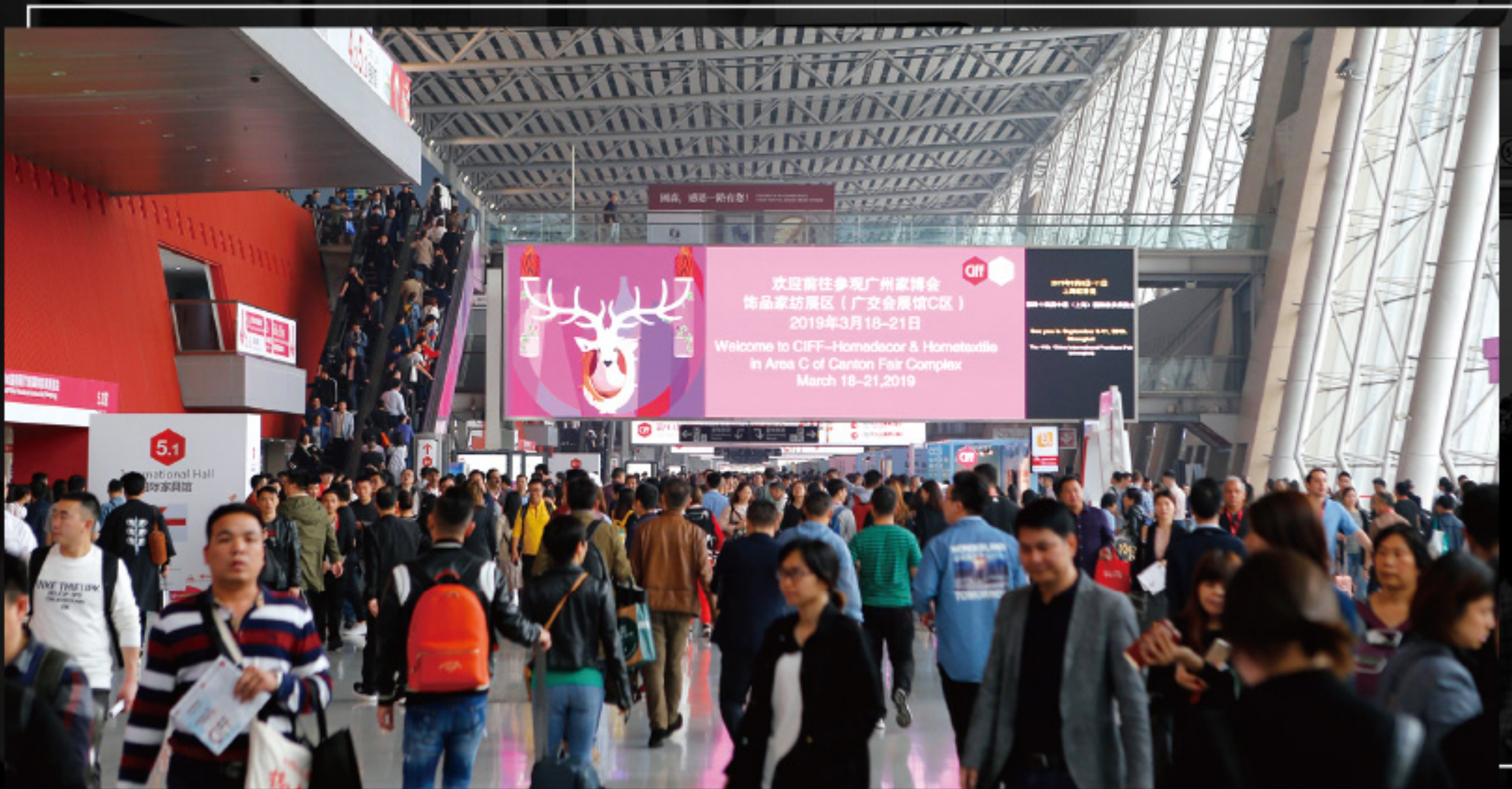


Professional Visitors

297,759

≡ New Species, New Design, New Business

The 43rd CIFF (Guangzhou) Offered a Whole New Exhibition Experience



The 43rd CIFF (Guangzhou) came to a successful end on March 31, 2019. The two phases brought together 4,344 global brands and attracted 297,759 professional visitors from home and abroad. The fair proofed to be a creative, high-quality, futuristic and humanized feast of home furnishings, gathering global industry insiders and crossover designers to explore the imagination of design.

≡ New Species, New Design, New Business

The 43rd CIFF (Guangzhou) Offered a Whole New Exhibition Experience



As a preferred platform for product launch and trade, the 43rd CIFF (Guangzhou) featured numerous highlights in new products, design, trade and on-site services, bringing a genuine sense of gains and happiness to exhibitors and visitors.

- “We got orders of 500 containers within 2 days, a 50% increase over the same period last year,” said an exhibitor.
- “CIFF (Guangzhou) is a highly international event with a rich variety of brands and many creative and attractive products,” said a visitor.
- “CIFF (Guangzhou) has won enormous attention and support from the design sector. What a great party for designers!” according to the media.

New Species Reflect New Lifestyle

The 43rd CIFF (Guangzhou) gathered a variety of furniture brands with innovative concepts, capacities and expressions, providing one-stop purchase options and diversified lifestyles for the industry. More than 90% of exhibitors showcased their latest products and over 50 companies held on-site launching events. A selection of 25 most pioneering pieces across the world were showcased in “The New Arrivals of Global Home Furnishing Brands”, a newly established themed display, building CIFF into a platform for product launch in a multiple dimensional way.






≡ Home Furniture ≡


Design, customization, minimalism, mild luxury...Home Furniture, a section of trendy interiors styles, hosted a great number of creative design brands, globally renowned and emerging enterprises. In Design Hall, famous Chinese designers such as Wen Hao, Zhu Xiaojie, Hou Zhengguang, Chen Xiangjing, Alex Chai exhibited their outstanding pieces, revealing the latest trend of China's original furniture design.





≡ Homedecor & Hometextile ≡

Homedecor & Hometextile created a fine ambience of home living, with new inspirations from new interior decoration products to integrated space, offering a wide collection of home accessories that illustrates the beauty of art and creativity.



≡ Outdoor & Leisure ≡

Giving you a feeling of paradise, Outdoor & Leisure staged an eye-catching display of a global garden lifestyle as well as the Chinese garden courtyard culture, making perfect combination of the eastern and western leisure life philosophies.



Office Show

In addition to office fitting furniture and seating, Office Show also incorporated hot and trendy new themes such as medical and healthcare furniture, hotel engineering and interior decorations, presenting more novel design concepts.

Smart Office

In this session, Office Show extended to Nan Feng International Convention & Exhibition Center (NICEC) to host smart office and comprehensive components, providing more cutting-edge intelligent solutions for the industry development.



CIFM/interzum Guangzhou

CIFM/interzum guangzhou focused on new application and development of intelligent technology in furniture manufacturing. With cutting-edge products by world renowned brands, instructive releases and forums, this section enriched the audience with an all-round understanding of the global furniture manufacturing trends.



≡ New Business Creates New Value



The eight-day exhibition is an epitome of the booming home furnishing markets both at home and abroad. The unique advantages of CIFF (Guangzhou) are reflected in its powerful and targeted functions of domestic sales and export trade as well as its unparalleled influence and radiation in China and world-wide.



The 760,000-square-meter exhibition this year saw great traffic with crowded visitors and long queues outside popular booths. You could feel the busy atmosphere in each and every hall.



Apart from the widespread visitor invitation, CIFF pays more attention to the audience's quality and the exhibition outcome. With an upgraded trade matching service, many key buyers and designers were guided by CIFF staff to the booths that were selected and matched in advance. The targeted and effective matchmaking was highly praised by all the participants.



“ We got orders of 500 containers within 2 days! The visitors, especially the premium card clients have very high quality! ”

“ Our onsite transaction has been very impressive, reaching 60% of the annual turnover! Many clients are interested in visiting our factory for further negotiation! ”



≡ New Services Upgrade New Experience

A fully upgraded onsite service makes the exhibition more enjoyable. From the moment you arrive at the entrance of the venue, CIFF begins to create satisfactory exhibition experience.



Quick admission



Information service



Upgraded signage



Convenient travel



VIP reception



Rewarding experience

Media Comments



CIFF (Guangzhou) is an all-round platform for furniture showcase. It is the most comprehensive and scaled international trading platform, contributing significantly to meeting domestic consumption upgrades, promoting the application of new technologies and new materials, grasping the fashion trends in the home furnishing industry, boosting design innovation and intelligent manufacturing, and enhancing the high-quality aesthetic lifestyle.

----- Adding the Warmth of Home : The 43rd China International Furniture Fair (Guangzhou) , sohu.com



For many years, the reason why CIFF is well received by foreign buyers is that a large number of enterprises choose the platform to launch their new products. With improving domestic living standards, the market demand for products has gradually increased. Chinese dealers and buyers have higher requirements for exhibitions. The image of CIFF as a “preferred platform for product launch and trade” has been deeply rooted in people’s heart.

----- The Innovative & Unique CIFF, Sinahome



The 43rd CIFF brings together a number of brands with creative ideas, innovative capabilities and market influence. 4,344 exhibitors cover the themes in the entire home furnishing industry chain including modern home furniture, classical home furniture, homedecor & hometextile, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials, presenting the pursuit of a quality life.

----- Experience a Feast of Creative Home Furnishings-The 43rd CIFF (Guangzhou) Reaches a New High in Terms of Scale and Quality, gd.qq.com



Under the huge background of CIFF (Guangzhou), we can still measure designer's creative space with our footsteps, explore our own lifestyles and turn “home” into an expression of individuality.

----- CIFF Turns Home into an Expression of Individuality, IDEAT



As people's demand for quality life continues to increase, the quality of the living environment influences people's minds at all times. CIFF helps people solve this problem. It is a grand feast that enables you to understand the industry trends and enjoy the art of home furnishing.

----- CIFF: Setting the Trend of Home Furnishing Design, toutiao.com

≡ Exhibitors' Comments



Zoy-Living Co., Ltd.

We got orders of 500 containers in 2 days, up 50% over the same period last year! CIFF (Guangzhou) 2019 enjoys enormous popularity. The visitors, especially the premium card clients have very high quality!



Haostyle, Furniture Research Institute of Guangzhou Academy of Fine Arts

Haostyle has attended CIFF (Guangzhou) for multiple times. We would definitely not miss such a big and good platform. We stage our new product launches and corporate events here. It is hoped that it can help China's design grow. I'm sure CIFF (Guangzhou) will do even better!



J.Living

J.Living has cooperated with CIFF (Guangzhou) for a long time. The organizers have given great support to exhibitors and to original design. J-Living's design is consistent with the organizers' concept for future creativity. We are very happy to work together. J-Living will work with CIFF (Guangzhou) to create a creative marketplace that belongs to China.



Aritco Lift

In CIFF (Guangzhou), I can clearly feel that designers and audience are very interested in new intelligent products. We sold more than 20 units in 2 days. Many people visited our booth and even queued to experience our lifts. There is no such craze in other countries. They cover a wide range of industries, making our audience base more diversified. CIFF (Guangzhou) is a fantastic platform!



Aris Furniture Co., Ltd.

It's the third time that I attended CIFF (Guangzhou). I can see it changes each time. Compared with other furniture exhibitions in Guangdong, CIFF has a combined advantage, which is unique. CIFF has very good brands. Brands in Guangzhou are more dynamic than those in north China. They give quick response to products.



Evergaining

All across the world, CIFF stands out in the fierce competition. It is excellent. The organizers spare no effort to attract exhibitors. Exhibitors bring many new products every year, forming a positive interaction and attracting a lot of international interests. CIFF enables their products to go global. The 43rd CIFF (Guangzhou) saw a large number of visitors. They were very enthusiastic. We are very satisfied!



Couture Jardin LLC.USA

Attending CIFF is very important for our development in Asia and China, helping our brands stand out in the market. CIFF sees many on-site professional clients. We are very grateful and we love CIFF. We hope we can continue to grow and expand with CIFF and its team.



Mintins New Material & Technology

We are old friends of CIFF (Guangzhou) and have participated for years. We are grateful to the organizers for letting us share our good information, good products and good services with our clients. The organizers set up a special zone of innovative materials for us. They attach much importance to upstream raw materials. It is hoped that this trend can continue so that home furnishing products can enjoy a beautiful look and quality.



UE Furniture Co., Ltd.

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



Saidefu Medical

We have estimated that about 100 people visited our booth every minute. We are impressed by the good results. We are grateful to CIFF for giving us the opportunity to make more furniture peers enter the medical field and help us promote our brand.



Merryfair Furniture Co., Ltd.

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



Homag

This platform brings the latest information, products and technologies to the industry. CIFF brings great outcome!



Biesse China

We are very satisfied with the exhibition. We saw many visitors and clients all over China and from Southeast Asia. In the future, we will cooperate with CIFF in market strategy and strive to promote the enterprise.

≡ Visitors' Comments



**Furniture Buyer
France**

I am very happy to attend CIFF (Guangzhou) and visit the Design Hall. I love the products very much regarding the craftsmanship, the appearance and the structure. This time I want to find some furniture products with Chinese elements and characteristics.



**Furniture Buyer
Russia**

CIFF has a rich variety of brands. I have met many new friends here. I am deeply impressed by the products in the Design Hall. They are very creative and attractive. CIFF is an international exhibition. I hope I can have more opportunities to work with Chinese design friends.



**Furniture Buyer
Europe**

CIFF (Guangzhou) is really fantastic, attracting hundreds of thousands of Chinese and foreign businessmen. It showcases a wide range of products to provide a convenient platform for international buyers.



**Visitor
Hangzhou**

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

≡ Visitors' Comments



Engaged in Production & Marketing of Home Furnishing Beijing

I visited furniture exhibitions in north China before. This time I have gained a lot during my visit to CIFF (Guangzhou). I am deeply impressed by the creative, high-end customized furniture. CIFF (Guangzhou) has a warm atmosphere and diversified products, giving home furnishing buyers more choices.



Engaged in Watch Accessories Dongguan

I am very interested in home furnishing accessories. I saw a lot of furnishings and interior decorations in the exhibition, which tell the trends of fashion to consumers. The products have higher sense of design and quality. I really love to visit such an exhibition.



Home Building Materials Manufacturer Hubei

Every year we visit CIFF (Guangzhou) to find opportunities. We hope to find cooperative furniture enterprises through this platform and expand our production scale and strength. It is hoped that the next session will continue to create a great platform for cooperation and exchange.



Buyer Anhui

As a buyer, I am more interested in mechanical equipment. I feel that there are more categories in this session than the previous sessions. The division of exhibition areas is becoming more detailed, and there are many visitors. It is hoped that CIFF can keep with the great job!

≡ On-site Events



The 43rd China International Furniture Fair (Guangzhou) Opening Ceremony



The 6th Session of the 6th Council of China National Furniture Association

The 43rd CIFF (Guangzhou) held dozens of brilliant design events and invited more than 70 well-known crossover designers to participate in various forms of events, such as design showcases, forums and trend release. The events helped inspire people to pursue a quality life, stimulate infinite imaginations and contribute to promoting high-quality development of China's furniture industry.



The 43rd CIFF (Guangzhou) Green Running

CIFF spares no effort to build a warm and valuable business atmosphere, creating a closer interaction and a more rewarding experience. The 43rd CIFF (Guangzhou) Green Running kicked off in the morning of the opening day.



Oasis of X Species: New Arrivals of Global Home Furnishing Brands

Under the theme of "Oasis of X Species", the New Arrivals of Global Home Furnishing Brands selected the most innovative and forward-looking furniture pieces globally to demonstrate the creative design and innovative spirit of Chinese home furnishing enterprises.



Parallel Space Exhibition

The 43rd CIFF (Guangzhou) invited 10+ design experts and 10 major home furnishing brands to jointly stage a young, stylish and interactive design feast. By creating 10 eye-catching scenes, it helped explore 10 imaginable better lifestyles and turn "home" into an expression of individuality.

Design Dream Show

The Design Dream Show ("DDS") created a time and space community with the theme "time and space travelers". The community was divided into small, orderly spaces like motel rooms, showing small modular units such as apartments of young people that work in metropolis.





Smart Living for Future

The 43rd CIFF (Guangzhou) invited Dr. Patrick Leung, an internationally renowned designer and honorary consultant of the Hong Kong Indoor Designers Association as the curator. By using China's most trendy intelligent home furnishings to combine



D station | Dandelion Bookseats

To enable exhibitors and visitors to have a closer interaction in a warm atmosphere, the 43rd CIFF (Guangzhou) introduced D Station | Dandelion Bookseats which offered featured book sharing and social spaces with different design styles.



Contemporary Chinese Lifestyle Furniture Exhibition

The Contemporary Chinese Lifestyle Furniture Exhibition demonstrated the changes of Chinese home life during the period of 1949-2019. This was a home that blended the years, accompanied your growth and expressed new ideas along with the time.



D Station | D³ Space

The D³ Space broke the spatial dimension of length, width and height and the time dimension of yesterday, today and tomorrow, explored the new context of contemporary residential culture, enabling you to withdraw yourself, open your mind and imagination without limit.

Global Garden Lifestyle Festival

This session brought together domestic and foreign designers, design institute professors and studios, and worked with excellent outdoor furniture brands. It showcased the latest premium products in the industry and brought us an Italian-style outdoor garden.



New Courtyard Life Theme Pavilion

The New Courtyard Life Theme Pavilion adhered to the life philosophy of "Easier & Better", committed to providing the industry with the best platform of new courtyard life trends and industry resources matching. It provided the public with a courtyard life experience and an advanced stage to spread the courtyard culture.



Design in China

This year, Design in China was carefully planned to showcase the excellent design works from more than 50 design institutes across China, giving the industry a visual feast of inspiration.



Office Environment Theme Pavilion

Under the theme of "Work IS @ CHOICE", the CIFF-14th Office Theme Pavilion reflected that today's office model would no longer be limited to the traditionally fixed work space, showing a free, interactive and casual style of office life.



The Lifestyle & Interior Design Trends Forum

CIFF (Guangzhou) worked with yidi-anzixun.com and justeasy.cn to hold the "Lifestyle & Interior Design Trends Forum (Spring) 2019". Renowned interior designers Kinney Chan, Gary Zeng and Shuhei Aoyama as well as 100 designers across China assembled to discuss the trends of home furnishing design in 2019.



China Interiors & Decorations Conference

CIFF worked with the International Art Design Center to jointly host China Interiors & Decorations Conference (Spring Forum) on March 18. By integrating the east and the west and the past and the future, the event presented a visual and audio feast of "unlimited imagination, boundless design".



Discover the Beauty of Life --Design Summit Forum across Time and Space



"Furniture Manufacturing in China: What the Future Looks Like" Theme Forum

More than 15 enterprises and associations presented their most innovative ideas and applications through concept presentations, keynote speeches and brand launches.



≡ CIFF·Top Designers



Aifeela



Alex Chai



Alfie Lin



Astley Ng



Bai Wanjun



Ben Li



Cai Qiang



Cai Tingshan



Chen Wanli



Chen
Xiangjing



Chu
Chih-Kang



Clive Xue



CM Jao



Darui Chen



Deng Fa



Ding
Jiaming



Frank Chou



Gary Zeng



Gianpietro
Veronese



Han Yanwei



He Jianhua



He
Yongming



Henny van
Nistelrooy



Hou
Zhengguang



Huang
Minqiang



Jason Tseng



Jayden Yang



Karim Rashid



Ken Cheung



Kinney Chan



Kong Wu



Leslie Ko



Li Jianbo



Luo Hua



Luo Xiao



Ma Jinfu



Mauro
Spinelli



Michelle Yip



Michel
Delcourt



Normand
Couture



Olaf Frelink



Patrick
Leung



Peng Liang



Qu
Guangci



Raynon Chiu



Ricci Wong



Ryan Kuo



Shen
Baohong



Shuhei
Aoyama



Simone
Colombo



Sissi Bu



Snow Li



Tom Kwan



Tu Po Chun



Wen Hao



William
Wang



Wu Wei



Wu Yonghui



Xiong Liu



Xu Honghu



Xu
Zhaoming



Xue Li



Yang
Jiansheng



Yu Qiuxia



Zeng Qiang



Zhang Can



Zhang Jun



Zhang
Qingping

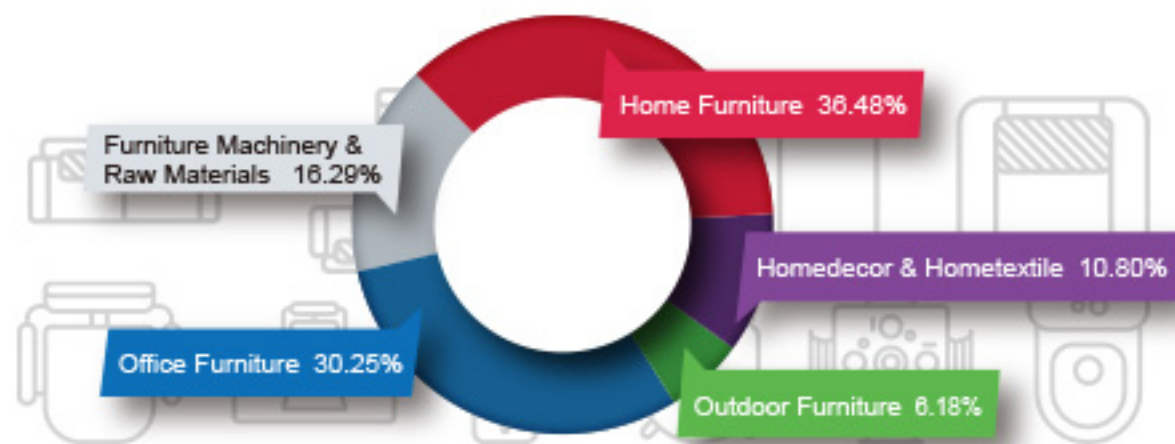


Zhao Shan

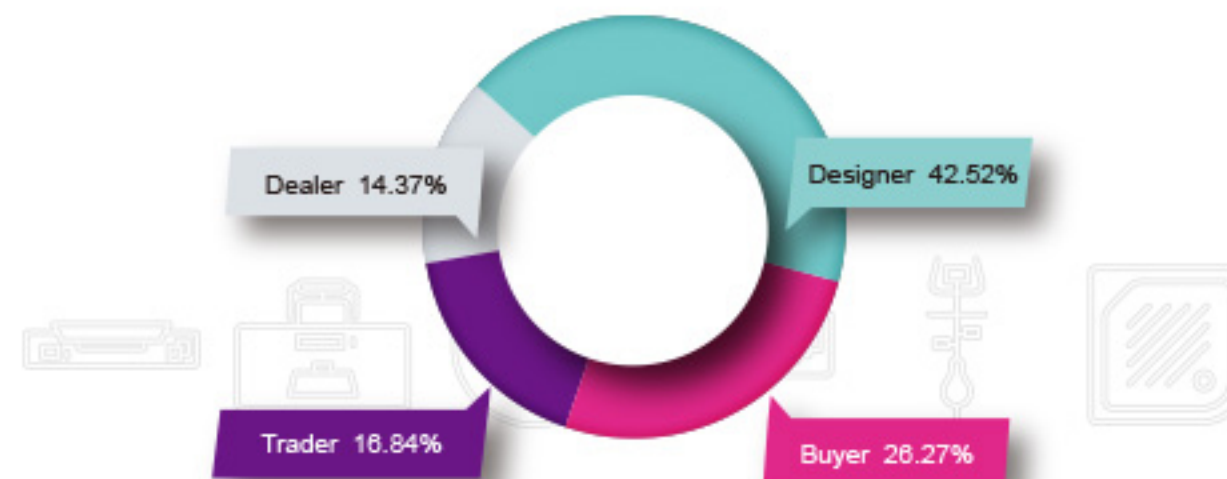


Zhu Xiaojie

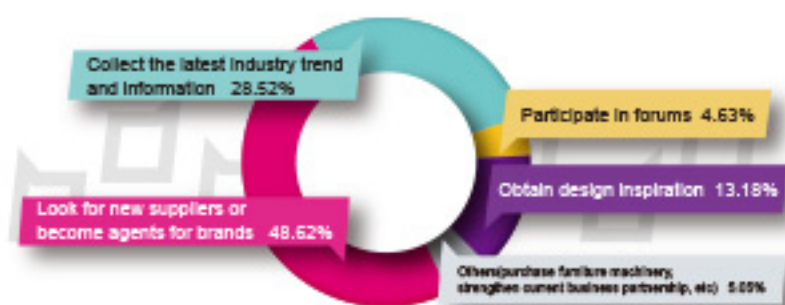
≡ Data Analysis



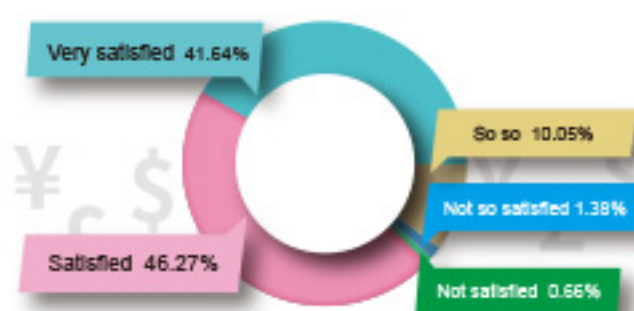
Exhibitors
Product Types
(According to Scale)



Visitors
Types of
Professional Visitors



Visitors
Purpose of Visit



Visitors
How Visitors Find their Targets Fulfilled



Visitors
Comments on CIFF

CIFF(Guangzhou) continues to seek new change and always strives to improve its quality and service, create more values for the industry and contribute to the development of China's and global home furnishing industry.



BETTER LIFE BETTER WORK

The 45th China International Furniture Fair (Guangzhou)

2020.3.18-21

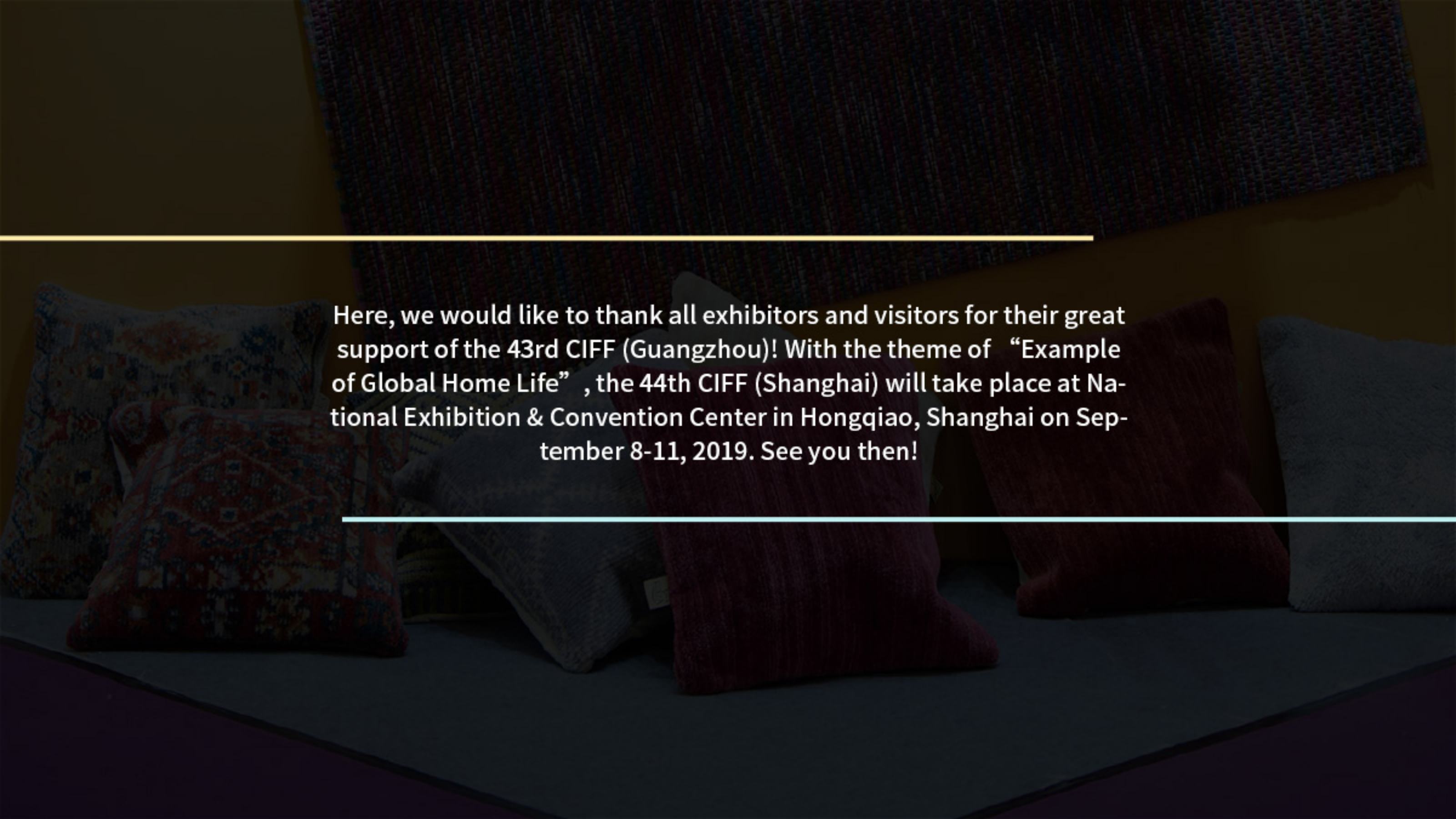
2020.3.28-31

Home Furniture

Office Furniture

CIFM/interzum guangzhou





Here, we would like to thank all exhibitors and visitors for their great support of the 43rd CIFF (Guangzhou)! With the theme of “Example of Global Home Life” , the 44th CIFF (Shanghai) will take place at National Exhibition & Convention Center in Hongqiao, Shanghai on September 8-11, 2019. See you then!



第44届中国(上海)国际家具博览会

The 44th China International Furniture Fair (Shanghai)

■ Boutique Lighting	N Hall
■ International & Lifestyle	Hall 3
■ Contemporary Design (Modern Design/Designers/Design IP)	Hall 4.1
■ Trendy Design (Classic Design/Kids/High-end Customization)	Hall 5.1
■ Outdoor & Leisure, Homedecor & Hometextile (Outdoor Furniture/Homedecor & Hometextile)	Hall 6.1

■ Shanghai International Furniture Machinery & Woodworking Machinery Fair 2019	Halls 7.1 & 8.1
■ Sleep Center & Dining Room/Living Room (Soft Beds/Mattress/Dining Room/Living Room Furniture)	Hall 5.2
■ Sofa	Hall 6.2 & 7.2
■ Fashion Office	Hall 8.2





See you next time



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