

1 HOME FURNITURE

🕒 2023 / 03.18 ▶ 21

2 Office and Commercial Space

🕒 2023 / 03.28 ▶ 31

3 CIFM / interzum guangzhou

🕒 2023 / 03.28 ▶ 31

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

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See you IN 2023!
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GUANGZHOU PAZHOU
🏠 Canton Fair Complex / PWTC Expo



2022中国广州国际家具生产设备及配料展览会
China International Furniture Machinery & Furniture Raw Materials Fair
(Guangzhou) 2022 / interzum guangzhou

POST SHOW *Report*

CIFM / interzum guangzhou

2022
7.26-29 GUANGZHOU / PAZHOU

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



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2022.7.26-29
Pazhou Canton Fair Complex

Professional audiences

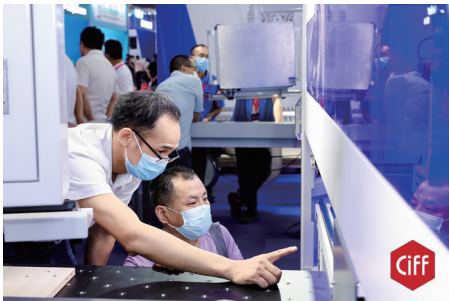
83,791

Exhibition area (m²)

150,000

Number of exhibitors

1,200



Review of Highlights at CIFM/interzum guangzhou 2022

From July 26 to 29, CIFM/interzum guangzhou 2022 took place in Canton Fair Complex, Pazhou Island, Guangzhou. As the world's top and Asia's largest flagship event for furniture production, woodworking machinery and the interior decor industry, it attracted 83,791 professional audiences.



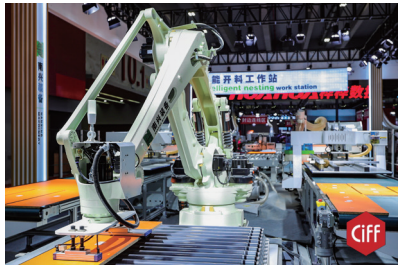
Application of Cutting Edge Achievements: New Momentum of the Intelligent Manufacturing Industry

CIFM/interzum guangzhou 2022 focused on new products, new technologies and new concepts. Upstream suppliers engaged in production equipment, furniture accessories, furniture hardware and downstream participants of the industry presented a high-quality feast through full-chain collaboration. Leading brands around the world offered inspiration for intelligent manufacturing, design and functional innovation.



Flagship Production Equipment: Technology Boosted the Upgrade of Intelligent Manufacturing

With the advent of the smart era, equipment plays a leading role in the production of furniture and provides an endless stream of power for the industry. This year, furniture manufacturing equipment area was joined by well-known brands including BACCI, BIESSE, Cefla, Dekui, Freud, Hanslaser, HOMAG China, HUAHUA, HOLD, Hua Jian, Hengchang, Hengye, IMA, IECHO, Giantway, KDT, Kehua, Lianrou, Leitz, Qilin, Motimac, Makino, Xinma, Nanxing, Naigu, PMSK, Prettech, Qianchuan, Richfruits, SANDAR, XINQUNLii, Tuodiao, WEINIG, excitech, Yuetong, Yuantian and ITTA (in random order) . They exhibited cutting edge equipment backed by advanced technologies, leading a technological reform of intelligent furniture manufacturing.



Constantly Improved Furniture Accessories: Life Aesthetics Based on Innovative Design

The furniture accessories area brought together outstanding manufacturers such as AHEC, ARPICO, ALVIC, Anran、Anli,Aibo, Aidefu,Weihong, Boyteks, Coolist, DewertOkin, Dilong, Dream Leader, Furen, Global Textile, Henkel, Huali, Huawon, Huacai, Hyundai L&C, impress, Interprint, jowat, Kastamonu, Kangqiang, Kronospan, Jiashijia, JSY, Kinnay, Kaimei, Kaijie, Liwang, Liamax, LamiGraf, Lien A , LINAK, L&S, Lenier, LX HAUSYS, Motek, perfect, Quanli, Qifeng, REHAU, Schattdecor, Sugatsune, SURTECO, SUSPA, SABA, Sinowolf, Sendme, Taiqiang, Home Magic, Yaodonghua, Yueshan, Yongwei, Yihui, Zhao Gang, Zhong Hong, Zhuokai, Chiwah and Zhongrun Huayuan (in random order) . The upstream suppliers improved user experience with changing colors, touches, innovation in materials and optimized functions, promoted the development of the industry with originality and quality, strove to provide downstream enterprises with the best production solutions, and jointly responded to the demands of consumers for personalized experience and aesthetics.



Top Quality Furniture Hardware: Foster Personalized Living with Leading Technology

The furniture hardware area emphasized product quality and created a feast of top furniture production equipment and hardware. It brought together leading furniture hardware companies including AOSITE, Bonreal, DTC, GARIS, ILIN, Italiana Ferramenata, FGV, Jusen, Locomotive, Meaton, King Slide, Unihopper, LUSTERFUL, TUTTI, Meiki, Nuomi, Novei, opk, ONUS, SH-ABC, Taiming, Titus and KEA (in random order) . The companies showcased a range of new products and technologies, met consumers' needs for customization, strove to support the new development of the industry and meet various requirements on humanized intelligence for an ideal home.



Information Release by Authoritative Sources at High-end Forums Focus on Industry Trends to Lead Future Development

CIFM/interzum guangzhou 2022 gathered upstream furniture production suppliers covering all categories. Top brands domestic and abroad competed with one another, having created one highlight after another. A variety of professional forums and activities were held to discuss hot topics in the industry, explore the infinite possibilities brought by new materials and technologies, and lead the development of the home furnishing industry with intelligent innovation.



Summit Forum on Trend of Chinese and Foreign Timber Industry



Canadian and Guangdong Wood Industry Sharing



"Unbounded Design" Forum



"Speak for Originality, Empower Haute Couture" Summit Forum



"Upstream and Downstream of the Furniture Industry" Special Event

Showcase of Capabilities Both Online and Offline

The 49th CIFF Guangzhou actively embraced digital technologies. It integrated online and offline events for the first time, having received 50.19 million website visits. Focusing on "Guangzhou on July 17 and 26", five actions were launched to empower the industry, namely "recommendation by big names", "dialogue with big names", "live broadcast by big names", "voices from big names" and "industry prospects by big names". A wide range of media jointly delivered "8+365" online and offline integrated exhibitions in China's home furnishing industry to facilitate digital transformation and upgrading in the post-pandemic era.

Full Fire Based on Integrated Channels



Scan the QR code to follow CIFF/Interzum Guangzhou



Scan the QR code to add the WeChat customer service of CIFF



Scan the QR code to follow CIFF WeChat



Scan the QR code to follow CIFF creative community



Search keywords below to follow CIFF channels



Search Douyin to follow CIFF



Search TWITTER to follow ciff_furniture



Search INSTAGRAM to follow ciff_furniture



Search FACEBOOK to follow CIFFexhibitions



Search LINKEDIN to follow china-international-furniture-fair



Strong brands, Voice of Big Names



China Furniture G20 Summit



Big Name Live: New Product Release



Online merge Offline Conference



Online Fair in CIFF Mini program



Product Matchmaking



Guidance of Online visiting



Comments by Media

People's Daily: The 49th CIFF opens in Guangzhou

This session of CIFF Guangzhou actively promotes high-quality development of the industry by facilitating business growth, expanding domestic demand, stabilizing foreign trade and promoting consumption. In particular, efforts made to promote structural reform of the supply side are effectively boosting the upgrade of home furniture consumption.

IDEAT: Questionnaire to five designers: how to reconnect with the world through a design exhibition

In the post-pandemic era, the exhibition industry which should have bloomed is stagnant owing to uncertain external environment. This week (July 17-20), the 49th CIFF·Home Furniture came to a productive conclusion in the Canton Fair Complex, which was the first super large event in China's home furnishing industry since COVID-19 broke out. As a wind vane of the industry, it injected a 'stimulant' for the recovery of offline exhibitions.

Z Media: Z Media · Du meets the future of home in multi-dimensional space

Hosts and organizer of CIFF Guangzhou as well as local government need to facilitate business growth, expand domestic demand, stabilize foreign trade and promote consumption while effectively coordinating COVID-19 prevention and control. They have met a range of challenges and assumed great responsibilities. A firm positive attitude, sound judgments and an inclusive pattern are the three major dimensions with which CIFF Guangzhou lead high-grade development of the industry in such a special period.

Youju Research Institute: Why did the 49th CIFF Guangzhou stand out from so many home furnishing exhibitions?

There were very few home furnishing exhibitions in the past and the chaotic market was flooded with disorderly competition. Now we have not only "national team" exhibitions but also many emerging regional events that compete with each other. Among them, CIFF Guangzhou is absolutely indispensable. This pilot ship drives the prosperity of the industry and will lead us to a better future.

Xinhuanet: Successful opening of the 49th CIFF Guangzhou strongly boosts China's exhibition economy

We must grasp the key to 'stability' and identify breakthroughs for 'growth' in critical periods. The 49th CIFF Guangzhou provides good experience to learn from. It is a sample for balancing COVID-19 management and economic development and has stimulated the country's exhibition economy.

INTERNI: Intelligence, design, education... cross-border innovation of office furniture brands in promising industries

E-sports, office for work from home, smart office, ecological design, elderly-friendly design, home-based elderly care combining furniture and smart medical care, education products... You can find solutions to all these hot topics at CIFF Guangzhou Office and Commercial Space Show to be held from July 26 to 29.

Southern Metropolis Daily: How to create a sustainable office? Find the answer at CIFF Guangzhou

What should the office of the future look like? What are the essentials of future office furniture and space development in the post-pandemic era? At the 49th CIFF/Interzum Guangzhou opened on July 26, practitioners of the industry presented and discussed answers to these questions.

Sina HOME: "CIFF" Elite Circle: A Platform for Growth into Super Home Furnishing Dealer

CIFF Guangzhou drew a blueprint of elite circle based on its data pool and understanding of dealers' needs, creating a dealer-centered platform to satisfy the demands of dealers and help them resolve difficult problems. The 49th CIFF·Home Furniture has come to a fruitful end. Dealers have proved with their actions that the event was a worthwhile trip, from which they harvested a lot. At the elite circle, dealers can not only find ideal partners and enjoy professional exhibition services, but also gain insight into latest trends in the industry, improve business skills, connect upstream and downstream industry chains and widen their circle.

Feedback from Exhibitors



Peter Legner | CEO of Halma — **Guan Jingtao** | Digital Director of Solution Department, Halma

CIFF Guangzhou is the most important Chinese exhibition for Halma. Here we exhibit the most modern equipment to customers every session. This session has been very popular and we have sold many devices. It provides a platform for customers to learn about our products. We aim to obtain more information, identify industry trends and find measures to respond to market changes. Halma will attend future sessions of the exhibition. We hope CIFF Guangzhou build on past successes and start a new broom.



Luigi Tarini | China Product Team Leader of BIESSE

Good results have been produced at this session. Many old and new customers visited our booth. The exhibition was well organized. It has balanced requirements on COVID-19 prevention and control and our exhibiting needs. We are willing to discuss more cooperation with CIFF Guangzhou.



Cai Jianfa | Marketing Director of Nanxing Machinery

Nanxing has always attached great importance to CIFF Guangzhou, a key fair in the industry. Judging from the situation in this session, the entire industry is reducing labor force, raising efficiency and improving quality. At this session, our products highlighted automation and digitization, having attracted the attention of many customers and dealers. The event enjoyed overwhelming popularity, which well met our expectations. We achieved satisfactory results.

Fei Youbing | Marketing Director of Han's Laser Intelligent Equipment

We aim to promote our products to furniture machinery manufacturing enterprises, so that they can use more sophisticated technology-based assembly and manufacturing equipment. Despite the impact of the pandemic, the enthusiasm of downstream manufacturers was not affected. The exhibition was as hot as the weather in Guangzhou in July. I believe we will gain a lot here.



Zeng Yuanhong | South China Sales Director of Rehau

We clearly perceived that customers at this session pay greater attention to quality and details. They have a strong will and clear goals. This is a good opportunity for Rehau and we created a high contract signing rate. CIFF Guangzhou is the most professional Chinese exhibition of the industry in any respect. Thanks to the organizer for its efforts in organizing this event. We hope to launch in-depth cooperation with CIFF Guangzhou in the future!

Zhang Yang | Sales Director of Guangdong SH-ABC Precision Manufacturing Co., Ltd.

SH-ABC has attended CIFF Guangzhou since its establishment. We have three gains. Firstly, through this event we improve our company's image, increase our product awareness and expand our brand influence. Secondly, we take this opportunity to meet new and old customers and increase communication with the industry. Thirdly, we display new products and invite more customers to feel the value of our products. It is hoped that CIFF Guangzhou and exhibitors will foster win-win cooperation and join hands to create a more brilliant future.



Wang Yu | Marketing Director of Zhejiang Dilong New Materials Co., Ltd.

We participate in CIFF Guangzhou every year to communicate with upstream and downstream companies, consumers and designers. Many audiences visited our booth today and exchanged views with us. We will attend future sessions to listen to the voices of more consumers.



Remarks by Visitors

Sebastian from Colombia



I've been in China for 6 years. I engage in foreign trade of hardware and furniture with customers in Central America and Europe. I met many reliable suppliers at CIFF and Chinese products are very competitive. The live stream launched by CIFF enabled many overseas customers who were unable to come due to the pandemic to watch the exhibition online, which was very helpful to me. I have to say that this event is very impressive. Thanks to CIFF and hope it will gain new heights in the future!

Furniture manufacturer from Suzhou, China



I am a furniture manufacturer from Suzhou, China. For is event, I intend to find the right partners, see what new materials are available and check if there are any upgrades in processing machines and technologies. I walked around office furniture area and manufacturing equipment area. Many exhibitors are aimed at mid-to-high-end consumers. My team will adjust our products and market layout according to industry trends.

Designer from Guangdong, China



I am a furniture designer from Guangdong, China. By attending CIFF Guangzhou, I hope to learn more about the color matching, materials and craftsmanship of the latest furniture. I drew a lot of experience from peers and am greatly inspired.

A glimpse of audience flow

