

FIRST DESTINATION FOR INTERNATIONAL FURNITURE AND FURNISHING PURCHASES IN CHINA

展后报告

POST SHOW REPORT

52nd

FIRST DESTINATION
FOR INTERNATIONAL FURNITURE
AND FURNISHING PURCHASES
IN CHINA

The 53rd China International
Furniture Fair (Guangzhou)

HOME FURNITURE

Mar. 18th-21st, 2024

OFFICE AND COMMERCIAL SPACE
CIFM/interzum guangzhou

Mar. 28th-31st, 2024

GUANGZHOU · PAZHOU
CANTON FAIR COMPLEX / PWTC EXPO

The 54th China International
Furniture Fair (Shanghai)

Sep. 11th-14th, 2024

SHANGHAI · HONGQIAO
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NATIONAL EXHIBITION AND CONVENTION CENTER
(SHANGHAI HONGQIAO)

5-8 SEPTEMBER 2023

Ciff THE 52nd CHINA INTERNATIONAL FURNITURE FAIR (SHANGHAI)
第52届中国(上海)国际家具博览会

Introduction

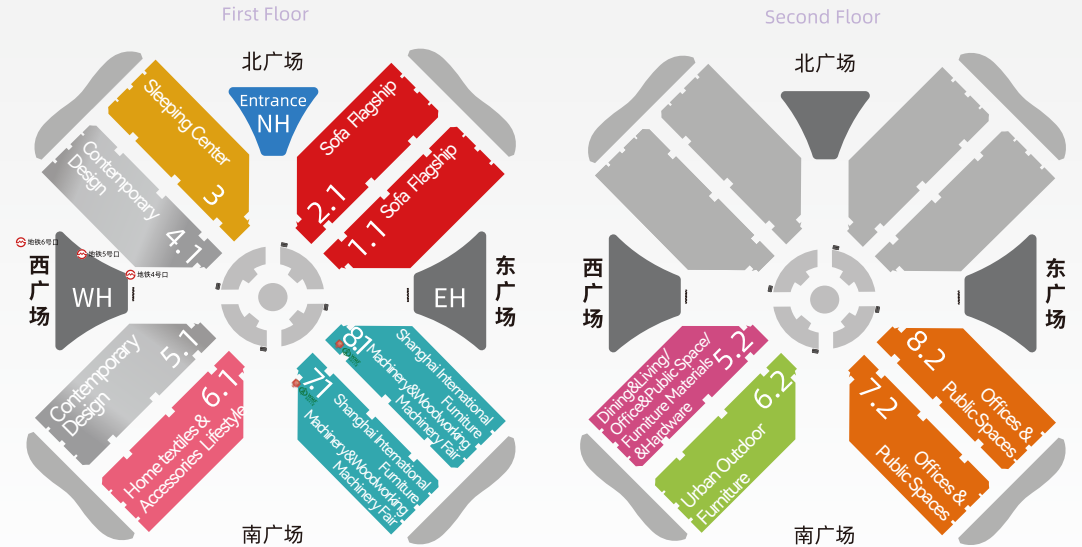
China International Furniture Fair (Guangzhou/Shanghai) (hereinafter referred to as "CIFF") is the flagship brand exhibition of China Foreign Trade Center Group, a unit directly under the Ministry of Commerce. As the best one-stop global furniture and furnishing business platform founded in 1998, CIFF has built itself into a large-scale furniture&furnishing chain exhibition platform from the dimensions of time, region and industrial chain. Since September 2015, it has been held in Pazhou, Guangzhou every March (spring session) and Hongqiao, Shanghai every September (autumn session). The spring and autumn sessions, along with the unique charisma of the two cities, bring together about 6,000 top domestic and foreign brands, receive more than 500,000 professional attendees, and successfully influence the most economically dynamic regions in China, the Pearl River Delta and Yangtze River Delta.

After more than 8 years of development, CIFF (Shanghai) is now taking a quality domestic market as the foundation, striving to boost domestic and foreign sales at the same time. It integrates and empowers the exhibition stores, and allows the top design brands and the leading brands in the industry to reinforce each other. CIFF (Shanghai) exhibits comprehensive themes, covering the entire industry chain (both upstream and downstream) of furniture and furnishing. With home design as the core, CIFF covers all themed products including bedding, sofas, dining&living rooms furniture, office&public spaces and hotel furniture, furniture machinery, home textiles and accessories, outdoor furniture&furnishing, etc. As the world's leading professional furniture exhibition, CIFF (Shanghai) also holds the CIFF Woodworking Machinery Fair (WMF), CIFF Shanghai Offices&Public Spaces Exhibition, CIFF Shanghai Home Textiles&Accessories Lifestyle Exhibition, and CIFF Shanghai Urban Outdoor Furniture Fair, committed to realizing 24/7 sales in all channels around the year, and building a diversified home furnishing ecosystem that is mutually beneficial and win-win.

◆ Exhibition area 340000m² ◆ 1,500 exhibiting brands

◆ A total of 93,474 attendees

84611 domestic attendees, 8863 overseas attendees



Layout plan of the exhibition area

Exhibition Overview

The 52nd CIFF (Shanghai) adopts the theme of "Leading New Consumption, Serving New Patterns". The exhibition is mainly characterized by home design, covering the entire industry chain (both upstream and downstream) of home furnishings.

12 exhibition pavilions in the National Convention and Exhibition Center (Shanghai) are used, and they are 1.1 and 2.1 for Sofa Flagship, 3 for Sleeping Center, 4.1 and 5.1 for Contemporary Design, 6.1 for Home Textiles& Accessories Lifestyle, 7.1 and 8.1 for Shanghai International Furniture Machinery&Woodworking Machinery Fair, 5.2 for Dining&Living/Office&Public Space/Furniture Materials&Hardware, 6.2 for Urban Outdoor Furniture, 7.2 and 8.2 for Offices&Public Spaces.

- ◆ Time | September 5-8, 2023
- ◆ Location | National Convention and Exhibition Center, Hongqiao, Shanghai
- ◆ Mission | To build a world-class exhibition platform to serve the high-quality development of the home furnishing industry
- ◆ Vision | To become the No.1 exhibition for China's home furnishing and design
- ◆ Positioning | China's home design platform of choice

Exhibition Highlights

Refreshing shopping, serving the new patterns of furniture&furnishing consumption



On September 7, the launching ceremony of the "National Home Refreshing Shopping Season and Shanghai Furniture Consumption Festival 2023" was held, with the attendance of Vice Minister of Commerce Sheng Qiuping. In addition, relevant officials from the Shanghai Municipal Government and local commercial authorities, as well as representatives from relevant industry associations, financial institutions, and home furnishing companies participated in the event.

September 7 and 8 was set as "CIFF Shanghai Home Refreshing Shopping Days", bringing together one hundred renowned companies to launch new products, uniting dealer stores across the country to jointly release consumer preferential policies, such as exhibition sample clearance sales, promotions on popular products, on-site coupon handouts and offline orders, to help unleash consumption potential and better meet consumers' diversified home furnishing needs.



60000 m² Three "poles" of design leading new trends in furniture consumption

The contemporary design pavilions have been built to occupy an area of 60,000 square meters, with a high degree of participation of commercial design brands, high intensity of design content, and high launch rate of new products from renowned brands. Top international and domestic design brands have confirmed their participation in the exhibition, presenting a new style of home design to the industry. CIFF has truly conquered the commanding height of China's home design.



90000 m² High-end software presenting, high-quality home scenarios

Three high-end software pavilions have been built to include two Sofa Flagship pavilions and a Sleeping Center, covering a total area of 90,000 square meters. The Sofa Flagship pavilions bring together leading domestic and foreign brands to present high-quality home scenarios. CIFF aims to create the pavilion for state-of-the-art smart sleep ecology, involving international sleep, Chinese style sleep, and smart sleep&life, striving to boost healthy sleep consumption.



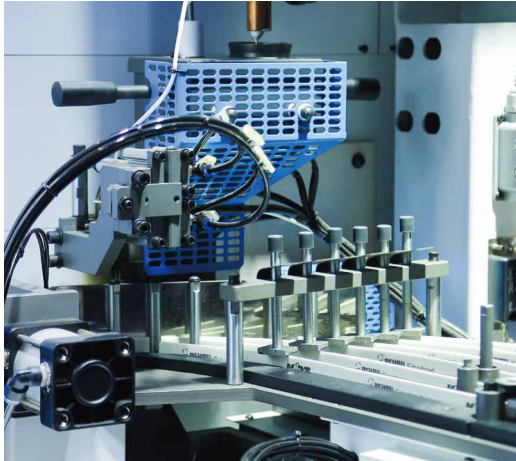
Exhibition Highlights

Four major sub-fairs promoting the upgrade of furniture supply

The four sub-fairs, CIFF WMF, CIFF Shanghai Offices&Public Spaces Exhibition, CIFF Shanghai Home Textiles&Accessories Lifestyle Exhibition, and CIFF Shanghai Urban Outdoor Furniture Fair were held at the same time, covering the entire home furnishing industry chain (both upstream and downstream), opening up a new, youthful and diversified lifestyle from multiple dimensions, and helping to optimize and upgrade home furnishing supply.

150000 m²

◆ CIFF International Woodworking Fair (WMF)



◆ CIFF Shanghai Offices&Public Spaces Exhibition



◆ CIFF Shanghai Home Textiles & Accessories Lifestyle Exhibition



◆ CIFF Shanghai Urban Outdoor Furniture Fair



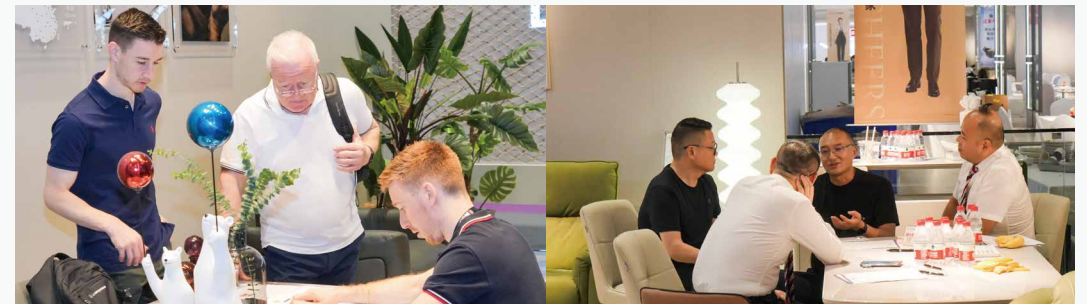
100000 people
Precise invitations and concerted efforts to boost household consumption

Through double integration, we collaborated with Macalline to hold regional tours, group and joint marketing activities with different regions and stores, invite the right dealers to the fair. CIFF Organized a series of special exhibition forums to accurately access designer database resources, invite designers to the fair, and use professional design capacity to boost home consumption.



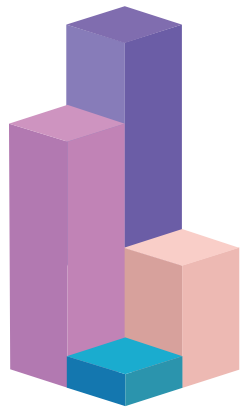
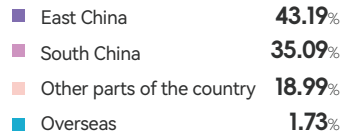
International Two-pronged approach, calling on the circle of friends globally

CIFF gives full play to the advantages of being the top platform, and gather global resources of high-end dealers, designers, and media to promote in-depth connection between global industries. It also makes full use of the advantage of "exhibition and store synchronization" to promote the launching of new stores after the fair, providing effective channels to boost consumption. Moreover, CIFF launched the "International Buyers Return Plan" to make arrangements for overseas buyers to attend the fair, promote foreign trade, help export companies go overseas, and smooth the international trade of furniture&furnishing.

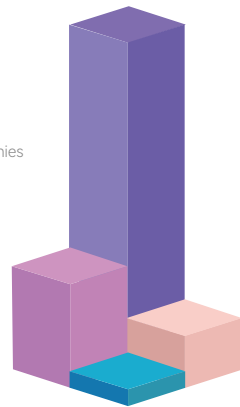
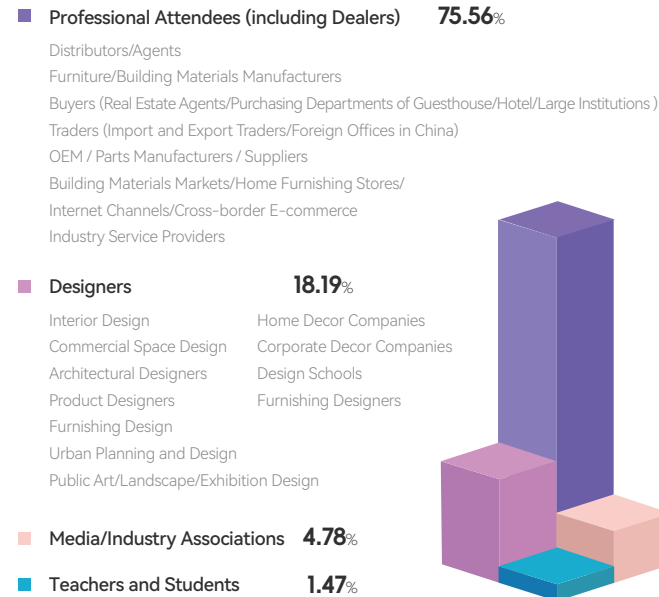


Data Analysis

Exhibitor Data

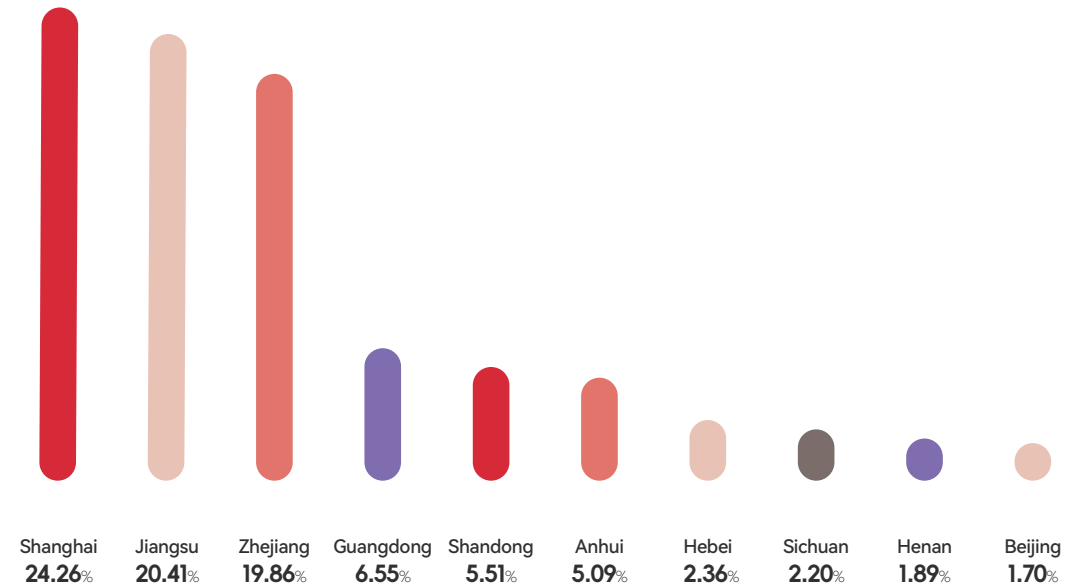


Types of the Professional Attendees

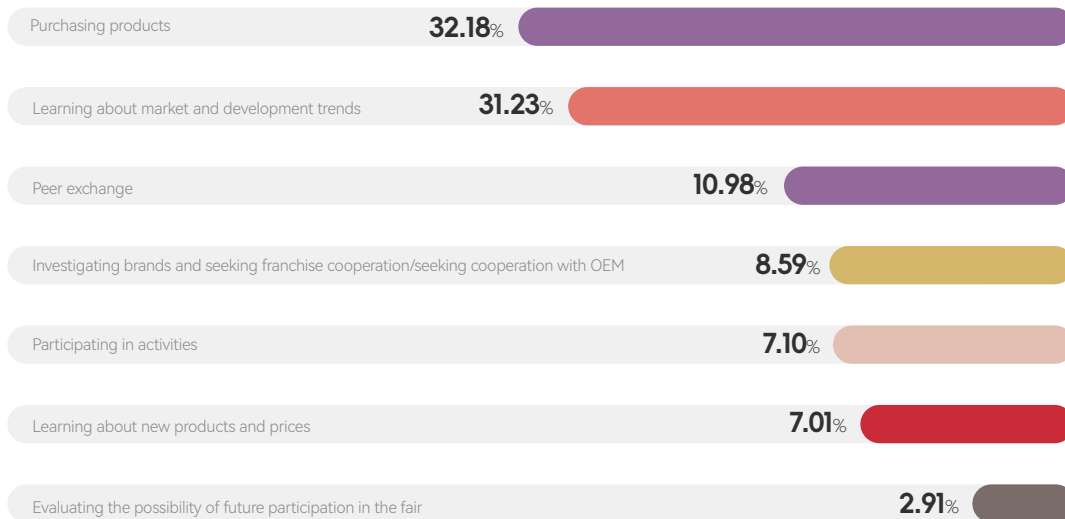


Origins of Attendees

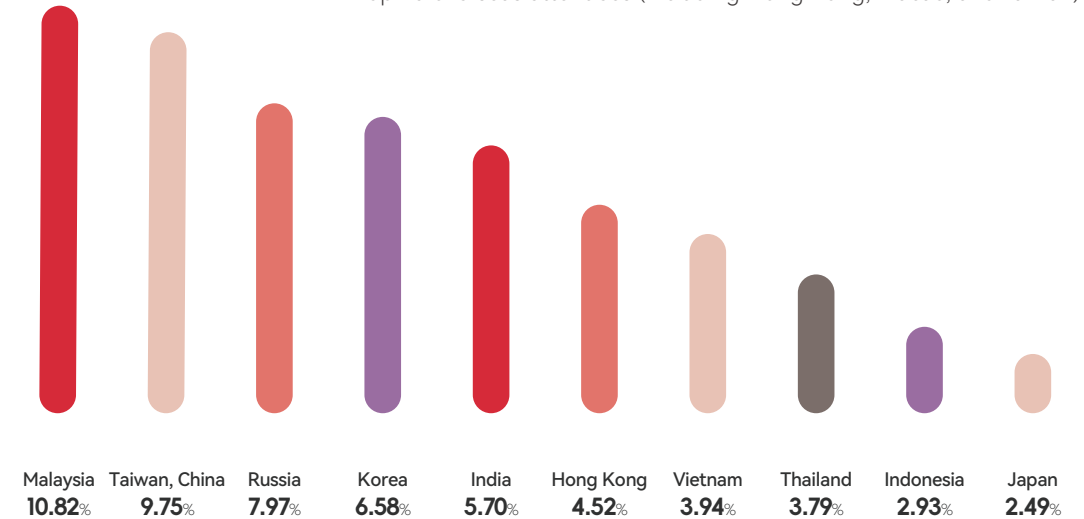
Top 10 domestic attendees origins



Purposes of the Attendees



Top 10 overseas attendees (including Hong Kong, Macao, and Taiwan)



Live Sharing - Featured Theme Exhibition

● East Design Show

The East Design Show is a special exhibition of design themes of CIFF (Shanghai). It is held every September since 2015 at the National Convention and Exhibition Center in Hongqiao, Shanghai. It has been held for seven consecutive years. Today, the East Design Show has become a relatively mature incubation platform for young designers in China. The East Design Show 2023 was held in Hongqiao, Shanghai from September 5 to 8. It was still centered on "youth" and told the stories of young design and young designers through the four major sections, the Preface Hall of Design, Rebirth of Design, Bazaar of Design, and East Tea Party. They covered the design works in different fields such as furniture, utensils, art installations, handicrafts, and new material applications, with design as the start and life as the destination.



● Design Dream Show (DDS)

Elasticity empowers life with more possibilities. This year, DDS adopted the theme of "Elastic Island" at CIFF (Shanghai). As a contemporary home trend concept exhibition jointly incubated by Macalline and the Innovation Design Alliance, DDS employed a brand new concept to work with designers and trendy home brands to create five major home trend design islands, aiming to grow stronger and explore a new height of trendy home furnishings.



● Grand View Tea Ceremony

Beauty is a way of life, which can be as plain and still as a lake or as profound as the sea... Grand View Tea Ceremony connects life and aesthetics, observes the self, the world, and life... Tea can be intoxicating, flowers can be used to please the self, and poetry can help one enter a realm beyond, the fragrance can refresh the spirits... In the tea opera Grand View Tea Party, everything is just for the presence of beauty and the meeting of the heart... The golden vat is in Yuhu at early night, and the silk reed is played in Handan Palace... 15 outstanding tea masters brought to life the luxurious scene in the famous Chinese painting, Han Xizai's Night Banquet: Past and Present Life...



● Harmony at Home Makes Everything Prosper—— Exhibition on the integration of design and humanities

Harmony at Home Makes Everything Prosper was an exhibition integrating design and humanities. It held celebrity forums and cross-border exhibitions from the six dimensions of culture, art, design, business, technology, and the new future, using Chinese culture to explain what good home design is. The 4-day and 6-session design culture and celebrity forum invited 16 heavyweight guests and design gurus in the fields of culture and art to exchange opinions on the new industry development trend of the integration of "design and humanities", creating an inspiring and exciting art feast.



● CIFF SELECT SHOW

As a major special exhibition that debuted at the 52nd CIFF (Shanghai), the CIFF SELECT SHOW is not only a selected brand exhibition that brings together the leading design and manufacturing of the home furnishing industry, but also a more open and valuable trend show, aiming to build an industry exchange platform, activate brand creativity, and lead the trend of life. 2023 is a year of rebirth for the entire industry. Therefore, CIFF SELECT SHOW set the theme as Rebirth and chose ten groups of Selected Products to show off the new future.



Live Sharing - Featured Theme Exhibition

● Office and Life Pavilion

The theme of the 2023 Shanghai Office and Life Pavilion was "Hello! Design". It was a themed pavilion that placed special emphasis on original office furniture design. The overall appearance is a combination of round and square shapes and lines, reflecting the design concept of "round heaven and square earth".

With the concept of "exploring the realm of endless creativity", this original office furniture show integrated the heaven and the earth, technology and fashion. In this themed pavilion full of infinite possibilities, the lines and shapes of circles and squares complement each other, and they symbolize the endless source of creativity, as well as the perfect combination of tradition and modernity, humanity and technology. The architecture of the themed pavilion itself is a work of art. It is based on a simple and elegant square shape, and then uses smooth and elegant circular elements as its form, integrating technology and humanities. Stepping in, you feel as if you are at the junction of the future and reality, and you can't help strolling around to discover the charm of design. The original furniture in the pavilion has naturally become the most dazzling star. Each piece of furniture is the result of a designer's hard work. It is based on fashion and inspired by personality, enthusiasm, and technology, showing avant-garde and unique temperament. You can listen to the conversation between furniture and people, and feel the stories and inspiration behind them. Furniture is no longer just a functional display, but an expression of an attitude towards life, giving the office space a unique artistic atmosphere.



● Fashion Office Carnival

This special exhibition includes more than a dozen brands from home and abroad, displaying real-life fashionable offices and featured products in the exhibition area. It takes designers, representatives from furniture companies and other attendees inside and outside the industry to a fashionable office journey!



● Wan Xiang Cultural and Creative Art Special Exhibition

[CIFF (Shanghai) SHOW PLUS Wan Xiang Cultural and Creative Art Special Exhibition] It is co-organized by CIFF (Shanghai) and Walkingmedia alliance. CIFF (Shanghai) SHOW PLUS Wan Xiang Cultural and Creative Art Special Exhibition adopted the theme of "Wan Xiang" and the slogan of "Collection of Art, Beauty of Life", aiming to create brand new topics involving art life trends, artists' life attitudes, and original home furnishings, and to discover and incubate outstanding design talents around the world.



● Sleep Technology Exhibition

The 2023 China (Shanghai) Sleep Technology Exhibition fully displayed new achievements, new technologies, new services, and new models in the sleep industry. The display content includes, sleep science, sleep environment, smart sleep, bedding, new sleep technology materials, technology-empowered sleep services, etc., to build a comprehensive sleep industry ecology. The 2023 China (Shanghai) Sleep Industry Development Conference was also held at the same time.



● CAMERICH Temporary Storage Garden

At the 52nd CIFF (Shanghai), CAMERICH and Semester Studio collaborated to present a special project called "Temporary Storage Garden". Following the 2020 "Walking among the Sculptures", CAMERICH presented for the first time the brand's newly upgraded layout plan for the north and south gardens. This time, CAMERICH focused on sharing the practical results of this layout, showing the brand's specific ideas for the future upgrade of the design industry and manufacturing industry scenarios. Continuing the active exploration of the vision of sustainable development, CAMERICH is committed to achieving zero waste in all aspects. Since every piece of exhibition equipment and every link can be recycled to the greatest extent, the exhibition venue is like a temporary storage area for materials, hence it was named "Temporary Storage Garden". Attendees can come to the Temporary Storage Garden to take a break, sit or talk.



Live Sharing - Forum Activities

40+ professional forums were held one after another, and hundreds of industry giants gathered in Hongqiao to exchange ideas within the 96 hours, exploring industry pioneering trends and topics as well as deeply empowering the industry.

During the four-day exhibition, four sessions of 2023 Global Furniture Industry Development Forum - China Commercial Design Trends Conference were held for three consecutive days, inviting more than 20 speakers and dialogue guests, sharing their long-term observations, thoughts, practices and explorations from urban renewal, sustainable design, technological transformation, lifestyle, cultural integration, space shaping and other perspectives.

◆ Professional forums 40+

◆ Lasted for 96h

- 01 Friendly Environment and Sustainable Design Trends—
2023 China Commercial Design Trends Conference
- 02 Design Innovation and New Material Application Trends —
2023 China Commercial Design Trends Conference
- 03 New Commercial Space and Brand Communication Design Trends —
2023 China Commercial Design Trends Conference
- 04 Global Vision and Local Design Trends—
2023 China Commercial Design Trends Conference
- 05 Original Tidal Power |
Designers' Choice Product Show and Pioneer Design Trend Forum
- 06 Soft Power |
2023 China Soft Power Furniture Summit Forum
- 07 2023 China (Shanghai) Sleep Industry Development Conference
- 08 2023 Healthy Home New Materials
and Finishing Technology Development Seminar
- 09 Empowering Furniture Trade:
Cross-Border E-commerce and Supply Chain Services
- 10 CIFF Anji Green Home Fair Opening Ceremony

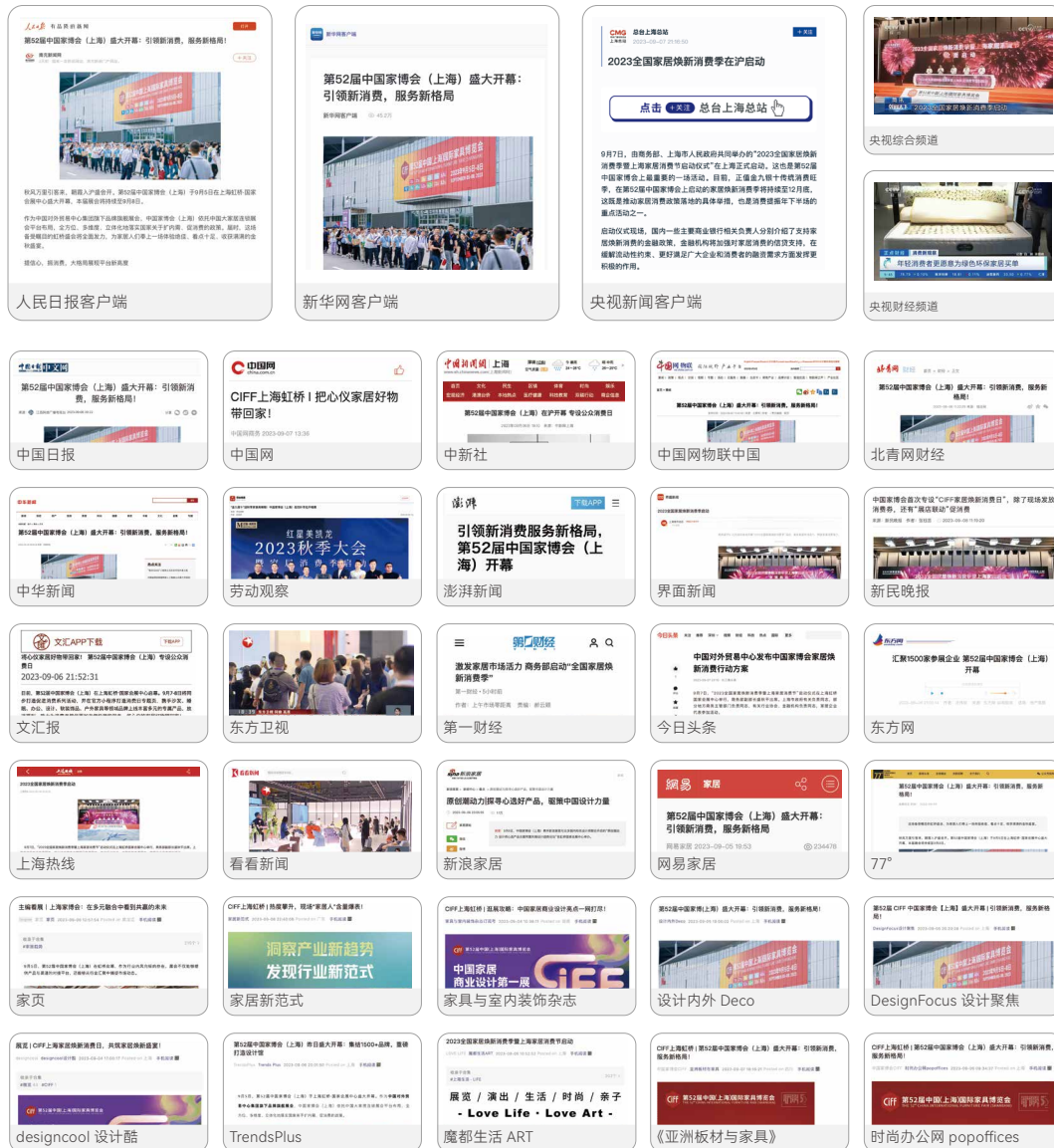


Media Promotion

As one of the world's largest, most comprehensive and influential professional home furnishing exhibitions in the second half of the year, CIFF (Shanghai) has attracted a lot of attention from the industry. Many mainstream media and industry media have rushed to report on the grand event and given a lot of favorable ratings.

This CIFF continued to promote the online and offline integration strategy, building an offline live stream center for Home Refreshing Shopping, and conducting 24/7 online live stream on the platforms of official mini programs and video channels. CIFF made use of its We Media platform for 360-degree all-dimensional publicity to showcase the new designs, new products, and new technologies of the furniture and furnishing industry. It also created popular topics, attracting millions of traffic exposures, and providing strong traffic diversion for participating brands.

- ◆ A total of 46 live stream events were held during the fair
- ◆ 2.6 million online views



Feedback – Media



Yu Bingli | Home Manager of Chengshi Column of The Paper

Under the guidance of the policy of "expanding domestic demand and promoting consumption" and with the vision of "creating high-quality life", what we see is an all-round, multi-layered, and three-dimensional feast of home furnishing brands, whether it is the top 100 brands Collection activities, on-site immersive experience and consumption carnivals, or The Paper's brand interview series are all dedicated to exploring the path to high-quality development of the home furnishing industry and leading new home consumption concepts.



Xu Qingqiu | General Manager of National Furniture Division of Sina Home

The overall effect of the fair is awesome. We visited some exhibitors, and the companies in the Sofa Pavilions and Contemporary Design Pavilions reported that the traffic flow was amazing. This year's fair has many activities and forums throughout the day, allowing both attendees and dealers to learn and improve. After all, in the current environment, many dealers are more cautious, but at the same time confused as well.



Sun Wei | Director of Business Operations of Youju Research Institute

The 52nd CIFF (Shanghai) is the first ultra-large-scale international home furnishing exhibition after the full restoration of fast port customs clearance in 2023. The fair was crowded with people, and merchants from various countries communicated enthusiastically, which perfectly fits the theme "Leading New Consumption, Serving New Patterns". What is particularly overwhelming is the launch of the "CIFF Shanghai Home Refreshing Shopping Days", bringing together one hundred renowned companies to launch new products, linking dealer stores across the country to jointly release consumer preferential policies. It plays an immensely important role in helping unleash consumption potential and better meet consumers' diversified home furnishing needs.



Dai Bei | Producer of "Dai Bei TALK" and "Du Sir Jia Ju"

CIFF is a barometer of China's livelihood economy and an important industry weather forecast for China's home furnishing industry. As a debut platform for international brands and mainstream domestic brands to showcase their capabilities and release their latest products, it is a must-see and must-study fair every year.



Wang Ge | Founder and Editor-in-Chief of Qing House

At the 2023 CIFF (Shanghai), we saw both "desire" and "anxiety." We have witnessed the organizers' unremitting efforts, the participating brands' full commitment, and the special exhibition teams' burning passion. Desire makes everyone involved feel the heat, while "anxiety" stems from everyone's instinctive resistance to pampering. In recent years, After fighting a tough battle, we all know that we can no longer be in that "comfort zone". Living in the comfort zone all the time will make life miserable. After 2023, what makes us even more excited is the future.



Liu Lang | Founder and Editor-in-Chief of ZMedial Home

The 52nd CIFF (Shanghai) is an important event that connects the past and the future. During the four-day exhibition, changes and new ideas coexist. In particular, the richer and more diverse IP special exhibitions reflect CIFF (Shanghai)'s sensitivity to cutting-edge hot spots and new trends, as well as its absorption for good stories. As a co-curator of the Select Show special exhibition, ZMedial Home is also sparing no effort for IP innovation and industry development.



Pan Jian | CEO & Co-Founder of 77° Global Furnishings Media

CIFF (Shanghai) displays the perfect combination of creativity and practicality, showing the latest home design, building materials and decoration concepts. Each pavilion shows the combination of modern technology and sustainable development, allowing us to be full of expectations for the future in the field of home building materials.



Li Muzhi | Co-founder of Literary Space

CIFF is a well-deserved top home furnishing exhibition in terms of planning and trend guidance. After participating in several various home furnishing exhibitions, I believe that the CIFF (Shanghai) is already the leading display platform for home furnishing and building materials in China, in terms of scale, number of exhibitors, and unique oriental design. Brands such as Songyuan Nanchan explore the natural and leisurely spirit of Chinese life. There are also brands such as Moreless and Pusu, which are not limited by materials, styles, and types, and are independently expressing contemporary humanistic styles. As a traditional Chinese culture promotion institution, it is really rare for us to see such a great fair, especially the Grand View Tea Ceremony! As a home furnishing platform, CIFF (Shanghai) will not only provide assistance to industry development, but also become the excellent soil for the future rooting and growth of oriental home design.



Chen Lina | Co-founder of CREATOR

CIFF (Shanghai) not only brings together all categories of home furnishing brands and showcases the latest home design trends, but also provides an important platform for communication and cooperation between brands, dealers, designers, media and others who are involved in the industry chains. It promotes the high-quality development of the home furnishing industry. It is particularly worth mentioning that the successful holding of the "2023 China Commercial Design Trends Conference" has brought multi-dimensional and new thoughts to the industry and promoted the home furnishing industry towards new development opportunities.



Chen Xiaoyun | General Manager of Guangzhou Kasa Media

The 52nd CIFF (Shanghai), as the world's largest and most comprehensive professional home furnishing exhibition in the second half of the year, has attracted much attention from brands, associations, media, designers, etc. in the industry before and after the fair. From the perspective of Kasa Media, this exhibition responds to the needs of the times and implements national policies to promote consumption in an all-round, multi-layered and three-dimensional manner from three major sections: refreshing shopping, design leadership, and trends, exhibiting high-quality and pioneering production capabilities, and leading development trends. CIFF has become an important driver of sustainable development in the industry.

Feedback – Media



Gao Dandany | Editor-in-Chief of Furniture Today

In terms of brand lineup, it has become an industry consensus that CIFF (Shanghai) is the top furniture show in China. The proposal of commercial design brands is a great idea, which integrates Chinese home design and brands very well and can continue to promote the development of the industry in the future. The Contemporary Design Pavilions have a relatively high tone, which is a good encouragement for Dining&Living, especially the solid wood furniture.



Zong Shuhui | Co-founder and Editor-in-Chief of Hometide

The most profound impression of this CIFF (Shanghai) is the innovation. Trends such as life scenarios, design for living, and smart products are fully demonstrated in the fair. In addition, the integration of the four exhibitions is also unique and conforms to the ambiguity between the boundaries of life scenarios in modern life. The most important thing is the application of design innovation in products, so that new ideas and new technologies can be used by the industry. This is an important force in promoting industrial progress, and it is also the significance of an exhibition platform to the industry.



Wang Yanfang | Director of the Editorial Department of New Paradigm of Home Furnishings

A successful exhibition is often not limited to the basic functions of "exhibition + conference", but often has the mission of insight into consumer trends, industry trends, and promotion of investment and trade. In a municipality that is open, inclusive and meticulously managed, CIFF (Shanghai) welcomed the reviews from people working in the furniture and furnishing industry with the same style as the city itself, and handed in a high-scoring answer sheet.



Ellen Gao (Gao Shang) | General Manager of Panels&Furniture Asia (China Region)

The overall layout and design of the exhibition halls of this CIFF (Shanghai) are very intuitive and the guidance is clear. What's more, its special exhibitions have offered us great information and inspiration to take home. Although some companies did not attend due to force majeure such as industry trends, most renowned domestic and foreign brands gathered here in CIFF, bringing the latest technology, the latest equipment, and the latest design concepts. The attendee flow of the exhibition is impressive. Everyone was actively looking for partners, or drawing new inspirations, and exchanging business information with partners. Overall, the effect is very good.

Feedback – Curator



Xiaojie | Curator of East Design Show

If you want to achieve your goal, you must have enough resilience. CIFF (Shanghai) not only shows resilience but also a sense of duty. The 52nd CIFF (Shanghai) not only gathers outstanding designers from China, but also excellent designs from all over the world. We can see a group of exceptional young designers here. Fortunately, East Design Show can be presented in such a platform. I feel it is not only an honor but also a responsibility and a mission, because CIFF (Shanghai) has given great attention and support to innovation and design.



Tang Linr | DDS Curator

This CIFF (Shanghai) is the first offline gathering for all of us after three years of covid lockdown. 2023 is the sixth year that DDS has been working with CIFF (Shanghai). This year, DDS adopted the theme of "Elastic Island", hoping to work with CIFF (Shanghai) to build strength, promote more excellent brands and products for the industry, explore home furnishing trends, and truly create a Chinese carnival of commercial design.



Huang Jianhui | Curator of Grand View Tea Ceremony

The 52nd CIFF (Shanghai) brings together a group of cutting-edge and original design brands in China, focusing on the development of local brand power and exploring the expression of oriental aesthetics. This year the Grand View Tea Ceremony set off again, with tea as the connection, involving furniture, clothing, tea sets, and tea itself. The immersive tea opera Grand View Tea Party was especially impressive, bringing to life the elegant oriental lifestyle with the most oriental sentiment and poetic joy.



Xu Zhaoming | Renowned Professional on International Office Environment and Office Furniture, Founder of Office Union, Master Planner of Guangzhou Office Environment Pavilion, Master Planner of Shanghai Office Life Pavilion

Held at the same time as the 52nd CIFF (Shanghai), the 2023 Shanghai Office Life Pavilion adopted the theme of "Hello! Design" and the concept of "Exploring the Realm of Endless Creativity" to create this original office furniture show characterized by "Round Heaven and Square Earth" and a combination of technology and fashion. In this pavilion, the unique and original works of those designers have set the benchmark for the concept of "Chinese original office furniture".



Chen Zhixuan | Co-curator of "Harmony at Home Makes Everything Prosper"

From culture to art and to design, we have seen the diversity and inclusiveness of CIFF (Shanghai), and we have also seen the future extensibility of the design industry. On the stage of CIFF (Shanghai), we have created a special exhibition IP called "Harmony at Home Makes Everything Prosper", which presented the integration of culture, art and design, and boldly proposed the concept of using Chinese culture as the design coordinate in the future, driving design forward. We are willing to use Chinese wisdom to seek a new breakthrough in the context of "new normal". Use We use Chinese culture to tell the stories of good home design.

Feedback - Curator



Cao Chong | Founder of WALKINGMEDIA, Master Planner of Wan Xiang Cultural and Creative Art Special Exhibition

This long-lost event allows us to obtain the world's latest information and trends, allowing us to better position our next work focus and more development models. We are willing to support Chinese design and CIFF (Shanghai) with the most professional and forward-looking vision!



Wang Lieping | Co-founder of Popoffices

This exhibition has a strong lineup of star brands, and the commercial section brings together creative products to convey fashionable office and life concepts. The professional forum is rich in content and brings new thinking and new concepts to the development of the industry. There are many foreign professional attendees, providing more business opportunities for companies to go overseas. Through online and offline interaction, exhibitors can establish closer ties with end customers, promote consumption upgrades, and bring more benefits to consumers.



Zhuang Ruian | Senior Vice President and Managing Partner of Cheng Chung Design (CCD) Hong Kong

CIFF (Shanghai) first brought us some forward-looking home design concepts. Especially in the consumer market dominated by Generation Z, who have high requirements for the appearance and experience of products, and whose interests are ever-changing. At the fair, we can see many high-quality home brands and home products. These products highlight the design beauty and practical functions that meet the needs of consumers, and can help space projects achieve diversified space experiences and better lead a personalized way of life.



Frank Chou | Founder of Frank Chou Design Studio

The era of integration of design and manufacturing is coming soon. Thanks to CIFF' s concept of "Leading New Consumption, Serving New Patterns" , the barriers between manufacturers, dealers, and designers have gradually been broken down. Nowadays, the upstream and downstream of China's furniture industry chain have been fully characterized by famous brands, efficient systems, and forward-looking strategies. The consumption logic has undergone tremendous changes, and consumers are also becoming "awakened". All trends are pointing towards original design. Therefore, enterprises cannot just confine themselves to their own "small world", but must clearly position themselves in the huge industry chain and push themselves to grow into enterprises with brand reputation and quality designs. With the help of CIFF, let' s take the initiative to meet the challenges and rush to a "game of the brave".

Feedback - Designer



Liu Daizong | Well-known Urban Planning Expert, Chief Representative of Institute of Transportation and Development Policy (ITDP) East Asia Region

The 2023 China Commercial Design Trends Conference held along with the CIFF (Shanghai) focused on the topic of sustainability, which is very forward looking. At the same time, we also saw at the exhibition that many companies have formulated sustainable development goals based on the country's "double carbon" strategy and carried out practices from R&D and application of new green materials to the optimization of and emission reduction in production processes. This is very encouraging. These measures may not bring significant revenue growth in the short term, but in the long run, they will create immeasurable economic, social and environmental benefits for the company itself and the entire industry. I believe they will lead the future development of the home furnishing industry.



Zhang Lei | Founder/Design Director of PINWU and RONG Design Library

As a stage for leading design trends, CIFF (Shanghai) is able to accurately grasp industry trends, which stems from its in-depth insight into the industry. At present, environmental protection and sustainable development have become the focus of the world, and the Chinese home furnishing industry will not be absent from this global sustainability movement. As part of China's national confidence and cultural rejuvenation, the sustainable development of China's home furnishing industry is crucial to creating a true Chinese home furnishing brand. As a designer, I look forward to seeing more works that integrate culture and sustainable concepts at CIFF (Shanghai), and promote the development of the entire industry in a healthy direction.



Fu Zhiyuan | Founder of Jiaxing Fu Zhiyuan Decoration&Design Co., Ltd.

Under the pressure from the current environment, we can see from this exhibition that many manufacturing companies are silently exploring, gathering their design power, and providing designers with a more solid guarantee for creating beauty through the sharing of supply chain advantages and breakthroughs in materials and processes. It also provides customers with more value-added products, providing unlimited possibilities for China's construction and interior design industries.



Pi Dunwei | Founder of O.A.O Design Team

We saw great changes at this year's CIFF (Shanghai). In addition to higher product-market application connectivity in the design section, exhibitors' products have also become less homogeneous, with increasingly clear features of their own. Moreover, the exhibited products have separated the groups of designers and dealers&distributors, which greatly enhances the timeliness of viewing the fair. At the same time, we also saw many new manufacturers of niche products and single product types that were not seen before, and they have very good resource acquisition capability for product applications in the residential housing market.

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