furniture

THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

18-21 March 2017

1st Phase -18-21 March 2017
home/homedecor/hometextile/outdoor

Welcome

3,900
Exhibitors

750,000
sqm

250,000
Attendees

Welcome to our fair, the only one in the world that can give you a global experience of the Chinese furniture context.
A fair designed to welcome you and provide you with the support you require in order to conduct your business by means of the services provided by our platform.
CIFF, the world's largest furniture fair, is about to open!
We look forward to seeing you in Guangzhou.

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Founded in 1998, China International Furniture Fair has been successfully held for 38 sessions. Every year the spring edition in Guangzhou connects over 3,900 world leading brands with more than 170,000 professional attendees from 200 countries and regions, creating immense value for the international furniture industry.

Covering 750,000 square meters, CIFF (Guangzhou) covers the upstream and downstream industry, showcasing leading brands of home furniture, home decor, home textiles, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials.

With the theme of "Better Life, Better Work", CIFF 2017 will spare no effort to enhance exhibition quality and provide excellent service, bringing closer connection among industry stakeholders. CIFF is the must-attend furniture industry event in Asia that provides all-round solutions for every attendee from afar.

Welcome

I warmly invite you to visit the next edition of CIFF in Guangzhou, a dynamic platform to create market value for the furniture sector, industry and enterprises, striving for a better future for exhibitors and visitors.

CIFF takes place twice a year in **Guangzhou in March** and in **Shanghai in September** focusing on both the international market and the broader Chinese one.

China presents more positive factors and opportunities than challenges. In the next 4 years, China will build a moderately prosperous society in all respects.
China will stand out in the global market in the 21st Century. CIFF helps the enterprises occupy the commanding heights of China market based on the strategic layout in the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China, thanks to their powerful engines and great influence.

We always believe that exhibitors and visitors are the true masters of the exhibition. The central idea of CIFF is "All-around Matching" based on the entire industry chain of furniture and home furnishings to achieve **brand matching, trade matching, fashion matching, design matching, decor matching, technology matching, material matching and media matching.**

In 2017 CIFF will bring together nearly 6,000 exhibitors and host more than 250,000 professional visitors from over 200 countries and regions, covering the themes of home furniture, home décor & home textile, outdoor & leisure furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials. The 1,15 million-square-meter CIFF will create more value for enterprises by all-round matching.

Different from the general business organizations, **we are a state-owned organizer in the exhibition industry. We serve exhibitors and visitors** wholeheartedly dedicatedly centering on the market demands, instead of pursuing private interests.

We believe that we can realize the China Dream of better life for all the people in the furniture and exhibition industries as long as we organize the exhibitions dedicatedly and stand together with the sector, industry and enterprises!

Li Deying
general manager
China Foreign Trade Exhibition General Corp.

Facts & Figures

Date of the event	Phase One: 18-21 March 2017
Organizer	China Foreign Trade Exhibition General Corp.
Frequency	twice a year (March in Guangzhou, September in Shanghai)
Venue	China Import & Export Fair Complex and Poly World Trade Centre Expo
Sectors	home furniture - home decor & hometextile - outdoor & leisure furniture
Opening times	daily from 09:00 a.m. to 06:00 p.m.
Visitors Target	Every type of furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators
Website	www.ciff.furniture
Contact	Ms. Gina Ho ginaho@fairwindow.com.cn Ms. Victoria Cao caoxw@fairwindow.com.cn Mr. Joseph Chan chenxian@fairwindow.com.cn

The 39th China International Furniture Fair (Guangzhou)

Phase 1: Hall Plan

18-21 March 2017
home/homedecor/hometextile/outdoor

Home Furniture

- International Hall 1.1-3. 1
- Design Hall 4.1-5.1
- Modern Furniture/Kids & Teens Furniture 1. 2
- Modern Furniture/Nordic Furniture 2. 2
- Modern Furniture 3.2-4. 2
- Customized Furniture/Smart Home 5. 2
- Dining & Living Room Furniture for Export 6.1-8. 1、Aisle Y
- Sofa Premium 9.1- 11.1、11.2
- Sofa for Export 12.1-13. 1
- Sleep Center 12.2-13. 2
- Classic Premium 9.2-10.2
- Classic Fashion 9.3-10.3
- Classical Sofa/ Neo-Chinese 11.3

Hometextile

Home Fabrics 14.1
Carpets\Home Fabrics 15.1
Bedding 15.2

Homedecor

Zen & Paintings 14.2
Artificial Flowers\Mirrors \Bedding 15.2
Lighting 16.2
Customized Soft Decoration 14.3
Customized Soft Decoration 15.3
International Brands and Original 16.3
Clocks\Sculptures\Gramophones\Frames\Fountains etc. 14.4
Pottery\Glassware 15.4
Artware\Gifts\Household Items\Design 16.4

Outdoor & Leisure

Discover Outdoor Space Solutions 17.1
Find Creative Outdoor Design 18.1
See Smart Leisure Furniture 17.2
Enjoy Sunshine Life 18.2
Global Garden Lifestyles Festival/Furniture Design Hall 17.3

Home Furniture

Covering 260,000 sqm, CIFF-Home stretches into 26 halls in Areas A, Area B and Aisle Y of China Import & Export Fair Complex.

Based on the changing market demand and customer experience, CIFF-Home optimizes exhibition layout and extends specialized themes.

It will expand the **upholstered sofa (Halls 9.1, 10.1, 11.1 & 11.2 in Area B) and add the Dining & Living Room Furniture for Export (Halls 6.1-8.1 in Area A) and Sofa for Export (Halls 12.1 -13.1 in Area B).**

International Styles, Global Opportunities

The International Hall will create a global furniture platform based on the theme of "International Styles, Global Opportunities". With a total scale of over **30,000 square meters, Hall 1.1, 2.1 and 3.1 in Area A** will host furniture brands from the **United States, Italy, UK, Singapore** and **Turkey**. The **US Pavilion** is ready to debut, showing their new products with the **Turkish, Malaysian, Thai** and **Korean Pavilions.**

The **Fashion Hall** is wholly upgraded into **Hall 4.1** and an additional **Hall 5.1 in Area A,** with more **original products** and **young enterprises,** infusing new vitality into the furniture design sector.

CIFF strives to connect the upstream, midstream and downstream industries of the customized and intelligent home furnishings. It specially sets up the **Customized /Intelligent Furniture (Hall 5.2 in Area A)** to display the most cutting-edge customized and intelligent products and ideas to promote the development of the customized and Intelligent themes.

CIFF will bring together leading **kids furniture** brands at **Hall 1.2 in Area A**, building a healthy growing environment for the future of the country.

The **Sleep Center** in CIFF Guangzhou 2017 will continue to work with leading brands to present sound sleep and healthy life at **Hall 12.2** and **13.2 in Area B**.

The **Neo-Chinese section at Hall 11.3** in **Area B** will continue to carry forward classical **Chinese style, complementing with the classical European and American styles** shown in the **Classical Premium (Halls 9.2 &10.2), Classical Fashion (Halls 9.3 & 10.3) and Classical Sofa (Hall 11.3)**. Apart from Chinese-style furniture, the Neo-Chinese will display tea art, rosewood arts & crafts and root carving, reflecting the beauty of oriental civilization.

Products preview

1
City.W
2
Centro
3
Mynice
4
Inching

5
Feimei
6
City.W
7
Centro
8
Wayes
9
Sepsion

Products preview

1

2

1
SPZP-Home
2
Wayes
3
Weiman

3

4

5

4
City.W
5
City.W
6
P&L
7
P&L
8
Okgo

6

7

Products preview

1
V+
2
Dawood
3
CS Furniture
4
Oriental Creation

5
URUS biso
6
St. Moya
7
St. Moya
8
HYMZ_Home

Homedecor & Hometextile

3

4

A World of Decoration, A World of Fashion, the 80,000-square-meter Homedecor & Hometextile section is to present an interior environment blending quality home decoration and fabrics. Showcasing multiple styles including modern style, classical style and country style, CIFF will create a diversified space for fine home décor exhibits and reflects trendy lifestyle.

Lit up by a romantic ambiance, the Homedecor & Hometextiles section is just as enjoyable as an art gallery, featuring exquisite exhibits in a series of specific sectors, including **Zen & Paintings, Artificial Flowers/Mirrors/Bedding, Lighting, Customized Soft Decoration, International Brands & Original, Clocks/Sculptures/ Gramophones, Pottery/Glassware, Art ware/ Gifts/Household Items/Design, Home Fabrics and Carpets.** Among them, the oriental Zen (Hall 14.2) is newly introduced to create a simple, natural and balanced lifestyle of artistic refinement.
CIFF and Shenzhen ADC will co-host the **China Decoration Design Conference and a series of events (Hall 16.4)** and invite renowned interior designers and brands to display original living spaces. The events will share new trends of home décor and tap the potential of the industry through shows, forums and salons.

1
NanYang
2
BoJing
3
Diamond Star
4
Jiemei Home
5
Yanliao Kuai
6
Uttermost
7
Global View

5

1

2

6

7

Products preview

1
NanYang
2
BoJing
3
Diamond Star
4
Jiemei Home

5
DaQian
6
Transional

7
Uttermost
8
PlayWood

Outdoor & Leisure

Outdoor & Leisure advocates a slow-paced and casual lifestyle through a **60,000 square meter** exhibition that includes four themed halls and two crossover events.

Four themed halls create a pleasant outdoor leisure space. Each is distinctively named: **Enjoy Sunshine Life (Hall 18.2), See Smart Leisure Furniture (Hall 17.2), Find Creative Outdoor Design (Hall 18.1) and Discover Outdoor Space Solutions (Hall 17.1).**

The two crossover events brings green home design into the daily life, throwing lights upon a modern lifestyle. **The 2nd Global Garden Lifestyle Festival** continues to convey new concept of garden life and establish a harmonious dialogue between man and nature. **The 8th Guangzhou Home Furnishing Design Show** is to be held concurrently in the same area. Together the two events will display creative home ideas from indoors to outdoors, presenting an ideal mode of home living.

Products preview

New Special Zones to Boost Export

CIFF Helps Exhibitors Exploit the Booming Market.

According to the latest data from the Ministry of Industry & Information Technology of the People's Republic of China, the main business income of the furniture industry reached **RMB 674.23 billion** in January-October 2016, **up 8%** year on year; the total profit reached **RMB 40.27 billion, up 10.9%** year on year. The furniture export delivery value reached **RMB 143.67 billion, up 4.4%** year on year. Along with the slow recovery of the international market and the continuous breakthrough of China's furniture manufacturers in the products, China's furniture export also sees new growth.

The 39th CIFF (Guangzhou) will add the **Dining & Living Room Furniture for Export (Halls 6.1-8.1 in Area A of China Import & Export Fair Complex) and Sofa for Export (Halls 12.1 -13.1 in Area B).**

The establishment of the **export zones will help overseas audiences** improve efficiency and focus on purchasing their favorite products as well as help them match more targeted audiences in the four-day exhibition and visibly enhance the exhibition results.

With a total scale of **30,000 square meters, the Dining & Living Room Furniture for Export** will host the brands such as Landbond, J&C, Huaya, Donghong, Xinsheng, Haoxin, Fuhe and Evs.

With a total scale of **20,000 square meters, the Sofa for Export** will host more brands such as K-Motion, Zhenbei, Desheng, Henglin, Asiama, Meiyi and MLM.

Meanwhile, CIFF (Guangzhou) also focuses on introducing the two export zones in overseas media including Google, Furniture Today, Middle East Interior Design and Tradeindia, helping exhibitors exploit the international market.

Spotlight on the Chinese Furniture Market

by Alessandra Tracogna, CSIL Centre for Industrial Studies – Milan, Italy (www.worldfurnitureonline.com)

World furniture production is on the rise and China was a key contributor to the global furniture production growth.

Chinese furniture industry growth rates have recently turned from high-speed to middle speed. However, the Asian Pacific furniture industry will continue to be dominated by China (accounting for around 75% of the total regional output), which will remain the undisputed leader as far as furniture production volumes are considered.

Past growth of Chinese furniture production was mainly export driven. Nowadays the leading companies are proving to be able to reconvert production to the domestic and regional market as well.

In the last decade, Chinese exports grew in all the main regional markets. Import flows from China into the European Union are rising. They almost doubled in a decade.

Chinese total furniture exports by geographical areas, 2006, 2010 and 2015. Current US$ Billion

Source: CSIL.

The Asia-Pacific Furniture Market at a glance

by Cecilia Pisa, CSIL Centre for Industrial Studies – Milan, Italy (www.worldfurnitureonline.com)

The value of Asia/Pacific furniture market in the year 2015 was around 50% higher than in 2010. This was the best performing region worldwide in terms of furniture consumption.
With more than 4 billion inhabitants and a per capita GNP of almost US$ 7,000, the Asia and Pacific markets boast a total apparent furniture consumption (at production prices, excluding retail mark up) amounting to US$ 187 billion in 2015.
The area accounts for more than 40% of world furniture consumption, with a per capita furniture consumption of 46 US$ against a world average of about 72 US$.
About 14% of the furniture consumed is imported and 86% is served by local manufacturers.
Exports amount to almost US$ 70 billion. The main exporting countries are China, Vietnam, Malaysia and Indonesia. The outlook for furniture demand in Asia and Pacific is very favourable, with an average yearly growth of 4% in the next 3 years.
The Chinese furniture market is the largest in the world with a value of US$ 114 billion, accounting for 61% of the total Asian and Pacific market.
Furniture market in China shows a strong potential for further growth.
The other main furniture consuming sub-areas are East Asia (13% of Asian and Pacific market), South Asia (10%) and West Asia (6%) including the Gulf countries (Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Oman, Qatar).
Besides China, the main markets with consumption above US$ 5 billion, are India (US$ 16 billion), Japan (a mature market of US$ 13 billion, stagnant in terms of growth), South Korea and Australia.

Furniture consumption in Asia and Pacific

Source: CSIL. Data for 2015

The Mattress Market in China

by Giulia Taveggia, CSIL Centre for Industrial Studies – Milan, Italy (www.worldfurnitureonline.com)

The mattress industry in China is evolving rapidly. In the last ten years, Chinese people changed their attitudes towards mattresses consumption, primarily due to a fast increasing purchasing power. Quality, design, research in new materials and ecological issues play an increasing important role among the attributes in choosing a mattress.
Chinese mattress consumption amounted to 7 billion US$ in 2015 (at production price), increasing on average by over 20% per year in the last decade. In 2005, China accounted for just 7% of world mattress consumption and in 2015 it reached nearly 30%, ranking first in the world.
Chinese consumption is expected to grow by 5% in 2017 (at current prices).
Today, thanks to a steady research in product together with an important presence of international mattress companies, there is a wide range of types of mattresses on the Chinese market, both in terms of materials, price ranges, domestic and foreign brands. Latex and natural fibres mattresses increased their importance, comparing to the pocket spring mattresses, which remain the most preferred type among Chinese consumers.
During the last decade, China's mattress production capacity has been growing very rapidly. Until 2006, Chinese mattress production continued to growth at double-digit rates, reaching the first position in the world. The fast increase in mattress production is also largely driven by exports. The United States are by far the largest market for Chinese mattress exports, absorbing over 40% of China's export of mattresses.

China. Mattress exports, 2010-2015. USD Million

Source: CSIL processing of official data

Photo by: Kevin Ho

Guangzhou.
Welcome to our city!

Canton, or Guangzhou in Chinese, is the largest coastal city in South China, and the third largest city in the country, after Beijing and Shanghai. Capital of Guangdong Province, at all times a flourishing commercial centre, it is definitely one of the most prosperous cities in the country. Chaotic and lively, it unquestionably provides numerous opportunities for you to enjoy yourself and relax after the fair, and to return home with a full stock of memories and photographs. Located on the Pearl River delta, the city lies just a few kilometres from Hong Kong (easily reached by train or bus); this strategic position has guaranteed Guangzhou the role of strategic port and business capital for hundreds of years.
Regarded as the culinary capital of China, the cradle of Cantonese cuisine (Yuecai), here there are more restaurants per person than in any other part of China. There are only a few other cities in the world where you can savour such unusual and sophisticated taste sensations.

- Climate: sub-tropical
- Average temperature in the month of March: 22°C (71.6°F).
- Rainy season: from April to August
- Time zone: UTC+8
- Airport: Baiyun International Airport

Where to go

Photo by: Absolutmocha

Beijing Lu

How to go there: by Metro, take Line 1 or 2, get off at Gongyuan Qian station, head out exit C and walk straight for 2 short blocks.
This pedestrian zone is the main shopping street; most shops stay open from 09:00-22:00.
Two underground archaeological sites meet in the middle of the street, proving that this important road was already in existence almost one thousand years ago.

Shamian Island

How to go there by Metro: take Line 1, get off at Huangsha Metro Station, exit D and walk on the pedestrian bridge.
Small island just minutes from the centre of Guangzhou, connected to the city by bridge. It was an English and French enclave from the middle of the 19th century, and still maintains the appearance of a European town, with perfectly conserved buildings in a colonial architectural style. It evokes an atmosphere of peace and serenity, perfect for relaxation!

Photo by: Wyliepoon

Photo by: Attila 2008

Zhujiang New Town

How to go there by Metro: take Line 3 or 5, get off at Zhujiang New Town Metro Station.
At the centre of this new and futuristic district stands a large town square, measuring approximately 1.5 km from north to south, and incorporating underground shopping centres and tunnels. Bordered by skyscrapers on both sides, with the Guangzhou Opera House at the south end, while Canton Tower rises up on the other side of the river.

Guangzhou Redtory

How to go there by Metro: take Line 5, get off at Yuancun Metro Station , Exit B and walk about 10 minutes.
This district of abandoned industrial factories, traditionally built from red bricks, has been completely redeveloped and is now a cultural zone; a veritable artists district. Here it is pleasant to stroll around and have lunch in one of the small restaurants lining the streets, browse through the quirky shops and visit the art galleries.

Photo by: Kevin Ho

What to see

Canton Tower

Address: No.222 Yuexiang West Road, Haizhu District
How to go there: by Metro, Canton Tower Station (Line 3).

http://www.cantontower.com

This is the second tallest building in China (after Shanghai Tower), and the fourth tallest free-standing structure in the world.
Built from steel and cement, it has three observation decks and a number of incredible attractions:
- the Bubble Tram: a panoramic Ferris wheel rising up to a height of 455 metres
- the Sky Drop: a 30-metre freefall drop, from a height of 485 metres
- the Spider Walk: an external staircase between the 32nd and the 64th floors: its 1,028 steps, some of which are transparent, make it one of the longest in the world.

An unforgettable experience, particularly at night time.

Photo by: 8ware

Temple of the Six Banyan Trees & Flower Pagoda (Liurong Temple)

Address: No.87 Liurong Road, Yuexiu District
How to go there: by Metro, Gongyuanqian Station (Line 1 and 2), Exit B.
First constructed in 537, this is one of the four main Buddhist temples in Guangzhou. Perhaps the only truly silent place in this frenetic city, it has been rebuilt a number of times, and has also been given different names through the ages: the most recent of these is “Temple of the Six Banyan Trees”.
The pagoda containing the Buddhist vestiges is truly charming; the curved roofs resemble flower petals, hence the name “Flower Pagoda”.

Photo by: J Aaron Farr

Huaisheng Mosque

Address: No.55 Guangta Road
How to go there: by Metro, Ximenkou Station (Line 1), Exit B.
Huaisheng Mosque is one of the oldest and most famous mosques in China and was established in the 7th century, when Canton was a reference point for trading relationships with the Arab populations.
The mosque has been restored, and partially reconstructed, a number of times over the centuries.
There is a wonderful view over the city from the top of the minaret.

Guangzhou Opera House

Address: No.1 Zhujiang West Road, Zhujiang New Town, Tianhe District

How to go there: by Metro, Zhujiang New Town Station (Line 3 and 5)

Set into the exceptionally modern context of the New City (Zhuijiang), a futuristic urban environment with a concentration of high-end modern architecture. The Opera House designed by the renowned Anglo-Iraqi architect Zaha Hadid is definitely something not to be missed.

The building spreads out over two different sections: the first structure holds the 1,800 seat Great Theatre, while the second building accommodates the 400-seat multifunctional auditorium. The structure of the building resembles a river stone, and enhances the relationship between the city and the riverfront.

Photo by: Photo by Trevor Patt

Photo by: Photo by Eugene Lim

Subway Map

HOW TO ARRIVE IN Guangzhou · Pazhou

CIFF

Line1	Guangzhou East Railway Station-Xilang
Line2	Jiahewanggang-Guangzhou South Railway Station
Line3	Tianhe Coach Terminal-Panyu Square Airport S.-Tiyu Xilu
Line4	Huangcun-Jinzhou
Line5	Jiaokou-Wenchong
Line6	Xunfenggang-Xiangxue
Line7	Guangzhou South Railway Station- Higher Education Mega Center S.
Line8	Fenghuang Xincun-Wanshengwei
Guangfoline	Xincheng Dong-Yangang
APM	Linhexi-Chigang Pagoda
	Interchange Station

By Metro

CIFF Area A: Exit A, Xingangdong Station, Line 8
CIFF Area B: Exit A, Pazhou Station, Line 8
CIFF Area C/D: Exit C, Pazhou Station, Line 8

From Baiyun Airport

Free Shuttle Bus
Every 15 minutes 10:00-13:00
Every 30 minutes 13:00-15:00

By Taxi

Please show the following Chinese to the driver:

TWIN CITY 双城魅力

March in Guangzhou · Pazhou

www.ciff.furniture

September in Shanghai · Hongqiao

GUANG ZHOU

The 39th China International Furniture Fair (Guangzhou)

18-21 March 2017

home / home decor / home textile / outdoor

28-31 March 2017

office / hotel / commercial / machinery & raw materials

China Import and Export Fair Complex & PWTC Expo

SHANG HAI

The 40th China International Furniture Fair (Shanghai)

11-14 September 2017

home / home decor / home textile / outdoor / office / hotel / commercial / machinery & raw materials

National Exhibition and Convention Center (Shanghai) in Hongqiao