

Ciff furniture

THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

1st Phase -18-31 March 2018
home/homedecor/hometextile/outdoor

*BETTER LIFE
BETTER WORK*



Ciff



4.000
Exhibitors



750.000
sqm



190.000
Attendees

ciff.furniture is the magazine of CIFF, China International Furniture Fair.

The aim of this 4th issue of the magazine is to provide visitors with the information they need in order to best organise their visit to the fair, preview the the themes, the trends, the products, the events, and give some suggestions about what to see and do outside the fair.

In fact, CIFF holds its exhibitors and its city in great esteem and wants to provide its visitors with a global experience of Chinese culture and the Chinese furniture market.

This issue of **ciff.furniture** is devoted to phase one of the 41st edition of CIFF, which will take place in Guangzhou from 18 to 21 March 2018, and which focusses on the home furniture, home décor & home textiles, outdoor & leisure furniture sectors. The following issue will be all about phase two of the 41st edition CIFF (from 28 to 21 March), dedicated to office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials for the furniture industry.

CIFF is about to open!
We look forward to seeing you in Guangzhou.

ciff.furniture is a publication by
**China Foreign Trade
Guangzhou Exhibition
General Corp.**

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and realization by
Edimotion

4

Welcome to CIFF

5

Facts & Figures

6

Hall Plan

7

Home Furniture

20

Homedecor & Hometextile

26

Outdoor & Leisure

26

Guangzhou.

Welcome to our city!

Where to go

31

What to see

32

Subway Map

35

www.ciff.furniture

Founded in 1998, **CIFF - China International Furniture Fair (Guangzhou/Shanghai)** has been successfully held for 40 sessions. Starting from September 2015, it takes place annually in Pazhou, Guangzhou in March and in Hongqiao, Shanghai in September, radiating into the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China.

Featuring industry interaction and all-round matching, CIFF, **the world's largest furniture exhibition and the most important business platform in Asia**, covers the themes of **home furniture, home décor & home textile, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials**.

The spring and autumn editions of CIFF bring together more than 4,000 and 2,000 world-leading brands respectively and host a total of more than 270,000 professional visitors from 200 countries and regions.

CIFF, known as "Asia's furniture sourcing center" and "the weatherglass of China's furniture industry", is a flagship platform among the exhibitions in China's furniture and home furnishing industries.

Standing at the new starting point in 2018, CIFF will keep forging ahead. Committed to realizing Chinese furniture dream, CIFF will creating more value for exhibitors, visitors and the industry with enhanced quality and optimized exhibition experience!

The **41st edition** of CIFF is held in **Guangzhou**, divided into 2 phases according to product sector: the first from **18 to 21 March**, the second from **28 to 31 March**.

Welcome to CIFF!

欢迎参加中国家博会！

I'm pleased to welcome you to visit the 41st 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.

CFTE has unique advantages as a great platform in the exhibition industry. First, it has CIFF as a flagship exhibition in China's furniture industry, as well as CBD as the best platform in China's building & decoration industry. Regardless of scale or influence, both CIFF and CBD are second to none in the global similar exhibitions. Second, CFTE's parent company, China Foreign Trade Centre (Group), owns or controls two major exhibition centers in Guangzhou and Shanghai, namely China Import & Export Fair Complex and National Exhibition & Convention Center (Shanghai), both of which have the core advantages for exhibitions in the Pearl River Delta and the Yangtze River Delta. In this way, we can fully deploy the four-major home furnishing exhibition projects in the furniture and building materials sectors in the two most dynamic areas. Such advantages are unique in China.

In recent years, the furniture and building materials enterprises have entered for CIFF and CBD, which reflects that the industries and enterprises attach great importance to the exhibitions, brings pressure and senses of responsibility and mission and spurs the organizers to continuing to think about how to provide the enterprises and industries with the satisfactory and value-added services in the era of excessive exhibition capacity. CIFF and CBD will work together to integrate superior resources, enhance quality in continuous innovation, do better, strive for balanced and full development and make great efforts for the increasing need for the exhibitions in the industries.

I look forward to seeing you in Guangzhou!

Liu Xiaomin



Liu Xiaomin

General Manager of
China Foreign Trade
Guangzhou Exhibition
General Corporation (CFTE)

Facts & Figures

Date of the event	Phase One: 18-21 March 2018	
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. Cara Zhang	zhangll@fairwindow.com.cn



The 41st China International Furniture Fair Guangzhou

Phase 1: Hall Plan

Home Furniture

International Hall 1.1-3.1

Design Hall 4.1-5.1

Furniture Brands on Pearl Promenade

Modern 1.2

Modern/Nordic 2.2

Modern/Minimalist 3.2

Entry Lux 4.2-5.2

Customized Furniture & Smart Home 6.1-8.1

Sofa Premium 9.1-13.1, 11.2

Classic 9.2-10.2

Sleep Center 12.2-13.2

Dining & Living Room Furniture 9.3-11.3

Homedecor

Zen & Painting Art 14.2

International Brands& Artificial Flower & Bedding 15.2

Lighting 16.2

Soft Décor 14.3

Soft Décor 15.3

Soft Décor & Lighting 16.3

Clock & Sculpture & Gramophone & Frame & Fountain etc 14.4

Pottery & Glasswar & Art Crafts/China Interiors & Decorations Conference 15.4

Hometextile

Home Textile 14.1

Carpet & Home Textile 15.1

Bedding 15.2

Outdoor & Leisure

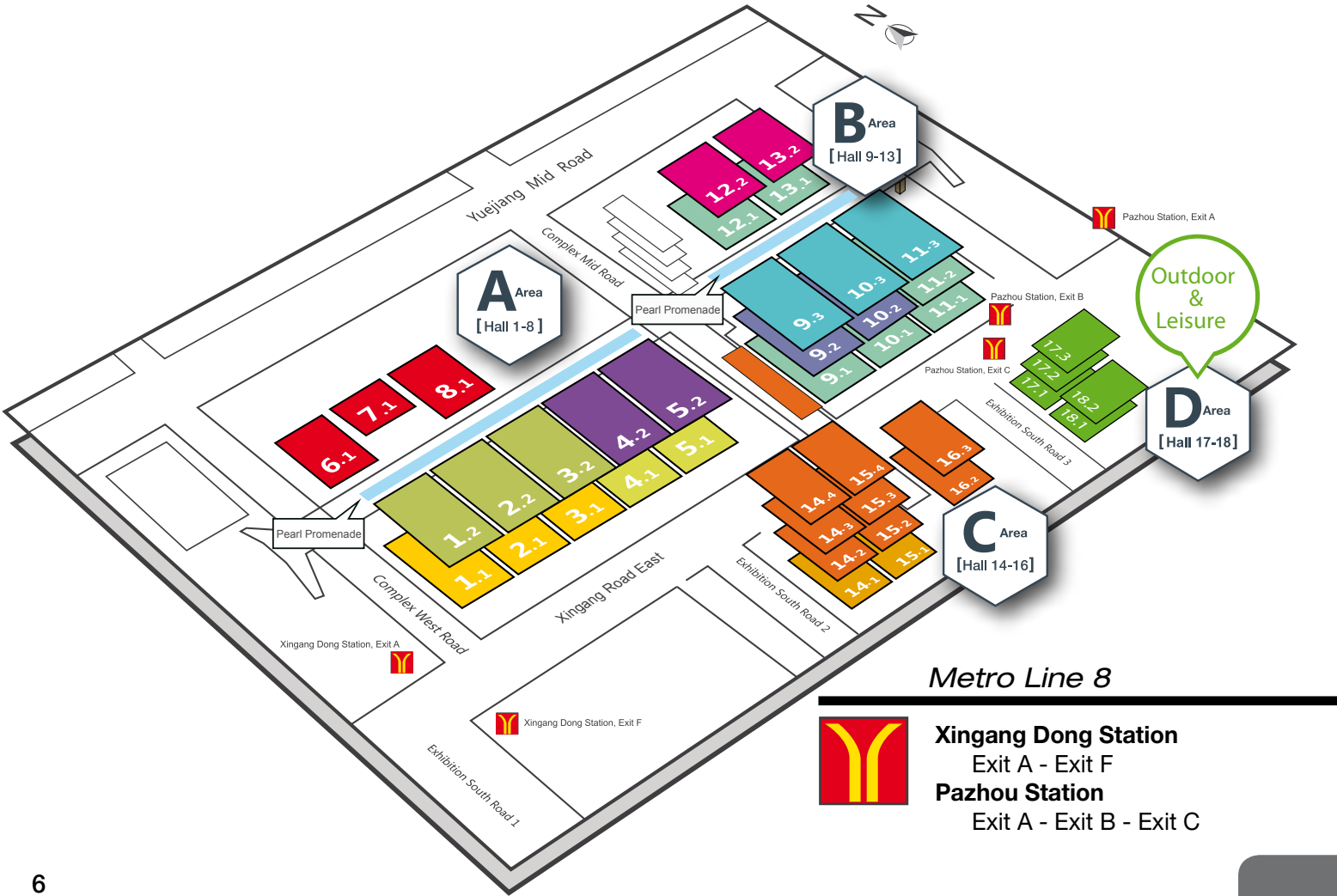
Discover Outdoor Space Solutions 17.1

Find Creative Outdoor Design 18.1

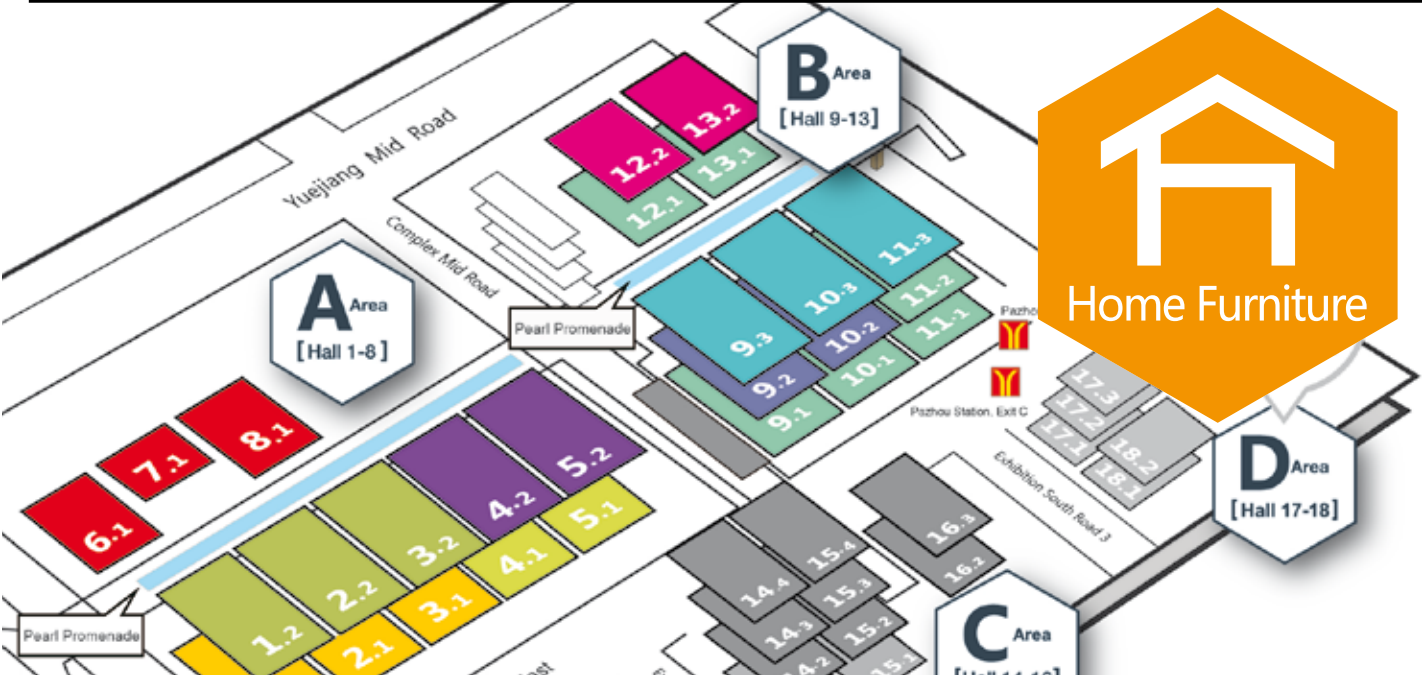
See Smart Furniture 17.2

Enjoy Sunshine Life(Sunshade & Raw Material & Table Top) 18.2

Make Garden Special (Garden Decoration/Global Garden Lifestyles Festival/Furniture Design Hall) 17.3



Home Furniture



The CIFF Home Furniture, that covers 260,000 sqm stretching into 26 halls in Areas A and Area B of the China Import & Export Fair Complex, focuses on three highlights of **customized intelligence, mild luxury and design** to provide the urban backbone with excellent home furnishings as well as to serve the emerging consumers.

Area A creates the “whole living space”: halls 1.1 to 3.1 serve as **International Hall**, halls 4.1 to 5.1 as **Design Hall**, halls 1.2 to 3.2 as **Modern Furniture/Nordic Furniture/Minimalist Furniture**, halls 4.2 to 5.2 as the newly built **Mild Luxury Furniture** and halls 6.1 to 8.1 as **Whole House Customized Intelligent Furniture** to further strengthen domestic sales based on continuously enhanced exports.

Area B creates the “**Premium Home Furnishings**”: halls 9.3 to 11.3 serve as **Dining & Living Room Furniture**, halls 9.1 to 13.1 and 11.2 as **Sofa Premium**, halls 12.2 to 13.2 as **Sleep Center** and halls 9.2 to 10.2 as **European & American Furniture**, aimed to further consolidate and highlight the export functions,

help more precise matching between exhibitors and visitors and enhance the sense of gain from the exhibition.

CIFF Home Furniture pays particular attention to the issues of **Customisation + Interactivity + Design**. In other words, when the product is adapted to express the personality of the person who has selected it. This is how new products are created, designed not be part of a series, but to shape themselves in such a way as to provide what the client is looking for. Products that can put themselves at the service of the user, exploiting the high-level Internet of Things technology, cloud computing and smart chips, masterfully concealed in a charming design. And focuses also on **Mild Luxury**, quality products that can provide high-level comfort and luxurious design, but that at the same time reasonably priced, able to satisfy almost everyone, perhaps skilfully mixing together pieces that are different but easy to integrate.



Products preview



2

3



6



7

6
LINGTU
7
KINWAI
8
SOMNOPRO
9-10
LAILOK

1
DEBRAH'S
2
YES WOOD
3
HENGYI
4
CARPENTER HONOR
5
KUKA



4



8



5



9



10

Products preview



1



4



5



2

1
ORIENTAL CREATION
2
ADONIS
3
SHANG XING

4
JIMMI HOME
5
LIAN SHENG
6
SHIDAI
7-8
DEBEL



6



3



7



8



Products preview



1



5



2

- 1 KODA
- 2 GALLERY HOME
- 3 ONAR WAY
- 4 JASPER HOME



6

- 5 M&E
- 6 SINOAH
- 7 HARVEST LOYAL
- 8 AZHONG MENG



3



4



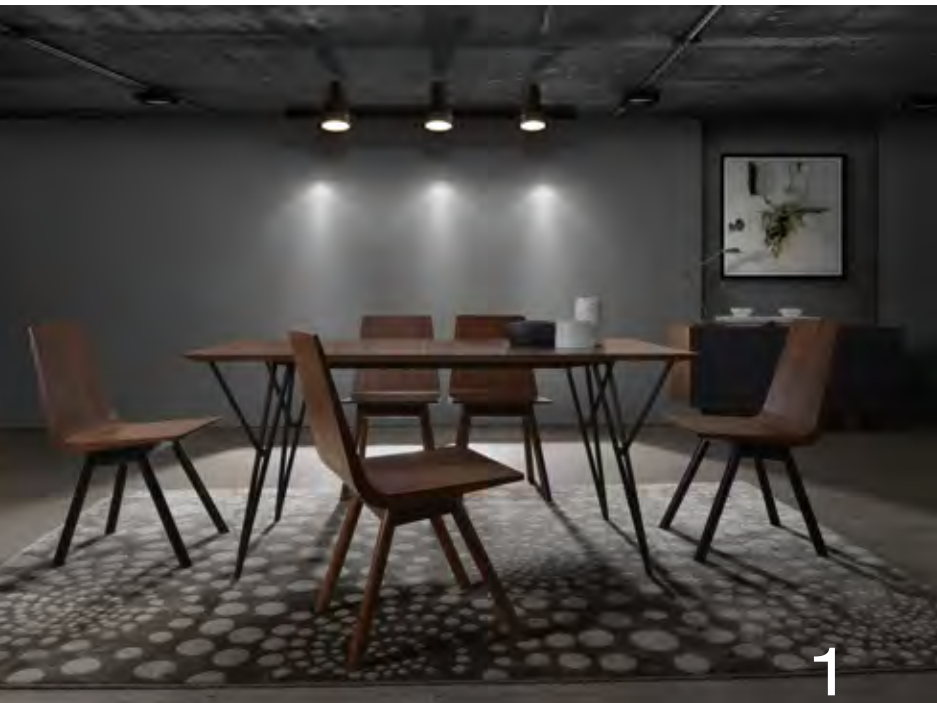
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Products preview



1

1
MOBILIA DESIGN
2
KINWAI
3
LOVE LIVING

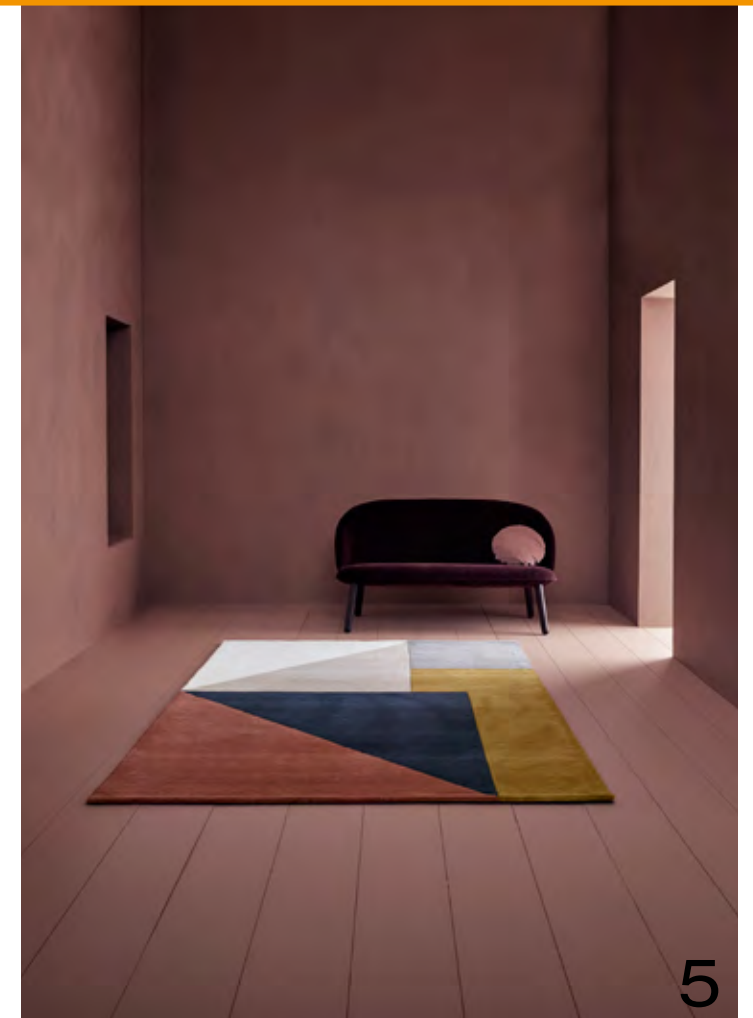


2



4

4
HTL
5
LINIE DESIGN
6
STRESSLESS



5



3



6



Products preview



- 1 ARIS
- 2 SOSO DESIGN
- 3 NORYA
- 4 SENCHUAN

- 5 STARWAY
- 6 ADWIN

- 7 DEBRAH'S





Products preview

1



1
ZHIDA
2
SOSO DESIGN

2



4



4
OOLAND
5
ADWIN
6
BONACH CASA
7
HUIHANG

6



5



7



Homedecor & Hometextile



The CIFF Homedecor & Hometextile, covering 80,000 sqm in Area C, presents a fantastic feast of home furnishing art to the global furniture industry. As always, CIFF Homedecor & Hometextile introduces the international fashion trends into the domestic home furnishing sector. The **International Brands - Bedding/Artificial Flowers (hall 15.2)** attracts much attention. It brings together the international brands in the home décor industry such as Global Views, Uttermost, Ralph Lauren Home, Arteriors, Leftbank Art, Campion Platt Studio, Phillips Collection and VC Asia. Such brands, with their own attributes and positioning, demonstrate their unique colours in CIFF 2018 as well as get closer to Chinese consumers step by step. The **Lighting (hall 16.2)** continues to host the

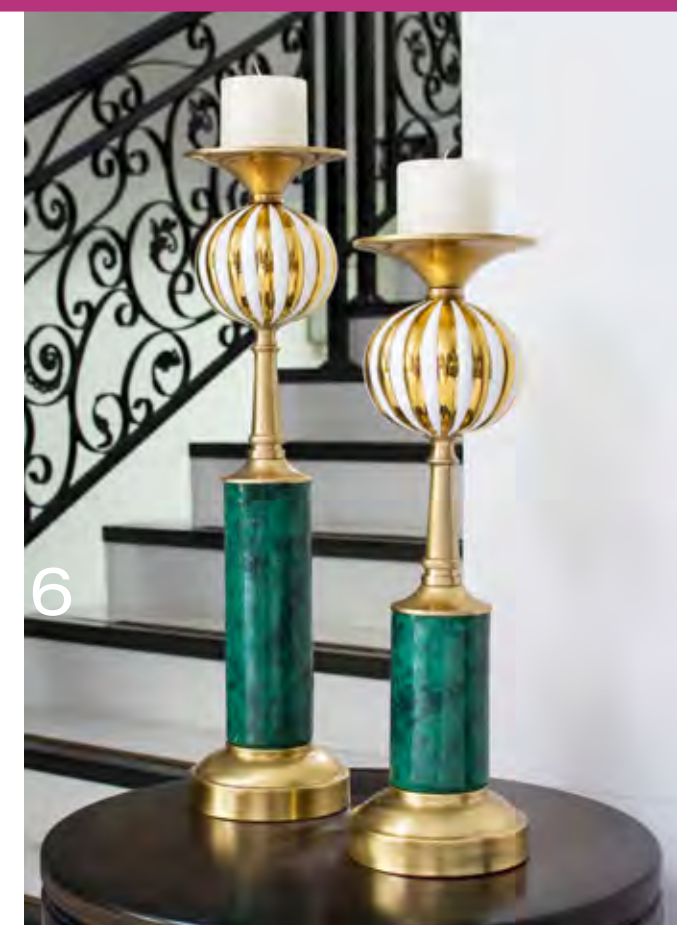
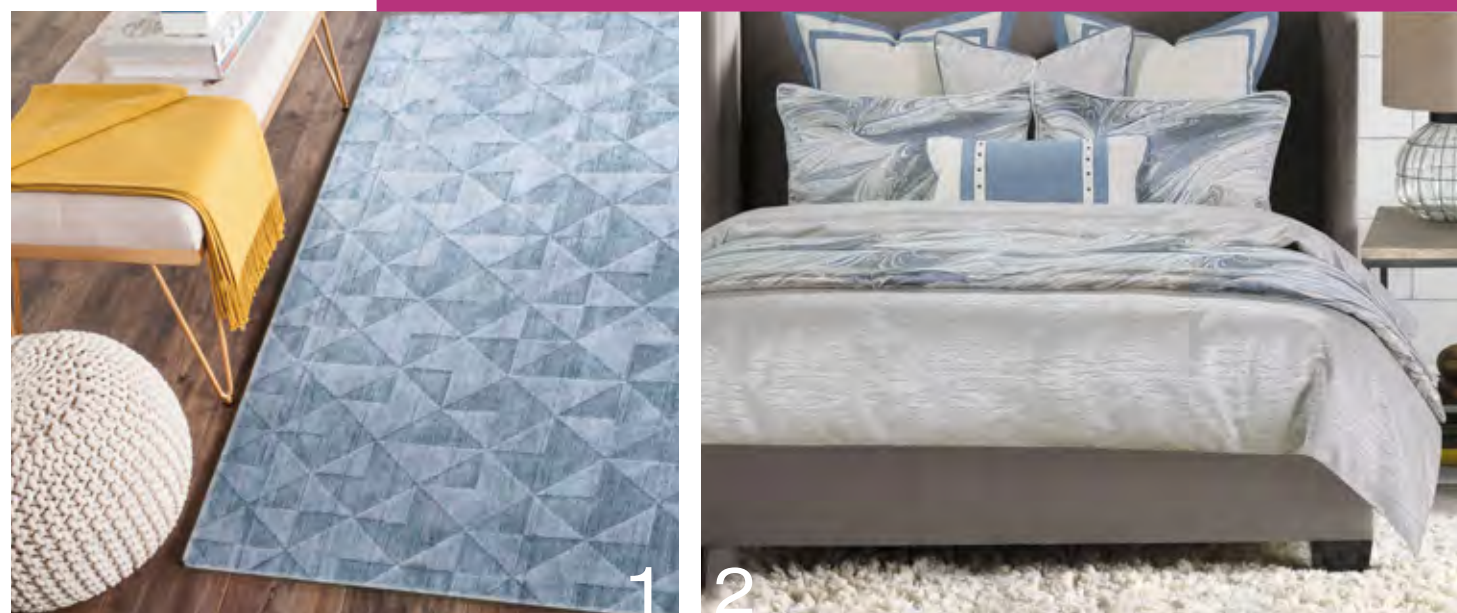
leading lighting brands Summer and Marsden, the luxury crystal light brands Jinda Riserva and Zunwoun as well as the cutting-edge lighting brand Leili, becoming the most dazzling light in the CIFF Homedecor & Hometextile. The 41st CIFF does not miss the opportunity of using the “Buddha-like furniture” to make people find peace of mind. The **Zen (hall 14.2)** continues to stand out. The Zen-based home décor brands including Jianfa, Hongguan and Yipinchanxin create a tranquil world for people who are eager for peace and calmness. The three integrated interior decoration halls **Customized Soft Decoration (halls 14.3 & 15.3)** and **International Brands & Original (hall 16.3)** reflect the comfort, warmth and elegance of the interior decoration.



- 1 RALPH LAUREN
- 2 UTTERMOST
- 3 RALPH LAUREN
- 4 SILK MUSIC
- 5 VASINI RUGS
- 6 KAMTAT
- 7 PHILIPPE COLLECTION



Products preview



- 1 HOME VALUE
- 2 AMERICAN CENTURY
- 3 GLOVAL VIEWS
- 4 HAUS 658

- 5 ARTERIORS
- 6 JIEMEI HOME
- 7 VC ASIA
- 8 LIVING HOME

Products preview

KH



1



3

- 1 VIVA BELLA
- 2 CREATIVE CO-OP
- 3 GLOVAL VIEWS
- 4 LING HOME



2



4



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7

- 5 LEFTBANK ART
- 6 MARSDEN
- 7 SUMMER
- 8 VASINI RUGS

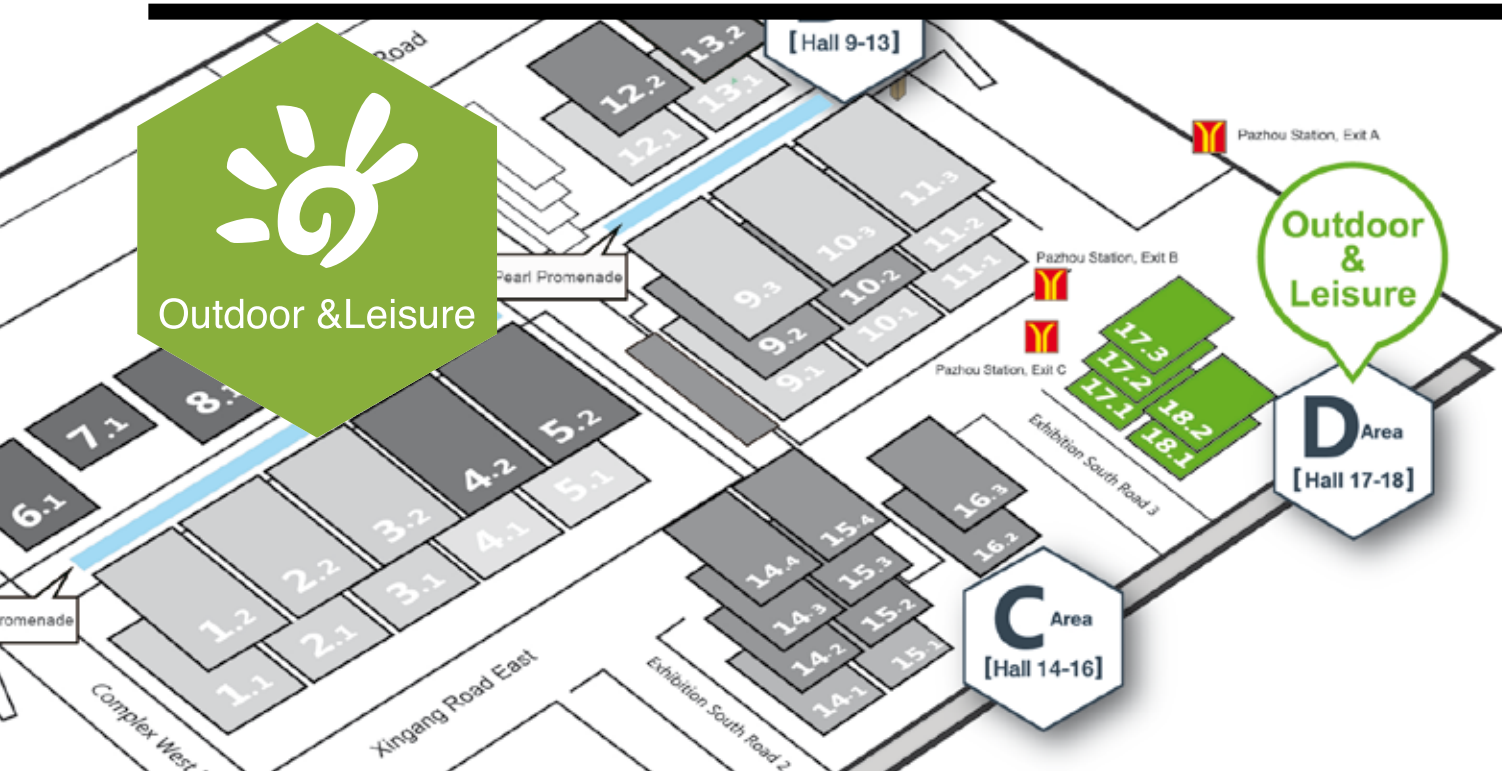


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Outdoor & Leisure



Under the theme of “Slow down & Enjoy life”, CIFF Outdoor & Leisure brings altogether 350 excellent outdoor furniture exhibitors and present to its visitors a variety of quality outdoor furniture, original design, Chinese and international leisure life philosophies and industry trends. Covering 70,000 square meters, it has 5 theme halls where various displays and events are showcased, and visitors gain a rewarding experience.

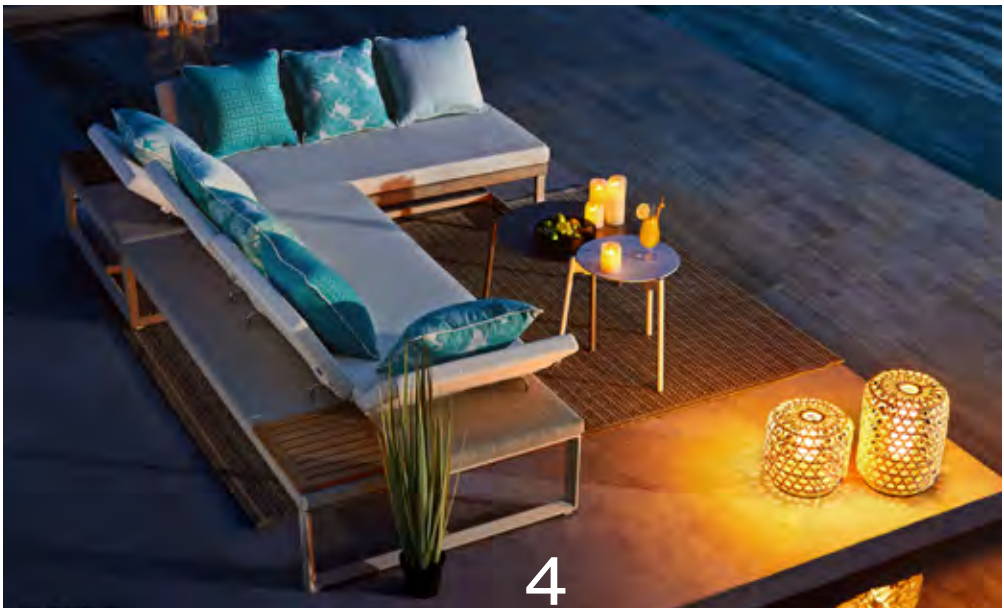
In 2018, CIFF Outdoor & Leisure integrates commercial activities with leisure lifestyle and trendy design to present an aesthetic feast and bring more personalized, comfortable and rewarding show experience.

In response to market demand, CIFF Outdoor & Leisure newly sets a special theme called **Make Garden Special** (hall 17.3). The philosophy of “Slow down& Enjoy life” is well embedded in the comfortable furniture, sunshade shed as well as green plants and flowers to be on display, making a difference to a wonderful leisure life. Besides introducing international brands such as **Sunbrella** to enrich product types and enhance quality, in 2018 the show creatively sets the **Materials Innovation Area** (hall 18.2) in addition to the **Materials Section**. It aims at conveying new ideas, new materials, new designs and new solutions through diversified product launches and forums.

Thanks to the stable economic development and open global exchange, more and more excellent enterprises and designers bring good designs for outdoor furniture to the global market. This has gradually changed “good design” from “luxury” into “necessity”.

To help the industry enhance originality and meet enterprises’ requests for innovative design, CIFF Outdoor & Leisure works together with **Wapus, Vineko, Higold and Couture** to introduce **Designers’ Talk** events so as to let visitors gain a deeper understanding of product design, material application and functional integration. Couture cooperates with world-known designer Normand Couture to share his philosophy of the Home Resort; Vineko, together with the team from the Central Academy of Fine Arts, voices for China’s creative design; Wapus interprets the intrinsic relations between “Chinese Residential Culture” and “Modern Leisure Life”.

The 3rd Global Garden Lifestyles Festival (hall 17.3) brings about more exotic garden lifestyle with France being the theme country. Garden scenes in both daytime and nighttime are created via sound and photo-electricity. Multiple events are arranged under the theme of “Green& Smart, Life & Art”, offering perfect visual feast and sensational enjoyment.



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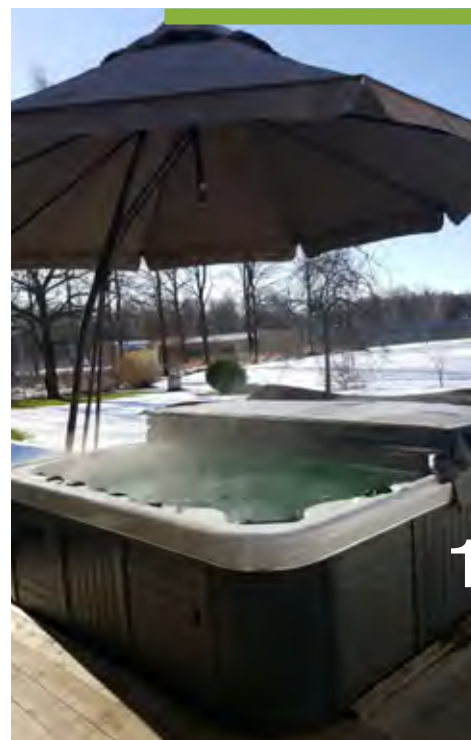


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- 1 EXPRESS GARDEN
- 2 VINECO
- 3 KAOCHU
- 4 ARTIE
- 5 DIVANO LOUNGE



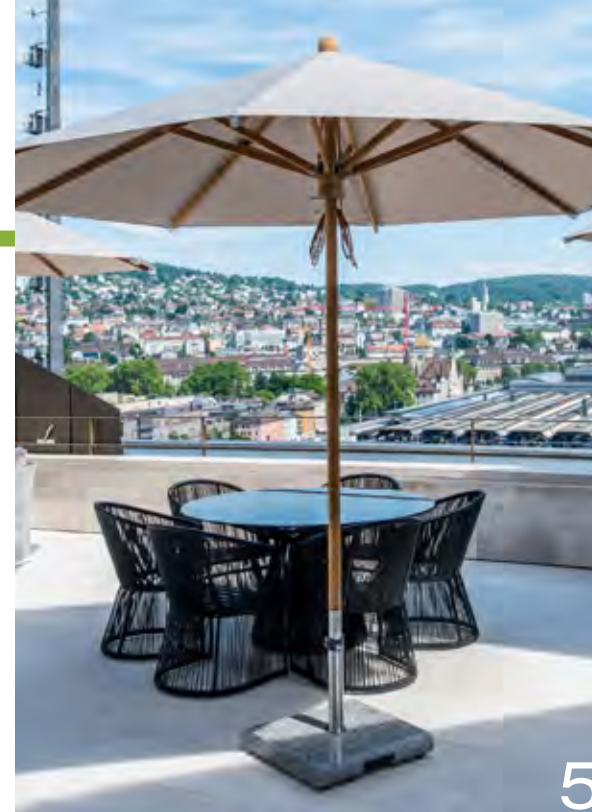
Products preview



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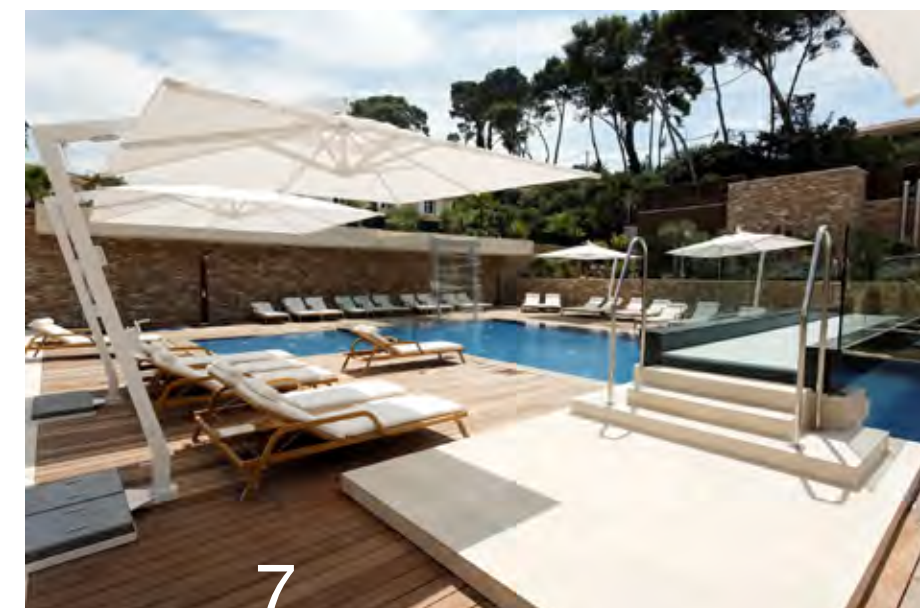
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- 1 JAZZI
- 2 WAPUS
- 3 DECOR ZONE
- 4 HIGOLD



3

- 5 FIBERSUN
- 6 WAPUS
- 7 FIBERSUN
- 8 HONLY
- 9 ARTITURE



7



4



8



9

Guangzhou. Welcome to our city!



Where to go

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!



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.



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

What to see

Canton Tower

Address: No.222 Yuexiang West Road, Haizhu District

How to go there: by Metro, Canton Tower Station (Line 3).

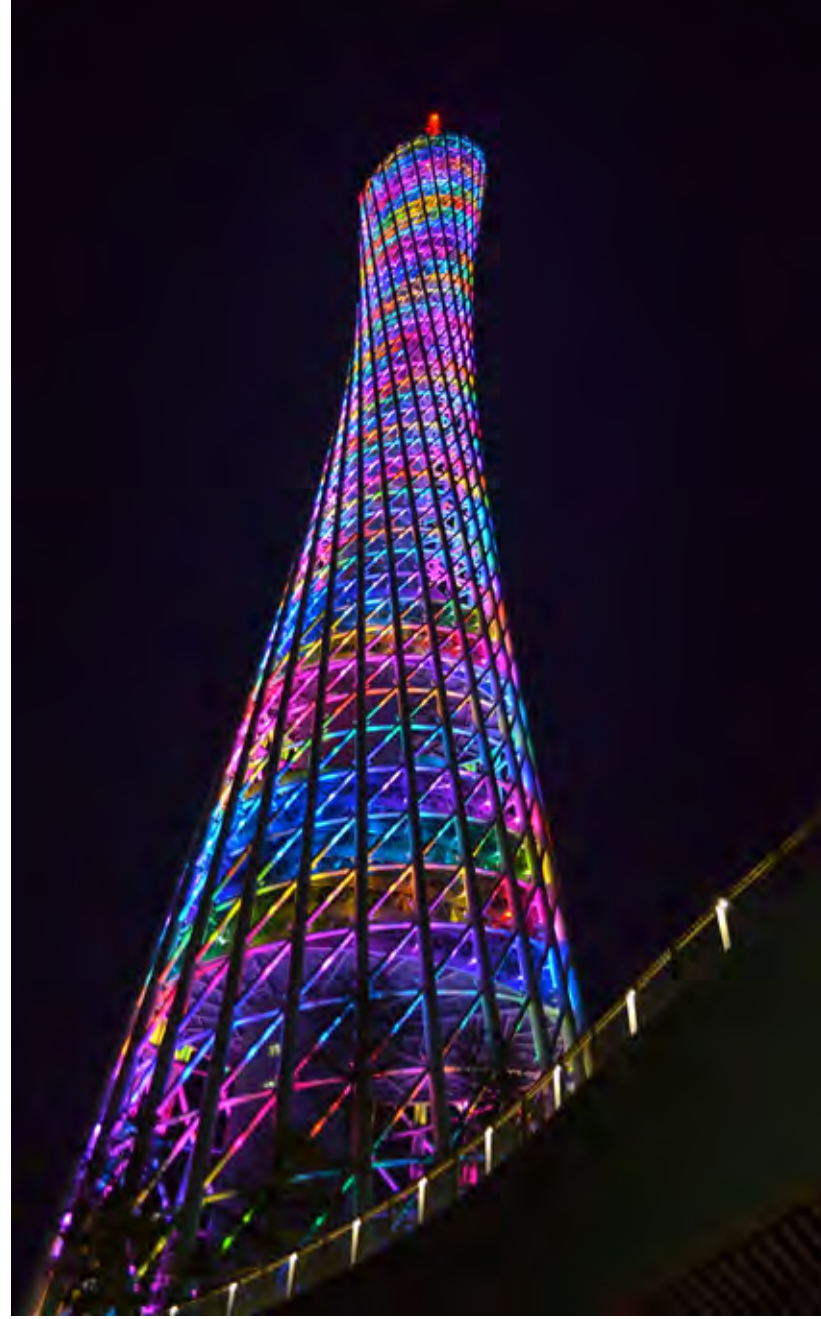
<http://www.cantontower.com>

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.



Liwan Lake Park

Boasting an area of 27 acres, more than half of which is occupied by four lakes, the Liwan Lake Park is one of locals' favorite weekend destinations. It offers leisure activities, such as boating, and a few Cantonese eateries.

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".



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 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.

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 (Zhujiang), 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.



Subway Map

- 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
- Guangfo line Xincheng Dong-Yangang
- APM Linhexi-Chigang Pagoda
- Interchange Station

HOW TO ARRIVE IN Guangzhou · Pazhou



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:





匠心质造
全能对接
Better Life
Better Work

BETTER LIFE BETTER WORK CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



www.ciff.furniture



March in Guangzhou · Pazhou

September in Shanghai · Hongqiao



The 41st China International Furniture Fair (Guangzhou)

18-21 March 2018

home/homedecor/hometextile/outdoor

28-31 March 2018

office/hotel/commercial/materials&machines

China Import and Export Fair Complex & PWTC Expo



The 42nd China International Furniture Fair (Shanghai)

September 2018

home/homedecor/hometextile/outdoor
office/hotel/commercial/materials&machines

National Exhibition and Convention Center (Shanghai) in Hongqiao