

CIFF Shanghai 2019 New Records and Constant Innovation to Respond to Changes in the Sector

The 44th edition of CIFF Shanghai came to a close at the NECC in Hongqiao with record numbers of exhibitors, visitors, and events organized, giving rise to much enthusiasm and thus establishing itself as the sector's main source of inspiration and business platform in China and Asia at large.

Record numbers of visitors, exhibitors, and events organized: **150,766 professionals** from China and abroad, over **1,500 companies**, and more than **40 conferences, forums, and themed events**. These are the figures from CIFF Shanghai 2019, equally unforgettable for its quality level and the new concepts for living and working proposed.



Organized by **China Foreign Trade Guangzhou Exhibition General Co. Ltd.** and **China Foreign Trade Macalline Exhibition Co. Ltd.**, the event has given life to an absolutely original trade fair model: the "**exhibition and mall alliance**," combining the fair's offering with concrete and immediate business opportunities. Collaboration with both Chinese and international media and trade associations has also made it possible to arrange for the presence of selected groups of dealers, interior designers, architects, and real estate developers.

CIFF Shanghai 2019 represented the **entire furniture supply chain**, covering all home furniture sectors with a particular focus on Chinese design and international production, outdoor furniture, home decor, furnishing fabrics, the office, and machinery for the furniture industry.



Eighty percent of Chinese design brands were present at NECC in Hongqiao, demonstrating that CIFF Shanghai is now the **ultimate point of reference for quality and innovation** and the designated place for defining home furnishing trends. The presence of an ever-increasing number of foreign companies, both in the International Lifestyle Hall and in the halls dedicated to furnishing living and sleeping areas, as well as at **CIFF-WMF**, the sector of the fair dedicated to machinery and technologies for the furniture industry, confirms CIFF's role as an **essential platform for entering the**



中国（广州 / 上海）国际家具博览会
China International Furniture Fair
(Guangzhou / Shanghai)

45th CIFF Guangzhou 2020

China Import and Export
Fair Complex & PWTC EXPO
Guangzhou, China

March 18-21, 2020
March 28-31, 2020

46th CIFF Shanghai 2020

National Exhibition
& Convention Center (Shanghai)
Shanghai Hongqiao, China

September 7-10, 2020

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increasingly rich and demanding Chinese market and **meeting important buyers** from the world's main markets.

A constantly-evolving fair that aims to advance the quality of the entire furniture industry in China, offering stimulating content and inspiration to an increasingly broad target audience. The 44th edition of CIFF Shanghai hosted a **series of important events, seminars, competitions, and innovative initiatives**, the most notable of which included the forum ***Designed for Humans: From Alvaro Siza's Modernism into the Digital Future***, organized by CIFF and Aedes Architecture Forum; the 5th edition of the **EAST Design Show**, which highlighted fine Asian design in a cultured and refined way, combining creative and commercial aspects; and the 7th edition of the **Design Dream Show (DDS)**, which proposed the most innovative trends, bearing witness to the value of Chinese design and promoting the local industry's international competitiveness.



Other events have been very successful, including the **International Architectural Design Forum, China Design Forum, Witness the Pinnacle, China Interiors & Decorations Conference, and Office Life Theme Hall.**

The updated exhibition layout, reorganized to optimize professionals' visit experiences based on their areas of interest, the constant improvement of all services, and the creation of VIP areas dedicated to matchmaking have all further contributed to making CIFF Shanghai 2019 a memorable edition.

New strategies and interesting initiatives are planned for **46th CIFF Shanghai**, which will take place from **September 7 to 10, 2020**, and has already gained the participation of internationally recognized brands.

But now, all eyes are on **45th CIFF Guangzhou**:

March 18–21, 2020

home furniture, home decor & hometextile, outdoor & leisure furniture

March 28–31, 2020

office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials

For more information on CIFF: www.ciff.furniture

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