

Innovation Driven, Design Inspired. CIFF Guangzhou 2020 reveals the new era of Chinese furniture design

The **45th edition of CIFF** will be the most important furniture design event in China. **"Innovation Driven, Design Inspired"** is the **new CIFF strategy**, which will see a growing presence of companies that invest in design and innovation, with the aim of making the event increasingly more enticing also at an international level.



CIFF Guangzhou 2020 will be held in two stages organised by product sector: the first, **from 18th to 21st March**, dedicated to home, outdoor and leisure furniture, furnishing accessories and fabrics; the second, **from 28th to 31st March**, for office furniture and chairs, hotel furniture, metal furniture, furniture for public spaces and waiting areas, accessories, materials and machinery for the furniture industry. Covering a total area of **760,000 square meters**, the fair will host **more than 4,300 exhibitors**, attracting **over 300,000 professional visitors** from 200 regions and countries around the world.

The best platform for quality exports

Since it began the economic reform process forty years ago, China has experienced rapid and continuous economic growth and is now both the largest furniture consumer market in the world and the largest manufacturing and exporting country.

According to data from the General Administration of Customs, the export of furniture and accessories from China from January to November 2019 was 332.71 billion yuan, which has increased by 4.5% compared to the same period last year.

Despite the trade dispute between China and the US and some complications on international markets, **the export of Chinese furniture continues to show a positive trend.**

The competitiveness and quality of the products made in China is evidently very popular in every part of the world and CIFF proves to be, in addition to the largest exhibition in the world in the furniture industry, **the most important platform dedicated to the promotion of Chinese companies on international markets**, attracting an increasing number of highly qualified international visitors. A great number of designers, real estate operators, importers, distributors, retailers, chain stores and the most important buying groups from all over the world, were among the 297,759 professional visitors who participated in the last edition of CIFF Guangzhou.



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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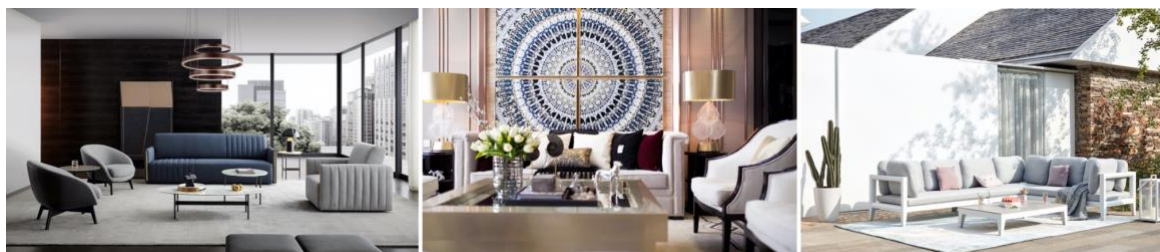
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The data shows an increasing number of visitors, especially from countries of the **Belt & Road Initiative**, a great potential that will offer new opportunities to the furniture industry. In particular, there has been an impressive increase in visitors from Southeast Asian countries such as Malaysia, Thailand, Singapore, Indonesia, Vietnam and the Philippines, and an even greater increase in those from Africa and South America. The number of Middle Eastern buyers has also increased in addition to those from India, Korea, Australia and European countries such as England, Russia, Italy and Germany, who are looking for quality products and good design at competitive conditions.

The High-Quality "Design in China" and "Made in China"

CIFF Guangzhou 2020 will launch the project to create **an innovative trade fair system** with an international vision and solid local foundations, promoting **high-quality "design in China" and "Made in China"**.

During the 1st stage of CIFF Guangzhou dedicated to home furniture, a team of high-profile curators composed of **Wen Hao, Hou Zhengguang, Song Tao and Frank Chou**, will select and invite design companies and designers to participate in the "1st Contemporary Chinese Furniture Design Fair", an event organised in **Hall 3.2 "Spring of Design"** with an international vision and cultural, artistic and design foundations linked to Chinese lifestyles.



In the **Classic Furniture Hall (Halls 1.1 and 2.1)** there will be companies that have great experience in both the domestic and international markets.

The **Modern Furniture Hall (Halls 6.1 and 8.1)** will host brands that stand out not only for their craftsmanship and quality, but also for the originality of their design.

In **Sofa Premium (Halls 9.1-13.1 e 11.2)**, leading international brands will present their latest collections covering all kinds of styles and types of upholstery.

The **Sleep Center (Halls 9.2 - 10.2)** will bring together the best manufacturers of bedroom furniture and mattresses, who will propose cutting-edge technologies to promote the culture of sleep.

In the **Modern Premium Hall (Halls 12.2 - 13.2)** the emphasis will be on originality and quality.

Dining & Living Room Hall (Halls 9.3-11.3) will present a wide range of furniture for the living area, some of which are dedicated to the high-end market and international distribution.

In the **Homedécor** sector, famous brands of furnishing fabrics will propose new trends in residential furnishings.

Outdoor Leisure will portray the philosophy of the leisure lifestyle and will explore the potential of the market, with the majority of the most important brands of the industry present.



As the world's largest office furniture fair and industry reference point in China and Asia, the **Office Show** will offer a complete range of types of contract furniture and furniture dedicated to the work environment: systems and chairs for the office, furniture for public spaces, accessories, metal furniture, furniture for healthcare facilities, furniture solutions for hotel design and for intelligent work environments. All the best brands of office furniture will present their most representative collections and many new brands of hotel furniture and metal furniture will debut.

At **CIFM / interzum Guangzhou**, the best manufacturers on the market will present new technologies and solutions for the sustainable development of the sector.

An increasingly international fair

As privileged hub for interchange between the Chinese and international furniture industry, CIFF will offer **more and more space to high-level international brands** to introduce innovative content, quality and design, thus confirming that it is **the leading gateway to the increasingly wealthy and sought-after Chinese furniture market.**

In 2020, CIFF Guangzhou will host a large number of companies and international group participations, which will enrich the range of products, promote globalisation and the appeal of the exhibition itself.

Like every year, during the **1st stage of CIFF Guangzhou 2020**, thousands of visitors will be drawn to the **International Hall (Halls 3.1-5.1)** of home furniture, where renowned international brands will present news and trends. Groups of companies from Turkey and Malaysia will contribute to an interesting overview of international design. Many important foreign brands will be protagonists in **Homedecor & Hometextile** as well as **Outdoor & Leisure.**

During the **2nd stage**, the **Office Show** will present the **International Brands Hall (Hall 9.3)** for the first time. Various well-known international office furniture brands will be part of the first edition of the **International Future Office Exhibition**, an event with the theme **Oi - Office Imagination** aimed at providing inspiration and deconstructing and reconsidering the relationships between the ego and space, nature and society, the present and the future.

Furthermore, for the first time, a group of Turkish companies and one Korean company will propose international trends.

CIFM / interzum guangzhou will be attended by many international manufacturers and group participation by German and Italian companies, which will show the latest trends and the most advanced technologies in the world.

With this new project, CIFF continues to innovate the exhibition concept, working alongside the furniture industry in order to respond to new needs and to bring more and more benefits to exhibitors and visitors.

The optimization of the exhibition layout, organization of **design events rich in content**, including **New Arrivals of Home Furnishing Brands, Parallel Space Exhibition, Design Dream Show, Office Theme Pavilion, China Interiors & Decorations Conference** and **Global Garden Lifestyle Festival**, the continuous improvement of the information and catering services within the exhibition complex, the extraordinary range of hotels and the excellent transport services, make CIFF an unmissable event for operators around the world in the furnishing industry.

We look forward to seeing you at the **45th China International Furniture Fair** to grasp the global trend for furnishing and take advantage of concrete business opportunities!

18th-21st March 2020

home furniture, homedecor & hometextile, outdoor & leisure furniture

28th-31st March 2020

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

For more information on CIFF please visit: www.ciff.furniture

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Further images are available upon request

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