

## 45th CIFF Guangzhou reopens first!

*The first major design event of 2020 in Asia will be CIFF Guangzhou, which will showcase the whole furniture industry (home furniture, home decor and home textiles, outdoor furniture, office furniture, hotel furniture and commercial furniture, as well as furniture machinery and raw materials) from **27th to 30th July** this year in **Guangzhou**.*

With the Covid-19 pandemic that remains a global challenge, the 45th edition of CIFF Guangzhou will be the first large-scale furniture trade fair that will be held in Asia in 2020.

A business platform that will feature the best brands selected by the organizers, in order to present eye-catching design products with innovative concepts that are in line with the latest trends of a rapidly evolving market. The China Import and Export Fair Complex will be filled and animated by the presence of various events and themed exhibitions developed in collaboration with important leading partners of the sector.



A major effort by the organizers who are driven by the desire to always provide new business opportunities, supporting exhibitors and visitors even in such a complicated historical moment, and who are also driven by the knowledge that it is always necessary to invest and make innovations in preparation for a swift recovery and for a brighter future for everyone.

Among the scheduled events, we would like to highlight the **Global Conference Industry Trend Conference 2020** at which important international experts will be participating with the aim of creating guidelines and a professional approach in order to better design and further expand the furniture market on a global level.

The **"Design Spring" Contemporary Chinese Furniture Design Fair**, which will be held in Hall 3.2, will be an exhibition focused on the integration of art, design and lifestyle, with the aim of reconsidering and discovering the exceptional cultural and artistic value of the Chinese production of contemporary furniture, to promote brands and to support the promotion of Chinese furniture worldwide.

The **2030+ International Future Office** will be held for the first time at CIFF Guangzhou. With the theme "oasis" in which images, text, lights, shadows, sounds and multimedia activities, the event will offer an exciting spatial experience to explore the infinite possibility of working mode that skilfully combines real-world scenarios and virtual interactions.

Other exhibitions and events, among which are the **Bay Area Urban Design Exhibition**, the **CIFF Designers Workshop** and the **"Firefly Museum" Creative**



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  
Guangzhou, China  
July 27-30, 2020

### 46th CIFF Shanghai 2020

National Exhibition  
& Convention Center (Shanghai)  
Shanghai Hongqiao, China  
September 7-10, 2020

[www.ciff.furniture](http://www.ciff.furniture)

media contact:

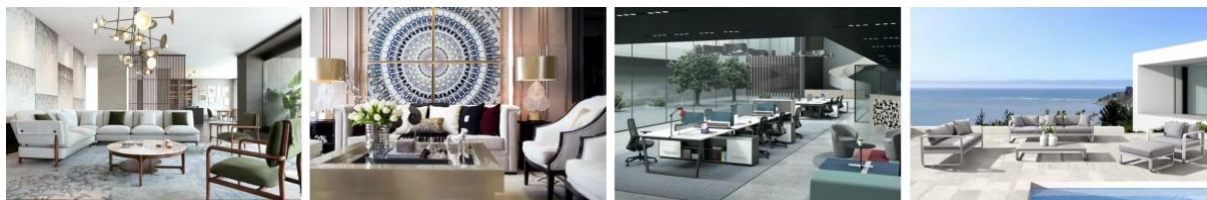
**Ms. Betty Ye**  
Tel. + 86 020 89128349  
[yepy@fairwindow.com.cn](mailto:yepy@fairwindow.com.cn)

**Mr. Jun Chen**  
Tel. + 86 020 89128065  
[chenj@fairwindow.com.cn](mailto:chenj@fairwindow.com.cn)



China Foreign Trade Guangzhou  
Exhibition General Corp.

**Children's Interior** exhibition, will represent communication platforms specifically created for both established and up-and-coming designers, who will have the opportunity to engage with and create productive relationships with the exhibitors.



Events, forums, presentations, etc., will be broadcasted via **online streaming** on important thematic networks and thus giving everyone the opportunity to be present in one way or another and to experience the excitement of the trade fair. A selection of the most interesting new products proposed by the exhibitors will also be presented **online on the CIFF Guangzhou website**. This represents the first step towards a future strategy that will see an ever increasing integration between the necessary physical presence at the trade fair and interactive communication, in order to enable innovative and more effective exhibitions.



## the next editions of CIFF | China International Furniture Fair

### 45th China International Furniture Fair

Guangzhou, 27-30 July 2020

*home furniture, homedecor & hometextile, outdoor & leisure furniture  
office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials*

### 46th China International Furniture Fair

Shanghai, 7-10 September 2020

*home furniture, homedecor & hometextile, outdoor & leisure furniture  
office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials*

### 47th China International Furniture Fair

Guangzhou, 18-21 March 2021 (phase 1)

*home furniture, homedecor & hometextile, outdoor & leisure furniture*

Guangzhou, 28-31 March 2021 (phase 2)

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

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For more information on CIFF please visit: [www.ciff.furniture](http://www.ciff.furniture)

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You can download the **high resolution images here**

*Further images are available upon request*

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**Edimotion [communication partner of CIFF]**

t. +39.0332.284983 | [press@edimotion.it](mailto:press@edimotion.it)