

## Scheduled, confirmed! CIFF Shanghai 2020: an essential boost of confidence for the future of the furniture market.

*Few can boast the same. And indeed, in such a difficult time, consisting of cancellations and postponements of events in a large part of the world, the confirmation that the 46<sup>th</sup> CIFF Shanghai 2020 will routinely take place, stands out and gives us hope and will be held **in Shanghai Hongqiao from 7<sup>th</sup> to 10<sup>th</sup> September.***

A confirmation that did not surprise the professionals who were definitely impressed by the success of the 45<sup>th</sup> CIFF Guangzhou 2020, which was postponed by only 4 months with regard to the usual agenda and was attended by a great number of the public (143,363 visitors) and ended with the great satisfaction of all the exhibitors; an important sign of the recovery of the Chinese furniture market and of the immediate return to normality of its leading trade fair.



The **46<sup>th</sup> CIFF Shanghai 2020** is organised by China Foreign Trade Centre (Group) with the theme of **"Connecting the World"** and with the aim of creating a very strong integration between the high-level Chinese domestic market and international markets, supporting and helping companies to effectively address a rapidly evolving situation. Aware of the current difficulties, CIFF is in fact collaborating with several partners in order to sufficiently support **both the offline and online business** of its exhibitors and buyers, as well as implementing it in an innovative way. In particular, the collaboration with the B2B **Giga Cloud Logistics** trading platform will offer new extraordinary opportunities to export-oriented companies.

Participation in the **46<sup>th</sup> CIFF Shanghai 2020** presents itself as a key step in order to face the second part of 2020 and the following 2021 with dynamism and necessary optimism.

Under the same roof of the **National Exhibition & Convention Center (Shanghai)**, **over 1000 exhibitors** will occupy **400,000 square metres of exhibition space** and will represent **the entire furniture supply chain**: home, outdoor and leisure furniture, home décor and home textiles, office, hotel, and commercial furniture, furniture industry machinery and materials.

The furniture industry needs design and creative solutions now more than ever. The **Design Hall** will therefore be further extended: centred on Contemporary Design (Hall 4.1), it will develop into Modern Design (Hall 3)



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

**46<sup>th</sup> CIFF Shanghai 2020**  
National Exhibition  
& Convention Center (Shanghai)  
Shanghai Hongqiao, China  
September 7-10, 2020

**47<sup>th</sup> CIFF Guangzhou 2021**  
China Import and Export  
Fair Complex  
Guangzhou Pazhou, China  
March 18-21, 2021 (1<sup>st</sup> phase)  
March 28-31, 2021 (2<sup>nd</sup> phase)

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CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.  
China Foreign Trade Guangzhou  
Exhibition General Corp.

and Trendy Design (Hall 5.1). Mirroring the organisers' desire to create culture of good design and good living, the 46<sup>th</sup> CIFF Shanghai 2020 will see the participation of the best brands and will be particularly rich in events and exhibitions.

In this panorama the now customary **EAST Design Show** stands out and which, under the theme "Return to Zero", will host over 50 Asian design brands, academies, design studios and media, shedding light on important subjects such as: what is architecture; what is interior design; what really is furniture; what does the home look like today.

The **Design Dream Show**, organised by CIFF in collaboration with Red Star Macalline and Innovation Design Alliance, will work with Shanghai Promotion Center for City of Fashion to integrate lifestyle, fashion, food and travel elements into the home environment in a fun and captivating way.

Through an immersive experience, the **Daguan Tea Ceremony** will compare the tea ceremony used in the main Chinese dynasties, and thus integrating Chinese tradition and Zen tea culture with the modern lifestyle.



The presence of many important upholstery brands, divided between **Sofa Flagship** (Hall 1.1) and **Sofa Premium** (Hall 2.1), will respond to the recent market trend that considers these products to be the main choice for increasing the quality of the home environment.

The best producers of beds and mattresses will be located in the **Sleep Lifestyle** (Hall 3), designed to cater to a culture of sleep that is paid more and more attention.

In light of the sudden surge in smart working and having to reconsider the concept of traditional offices during the Covid-19 pandemic, the 46<sup>th</sup> CIFF Shanghai will show practical proposals within the **Office Environment Pavilion** (Hall 6.1), which will host brands that offer solutions for living and working in complete safety, integrating work environments with living spaces. This theme will be explored particularly in the **Office Life Theme Pavilion**, an exhibition event that, with the theme "Home Office @Smart Office" will highlight how office furniture can effectively combine working features with living ones.

The pandemic also affects the organisation of outdoor spaces, both domestic and public ones, which need to be reconsidered and which we need to make greater use of: in the **Outdoor Home Furnishings** (North Hall), important brands will focus on a lifestyle that will have to pay more and more attention to control and prevention, presenting products characterised by environmentally friendly materials, which generate a sense of well-being.

In conjunction with CIFF Shanghai 2020, the 3<sup>rd</sup> edition of the **Shanghai International Furniture Machinery & Woodworking Fair**, a furniture

industry trade fair organized by CIFF in collaboration with Hong Kong Adsale, will be held in **Halls 7.1 and 8.1** and brought to life by leading Chinese and international manufacturers who will present production technologies and all types of process machinery.

CIFF has always taken seriously the health and safety of its visitors, exhibitors and employees. In consultation with government and local authorities in China, fair partners, venue and local team, has made the decision to regularly organize the 46th CIFF Shanghai. In order to ensure everybody's Covid-19 prevention, **all the necessary security measures have been taken.**

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**CIFF Guangzhou** and **CIFF Shanghai** complement each other in order to strengthen each other and to grow together.

The **46th CIFF Shanghai** will be held in Shanghai Hongqiao from **7th - 10th September 2020** (home furniture, homedecor & hometextile, outdoor & leisure furniture, office furniture, commercial furniture, hotel furniture and furniture machinery)

The **47th CIFF Guangzhou** will be held in Guangzhou Pazhou from **18th - 21st March 2021** (1st phase - home furniture, homedecor & hometextile, outdoor & leisure furniture) and from **28th - 31st March 2021** (2nd phase - office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials).

Choosing CIFF means choosing both the entire extraordinary Chinese market and the global furniture market!

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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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