

CIFF Guangzhou 2021. A new business model to reinvigorate the furniture industry

'Design trend, global trade, entire supply chain' is the new theme through which CIFF Guangzhou is repositioning itself to aid the sector's development in the context of a global pandemic.

The 47th China International Furniture Fair, the major furniture design event of 2021 in China, will aim to promote the value of design and create a new business model in touch with current events and the new rules of the game. The model is based on synergy between the extraordinary internal market and the further growth of exports, as well as integration of offline and online promotion in order to offer an optimised, more comprehensive exhibition portfolio that adequately represents the entire furniture industry, always supporting the needs of exhibitors and visitors.

CIFF Guangzhou 2021 will be held in two phases organised by product sector: the first, **from 18th to 21st March**, dedicated to home furniture, homedecor & hometextile, outdoor & leisure furniture; the second, **from 28th to 31st March**, for office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials for the furniture industry. Covering a total area of **750,000 square metres**, the China Import and Export Fair Complex in Guangzhou is expected to host **4,000 companies** and **300,000 trade visitors**.



The success of the last two 2020 editions of CIFF, held in July in Guangzhou and in September in Shanghai, at such a complicated moment in history has rewarded the organisers' investment, hard work, and commitment to always offering the furniture industry's main players new, concrete opportunities. CIFF thus affirms its status as the most important **business platform on the Asian market**, an **unmissable event** in which the best design brands will present new products with attractive designs and innovative concepts in line with the latest trends in a rapidly evolving market in search of high-quality creative solutions, complemented by prestigious events and design competitions.



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

47th CIFF Guangzhou 2021
China Import and Export
Fair Complex & PWTC EXPO
Guangzhou Pazhou, China
March 18-21, 2021
March 28-31, 2021

48th CIFF Shanghai 2021
National Exhibition &
Convention Center (Shanghai)
Shanghai Hongqiao, China
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Exhibition General Corp.

During **the first phase**, in the **Home Furniture** sector, the latest innovations in home furnishing will be showcased: international design trends, modern and contemporary furniture, upholstery, and a variety of living and night area solutions. **Homedecor & Hometextile** will focus on new interior design trends in furnishings, lighting, paintings, decorative elements, and artificial flowers, while **Outdoor & Leisure** will feature outdoor furniture such as garden tables, chairs, and equipment and seasonal decorations leisure time.



The **Office Show**, the largest trade fair in the world dedicated to the office, will headline during the **second phase**: systems and chairs for the workplace, trends and solutions for the smart office as well as for public and commercial spaces and schools, furniture for medical care and for the needs of the elderly. At the same time, **CIFM/interzum Guangzhou 2021** will host the leading brands in China and internationally, who will offer the latest technologies, machinery, materials, surfaces, and essential components for the furniture industry.



There will be at least twenty **themed events. Design exhibitions, seminars, and conferences**, including the second edition of 'Design Spring' Contemporary Chinese Furniture Design Fair, 2030+ International Future Office Exhibition, Global Furniture Industry Trend Conference, The Design Dream Show, Ten Parallel Space Exhibition-'Easy Party', 'Guangzhou's Day & Night' New Consumer Trendy Play, TOP DESIGN 100, CMF Trend Lab, My Dad Is a Designer, etc., that will enrich the fair with content of high cultural value, providing interesting insights, moments of encounter, and useful ideas for inspiration and reflection.

There is therefore great anticipation for the **47th CIFF Guangzhou 2021** to respond to the international markets' new needs, understand global furnishing trends, and seize concrete business opportunities!

March 18–21, 2021

home furniture, homedecor & hometextile, outdoor & leisure furniture

March 28–31, 2021

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

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

You can download the [high-resolution images here](#)

Further images are available upon request

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