

“Design Trend, Global Trade, Full Supply Chain. All in CIFF”.

CIFF Guangzhou 2021, it's showtime!

We have reached the 47th edition of CIFF and, above all, the third edition confirmed since the start of the global pandemic: CIFF can boast that it has never missed an edition and that it has always done everything it can to support exhibitors, visitors, and the entire furniture industry.

With a total area of **750,000 square metres**, **CIFF Guangzhou 2021 is about to stage the entire furniture supply chain** in the coming March in Pazhou, Guangzhou and is expected to host **4,000 exhibitors** and **300,000 visitors** who, this year more than ever, will be selected and genuinely interested professionals. CIFF, as always, is dedicated to combine business with **the culture of good design** and this year **CIFF Guangzhou 2021** will offer **more than 20 inspiring exhibitions and a great number of conferences** involving companies, academies, and schools as well as famous designers.



Actually, CIFF Guangzhou is the voice for the most current **design trends** and notably keeps on innovating by establishing a program named “**CIFF Designers’ Circle**” for better interaction with the design community and better exploration into **design trends**, gathering the main brands in the sector and promoting innovation through premium design displays and authoritative awards; the drive towards the search for new products, new methods, new formats, new requests and new markets has always been strong and leads CIFF to constantly introduce innovative ideas into its format.

Being the world’s only home furnishing exhibition that represents the **entire industry chain**, CIFF (Guangzhou) covers five sectors including Home Furniture, Office Show, Homedecor& Hometextile, Outdoor & Leisure and CIFM/interzum Guangzhou and has been a one-stop purchasing service platform for **global trade**. Driven to always offer the best to those who choose it, for the March 2021 edition CIFF Guangzhou will also provide **B2B Matchmaking** and the integration of **both online and offline events** aimed at promoting the selection through a strong commercial function, accelerating the formation of a new development model in which the **internal market and the international market promote each other**.

During **the first phase from 18th to 21st March**, the whole world of furniture will be explored, from indoor to outdoor, from furniture to accessories, from upholstery to interior decoration, offering insights and suggestions.

Home Furniture is in fact a “one-stop” supply platform dedicated to both the internal market and export market, which offers original and diverse solutions for the



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
September 3-6, 2021

www.ciff.furniture

media contact:
Ms. Betty Ye
Tel. + 86 020 89128349
yepy@fairwindow.com.cn

Ms. Jasmine Chen
Tel. + 86 020 89128280
chenjw@fairwindow.com.cn



中国对外贸易广州展览总公司
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.
China Foreign Trade Guangzhou
Exhibition General Corp.

customisation of all domestic environments, premium design furniture and upholstered furniture.

The Design sector is of particular importance and will be made even more valuable by the presence of the event "**Design Spring**" **Contemporary Chinese Furniture Design Show** which will showcase originally designed Chinese furniture to promote the development of Chinese design and offer a guide to visitors so that they may better understand the current level of design achieved. While the **Design Dream Show** will present the domestic space scenarios designed to offer a greater quality of life.

Homedecor & Hometextile presents the new trends in interior decoration: furnishings, lighting, decorative paintings, and artificial flowers. The **China Interiors & Decorations Conference** will bring more new inspirations for home furnishings.

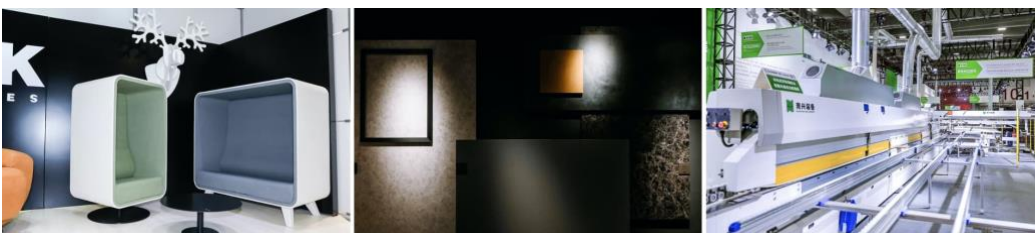
Outdoor & Leisure focuses on the outdoor lifestyle by offering tables and chairs for leisure time, shading equipment, garden decorations, barbeque items and materials for the exteriors of homes. Original Design Hall, as well as the **Global Garden Lifestyle Festival** will be on display, leading the outdoor lifestyle into ordinary people's homes.



While **the second phase, from 28th to 31st March**, will feature the **Office Show**, the largest office furniture fair in the world, which will offer a complete overview of both the work environment and commercial public spaces, as well as medical, healthcare and learning environments: office furniture and seating, smart office solutions, seating for public spaces, furniture for healthcare facilities and those dedicated to the elderly, desks and equipment for schools will be presented in response to the demands of a fast and constant evolution.

Two exceptional events, **The Office Environment Theme Pavilion**, the thematic pavilion that leads guests to explore the needs of the younger generation in the office world, and **2030+ International Future Office**, the forum jointly organised by CIFF Guangzhou and China National Furniture Association that brings together the world's leading office furniture brands alongside contemporary and avant-garde works of art.

CIFM/interzum guangzhou 2021 will host hundreds of premium machinery and woodworking machinery completely covering the entire industry of cutting-edge equipment, materials and technology needed for furniture manufacturing such as hardware accessories, cabinet plates, edging and treatment of surfaces.



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

Edimotion [communication partner of CIFF]

t. +39.0332.284983 | press@edimotion.it