

49th CIFF Guangzhou 2022 An online-offline success!

A new theme, 'Build a Better Home Together, Serve the New Pattern', arising from the need for a concrete response to improvements in quality of life and the consequent emergence of a newly high standard of living. A focus on design as a force for sustainable development in the sector and the qualitative transformation of the Chinese furniture industry. A target audience of both designers and buyers, distributors, and players in the real estate sector. A wide offering of themed exhibitions to provide inspiration and stimulate creativity. The integration of online and offline fairs to create a trade event that transcends the boundaries of time and space...

These were the ingredients of the CIFF Guangzhou 2022 success!



The 49th CIFF Guangzhou was held in two phases between 17 to 20 July and 26 to 29 July at the Canton Fair Complex in Guangzhou Pazhou, occupying a total of **510,000 square metres of exhibition space**, welcoming **over 2,500 exhibitors** from 23 countries and regions and **139,574 high-quality trade visitors**, and staging **8 thematic exhibitions** along with over **130 conferences and forums**.

For the first time, CIFF Guangzhou was also held **online** on various social and multimedia channels, registering an impressive **50.19 million visits** and proving once again that this is the most strategically important business platform in Asia, bringing **the entire furniture industry together under one roof** and generating **strong synergy** between the Chinese domestic and international markets—a truly innovative large-scale event, forward-looking and futuristic, full of stimulating themes and resources for the whole furniture industry.

The **first phase** represented the entire world of the home, from interior furnishings and decoration to outdoor living.



Home Furniture featured major companies, including 70 design brands that had not participated in CIFF in the last five years, which proposed new products and original solutions with a special focus on the domestic market, and introduced the homestay



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

50th CIFF Shanghai 2022

National Exhibition
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Shanghai Hongqiao, China
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51st CIFF Guangzhou 2023

China Import and Export
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CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.
China Foreign Trade Guangzhou
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sector for the first time.



In this context, among the many events, the **CMF Trend Lab** interpreted market trends through four workshops: the Digital Post-mankind Lab, focused on the virtual economy and the digital narrative; the Unbalance Lab, developing the themes of well-being in the post-COVID era, food innovation, and a focus on zero emissions; the Nation Oriented Lab, focalising innovation in traditional craftsmanship, the redefinition of the Eastern spirit, and the use of industrial materials; the Body Shaming Lab, bringing attention to the growing role of women in the economy, as well as the consequently changing trends in consumer decision-making power.

Meanwhile, the **D2M Lab**, the platform connecting and creating synergy and opportunities between designers and manufacturers, strengthening communication, exchange, knowledge sharing, and fruitful collaboration, saw the active participation of some 50 design studios.



Homedecor & Hometextile presented the latest trends in interior decor: furnishing accessories, lighting, decorative paintings, and artificial flowers to add value to every environment. **Outdoor & Leisure** interpreted outdoor lifestyles, offering increasingly sophisticated solutions for expanding quality and comfort beyond the home.

The **second phase** showcased the world of work and public spaces, as well as technologies essential to the furniture industry.



The **Office Show** featured leading companies in the sector presenting intelligent and sustainable workspace design solutions that improve productivity, well-being, and safety. Much space was also dedicated to public commercial spaces, healthcare and senior citizen facilities, and schools.



2030+ International Future Office (IFO), under the theme Hyper Dimensions, analyses the workplace within the three dimensions of time, space, and knowledge, to explore a new workspace model and new trends in office furniture.

Jointly organised by CIFF and the China National Furniture Association, the design exhibition occasioned the collaboration of prestigious brands such as Steelcase, Koenig+Neurath, Lamex, Sitland, Magis, Estel, Rexite, Gan, Aurora, Sunon, Tom Dixon, and Linak.



CIFM/interzum guangzhou 2022 presented a comprehensive range of technology and semimanufactures for the furniture industry. The major international and Chinese brands in machinery, materials, surfaces, and hardware offered a convincing response to the needs of an industry that is constantly growing, attentive to the most innovative solutions for producing quality by optimising production.

The commitment of all participants—exhibitors, visitors, and organisers alike—ensured the safe and successful conclusion of **an excellent edition of CIFF Guangzhou**, which will continue to be an **integrated online-offline exhibition event** from now on in order to create an increasingly broad, complete, appealing, and accessible exhibition platform for a growing number of industry players in China and worldwide.

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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