

CIFF Guangzhou 2023. Innovative solutions to meet new global challenges

CIFF is preparing its next edition in March 2023, developing new formats to give an enthusiastic welcome to all the players in the furniture industry, both Chinese and international, to whom it will offer new solutions and concrete business opportunities.

The 51st CIFF – China International Furniture Fair, the leading furniture fair in Asia, will provide a **concrete response to the major changes and new challenges at play in the global furniture market**, creating a new business model to innovatively conceive and manage a major international exhibition event.

This model is based on promoting the value of design, the synergy between the extraordinary domestic market and the continuing growth of exports, and the integration of offline and online promotion to optimise and complement the exhibition offering, giving a fuller representation of the entire furniture industry while still supporting the needs of exhibitors and visitors.



The **51st CIFF Guangzhou 2023** will take place in **two phases**, reorganised by product sector in the **new exhibition concept and layout**.

The first phase, **between 18–21 March**, is dedicated to the living space. The **Home Furniture** sector will showcase the latest home furnishing products from leading Chinese and international companies. There will be an area dedicated to companies offering OEM/ODM services and one-stop solutions required by international buyers, once again underlining CIFF's role as a link between furniture manufacturing and global markets. **Homedecor & Hometextile** will focus on new trends in interior decoration: furniture accessories, lighting, paintings, decorative elements, and artificial flowers. **Outdoor Furniture, Sunshade and Leisure** will focus on the presentation of outdoor furniture such as tables, chairs, and awnings for the garden, as well as leisure equipment and decor.



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

51st CIFF Guangzhou 2023

China Import and Export
Fair Complex & PWTC EXPO
Guangzhou Pazhou, China

March 18-21, 2023
March 28-31, 2023

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

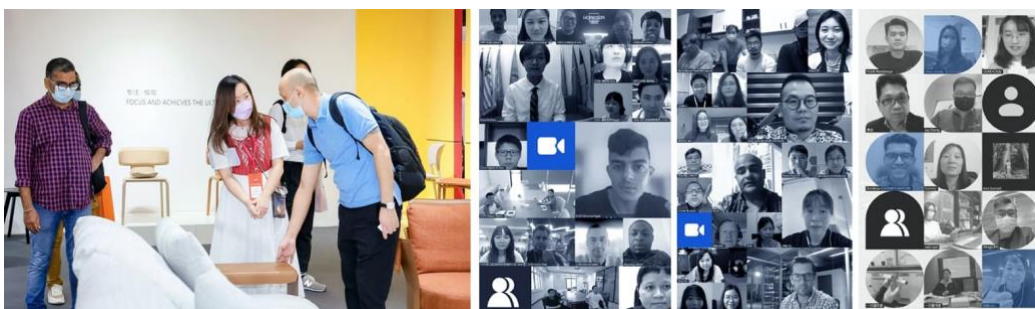
 **中国对外贸易广州展览总公司**
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.
China Foreign Trade Guangzhou
Exhibition General Corp.

The second phase, **from 28 to 31 March**, will feature **Office and Commercial Space**, the world's largest trade fair dedicated to the office, exhibiting workplace systems and seating, trends and solutions in the smart office, as well as public, school, and commercial environments, and furniture for healthcare and for meeting the needs of older people. At the same time, **CIFM/interzum Guangzhou 2023** will host leading Chinese and international brands presenting the most innovative technologies, machinery, materials, surfaces, and components essential for the increasingly innovative and intelligent development of the furniture industry.



Under the heading '**Design trend, global trade, entire supply chain**', CIFF will promote top-class companies and products of interest to both the fast-developing domestic market and ever-increasing export demands, organising a large number of **design exhibitions, seminars, and conferences** that will enrich the fair with high cultural content, as well as **B2B meetings and matchmaking activities both at the fair and online**.

The integration and necessary synergy between the traditional trade fair event and online activities is enshrined in '**8+365**', a strategically significant project launched by CIFF in 2022 that has already enabled hundreds of international buyers to meet virtually with numerous Chinese manufacturers, creating profitable business relationships that would otherwise be impossible during a period characterised by the impossibility of travelling and meeting physically.



In 2023, '**8+365**' will be further developed and enriched by meetings and negotiations, finally held in person **over the eight days of the 51st CIFF Guangzhou**, and by a service that will be available **online 365 days a year** for the most important buyers, importers and distributors, e-commerce companies, and important decision makers such as designers and buying groups from the main international furniture markets.

An **online matching platform** is being launched **on the CIFF website** that will receive specific requests from international buyers. These requests will be processed by CIFF's export-oriented exhibitors, effectively creating a business relationship facilitated and supported by CIFF itself.

Thus, there are great expectations for the **51st CIFF Guangzhou 2023** to find answers to new market needs, understand furnishing trends, and seize concrete business opportunities at the global level!

51st CIFF Guangzhou 2023

phase 1 - 18-21 March 2023

home furniture, homedecor & hometextile, outdoor & leisure furniture

phase 2 - 28-31 March 2023

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