

CIFF Guangzhou 2023. Four pillars for a better living model

Four thousand exhibitors and an exhibition area of 700,000 square metres make 51st CIFF Guangzhou the world's largest trade fair in 2023 dedicated to the entire furniture supply chain, taking place over two phases, from 18th to 21st March and from 28th to 31st March, at the Canton Fair Complex in Guangzhou Pazhou.

With the motto '**Design trend, global trade, entire supply chain**', the 51st CIFF Guangzhou aims to build a better living model based on four key points.



1.

High concentration of brands to promote the development of the high-end furniture industry by leveraging the advantages of the entire supply chain.

CIFF is the only furniture fair in the world covering the entire furniture industry supply chain. It includes home, office, and commercial furniture, home decor and textiles, and outdoor furniture, in addition to the materials, components, and machinery offered at CIFM/interzum guangzhou.

Home Furniture, scheduled for 18th–21st March, is dedicated to creating 'China's best trade fair for original home furnishing products'. A new concept and an exhibition layout distributed over three functional divisions optimise the presence of exhibitors, both Chinese and international (coming from 16 countries), called to propose new trends and showcase new solutions for complete, environmentally sustainable furnishings, integrated with artificial intelligence and dedicated to improving people's quality of life.

The six pavilions comprising **Area A** in the exhibition complex will feature 150 selected brands. Pavilions 2.1 through 4.1 will focus on design, following the theme **New Road**: Along an *N* shaped pathway, you can take an immersive stroll through the design offerings of exhibitors such as Ho Yan, HIK, Norya, Gainwell, Dash Casa, Debrah's, B&G, Manitta, Gese, Innovation, and Notting Hill, who will push the possibilities for original home furnishing projects to the *n*th degree.

The third edition of the **Design Spring CIFF Contemporary Chinese Furniture Design Fair** takes place in pavilions 6.1 through 8.1, occupying double the floor space and featuring 80 more exhibitors compared to the first edition: 14 themed exhibitions, over 30 forums, and more than 1,000 innovative products will be presented by influential Chinese design brands, including Haostyle, U+, Moreless, Zizaoshe, Tianwu, HC28, Rongshe, and Pusu Design.



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
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CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.

China Foreign Trade Guangzhou
Exhibition General Corp.

Leading brands such as Manwah, Kuka, HTL, Landbond, Sleemon, Tempur, Sealy, and Kingsdown are among the main players in the upholstered furniture section in pavilions 1.2 through 5.2, on a dedicated area that grows by over 30% each year. With the theme 'Move Upwards', this section helps to promote the evolution of consumption towards an increasingly 'smart', healthy, fashionable, and environmentally sustainable life.

Area B is themed '**Create the New**': Leading manufacturers of high-end dining and living room furniture, including Henglin, 33UE, Zoy, Evergo, J&C, Modern Home, Starway, G-life, Best, and Donjon, offer one-stop services in sourcing, OEM, and ODM. Demand for these services among international customers and partners has grown so much that, since last year's edition, the number of exhibitors has increased from 150 to 450 and the dedicated pavilions from two to seven.

Area C of the Canton Fair Complex is dedicated to home decor and furnishing textiles. The largest of its kind in Asia, this thematic exhibition occupies eight pavilions and brings together over 500 exhibitors, including Floenco, FH&Home, D.Sky Home, Masden, A&B Home, and Diamond Star, offering a complete range of solutions under this year's theme, '**Spring Returns**'.

The **Poly World Trade Center** hosts Outdoor Furniture, Sunshade & Leisure, the largest and most professional outdoor furniture exhibition in Asia. Themed '**Boom**', this exhibition covers four pavilions, over 50% more than the last edition. Higold, Arti, Ever Gaining, Alma, Derui, and Couture are just some of the exhibitors present.

Office and Commercial Space and **CIFM/interzum guangzhou**, scheduled for 28th–31st March, will occupy the entire Canton Fair Complex with the first-time addition of the newly built **Area D** for a record exhibition scale of over 7% more than the all-time high set in 2019, indicating not just the restoration of market confidence but even its improvement. The exhibition layout was optimised by creating more focused thematic areas, allowing exhibitors from 20 countries around the world to address an even more specialised and professional target group.

Office and Commercial Space covers an exhibition area of over 220,000 square metres and 22 pavilions divided into areas: **A**, for the office; **B**, for commercial space; and **C**, for office seating. Leading domestic and international brands such as K+N, Royal Ahrend, Sunon, Victory, CJF, 33UE, Henglin, Quama, Saosen, Jongtay, Huasheng, Lmfu, and more, create a one-stop shopping platform offering trendy solutions for environmentally friendly work and commercial spaces. The exhibition space dedicated to school furniture has increased by more than 50%.

For its part, CIFM/interzum guanzhou occupies 18 pavilions in areas B and C of the exhibition complex and an exhibition area of over 160,000 square metres, offering a complete range of machinery, materials, hardware, and accessories for the furniture industry from the best international companies in the sector, including Homag, Biesse, SCM, DTC, Tutti, SH-ABC, OPK, Schattdecor, Rehau, Dilong, Furen, Huawon, Liamax, Nanxing, Hold Cnc, Hua Jian, KDT, Yaodonghua, Richfruits, Lianyi, and more.

2.

High level of industry participation to promote the development of the high-end furniture industry using all channels

The 51st CIFF Guangzhou promotes a new development model by integrating the resources of the entire industry and acting as a bridge between the domestic and international markets.

CIFF Creative Community, CIFF Elite Community, Global Partnership Program, Cross-border E-commerce Development Program, and Ten Thousand Outlets in One Hundred Cities are events designed to develop new distribution channels and fortify connections in the industry, enabling the engagement of 16 specialised furniture mall chains, 74 design institutions, 60 foreign consulates in Guangzhou, and 177 international business associations, as well as interior designers, distributors, traders, and companies specialising in international e-commerce.

The organisers' efforts have allowed them to expand the target audience into other sectors, such as real estate, healthcare and care for older people, and homestay, and integrate the traditional trade fair event with online activities, developing the **'8+365'** project, enhanced with in-person meetings and negotiations **during the eight days of the 51st CIFF Guangzhou** and a service that will be available **online 365 days a year** for the most important buyers, importers, and distributors.

One hundred conferences and forums and 11 thematic exhibitions: CMF Trends Lab, D2M Lab, Firefly Museum Children's Space, Intelligent Sleep, China Sleep Industry Summit & Sleep Ecology Exhibition, China Interiors & Decorations Conference (Spring) 2023, Global Garden Life Festival, OK Living Show, Welcome 'Light', and Office Environment, curated by famous designers and journalists.

There are also four series of special events—'Voice of Design', 'Elite Business Talks', 'Cross-border Elite Gathering', and 'New Product Launch'—to promote an effective and high-quality dialogue platform for the home furnishing industry and address new trends.

3.

Elevated awareness of trends to promote the high-quality development of the furniture industry through careful strategic planning

CIFF further seizes the opportunity offered by rising consumption to address the issues of medical care, care for older people, and intelligent products. 'Intelligent consumption' stimulates the industry's vitality, particularly with regard to 'intelligent sleep', 'intelligent office', and 'intelligent manufacturing'.

51st CIFF Guangzhou showcases **smart sleep** and sleep ecology in three pavilions where more than 100 famous Chinese and international brands, including Sleemon, Tempur, Haier, Keeson, Sealy, sleepone, Simmons, Long Life Basics, Therapedic, Serta, and Tengfei Technology, will be present, and where thematic events such as Smart Sleep Exhibition, Sleep Ecology Exhibition, China Sleep Industry Summit, and Smart Sleep Summit Forum will be organised to promote the innovative development of China's sleep industry from different perspectives.

For years, CIFF has believed and invested in the **smart office**: For this edition, pavilions 7.1 and 8.1 will bring together brands such as Jiechang, Loctec, Kaadas, Okin, 33UE and Lianyi who aim to improve working environments through technology.

As far as **intelligent manufacturing** is concerned, CIFM/interzum guangzhou occupies five pavilions, from 9.1 to 13.1, as a machinery exhibition area. Famous domestic and foreign brands, including Homag, Biesse, SCM, Nanxing, KDT, Lian Rou, and Huajian, present state-of-the-art intelligent manufacturing equipment and technology, representing the most advanced productivity in the industry.

At Home Furniture, the particularly topical issue of the ageing population is addressed with several pavilions dedicated to companies offering age-friendly furniture solutions, where the China Silver Economy Innovation Summit 2023 and the China Home-based Senior Care Exhibition will be held.

An important contribution to the issues of carbon peak and carbon neutrality is offered by the CMF Trends Lab event, which emphasises future design trends in terms of colour, materials, surface treatment, and the use of sustainable materials to achieve increasingly environmentally friendly design.

4.

New image and new CIFF mascot Jiajia

The 51st CIFF Guangzhou will mark the grand entrance of the new mascot Jiajia, the cultural symbol and image of CIFF. Jia in Chinese means 'home', the first Chinese character of CIFF, meaning good and outstanding. It symbolises CIFF's commitment to becoming the world's leading home furnishing trade fair and actively strengthening the sector and its companies—an important step in the evolution of CIFF's image to convey the fair's philosophy and show cultural confidence.

All this has generated much attention and interest in 51st CIFF Guangzhou 2023, so much so that, as of 28th February, the number of pre-registered visitors increased by 41% compared to the same period in 2019.

51st CIFF Guangzhou 2023

phase 1st – 18th–21st March 2023

home furniture, homedecor & hometextile, outdoor & leisure furniture

phase 2nd – 28th–31st March 2023

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

For more information about CIFF: www.ciff.furniture

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