

## CIFF Shanghai 2023.

### Design, concrete business relations, and dedicated services to welcome back international players



中国（广州 / 上海）国际家具博览会

China International Furniture Fair  
(Guangzhou / Shanghai)

*CIFF Shanghai is preparing in style for the next edition in September 2023 with a clear focus on high-end design and building a solid and profitable multi-channel relationship between exhibitors and customers, Chinese and international alike, to whom it will offer new solutions and concrete business opportunities.*

The **52nd China International Furniture Fair (CIFF Shanghai)** will be staged from **5<sup>th</sup> to 8<sup>th</sup> September 2023 at the Shanghai Hongqiao National Exhibition & Convention Center**, where the entire furniture supply chain will be represented under one roof: home, outdoor, and leisure furniture, furnishing accessories and textiles, and furniture for offices and public spaces, as well as machinery for the furniture industry, thanks to its concurrence with the Shanghai International Furniture Machinery & Woodworking Machinery Fair.

#### 52<sup>nd</sup> CIFF Shanghai 2023

National Exhibition  
& Convention Center (Shanghai)  
Shanghai Hongqiao, China

September 5-8, 2023

[www.ciff.furniture](http://www.ciff.furniture)

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China Foreign Trade Macalline  
Exhibition Co., Ltd.



**Good design** and the **pursuit of an ever-improving quality of life** are now the main factors motivating the choice of furniture products. In response to this imperative consumer need, the **52nd CIFF Shanghai 2023** will offer various special exhibitions, activities, and services in collaboration with numerous product designers, interior designers, and design professionals to offer new formats for design development and new solutions for better living and working.

With the theme **‘Lead New Consumption, Service New Pattern’**, CIFF Shanghai will focus decisively on promoting top Chinese design brands such as Camerich, HC28, Chic Casa, My Just, and Treasure (who have already confirmed their participation), positioning the fair as the leading platform for commercial furniture design in China.



In keeping with its longstanding strategy—unique for trade fair organisations—of **creating a strong synergy between the exhibition event and the purely commercial event of furniture product distribution**, the 52nd CIFF Shanghai is increasingly establishing itself as the dedicated place for promotion and successful positioning in the Chinese market to find partners and develop new offline and online commercial

channels. It is a true platform for economic and commercial cooperation where the brands present will have the opportunity to interact directly and effectively with **all the main high-end Chinese distributors, including Red Star Macalline**, but also with small and medium-sized retailers, contractors, designers, and decision makers.

CIFF Shanghai is also paying special attention to **exhibitors who are whose interests are more orientated towards foreign markets**, creating solid relationships with international distribution channels traditional and multimedia alike, offering exclusive services to promote the development of business relations, facilitating the presence of foreign professionals at the fair, and investing in international promotion.

With all restrictions on entry into China now removed and all services ensured in total safety, there is indeed great enthusiasm among international players in the furniture sector **to finally be able to travel to China and visit CIFF Shanghai**.

To make it even easier for buyers, distributors, and designers to visit the 52nd CIFF Shanghai 2023 and receive a warm 'welcome back', the organisers have launched several services, including the **'Global Buyers Return Plan', a programme that provides a full range of VIP services during the fair, discounts on airfare, and accommodation offers**.

Driven by the desire to reunite with international friends and partners, several dedicated events and promotional initiatives have been organised around the world, starting with a **meeting with the press and international customers in April in Milan** and collaboration with the most influential media in the main world markets.



Thus, there are great expectations for the 52nd CIFF Shanghai 2023 to find answers to new consumer needs and seize concrete business opportunities at a global level.

**We look forward to seeing you at Shanghai Hongqiao from 5<sup>th</sup> to 8<sup>th</sup> September!**

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For more information about CIFF: [www.ciff.furniture](http://www.ciff.furniture)

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[Download high-resolution images here](#)

*Additional images available upon request*

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