

## CIFF Guangzhou 2024.

### A platform of strategic importance for the Outdoor Furniture, Sunshade & Leisure Sector

*Outdoor furniture is an ever-growing sector, reflecting people's increasing interest in enjoying a comfortable, sustainable, and informal yet functional life outdoors. It is estimated that the global market could grow at an annual rate of more than 5% between 2023 and 2030.*



For some time now, CIFF has been investing in creating Asia's most prominent and professional **Outdoor Furniture business platform** serving the most highly regarded international buyers alongside companies boasting extraordinary production capacity, high quality, and flexibility to help them establish leading roles in the major world markets.

An increasingly central place has thus been reserved for the **Outdoor Furniture, Sunshade & Leisure section** which, as of this edition, will be **relocated to Area B of the Canton Fair Complex to offer better visibility and accessibility within the fair.**

During the **first phase of the 53<sup>rd</sup> CIFF Guangzhou**, which will take place **from 18<sup>th</sup> to 21<sup>st</sup> March 2024** and be dedicated to Home Furniture, more than **350 companies** will be present in no fewer than **5 pavilions** across a **total exhibition area of 55,000 square metres**, which will be divided into themed areas to present a more professional, better-organised offering of products and solutions to international buyers, retailers, purchasing managers, and interior designers on contract projects for hotels, resorts, villas, etc., expected in large numbers next March in Guangzhou Pazhou.



The high-end design brands will be concentrated in the **Outdoor Furniture Design** section (halls 11.1 and 12.1), where an M-shaped itinerary will offer a better display experience and highlight more top-tier products and solutions. In the **Outdoor Furniture** section (halls 10.1 and 11.1), there will be major Chinese and international manufacturers of furniture for gardens and outdoor spaces. The **Outdoor Sunshade/Materials** section (hall 9.1) will feature companies that provide shading



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

#### 53<sup>rd</sup> CIFF Guangzhou 2024

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

March 18-21, 2024  
March 28-31, 2024

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systems and accessories, while camping, BBQ, and sports equipment will be located in the **Outdoor Leisure** section (hall 11.1).



'Go to the Wild', co-organised by CIFF Guangzhou and Z Media between the South Lobby and the Middle Platform, is an **event** packed with interesting activities for manufacturers, buyers, and industry experts who will have the opportunity to meet, exchange views, and generate new business opportunities. In addition, a series of forums will be particularly useful to raise awareness and understanding of the latest trends in the Outdoor Furniture sector.

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**53<sup>rd</sup> CIFF Guangzhou 2024**

*phase 1 - 18-21 March 2024*

*home furniture, homedecor & hometextile, outdoor & leisure furniture*

*phase 2 - 28-31 March 2024*

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

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For more information on CIFF please visit: [www.ciff-gz.com](http://www.ciff-gz.com)

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You can download the [high-resolution images here](#)

*Further images are available upon request*

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