

CIFF Guangzhou 2024.

China International Furniture Fair announces record-breaking scale and focus on design, global trade, and full supply chain

China International Furniture Fair (CIFF Guangzhou), the world's largest furniture exhibition, unveils its vision for the upcoming edition, offering a unique opportunity to see the latest design trends, connect with industry professionals from all over the world and discover innovative products from the entire furniture supply chain.



The 53rd CIFF Guangzhou 2024, themed "**Designing A Better Home, Serving A New Pattern**", promises to be a record-breaking event. As underlined by Deng Lingjing, Deputy General Manager of China Foreign Trade Guangzhou Exhibition Co., Ltd. Huajia Branch, the fair boasts a remarkable **exhibition area of 850,000 square meters**, marking a significant increase of 11.8% compared to the previous historical record set in 2019. It uses all **91 exhibition halls in its two phases**, welcomes **over 4,000 exhibitors** and attracts **over 380,000 professional visitors** from over 200 countries around the world, consolidating its position as the largest furniture fair not only in China but globally.



中国（广州 / 上海）国际家具博览会

China International Furniture Fair
(Guangzhou / Shanghai)

53rd CIFF Guangzhou 2024

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

March 18-21, 2024

March 28-31, 2024

www.ciff-gz.com

media contact:

Ms. Betty Ye

Tel. + 86 020 89128349

yepy@fairwindow.com.cn

Ms. Nancy Han

Tel. + 86 020 89128034

hannx@fairwindow.com.cn




THE 53rd CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU)



GUANGZHOU

HOME FURNITURE
March 18-21, 2024

OFFICE & COMMERCIAL SPACE
CIFM / interzum guangzhou
March 28-31, 2024



GUANGZHOU	TIANJIN	SHANGHAI · HONGQIAO
18-21/03/2024 28-31/03/2024	16-19/05/2024	11-14/09/2024

The 53rd CIFF Guangzhou 2024, which will take place in **two phases from March 18 to 21 and from March 28 to 31 at the Canton Fair Complex in Guangzhou Pazhou**, aims to reaffirm its role in promoting the development of high quality in the fair and the entire sector. This vision is encapsulated in the event's highlights: "One Chain", "One Exhibition", "One Bridge" and "One Award".

One Chain: CIFF Guangzhou stands out as the only furniture fair in the world that covers the entire furniture supply chain, from upstream to downstream sectors. This includes home furniture, home decoration and home textiles, outdoor and leisure products, office and commercial spaces, and machinery and raw materials.

The **Home Furniture** show, held from March 18 to 21, revolves around the theme "New Scenario" and aims to solidify its position as the "**No.1 home furnishing exhibition with international influence connecting domestic and international markets**".

This year, the layout of Home Furniture has been strategically reorganized and the exhibition area has been expanded and upgraded, using a total of 46 halls in areas A, B, C, and D of the Canton Fair Complex and the PWTC Expo on approximately 435,000 square meters. The Dining & Living Room Furniture Sector, which has been moved to Area C of the Canton Fair Complex and Area E of PWTC Expo, hosts 750 exhibitors, 71% more than the previous edition. Area A features a focus on design, hosting 79 design brands and on the upholstered furniture section, which hosts over 400 exhibitors, 69% more than the previous edition. Independent zones have been created for the Outdoor sector in Area B and for the Homedecor & Hometextile sector in the new Area D.

The **Office Furniture and Commercial Spaces** and **CIFM/Interzum Guangzhou** edition will be held from March 28 to 31, marking a 20% increase in exhibitors compared to the record high of the 2009 edition. With its record size, focus on innovation, and international presence with 293 foreign companies from 31 countries, the event will surely attract a large audience of industry professionals.

Office Furniture and Commercial Space is committed to building the "**No.1 Global Office Exhibition**", with the theme "**New Office Fashion, New Commercial Trend**", occupying Area A, B, and D of the Canton Fair Complex and focusing on three key platforms: office environment, office seating, and public commercial space. Leading brands present at the fair, such as Steelcase, Haworth, Herman Miller, Okamura, Saint-Gobain, and others, will showcase their latest products and services, making the event a one-stop sourcing platform for office and commercial businesses.

CIFM/Interzum Guangzhou is the "**the No.1 Global Furniture Manufacturing Exhibition**", with the theme "**Throughout Upstream and Downstream, Link to A New Development**". Using the halls in Area B and C of the Canton Fair Complex, it will bring together furniture production equipment, raw materials, components, and hardware.

One Exhibition: although CIFF Guangzhou is held in two phases, it actually functions as a single complete exhibition covering the entire furniture industry chain, allowing visitors to explore the entire production cycle, from raw materials to processing, from finished products to marketing. The highlights of the event include: **Design-Focused Showground** - featuring collaborations between universities, international design institutions and industry professionals to promote design-driven innovation and product updates - **Consumption Upgrade Showground** - showcasing smart products, furniture for health and eco-friendly furniture solutions - **Trend Leadership Showground** - featuring curated trend-focused exhibitions, conferences and forums led by curators, designers and media professionals.

Visitors can expect to see the latest design trends, connect with industry professionals from around the world and discover innovative products across the entire furniture value chain.

One Bridge: CIFF Guangzhou acts as a vital bridge connecting the Chinese market to the international scene, promoting trade and cultural exchange.

CIFF Guangzhou is the only furniture fair in China that covers both commercial and design channels, domestic and export markets, and traditional and emerging channels. To attract three main groups: designers, retailers, and international buyers, CIFF Guangzhou has created various initiatives including the CIFF Design Community, the CIFF Elite Community and the Interbiz Club. These initiatives offer year-round attraction and investment promotion, city roadshows and opportunities to connect with a diverse range of potential customers. CIFF Guangzhou also offers a variety of online and offline resources to help companies connect with each other.

During the eight days of the fair, offline selection and purchasing sessions take place. Throughout the year, there are online docking opportunities through the CIFF Guangzhou mini program in China and the official overseas supply and demand room.

One Award: CIFF Guangzhou has announced the launch of the first design award in China, the 'CD Awards'.

The prestigious CIFF Guangzhou Design Awards are designed to recognize design and innovation in the home furnishings sector and celebrate excellence in the field of furniture design; the award will be assigned in various categories, including furniture, home textiles and outdoor furniture.

The establishment of the CD Awards represents a significant development for the Chinese furniture industry: it will contribute to raising the profile of original Chinese design and promoting the development of the sector.



53rd 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

For more information on CIFF please visit: www.ciff-gz.com

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Further images are available upon request

Edimotion [communication partner of CIFF]

t. +39.0332.284983 | press@edimotion.it