



27th China International Furniture Fair (Guangzhou)

FINAL REPORT



1 Phase
2011
3.18-21



27th China International Furniture Fair
(Guangzhou) - Home Furniture



China International Outdoor & Leisure Fair 2011



Homedecor & Housewares China 2011



China (Guangzhou) International Trade Fair
for Home Textiles 2011

2 Phase
2011
3.27-30



27th China International Furniture Fair
(Guangzhou)-Office Show



CIFM | CHINA INTERNATIONAL WOODWORKING MACHINERY
& FURNITURE RAW MATERIALS FAIR(GUANGZHOU) 2011

interzum guangzhou



The 27th China International Furniture Fair (Guangzhou)-Home Furniture, Office Show, concurrently with China International Outdoor & Leisure Fair, Homedecor & Housewares China, China (Guangzhou) International Trade Fair for Home Textiles, China International Woodworking Machinery & Furniture Raw Materials Fair/interzum guangzhou, jointly set up a multi-functional platform for the furniture industry. Insisting in the concept of "Being export oriented, while paying equal attention to domestic market", CIFF facilitated trade transactions and communication and created unlimited business opportunities for exhibitors and buyers.

CIFF 2011 March adopted China Import & Export Fair Complex's Area A, B & C, covering 540,000SQM on scale and attracting 3,132 exhibitors from mainland China, as well as 35 other countries and regions like Italy, U.S., Australia, Thailand, Singapore, Malaysia, Indonesia, Turkey. 153,503 buyers have visited CIFF, with an increase of 4.15%

Pavilions of modern home furniture and classical home furniture brought in the new household styles of high quality home fashion and the environmental-friendly concept. The outdoor and leisure pavilion upheld the sun, green, fashion, outdoor home life philosophy in products. The well-known enterprises of home decor and house wares attracted buyers with creativity and taste. Color and pattern are the highlights in the home textiles and accessories pavilion. Exhibitors of Office Show introduced products of advanced technology and paid much attention to enhance the product's comfort and functionality. The woodworking machinery & furniture raw materials pavilion was filled with diverse and comprehensive technologies, new processes and materials. There were active trade turnover and warm atmosphere during the show.

Comments from partners:

"CIFF builds up a great platform for furniture enterprises, which plays a very important role in promoting the market development."

Zhu Changling---Chairman of China National Furniture Association

"CIFF has done a great job helping its exhibitors successfully sell to both domestic and international markets, as well as help global buyers source in Asia."

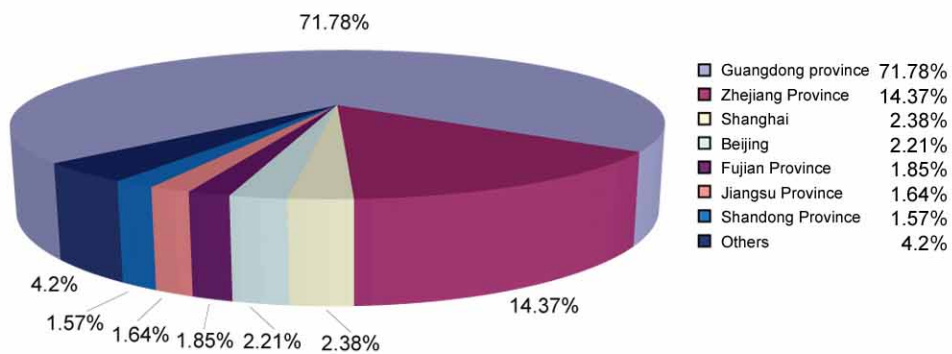
Casey Loo--- Vice President of IAFP, Publisher of FFE International Magazine



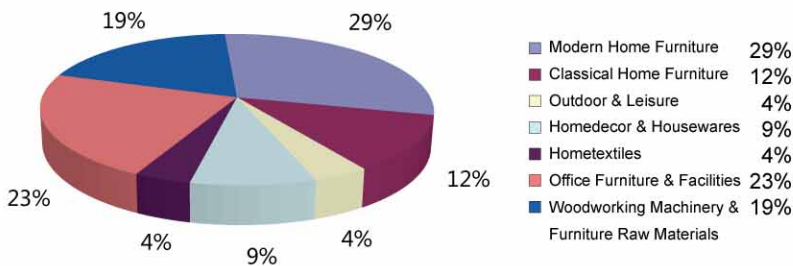


Exhibitors' Analysis

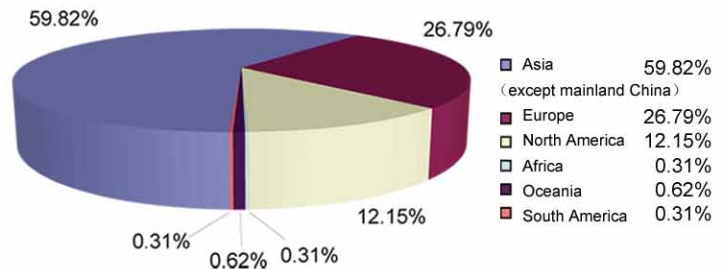
Domestic exhibitors' analysis – total 2811



Exhibits' analysis—total 3132



Overseas exhibitors' analysis - total 321



Exhibitors' Evaluation

Zhou shanlin
Guangdong Landbond Furniture group Co., LTD

CIFF is a very good platform. Our company keeps participating in the fair from the 1st edition. Both hardware conditions and the shuttle traffic are pretty good after years development. The show grows smoothly and their work team plays well.

He zhixiong
Four Seas Furniture Manufacturing Co., Ltd

CIFF is one of the three biggest furniture shows in the world and its exhibition resources are abundant and precious. Thanks to such a wonderful platform, our furniture is sold to the international market easily.

Cao kangyany
ALMA CONTRACT (HOLDING) CO.,LTD

The organizer made a good job in exhibition arrangement, buyers invitation and international promotion.

SUNON Group Co., Ltd

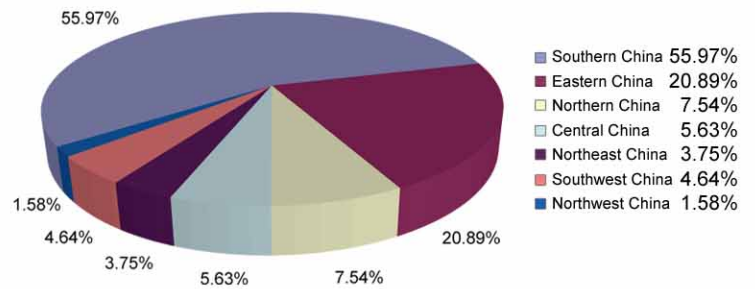
SUNON gained the better turnover during this show than that of the last year. Over 200 domestic agents came for cooperation. 40 more new customers from abroad seek import cooperation and made about 1.02 million U.S. dollars order, which gave us a big gift for the 20th anniversary.

Ms. Lu
Shanghai Shangzhen Compressor Co., Ltd

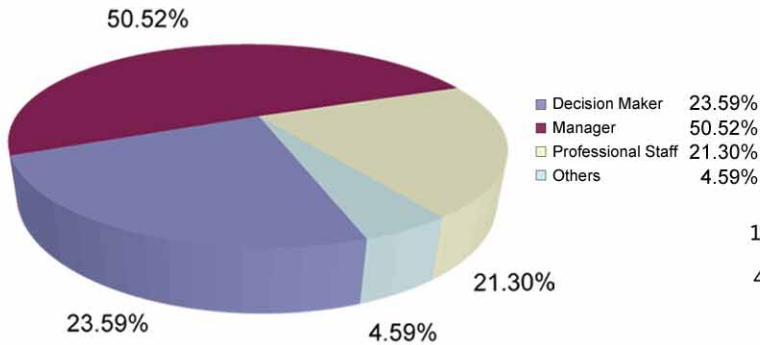
Generally speaking, the show this year is good with large scale and nice traffic flow. This is a very professional platform, offering us a good communication platform with the old customers and bringing us new customers at the same time. Participating in the show is the productive way to show our brand out.

Buyers' Analysis

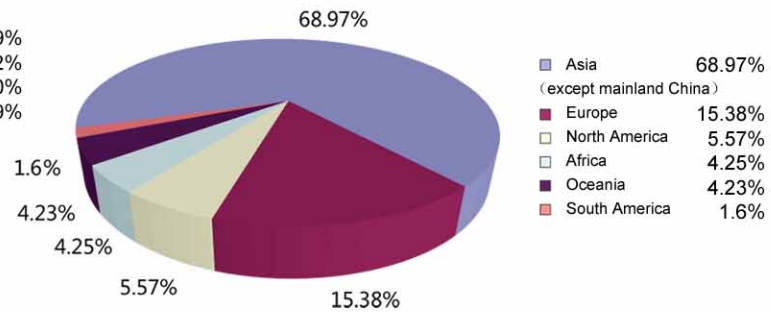
Domestic buyers' analysis- total 120,424



Buyers' analysis-total 153,503

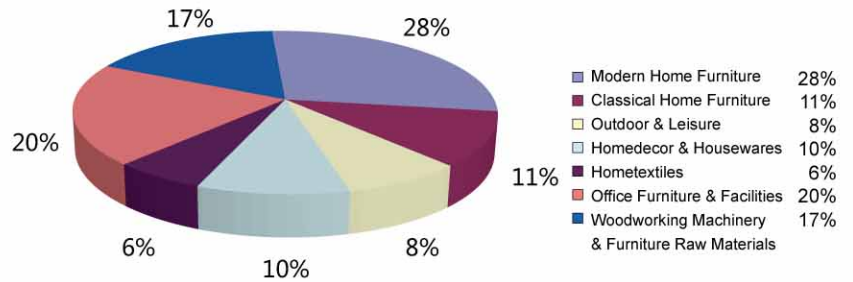


Overseas buyers' analysis-total 33,079



Buyers' Evaluation

Buyers' interested product analysis-total 153,503



Ulli Nitschke,
Managing Director of IDS

Our company had transactions worth USD1.4million with Chinese companies last year, and the amount is likely to increase every year. I believe that the quality and design of Chinese products are getting better and better.

Adam Sherwell
Australian manufacturer

I am very impressed by the choice of color, style and design of Chinese furniture company.

Mr. Yan
Office furniture buyer from Northeast China

This is the third time for me to visit the Guangzhou show. I have found many brand new designs and products of office furniture which catches the developing trend of Chinese office furniture. I gained a lot from the visit.

Xevi Torreda Jr Chevy
Regional manager for a Spanish woodworking company

The woodworking machinery products at the fair are of high quality and I have placed orders with many woodworking machinery companies.



EVENTS

The 3rd Furniture Design Gallery

HOME

The Design Gallery was jointly held by CIFF's organizer and Guangdong Furniture Association on March 18-21, attracting the participation of the top art and design institutions like China Central Academy of Fine Arts and Guangzhou Academy of Fine Arts, world-wide famous designers like Zhu Xiaojie and the advanced studios like Bilture, Hong Gu Xuan, YOYU Bamboo, Luck Furniture, Li Jiang, Philip Yap and so on. The Design Gallery offered opportunities for promoting innovation in China's furniture design, focusing on the combination of ideas and techniques, function and culture.



The 2nd Office Environment Theme Pavilion

OFFICE

The Theme Pavilion was built up by CIFF's organizer and the professional office furniture and facility producer LAMEX, along with the office environment management expert, Mr. Xu Zhaoming on March 27-30. With the topic of "Better Office", the pavilion displayed the comprehensive concept of Human Health and Office Efficiency by ideally arranging the office elements of fresh air, plants, lighting, carpet and so on. Moreover, the professionals from BIFMA, LAMEX, WALDMANN, Aurora, ID+C delivered lectures at the Pavilion's forum district, sharing their points of views about Better Office. The report of Research on China's Office Environment, drafted by China National Furniture Association's Office Furniture Committee, was firstly released at the Pavilion.

World Class Outdoor Furniture Forum

OUTDOOR

The chief editor of MöbelMarkt, Mr. Helmut Max Merkel, was invited to launch a speech during the show's first phase, introducing the outdoor furniture market in Germany with data survey. He also communicated with the participants face-to-face about the difference in sales channels in China and Europe.



Besides the events mentioned above, CIFF also organized seminars on trading, trending, marketing, innovative materials and techniques and other events like job fair and design work show of home décor and so on, which made CIFF a multi-functional platform for furniture industrial players.

Appearance Design Award (Independent)

Winner:
ZHEJIANG ADWIN FURNITURE CO., LTD.
Booth:
3.1D01



Appearance Design Award (Combination)

Winner:
BEIJING ROYAL MODERN FURNITURE CO., LTD.
Booth:
11.3C03



Manufacturing Technique Award

Winner:
CENTURY BEKING FURNITURE CO., LTD.
Booth:
1.2C01



Functionality Innovation Award

Winner:
OPAL FURNITURE (SUZHOU) CO., LTD.
Booth:
5.2C01



Material Utilization Award

Winner:
GUANGZHOU YEGA FURNITURE INDUSTRY
CO., LTD.
Booth:
10.3C08



Booth Design Award

Winner:
ZHEJIANG FUDEBAO FURNITURE CO., LTD.
Booth:
2.1B01



Appearance Design Award (Independent)

Winner:
COMFORT SEATING
Booth:
3.2C01



Appearance Design Award (Combination)

Winner:
SAOSEN FURNITURE CO., LTD.(DONGGUAN)
Booth:
5.1B01



Manufacturing Technique Award

Winner:
SHENZHEN CHANGJIANG FURNITURE CO., LTD.
Booth:
1.1B01



Functionality Innovation Award

Winner:
SUNON FURNITURE MANUFACTURE CO., LTD.
(ZHEJIANG)
Booth:
4.1B01



Material Utilization Award

Winner:
HANGZHOU RONGYE FURNITURE CO., LTD.
Booth:
4.1D01



Booth Design Award

Winner:
GREEN LINK OFFICE SYSTEM FURNITURE
CO., LTD.
Booth:
4.1C11



Welcome to the 28th China International Furniture Fair (Guangzhou)

The 28th China International Furniture Fair (Guangzhou)-CIFF 2011 September, concurrently with Homedecor + Hometextile China 2011, will be held from Sept 7 to 10, 2011 in China Import and Export Fair Complex, Guangzhou. Insisting in the concept of "Being export oriented, while paying equal attention to the domestic market", CIFF 2011 September will create a multi-functional platform for the furniture industry.

BRANDS IN

Under the economic environment with steady development in the furniture market, more brands from different regions like Guangdong, Zhejiang, Sichuan, Beijing and so on will be also attracted to display their latest products. The exhibit features are more distinctive and unique. Positioning on the show concept of "Whole-Home-Decor", the high-related vertical shows and exhibits in modern home furniture, classical home furniture, outdoor living, homedecor and hometextile will form the must-attend "One-stop" sourcing platform for industrial players.

NETWORKS ON

Taking advantage of the global network and the international partners from home and abroad, CIFF 2011 September is expecting visitors from every corner of China and from abroad. The organizer launches various marketing campaigns to attract new fields of buyers, like the promotion tour in Mainland China, the direct invitation to CIFF's royal buyers and the association and media partners' members. Technology skills are also adopted to strengthen the convenience and efficiency of buyers' sourcing, while the service program is kept upgrading.



CIFF

2011.9.7-10



中国对外贸易广州展览总公司
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.

Tel: +8620-89128061/89128062

Fax: +8620-89128251-102

Email: ciff@fairwindow.com.cn

Website: www.ciff-gz.com