

Ciff furniture

THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

The Business of Furniture | SPECIAL EDITION

BoF

2nd Phase - 28-31 March 2017
office/hotel/commercial/materials&machines

*BETTER LIFE
BETTER WORK*



Welcome



3,900
Exhibitors



750,000
sqm



250,000
Attendees

Welcome to our fair, the only one in the world that can give you a global experience of the Chinese furniture context. A fair designed to welcome you and provide you with the support you require in order to conduct your business by means of the services provided by our platform. CIFF, the world's largest furniture fair, is about to open! We look forward to seeing you in Guangzhou.

ciff.furniture is a publication by
**China Foreign Trade
Guangzhou Exhibition
General Corp.**

publishing concept
and coordination by
Edimotion

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www.ciff.furniture

Founded in 1998, China International Furniture Fair has been successfully held for 38 sessions. Every year the spring edition in Guangzhou connects over 3,900 world leading brands with more than 170,000 professional attendees from 200 countries and regions, creating immense value for the international furniture industry.

Covering 750,000 square meters, CIFF (Guangzhou) covers the upstream and downstream industry, showcasing leading brands of home furniture, home decor, home textiles, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials.

With the theme of "Better Life, Better Work", CIFF 2017 will spare no effort to enhance exhibition quality and provide excellent service, bringing closer connection among industry stakeholders. CIFF is the must-attend furniture industry event in Asia that provides all-round solutions for every attendee from afar.

Welcome

I warmly invite you to visit the next edition of CIFF in Guangzhou, a dynamic platform to create market value for the furniture sector, industry and enterprises, striving for a better future for exhibitors and visitors.

CIFF takes place twice a year in **Guangzhou in March** and in **Shanghai in September** focusing on both the international market and the broader Chinese one.

China presents more positive factors and opportunities than challenges. In the next 4 years, China will build a moderately prosperous society in all respects.

China will stand out in the global market in the 21st Century. CIFF helps the enterprises occupy the commanding heights of China market based on the strategic layout in the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China, thanks to their powerful engines and great influence.

We always believe that exhibitors and visitors are the true masters of the exhibition. The central idea of CIFF is "All-around Matching" based on the entire industry chain of furniture and home furnishings to achieve **brand matching, trade matching, fashion matching, design matching, decor matching, technology matching, material matching and media matching.**

In 2017 CIFF will bring together nearly 6,000 exhibitors and host more than 250,000 professional visitors from over 200 countries and regions, covering the themes of home furniture, home décor & home textile, outdoor & leisure furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials. The 1,15 million-square-meter CIFF will create more value for enterprises by all-round matching.

Different from the general business organizations, **we are a state-owned organizer in the exhibition industry. We serve exhibitors and visitors** wholeheartedly dedicatedly centering on the market demands, instead of pursuing private interests.

We believe that we can realize the China Dream of better life for all the people in the furniture and exhibition industries as long as we organize the exhibitions dedicatedly and stand together with the sector, industry and enterprises!



Li Deying
general manager
China Foreign Trade Exhibition General Corp.

Facts & Figures

Date of the event	Phase Two: 28-31 March 2017
Organizer	China Foreign Trade Exhibition General Corp.
Frequency	twice a year (March in Guangzhou, September in Shanghai)
Venue	China Import & Export Fair Complex and Poly World Trade Centre Expo
Sectors	office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials
Opening times	daily from 09:00 a.m. to 06:00 p.m.
Visitors Target	office furnishing trade, facility management, architects, interior designers, designers consultants, developers, investors and real estate industry, companies, users
Website	www.ciff.furniture
Contact	Ms. Gina Ho ginaho@fairwindow.com.cn Ms. Victoria Cao caoxw@fairwindow.com.cn Mr. Joseph Chan chenxian@fairwindow.com.cn





The 39th China International Furniture Fair (Guangzhou)

Phase 2: Hall Plan

18-21 March 2017

office/hotel/commercial/materials&machines

Office Show

- Office Space 1.1-5.1 / 3.2-4.2
- Medical & Healthcare Furniture 5.1
- Hotel Project & Interiors Furnishings 1. 2
- Public Commercial Space 1.2-2.2
- Smart Office 5.2
- Office Furniture Component 6.1-8.1
- Filling Cabinets & Safe Cabinets 12.2
- Comfortable Seating 9.2-1 1.2
- Fashion Seating 9.3-1 1.3

CIFM/interzum guangzhou

- Woodworking Machinery 9.1- 11.1
- Miscellaneous Machinery 12. 1
- Mattress & Sewing Machinery 13.1
- Mattress Components/ Cutters & Tools 13.2
- International Hall 14.1-15.1
- Furniture Raw Materials 14.2-16. 2
- Hardware 14.3-16.3 / 14.4-16.4



Metro Line 8
 - Xingang Dong Station
 Exit A - Exit F
 - Pazhou Station
 Exit A - Exit B - Exit C

Office Furniture



Under the theme of **Smart Office, Smart Work**, with a total scale of 210,000 square meters, the Office Show is the world's largest office furniture trade fair. It will bring together **famous brands** from countries and regions including China, Denmark, Australia,

Korea, Malaysia, India, Thailand, Hong Kong and Taiwan. Chinese and foreign professional visitors, designer teams, medical & healthcare industry insiders and industry experts will gather to seize unlimited opportunities.

New Highlight: Medical & Healthcare Furniture

In recent years, along with the aging population, the healthcare industry has drawn a great deal of attention in China. With considerable demand for healthcare service, there has been a sharp increase in the **medical & healthcare furniture market**. In September 2015, Ciff introduced KI Furniture, a brand from the United States, to China. KI's standardized customization of medical & healthcare

environment was well received by China's medical institutions and nursing homes. In Ciff 2016, China's famous brand Tintan Furniture expanded its space by three folds, matching specialized dealers with satisfactory outcome. **In March 2017, Ciff will specially set Hall 5.1 for medical & healthcare furniture to provide more opportunities to exploit the enormous market.**

New Themes Gather Big Brands

In addition to medical & healthcare furniture, the Office Show in 2017 will create specific areas for **systematic office, hotel project & interior decoration, public commercial furniture, office furniture components, steel furniture, comfortable seating and fashion seating**. Renowned office furniture brands will showcase their latest products. Based on ergonomics, leading seating brands will

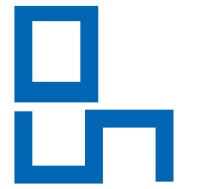
display comfortable seating. The area for steel furniture will exhibit new trends of steel products. The office furniture components section will connect with the industry chain, offering a wide range of products. As for the hotel and public furniture section, specialised producers will surely give you a lot of surprise.

Smart Office Presents Industry Trends

The 39th CIFF-Office Show also concentrates on innovation and changes in the office environment. In recent years, smart office has become a hot topic. In 2016, Sunon Furniture launched a “desk that can smartly dialogue with people” which evoked much admiration. **In 2017, the Office Show will set Hall 5.2 for smart office and introduce intelligent finished products and components.** Office furniture brands such as Sunon, Victory and Kuoching will display their achievements in intelligent office sector.

Events such as Office Environment Theme Pavilion, Global Office Furniture Outlook, Government Procurement Summit Forum and Hotel Showroom will give exhibitors and visitors diverse perspectives and enhance exhibition experience.

A pleasant office environment and humanized office furniture have become one of the important factors to increase work efficiency and enhance cohesion among workmates.



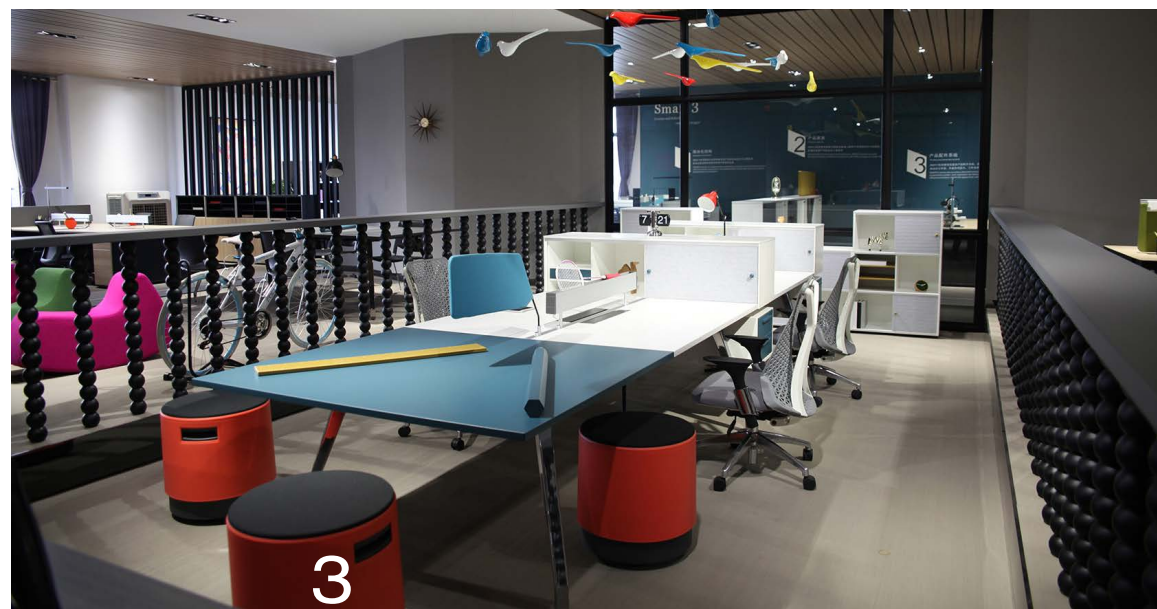
Products preview

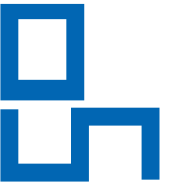


- 1
Genova
- 2
KeJing
- 3
Genova



- 4
MerryFair
- 5
Zhong Hao Office Furniture
- 6
TKS
- 7
MerryFair





Products preview



1

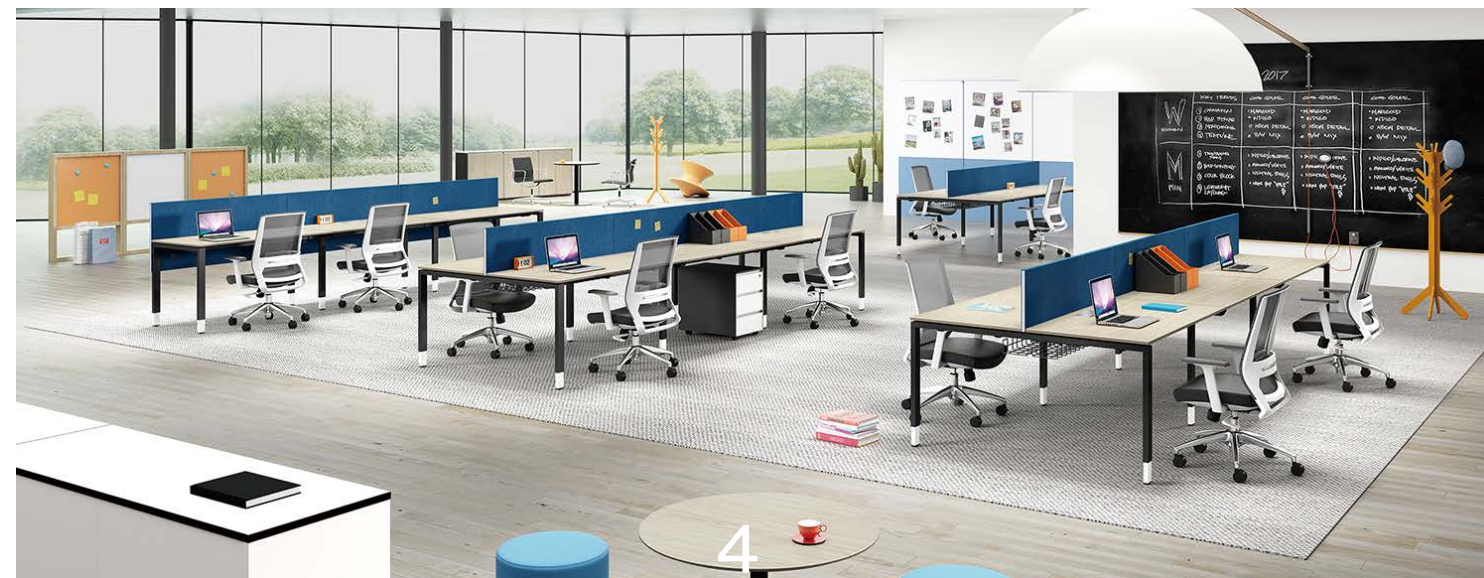


2



3

- 1 Logic
- 2 Logic
- 3 Kano
- 4 Kano



4

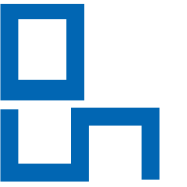


5

- 5 Victory
- 6 Victory



6



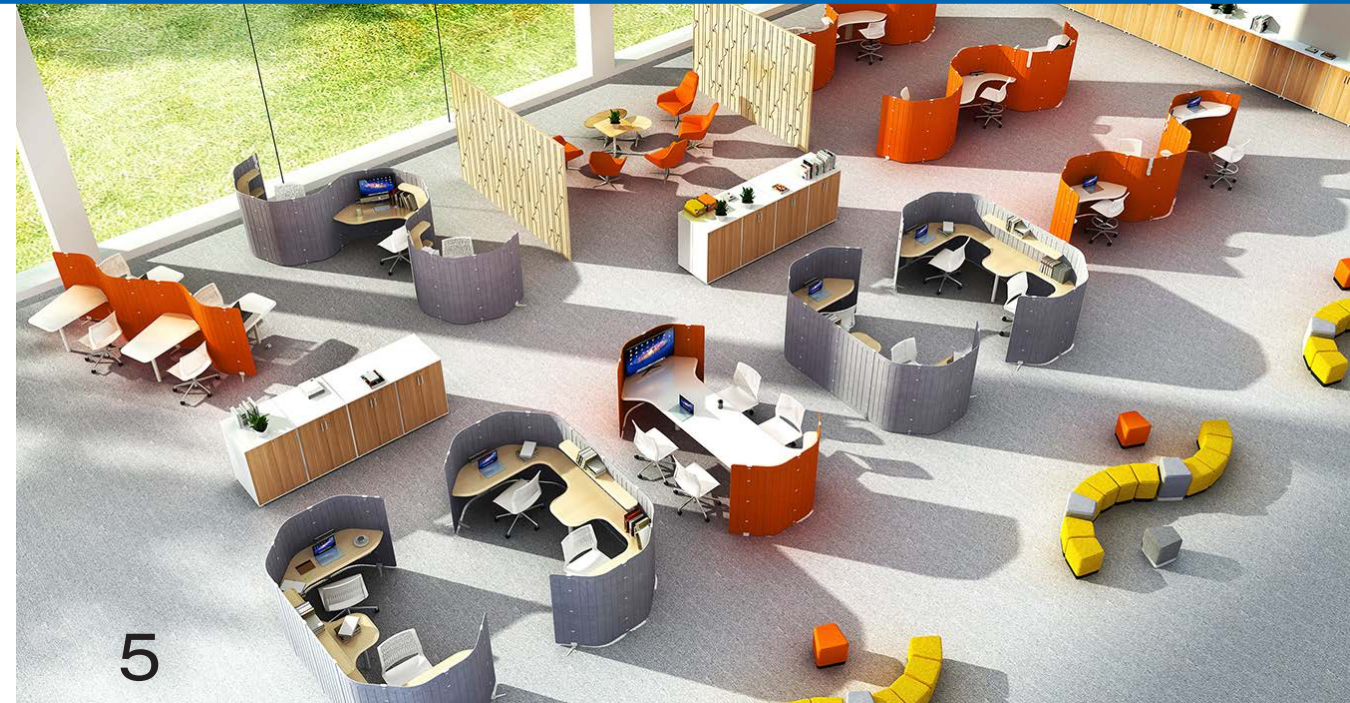
Products preview



1



2



5

- 1 Sunon
- 2 ue chairs
- 3 Cofemo
- 4 Onlead



3

- 5 Sunon
- 6 MerryFair
- 7 ue chairs



6



7



4

Products preview



1



2



4

- 1 Qumun
- 2 MerryFair
- 3 Bosen



5



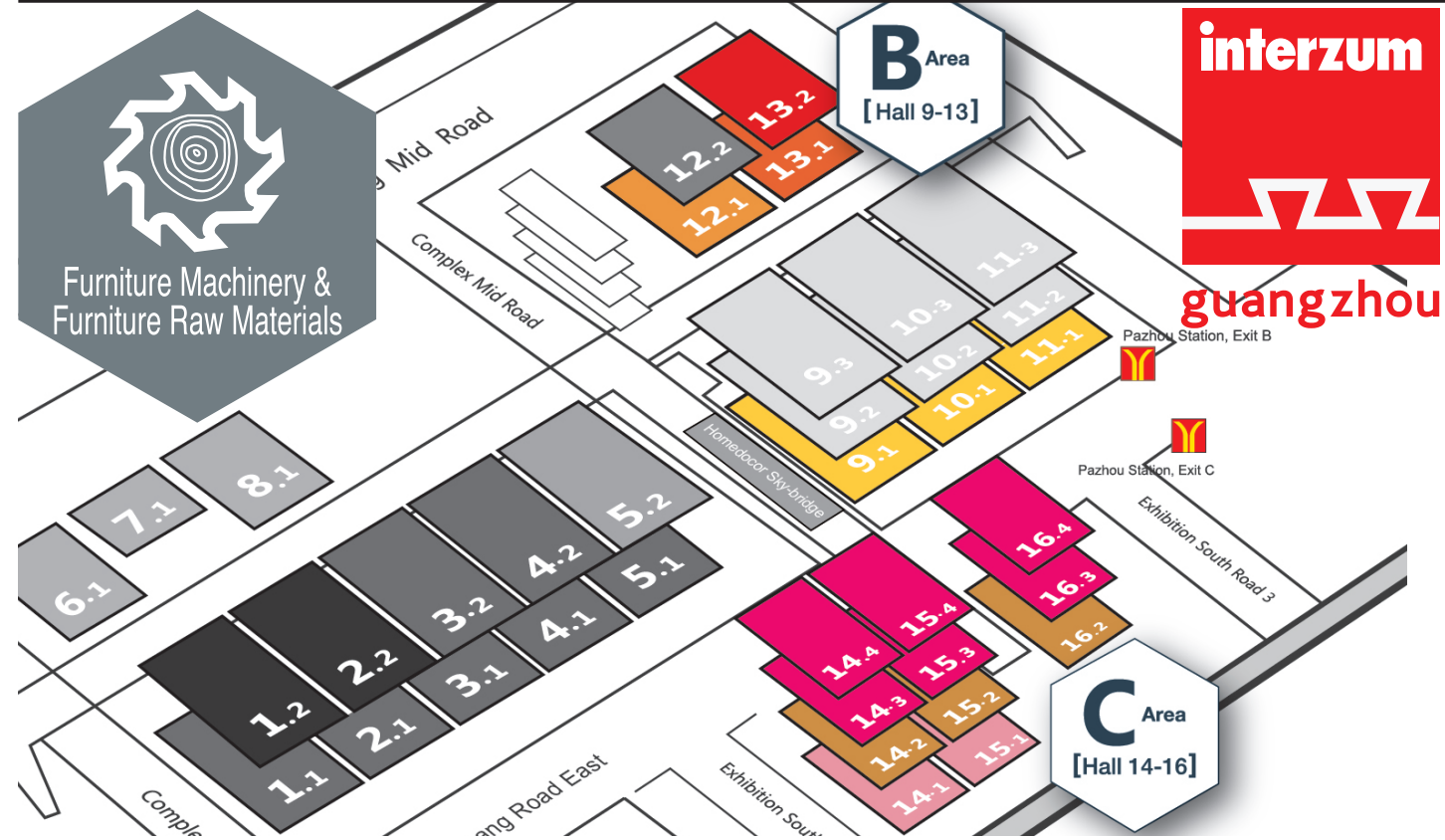
3



6

- 4 Qumun
- 5 Headway
- 6 Headway

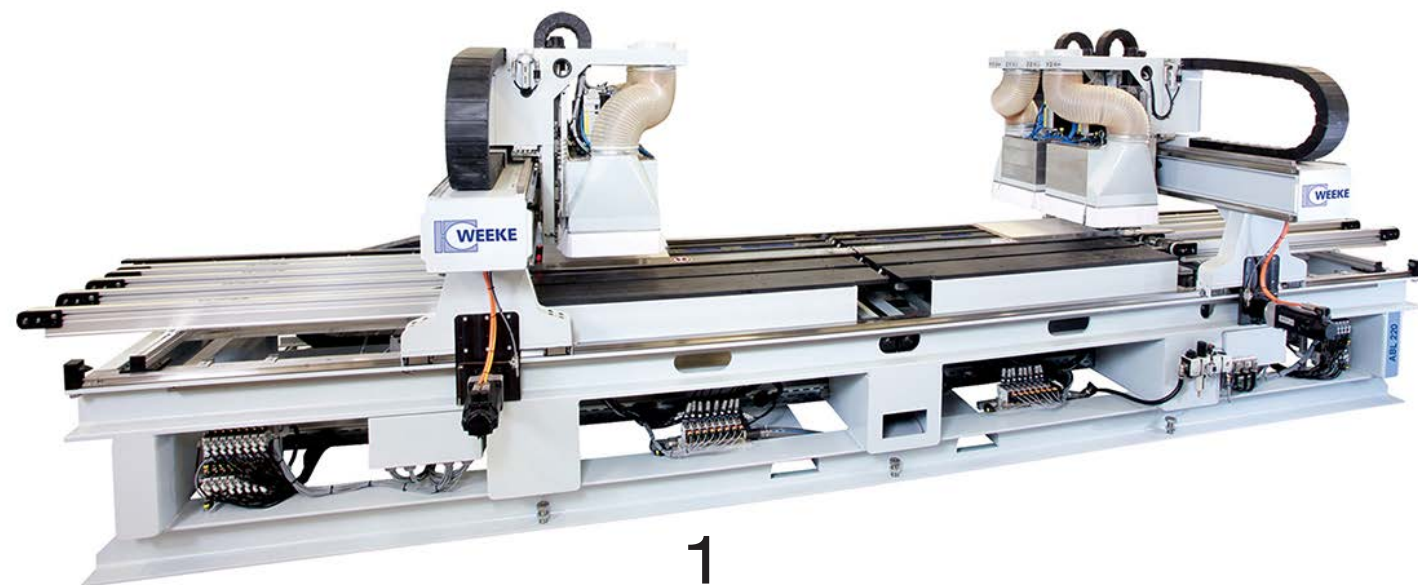
CIFM / interzum Guangzhou



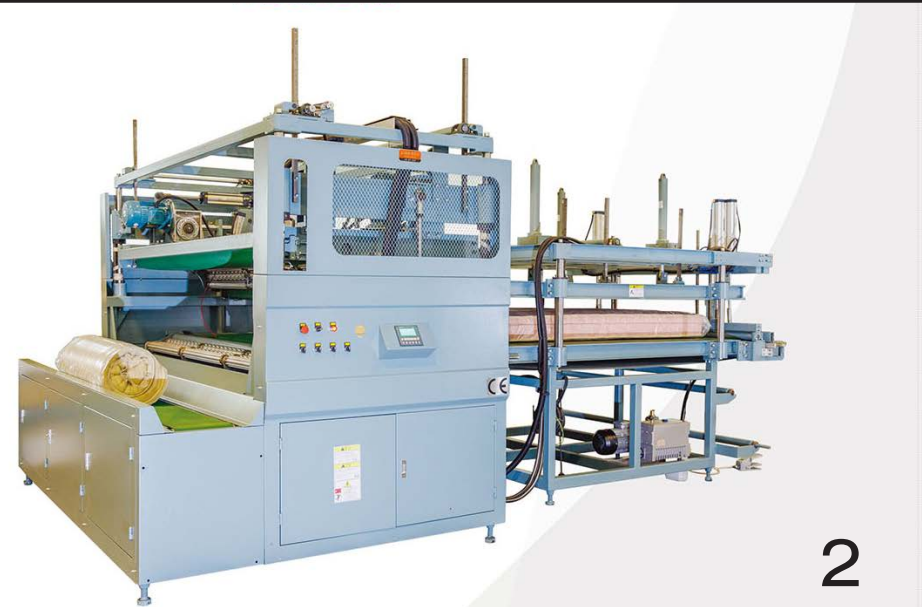
This session will increase in scale by using **Hall 13.2** that covers **100,000 square meters**, displaying mattress components, cutters and tools. The **woodworking machinery** section includes the best production equipment providers. In the era of Industry 4.0, these brands have spared no effort to upgrade their production mode using machines replacing manual labor. The **mattress & sewing machinery** section hosts renowned brands

In addition, overseas pavilions are always a highlight in CIFM/ interzum Guangzhou. In 2017

there will be ten overseas pavilions. **The Swedish Pavilion** organized by Swedish Wood will bring the latest technologies and information of Nordic wood products and design. **The German Pavilion, Italian Pavilion, Turkish Pavilion, French Pavilion, Korean Pavilion, Chilean Pavilion, US/ Canadian Pavilion, AHEC, Canada Wood Group and Swedish Pavilion** will continue to display the world's leading products and technologies. All of them will bring their excellent resources to the show and communicate with professionals in the furniture production sector.



1

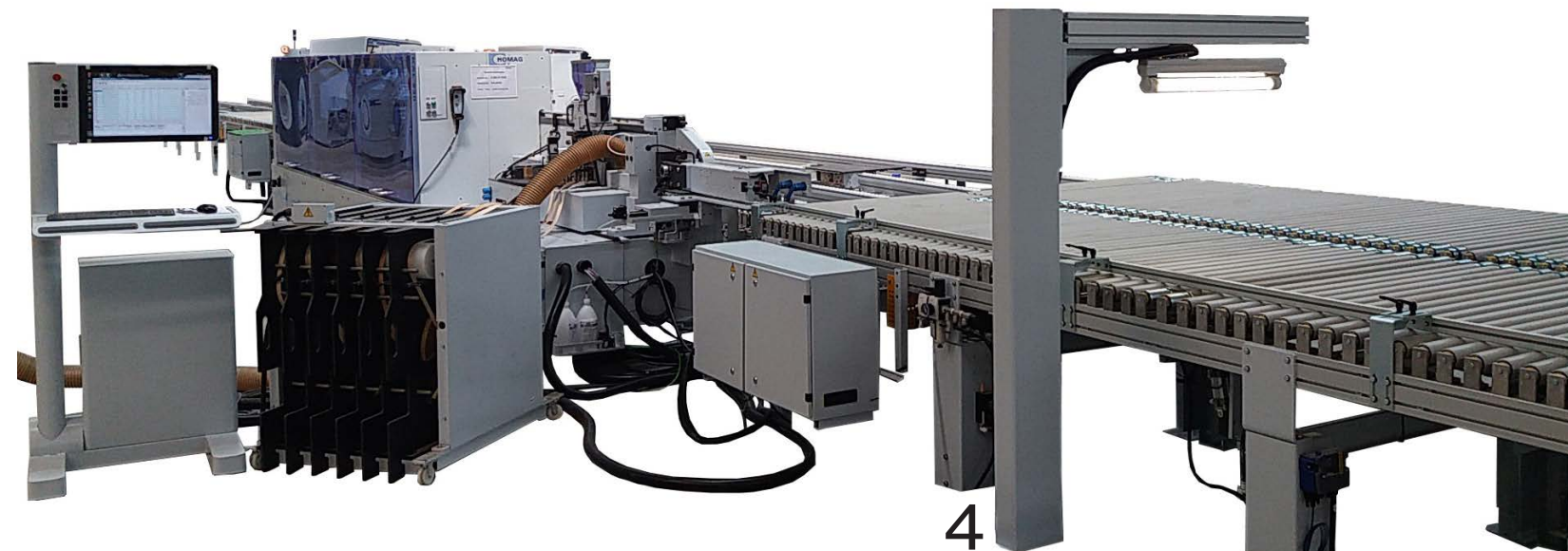


2

- 1 Homag
- 2 Lian Rou
- 3 Lian Rou
- 4 Homag



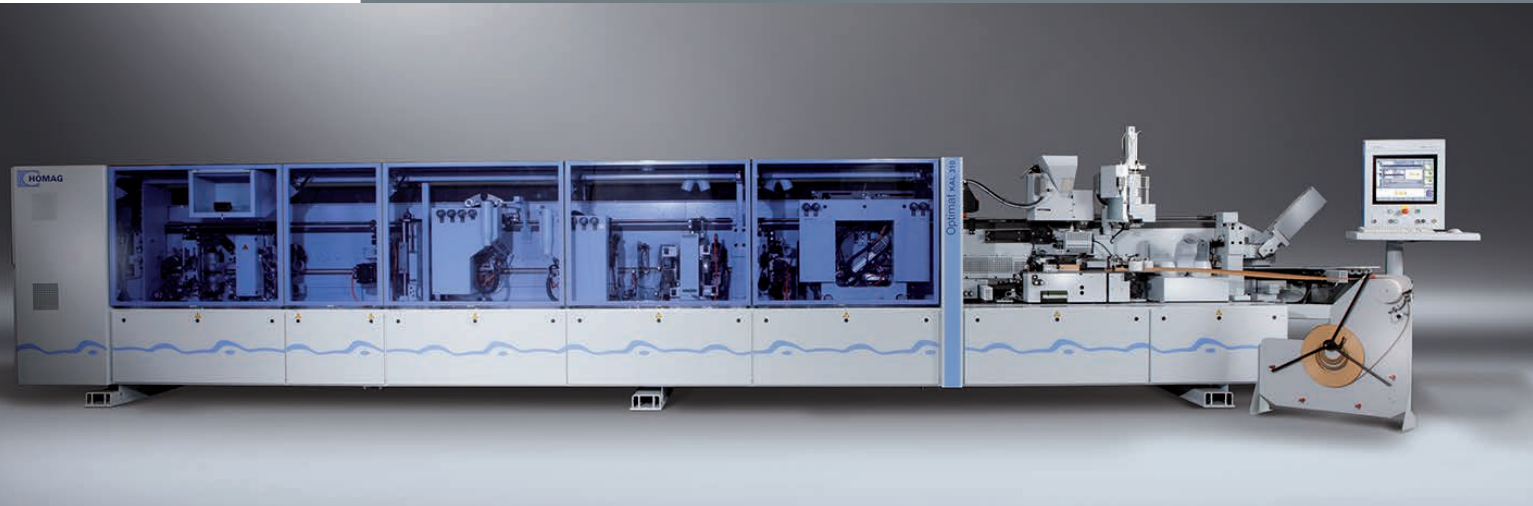
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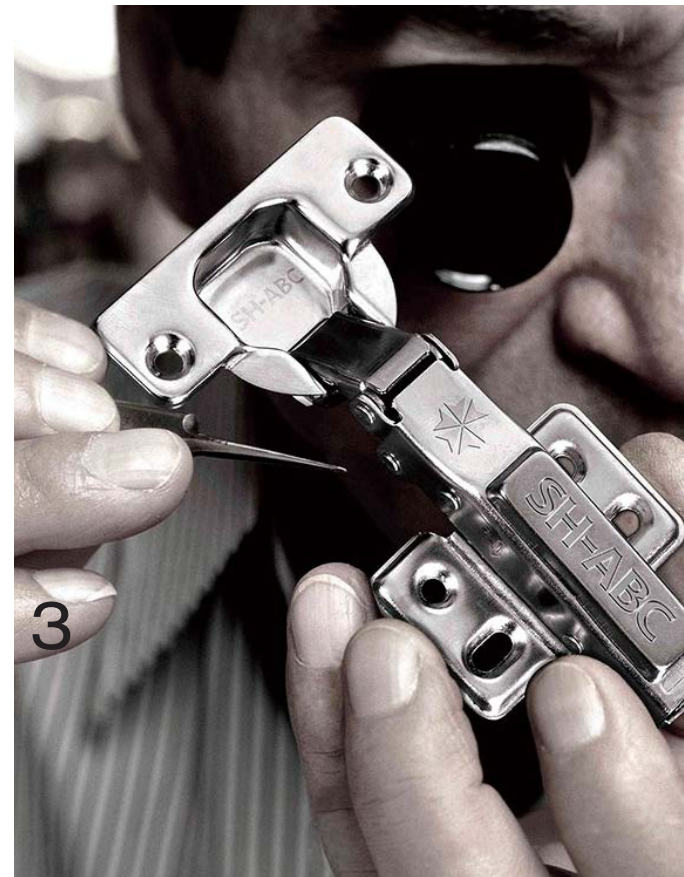
4



Products preview



- 1 Homag
- 2 DTC
- 3 SH-ABC



- 4 Leggett & Platt
- 5 OPK

- 6 OPK
- 7 SH-ABC



39th edition of CIFF in Guangzhou The smart Opportunity

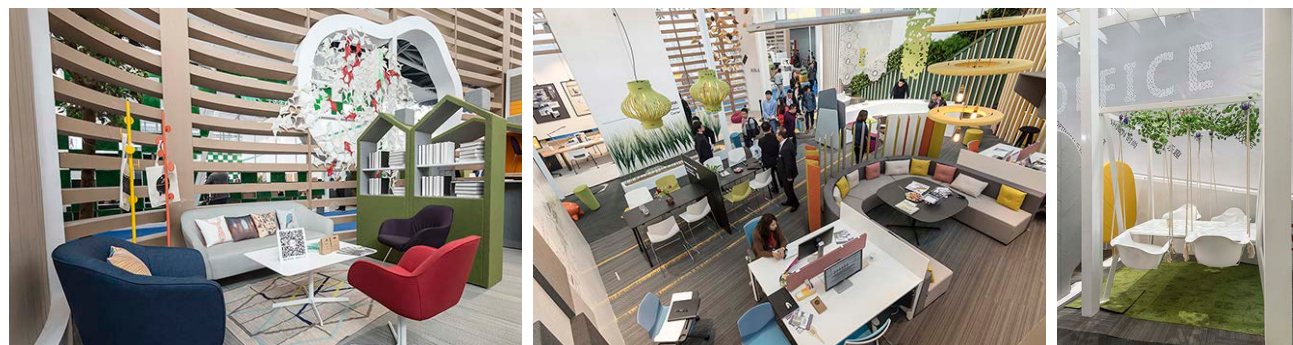
CIFF is an unmissable event! Unmissable both for those wishing to buy and for those who want to test the potential of the world's largest market in the furnishing sector. Yes, because in a period recording rapid changes, the **Chinese market is truly leaping ahead toward an increasing higher-quality and better-designed product.** The Made in China label connotation is less and less that of poor quality and low price, and instead is now able to **provide appropriate**

and tangible solutions even for a medium-high client sector target. In fact, Chinese producers are proving able to interpret international taste in an innovative manner; many western designers are bringing value and know-how to Chinese producers, and a good number of Chinese designers are acquiring international prestige, and becoming perfect links in the chain between eastern and western taste.



Chinese cities booming development allow them to build large commercial business districts where office space is usually laid out in conformity with American office concept like airy and open space to create upper-end and comfortable office atmosphere, which leads

to growing purchase of upgraded furnishing, and it is the same story with star-ranked hotel construction in China. They also require high-end and upgrading decoration to fully take advantage of the flourishing tourism industry.



World Trade of Office Furniture and the role of China

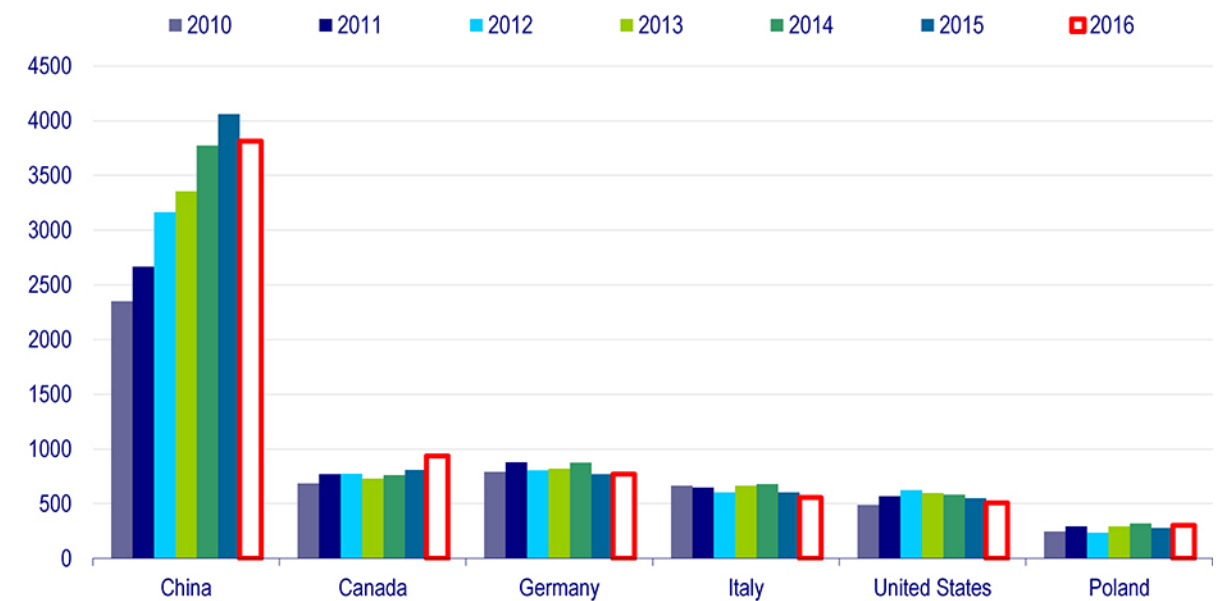
by Mauro Spinelli, CSIL Centre for Industrial Studies – Milan, Italy
(www.worldfurnitureonline.com)

World trade of office furniture (in current dollars) reached US\$ 9.2 billion in 2016. According to CSIL forecast, world trade should remain stable in 2017 and grow by 1% in 2018 reaching US\$ 9.3 billion in 2018.

The ratio of exports over production in the office furniture segment amounts to around 21% in 2016 (16% in 2005). Even though this ratio is growing, it remains low compared to the furniture sector, where

the export/production ratio for the same countries is around 30%. However, looking only at the office chair segment, it can be noticed that the openness of the market is higher. The bulk of office furniture exports originates in China, Canada, Germany, Italy and the US and flows to the US, Germany, France, Canada, and the UK. In particular, China increased its share on world exports from 14.6% in 2005 to 40% in 2015.

Office furniture exports. Six major exporting countries, 2010-2016.
Current US\$ million



Source: CSIL from industry and official data

2016: preliminary estimates

Despite the huge output produced annually, the Chinese office furniture sector shows a high level of fragmentation. CSIL estimates that the combined market share of the top ten players reaches about 11% of the total production in value. According to a 2015 CSIL survey, on a sample of 100 office furniture manufacturers, just 10 companies totalled turnover in excess of US\$ 100 million in 2014 less than five surpassed US\$ 200 million sales. Depending on company size, manufacturers are typically organised through several dedicated production plants, sometimes

located in different cities (this is sometimes due to the different cost of labour). Typically there are separated production for veneer or for melamine panels, metal parts manufacturing, office chairs and upholstery. In recent years the improvement in terms of product design, booth layout during trade fairs and communication tools is evident. Brand strategy is mainly focused on the domestic market. In fact, Chinese producers still approach the foreign markets mainly through OEM production. China is the leading supplier of office furniture for the United States, Germany, France and the United Kingdom.

Guangzhou. Welcome to our city!



Canton, or Guangzhou in Chinese, is the largest coastal city in South China, and the third largest city in the country, after Beijing and Shanghai. Capital of Guangdong Province, at all times a flourishing commercial centre, it is definitely one of the most prosperous cities in the country. Chaotic and lively, it unquestionably provides numerous opportunities for you to enjoy yourself and relax after the fair, and to return home with a full stock of memories and photographs. Located on the Pearl River delta, the city lies just a few kilometres from Hong Kong (easily reached by train or bus); this strategic position has guaranteed Guangzhou the role of strategic port and business capital for hundreds of years. Regarded as the culinary capital of China, the cradle of Cantonese cuisine (Yuecai), here there are more restaurants per person than in any other part of China. There are only a few other cities in the world where you can savour such unusual and sophisticated taste sensations.

- Climate: sub-tropical
- Average temperature in the month of March: 22°C (71.6°F).
- Rainy season: from April to August
- Time zone: UTC+8
- Airport: Baiyun International Airport

Where to go



Photo by: Absolutmocha

Beijing Lu

How to go there: by Metro, take Line 1 or 2, get off at Gongyuan Qian station, head out exit C and walk straight for 2 short blocks.

This pedestrian zone is the main shopping street; most shops stay open from 09:00-22:00. Two underground archaeological sites meet in the middle of the street, proving that this important road was already in existence almost one thousand years ago.

Shamian Island

How to go there by Metro: take Line 1, get off at Huangsha Metro Station, exit D and walk on the pedestrian bridge.

Small island just minutes from the centre of Guangzhou, connected to the city by bridge. It was an English and French enclave from the middle of the 19th century, and still maintains the appearance of a European town, with perfectly conserved buildings in a colonial architectural style. It evokes an atmosphere of peace and serenity, perfect for relaxation!



Photo by: Attila 2008

Zhujiang New Town

How to go there by Metro: take Line 3 or 5, get off at Zhujiang New Town Metro Station.

At the centre of this new and futuristic district stands a large town square, measuring approximately 1.5 km from north to south, and incorporating underground shopping centres and tunnels. Bordered by skyscrapers on both sides, with the Guangzhou Opera House at the south end, while Canton Tower rises up on the other side of the river.

Guangzhou Redtory

How to go there by Metro: take Line 5, get off at Yuancun Metro Station, Exit B and walk about 10 minutes.

This district of abandoned industrial factories, traditionally built from red bricks, has been completely redeveloped and is now a cultural zone; a veritable artists district. Here it is pleasant to stroll around and have lunch in one of the small restaurants lining the streets, browse through the quirky shops and visit the art galleries.



Photo by: Wyliepoon



What to see

Canton Tower

Address: No.222 Yuexiang West Road, Haizhu District

How to go there: by Metro, Canton Tower Station (Line 3).

http://www.cantontower.com

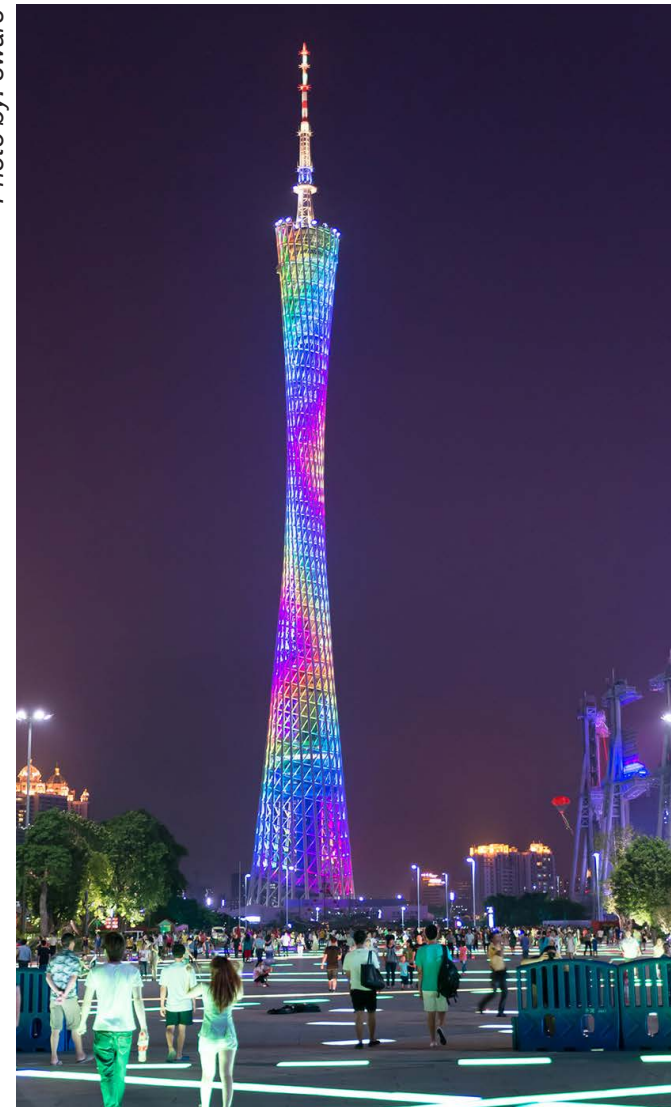
This is the second tallest building in China (after Shanghai Tower), and the fourth tallest free-standing structure in the world.

Built from steel and cement, it has three observation decks and a number of incredible attractions:

- the Bubble Tram: a panoramic Ferris wheel rising up to a height of 455 metres
- the Sky Drop: a 30-metre freefall drop, from a height of 485 metres
- the Spider Walk: an external staircase between the 32nd and the 64th floors: its 1,028 steps, some of which are transparent, make it one of the longest in the world.

An unforgettable experience, particularly at night time.

Photo by: 8ware



Temple of the Six Banyan Trees & Flower Pagoda (Liurong Temple)

Address: No.87 Liurong Road, Yuexiu District

How to go there: by Metro, Gongyuanqian Station (Line 1 and 2), Exit B.

First constructed in 537, this is one of the four main Buddhist temples in Guangzhou. Perhaps the only truly silent place in this frenetic city, it has been rebuilt a number of times, and has also been given different names through the ages: the most recent of these is "Temple of the Six Banyan Trees".

The pagoda containing the Buddhist vestiges is truly charming; the curved roofs resemble flower petals, hence the name "Flower Pagoda".

Photo by: J Aaron Farr



Huasheng Mosque

Address: No.55 Guangta Road

How to go there: by Metro, Ximenkou Station (Line 1), Exit B.

Huasheng Mosque is one of the oldest and most famous mosques in China and was established in the 7th century, when Canton was a reference point for trading relationships with the Arab populations. The mosque has been restored, and partially reconstructed, a number of times over the centuries. There is a wonderful view over the city from the top of the minaret.

Guangzhou Opera House

Address: No.1 Zhujiang West Road, Zhujiang New Town, Tianhe District

How to go there: by Metro, Zhujiang New Town Station (Line 3 and 5)

Set into the exceptionally modern context of the New City (Zhujiang), a futuristic urban environment with a concentration of high-end modern architecture. The Opera House designed by the renowned Anglo-Iraqi

architect Zaha Hadid is definitely something not to be missed.

The building spreads out over two different sections: the first structure holds the 1,800 seat Great Theatre, while the second building accommodates the 400-seat multifunctional auditorium. The structure of the building resembles a river stone, and enhances the relationship between the city and the riverfront.

Photo by: Trevor Patt

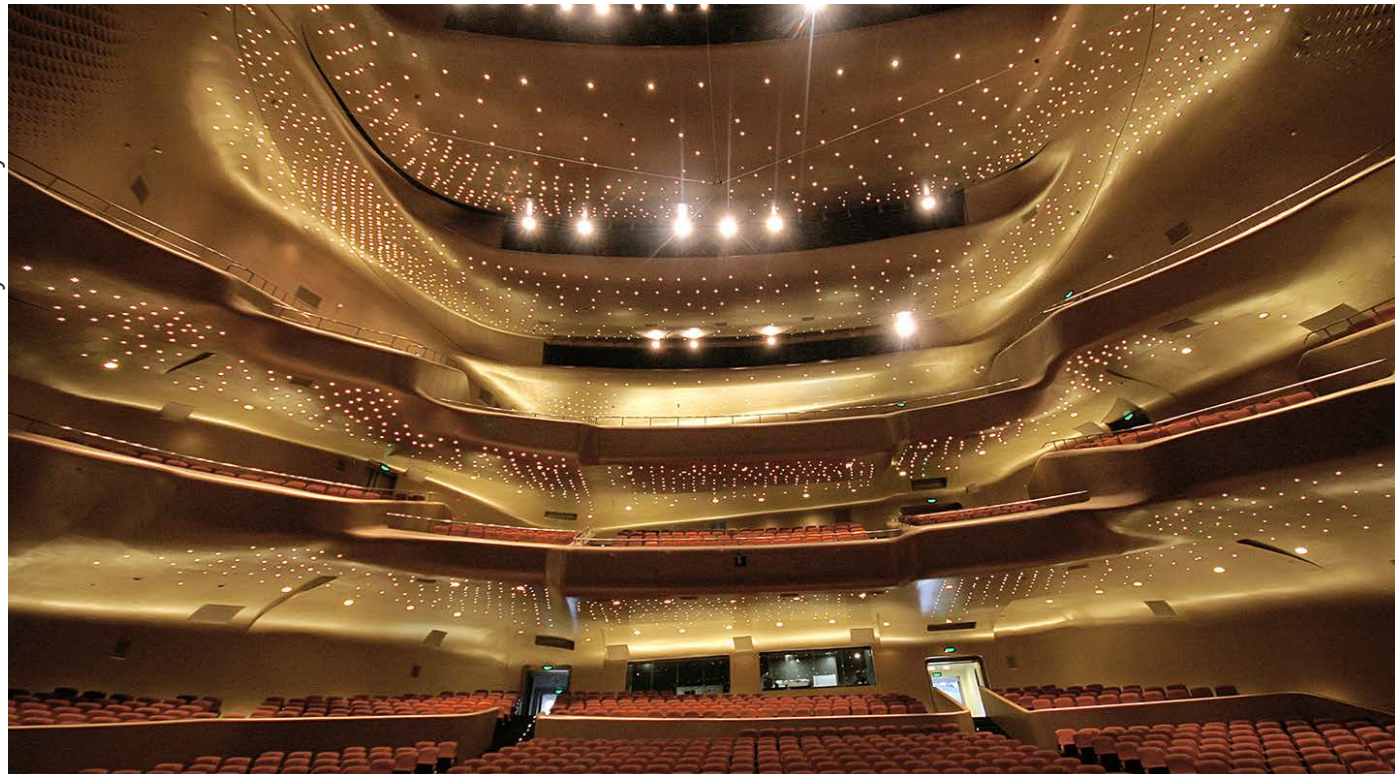
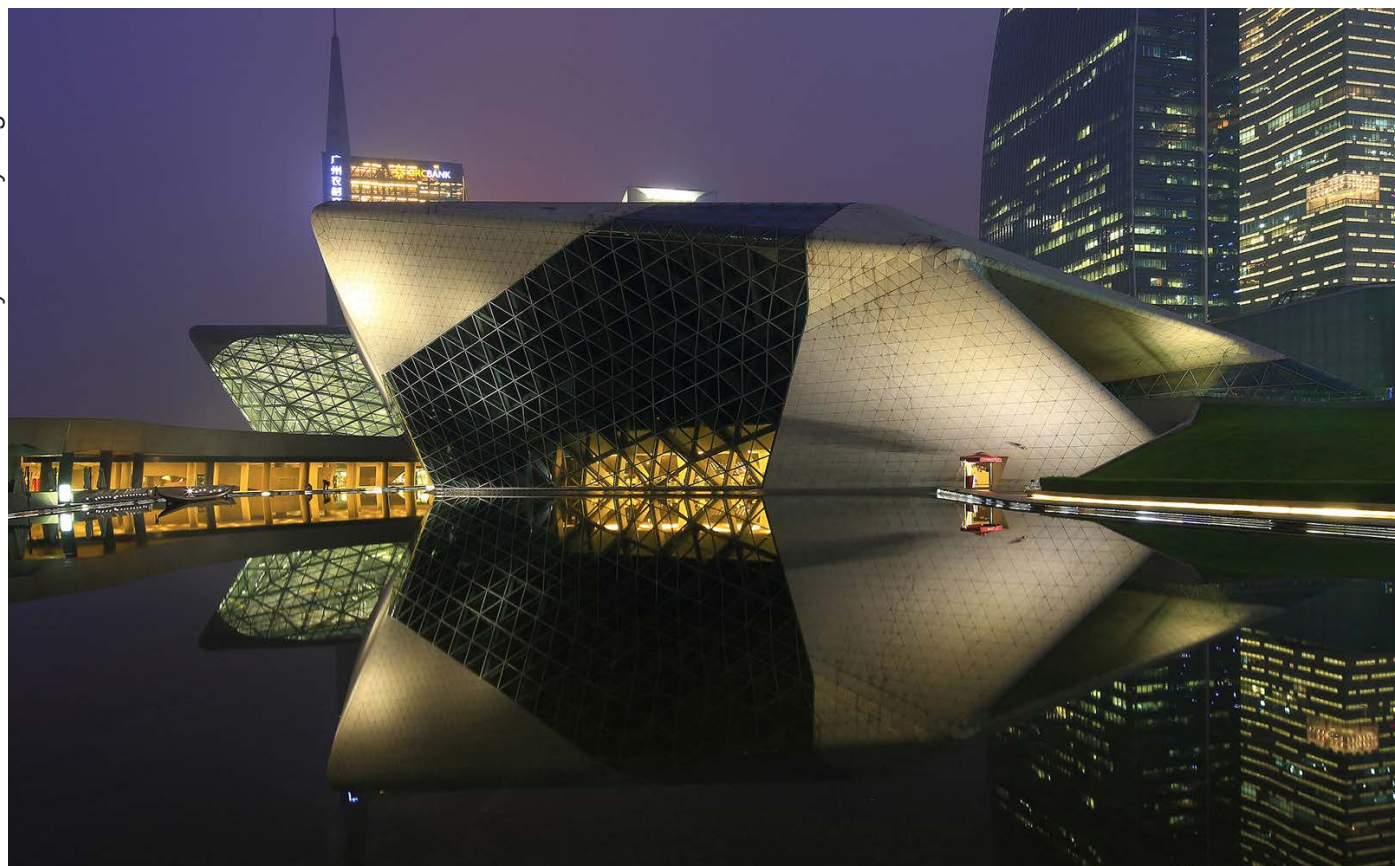


Photo by: Eugene Lim



Subway Map

	Line1	Guangzhou East Railway Station-Xilang
	Line2	Jiahewanggang-Guangzhou South Railway Station
	Line3	Tianhe Coach Terminal-Panyu Square Airport S.-Tiyu Xilu
	Line4	Huangcun-Jinzhou
	Line5	Jiaokou-Wenchong
	Line6	Xunfenggang-Xiangxue
	Line7	Guangzhou South Railway Station- Higher Education Mega Center S.
	Line8	Fenghuang Xincun-Wanshengwei
	Guangfo Line	Xincheng Dong-Yangang
	APM	Linhexi-Chigang Pagoda
		Interchange Station

HOW TO ARRIVE IN Guangzhou · Pazhou



By Metro

Cliff Area A: Exit A, Xingangdong Station, Line 8
Cliff Area B: Exit A, Pazhou Station, Line 8
Cliff Area C/D: Exit C, Pazhou Station, Line 8

From Baiyun Airport

Free Shuttle Bus
Every 15 minutes 10:00-13:00
Every 30 minutes 13:00-15:00

By Taxi

Please show the following Chinese to the driver:





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全能对接
Better Life
Better Work

BETTER LIFE BETTER WORK 2017 CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



March in Guangzhou · Pazhou



www.ciff.furniture



September in Shanghai · Hongqiao



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home / home decor / home textile / outdoor

28-31 March 2017

office / hotel / commercial / machinery & raw materials



The 40th China International Furniture Fair (Shanghai)

11-14 September 2017

home / home decor / home textile / outdoor / office / hotel / commercial / machinery & raw materials



China Import and Export Fair Complex & PWTC Expo



National Exhibition and Convention Center (Shanghai) in Hongqiao