

P20111028 Final Report of CIFF 2011 September

Fall, in Love with CIFF

The 28th China International Furniture Fair (Guangzhou)-CIFF 2011 September, concurrently with Homedecor + Hometextiles China 2011, was successfully held from Sept 7 to 10, 2011 in China Import and Export Fair Complex, Guangzhou. With the concept of "Being export oriented, while paying the equal attention to the domestic market", CIFF 2011 September invited professional buyers and visitors through the world and created a multi-functional platform specifically for the furniture and furnishing industrial players.

The exhibition scale reached 190,000 SQM this time, with 882 well-known furniture companies from home and abroad. The unique creativity, avant-garde design and novel concept, well interpreted the latest fall fashion trend. Not only domestic furniture departments, but also some delegations from Germany, Japan, Korea and Middle East were enthusiastic to be. The total buyers present were 36,069, 6.14% more than that of last year.

Trendy Opportunities

Under the situation of the international instable economic and the strict house purchasing control policy in China, CIFF showed the new trend and fashion of the furnishing industry as "the weatherglass of China's furniture industry". Revealed by the show, the furniture industry has accelerated the pace of integration from simple furniture to a deeper and longer chain extension, covering diversified content such as modern furniture, classical furniture and outdoor and leisure furniture. Besides, the crossover among fashionable goods showed the prosperity of slow life. The home decoration and textile exhibition, which mainly showed lighting, painting, flowers, ceramics and other home accessories, integrate multi-culture. Glass, silk, clothes, crystals and other different materials are carefully matched to unique products by craftsman, showing a series of unique style of the furnishing arts.

Supreme Collections

The well-known exhibitors from home and abroad, who played an important role at the show, brought in newest fashion boutiques, in order to seize the opportunities before the end of the season and test the market trend of next year. For example, Landbond Furniture showed a series of simple but special sofa, which well combined forms and functions, met consumers' demand in details and showed nowadays international fashion. Guosen furniture created post-modern classic furniture with innovative and unique product design as

well as advanced technology. The technological and ecological home furniture shown in Long Carving Company had a very user-friendly design, simple and elegant. ZhiDa textiles showed the design inspiration from Italian and future trends for the guests.

Events Excitement

CIFF Interior Design Works Gallery

The Gallery, jointly organized by CIFF's organizer and the famous interior designer institutes, included the series forum of Interior Design and the fine works presentation with the theme of hotels and villas. Hundreds of well-known interior designers were invited for fashion discussions, showing various creative inspirations to the participants.

On-site Procurement Activities of International Buyers

To meet buyers needs better, CIFF launched the event for the first time and got well reaction. The activities were supported and coordinated by 140 international buyers, received applications and products information from 56 suppliers. After data matching, the organizer successfully selected buyers of 13 international brands to have face-to-face trade negotiations with the suppliers at the specific on-site location, which greatly increased the efficiency and had gained high praised.

Beauty & the Furniture

The final candidates of the biggest Beauty competition in Canton were invited to the exhibition, modeling by the exhibits. The event combined the beauty between young ladies and trendy furniture, highlighting the harmony and interaction among human beings, furniture and home.

Comments:

With the concept of "Being export oriented, while paying equal attention to the domestic market", CIFF not only creates a multi-functional platform for the domestic dealers, but also helps international buyers purchase better. The show is a big event for China's furniture and furnishing industry for fashion release, trade negotiation and industry exchange."

——Mr. Zhu Changlin, Chairman of China National Furniture Association
CIFF 2011 September is a big event in China's furniture and furnishing industry,

which provides an amazing platform for Asia's and world's furnishing industry.

——ZOUYOU Furniture

As an international sourcing center, CIFF aims at the domestic and overseas markets. We have high expectations in this September Show, regarding it as a platform to launch new products and preparing for the future sales.

——Mr. Jin Bin, Vice GM of KANG BAO Furniture

CIFF is the platform we can't miss. If we want to make progress in the furnishing industry and be accepted by customers, CIFF is the best stage to show our products.

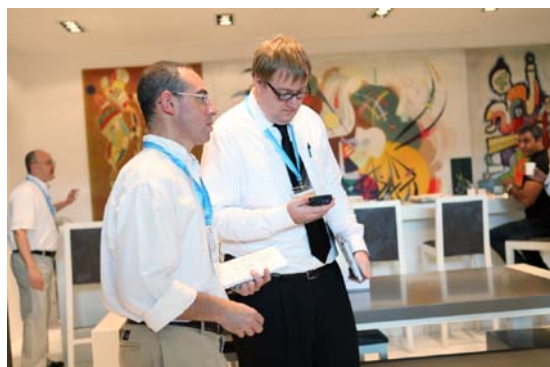
——Sunsister Design Co., Ltd.

In my impression, the quality of exhibitors and the level of design and decoration in CIFF are the best in China.

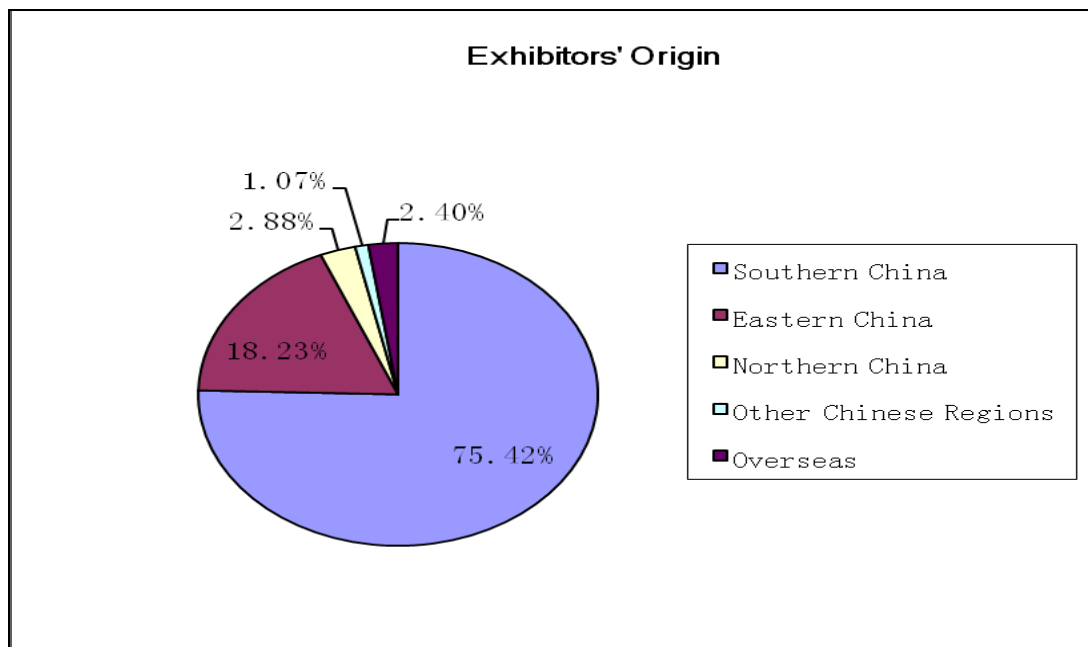
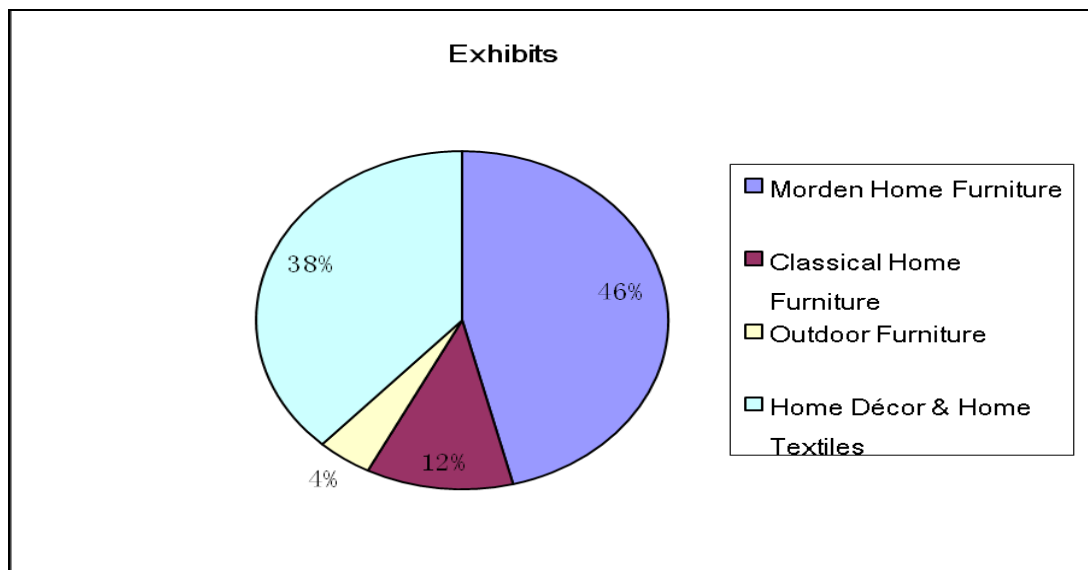
——Mr. UOZUMI DAISUKE of SHIMACHU Co., Ltd.

CIFF is very great. We keep participating in the shows in March and September. With so many suppliers here, we are all busy in making orders during the show.

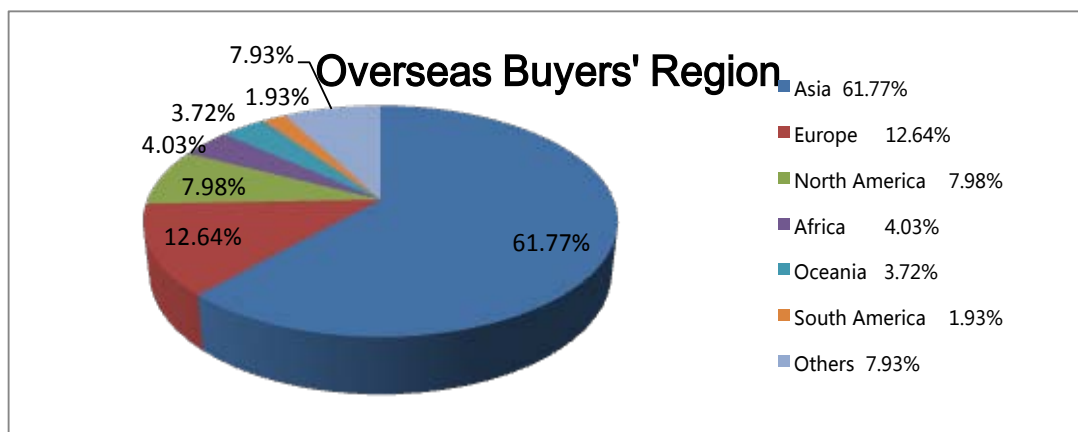
——Ms. Samiro of Options Furniture Centre L.L.C

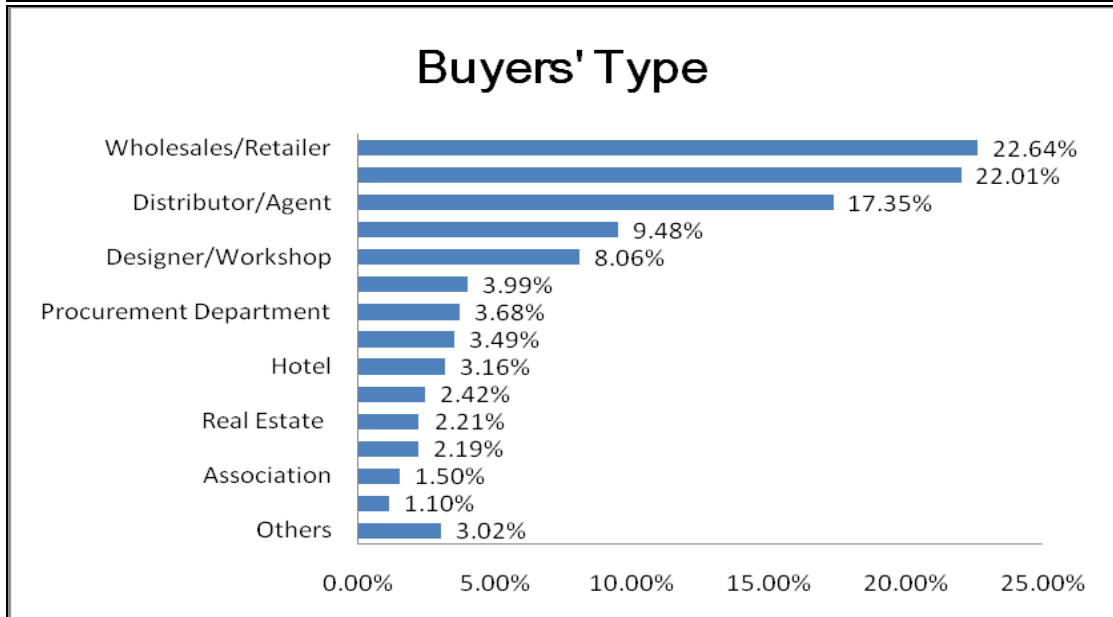
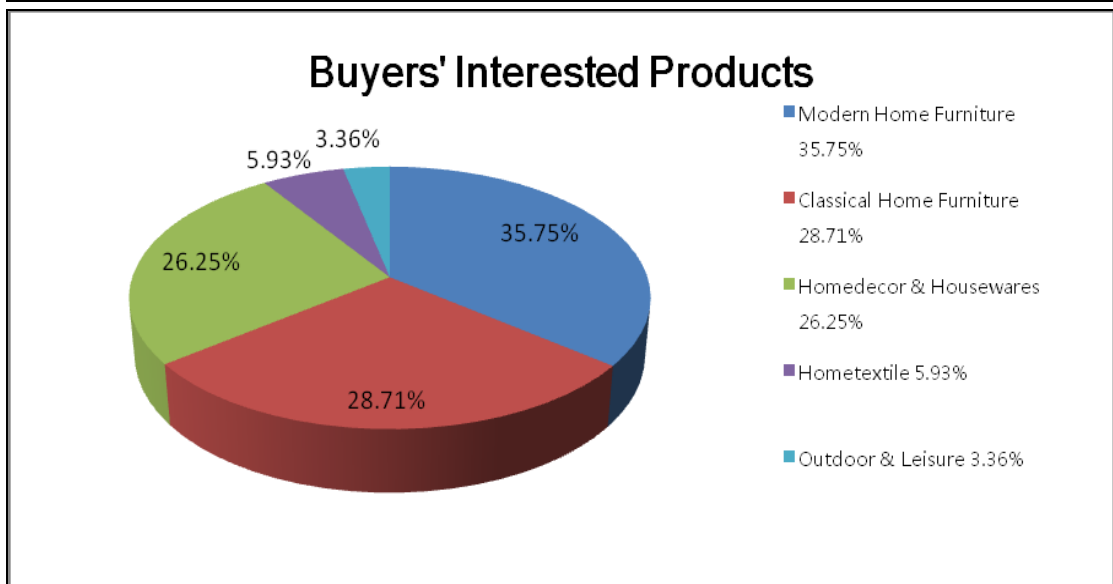
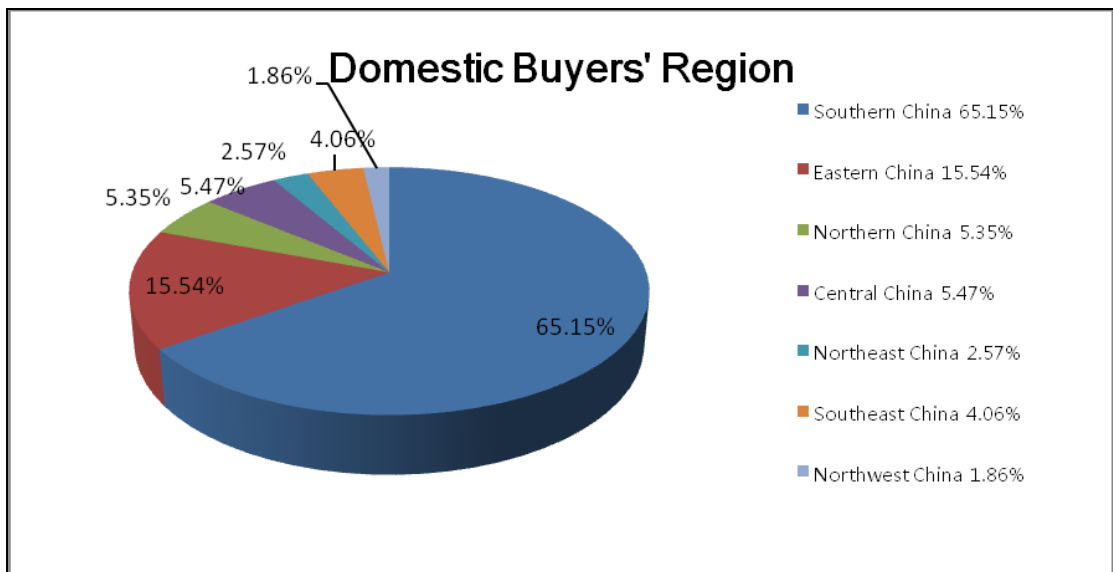


Exhibitors' Analysis



Buyers' Analysis





Preview of CIFF 2012 March:

CIFF - The weatherglass of China's Furniture Industry

Well-known as Asia's Largest Furniture Sourcing Center, the 29th China International Furniture Fair (Guangzhou), CIFF 2012 March, is to be held at the China Import and Export Fair Complex on two phases (Home Furniture on March 18-21; Office Show on March 27-30) with a total exhibition area of 620,000SQM. Over 3000 exhibitors and 150,000 visitors will expectedly take part. CIFF will uphold its guiding principle of "Being export oriented, while paying attention to the domestic market", with the outstanding resources.

The World's Largest and Most Comprehensive Furniture Sourcing Platform

With over 14 years successful experience, CIFF has become one of the most valuable industrial platforms for furniture trading, exhibiting and communicating. Focusing on the core subject of furniture, three dominant furniture exhibition brands have been developed and formed: China International Furniture Fair (Guangzhou)-Home Furniture, China International Furniture Fair (Guangzhou)-Office Show and China International Woodworking Machinery & Furniture Raw Materials Fair (Guangzhou)/interzum guangzhou; three professional furnishing exhibition brands have been established: Homedecor & Housewares China, China (Guangzhou) International Trade Fair for Home Textiles, China International Outdoor & Leisure Fair. The six exhibition brands have mostly covered the complete industry chain, from interior to outdoor home living, from the single piece of furniture product to the whole set of household furnishing, from home furniture & Accessories to office furniture & facilities, from manufactory support to final-end distribution. All demands are met in one comprehensive platform of CIFF.

620,000SQM Witness the Fantastic International Event

CIFF 2012 March will create the new record of 620,000SQM by two phases held at China Import & Export Fair Complex's Area A, B and C and over 3000 exhibitors from home and abroad.

1st Phase of CIFF is focusing on the Whole-Home-décor theme, with a scale of 300,000SQM. Besides leading furniture enterprises mainly from Chinese famous manufactory bases of Guangdong, Jiangsu, Zhejiang, Sichun, Shangdong, Beijing, overseas furniture brands as well as pavilions from Europe, the U.S.A, Asia, and Turkey will show their best together at CIFF-Home Furniture, in March 2012. Alongside with the outstanding furniture exhibitions, Homedecor & Housewares China 2012, China International Outdoor & Leisure Fair 2012 will also be increasingly highlighted as well. With

the advantage of furnishing industry's rapid development these years, more quality brands apply for the exhibition space.

2nd Phase of CIFF includes CIFF-Office Show and China International Woodworking Machinery & Furniture Raw Materials Fair (Guangzhou) [referred as CIFM/ interzum guangzhou]. CIFF-Office Show is the only trade fair in Asia to present comprehensive solutions for office, hospitality and public space fit-out and design. In 2012, it will hit a record high to a scale of 190,000 SQM and become the largest fair at the field in the world. CIFM/ interzum guangzhou is recognized as the largest and most comprehensive woodworking machinery and accessories fair in Asia. It is expected to reach a scale of 130,000 SQM in 2012, a marked increase of 20,000 SQM compared with that of 2011.

Upgrade from “Made in China” to “Create in China” by Presenting China’s Original Design

Original furniture design plays a key role from “Made in China” to “Create in China”. CIFF attaches importance to develop China’s original design and offer opportunities for the genuine innovation to be present.

- **The 4th Furniture Design Gallery** - offering the talented furniture designers, studios, institutions a stage for displaying original and edging furniture designs, CIFF-Home Furniture 2012 will continue to cooperate with the professional entities like Guangdong Furniture Association and hold the 4rd Furniture Design Gallery.
- **Office Environment Theme Pavilion** –To realize the goal of improving China’s work environment, the host will continually invite experts on office furniture and office fit-out to set up the 2012 Office Environment Theme Pavilion.