



FURNITURE CHINA 2017

第二十三届中国国际家具展览会
The 23rd China International Furniture Expo

2017.09.12-15

上海新国际博览中心 SNIEC | 上海世博展览馆 SWEECC



展后报告

Post Show Report





浦东

双展同开

Twin Exhibitions
in Different Venues
in Pudong

规模、人流
创双高峰

Exhibition Scale
& Visitor Figures
Reached A New
Height



观众增长**26.3%**

浦东家居双展
再创新高

26.3% up in Visitor Figures versus last year

The 23rd China International Furniture Expo (better known as Furniture China 2017) and its current event the 2nd Maison Shanghai successfully concluded on 15 September in Pudong, Shanghai. The enthusiasm of the visitors greatly encouraged the confidence of the exhibitors as well as confirmed the spirit 'be the best' of the organizer – Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

2017年9月15日下午14:30，第23届中国国际家具展及摩登上海时尚家居展在上海浦东新国际博览中心、世博展览馆两地同时完美谢幕。观众对浦东展会的热情极大地鼓舞了主办单位和参展企业的信心。不得不说，短短四天，家具展和摩登展用精彩的展示内容和观众服务印证了主办方上海博华国际展览有限公司“be the best”的精神。观众们跟着展会的节奏，一起品味了四面八方的家居美物，经历了40余场大咖云集的头脑风暴，浦东家居双展确实给观众和参展商带来无数惊喜。



**FURNI
TURE
CHINA
2017**

MAISON
— Shanghai —
摩登上海时尚家居展

主办单位/ Organizers

中国家具协会
China National Furniture Association

上海博华国际展览有限公司
Shanghai UBM Sinoexpo Int'l Exhibition Co., Ltd.

展出日期/Dates

2017年9月12-15日
SEP 12-15, 2017

展览场馆/ Venues

上海新国际博览中心 SNIEC
上海世博展览馆 SWEECC

展览面积/Scale

350,000 平方米 / SQM

观众人次/ No. of Visits

151,588
其中, 海外买家: 17,129人次
Including 17,129 from overseas

展商数量/ No. of Exhibitors

3,500
含设计周参与商户 /
Including stores participated in
Shanghai Home Design Week

同期举办



VISITOR

2017

观众

两展一共吸引了来自全球155个国家和地区的买家及观众151,588人次，同比增长26.3%；海外观众人次明显上升，为17,129，同比增长13.6%；值得一提的是，第二次亮相的摩登展观众人次达41,274，增长69.3%。

Visitor entry counting from all gates break 151,588 in total during the whole exhibition period, the two fairs together hosting buyers and visitors from 155 countries and regions.



观众分析 Visitor Profile

参观目的 Purpose of Visit

采购产品及下订单
To purchase products & contract order

24.42%

寻求供应商/经销商/商业伙伴
To look for suppliers / distributors / business partners

23.12%

评估参展可能性
To evaluate participation as exhibitors

4.97%

收集市场信息
To collect marketing information

23.17%

巩固与商业伙伴的合作关系
To contact current business associates

6.86%

寻找新产品、获悉最新行业/市场趋势
To source new products & learn about the latest industry / market trends

17.46%



观众分析 Visitor Profile

业务性质 Business Nature

制造商
Manufacturer

13.95%

设计师
Designer

42.59%

大众/院校师生
Public/Students

10.38%

媒体
Media

1.00%

其他
Others

0.34%

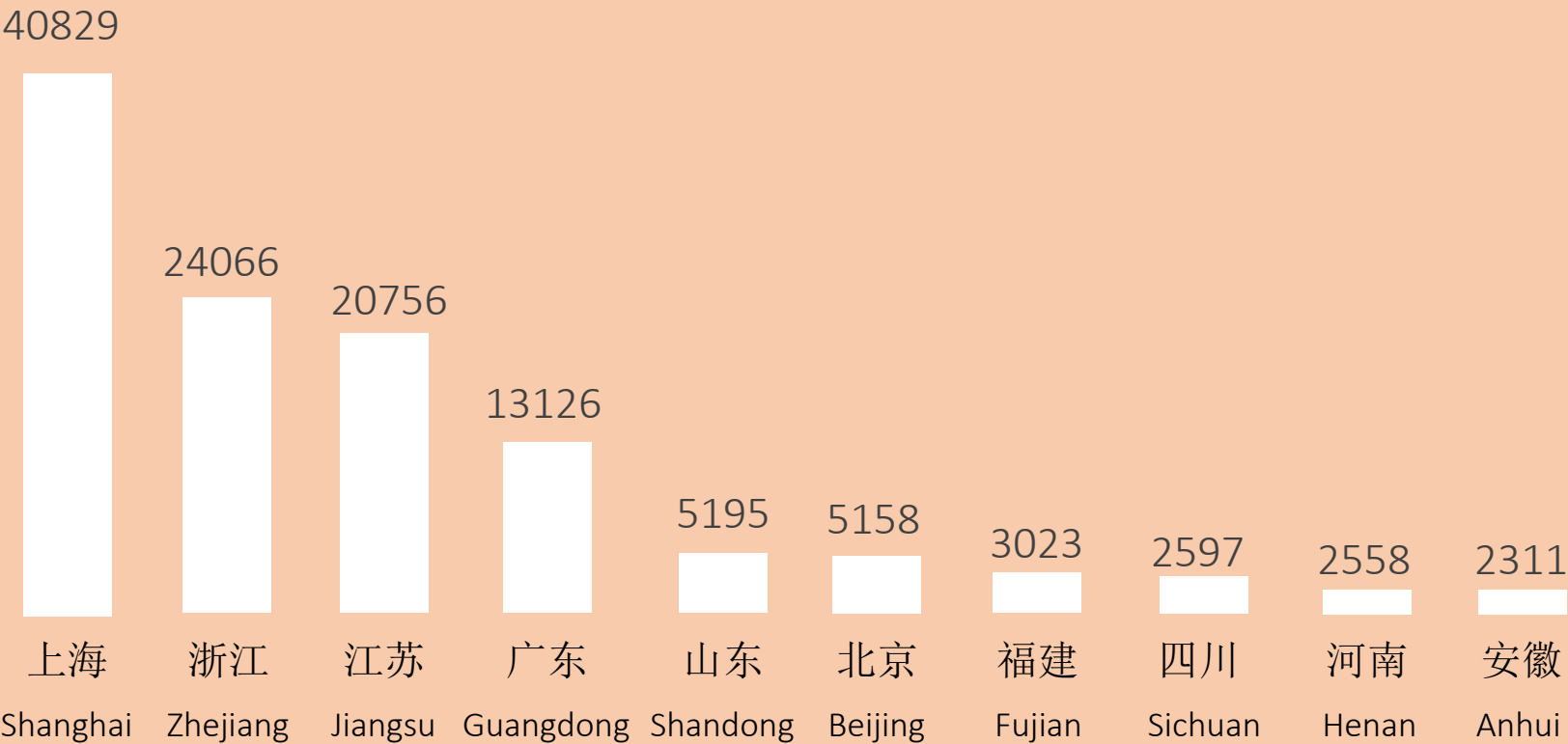
独立设计师 : 31.52%
Independent Designer
设计公司/装潢公司: 10.57%
Design Company
建筑师: 0.50%
Architect

采购贸易商
Trader

31.74%

批发/零售/代理/经销商: 12.45%
Wholesaler/Retail/Agency/Distributor
进出口商/贸易商/电子商务: 9.36%
Importer/Exporter/E-commerce
采购商/集团采购商: 5.30%
Purchaser/Group purchasing
家具商场/家具市场 : 1.53%
Furniture market/ Shopping mall
商业空间/公共场所: 1.28%
For commercial properties / Public facilities
房地产商/承包商: 1.27%
Real Estate / Contractor
定制家具最终用户: 0.55%
Custom furniture end user

国内观众 · Local Visitors



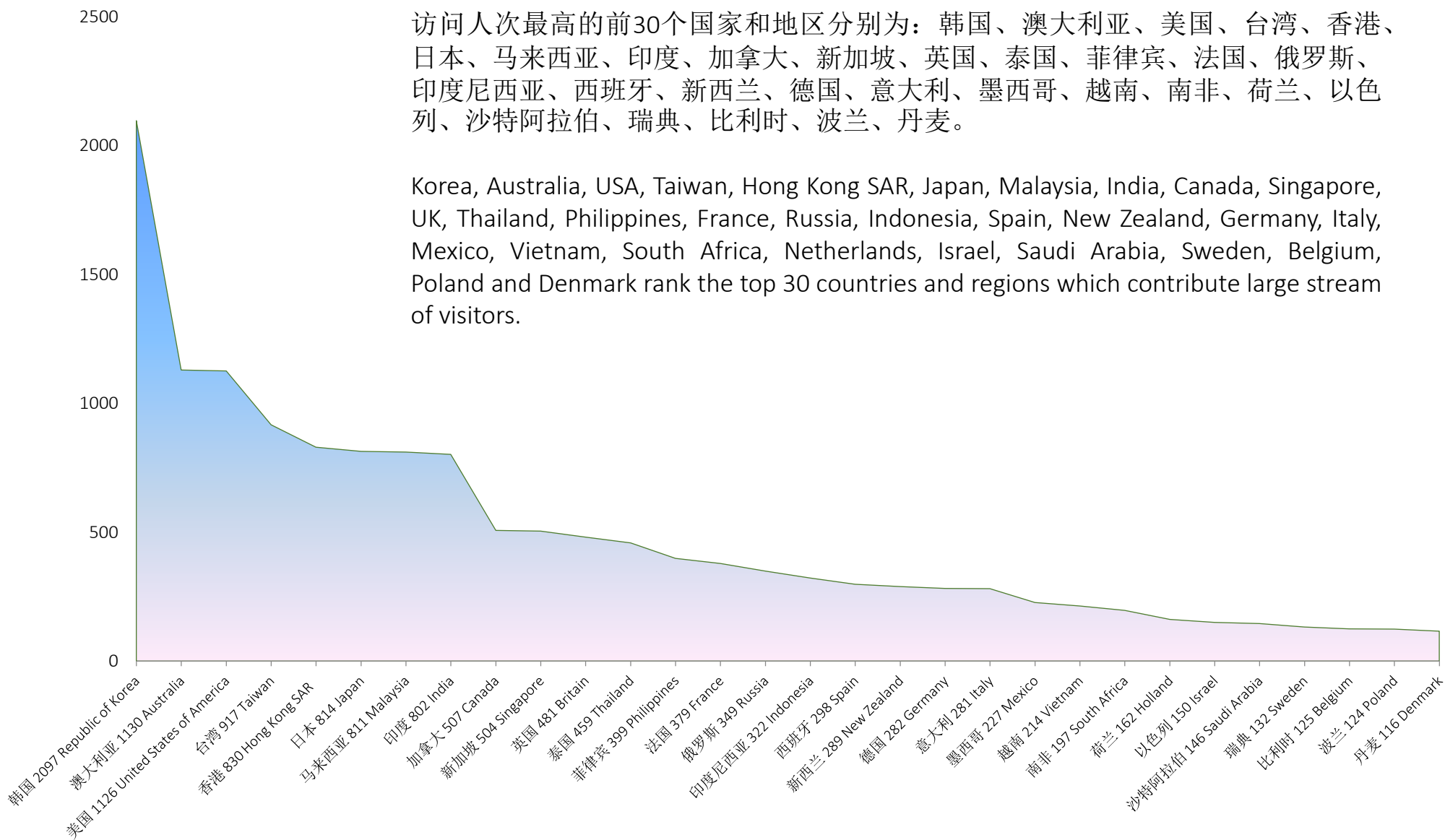
访问人次最高的前10个省市分别为：上海、浙江、江苏、广东、山东、北京、福建、四川、河南和安徽。

The top 10 contributing provinces & cities of visitors are: Shanghai, Zhejiang, Jiangsu, Guangdong, Shandong, Beijing, Fujian, Sichuan, Henan and Anhui.

海外观众 · Overseas Visitors

访问人次最高的前30个国家和地区分别为：韩国、澳大利亚、美国、台湾、香港、日本、马来西亚、印度、加拿大、新加坡、英国、泰国、菲律宾、法国、俄罗斯、印度尼西亚、西班牙、新西兰、德国、意大利、墨西哥、越南、南非、荷兰、以色列、沙特阿拉伯、瑞典、比利时、波兰、丹麦。

Korea, Australia, USA, Taiwan, Hong Kong SAR, Japan, Malaysia, India, Canada, Singapore, UK, Thailand, Philippines, France, Russia, Indonesia, Spain, New Zealand, Germany, Italy, Mexico, Vietnam, South Africa, Netherlands, Israel, Saudi Arabia, Sweden, Belgium, Poland and Denmark rank the top 30 countries and regions which contribute large stream of visitors.



Testimonial
好评如潮

2017

展商/媒体/观众

From exhibitors, media and visitors

今年的上海家具展，以“高端制造”、“原创设计”、“生活方式”等关键词，彰显了差异化竞争的特色，得到了专业媒体和行业专家的认可。

3 key words – High-end Manufacturing, Original Design and Lifestyle – highlight the perfect features of differentiated competition, which has been recognized by professional media and experts.

WHAT EXHIBITORS SAY...

展商寄语



Stephanie Roussin

French Furnishing Export Group

We're very pleased that we have exhibited for 10 years. Every year, we have such good impression on the fair. Year after year, we see more and more visitors here. So we're very happy to be with the fair.

我们很荣幸已经第10次参展。每年的家具展，我们都印象深刻。年复一年，我们看到有越来越多的观众，我们非常开心能参与到这个展会中来。



陆文锋

梵奢·设计师家居

我们品牌是第一次参展，在这次展会上得到了很好的曝光机会，有助于我们走向国际。展会客流量很大很精准，参展效果很好。

This is our 1st time to attend this fair, which helps us explore our brand to the whole world. Huge crowds of visitors but right people is just what we want.

迈克·赛德尔

印第安纳州农业部

China is one of the largest markets in the world. We'd like to come here, as it gives us great chances to meet the customers, and find new leads that we can use for other products that we may offer.

中国是世界上最大的市场之一。我们喜欢来参加这个展会，因为它给了我们非常好的机会与顾客见面。也发现了一些新趋势，我们可能将其运用到我们的其他产品上。



王瑾

浙江夏王纸业有限公司

我们参加家具展已经十几年了，展会帮助我们公司在下游企业知名度的提高及业务的拓展。展会的人气一年比一年旺，我们每年参展的决心也越来越强。

We have attended Furniture China for over decades. The fair contributes to our popularity in downstream industry and business expansion. As the fair becomes a big hit, we will continue to firmly support this fair!



Mr. Helmut Max Merkel, Editor in Chief MÖBELMARKT, IAFP Member

德国专业杂志《MÖBELMARKT》主编：Helmut Max Merkel

On my way back to Germany as well as at MOW fair I met exhibitors and buyers who were joining your event. Never before I got such a positive feedback as this year. Everybody was pointing out the high quality of products and presentations and the good business opportunities at FC. Managers of one of the leading European furniture retailers told me that never before and nowhere else were in the world they were giving more orders than at FC 2017. **CONGRATULATIONS!!!**

“回程的途中，我遇到了家具展的参展商，今年的展会得到了史无前例的一致好评。展会上的高品质展品、丰富的展示形式和绝佳的商机，得到了每个人的认可。一位欧洲家具零售业巨头的负责人告诉我，从未有哪个展会像今年的上海家具展那样，让他们拿到如此多的订单。恭喜你们！”

VIEWS FROM MEDIA

北京青年报家居主编 赵晓笠

Ms. Zhao Xiaoli, Chief Editor of *Beijing Youth Daily*

“这个全方位的家具大展，每一年都发生着微妙的改变，观展便利程度年年提升，展商排布更加合理均衡，关键是，参展品牌将这里看作一年一度的‘擂台’，越发显现出设计与品质上的相互‘较量’。想要把脉最新最IN的家居动向，自然不可以错过这里。”

Furniture China is a comprehensive event with sophisticated promotion every year. As visit is getting more and more convenient, layout is getting more and more reasonable. What the most vital is that exhibitors take Furniture China as an arena of design and quality. If you want to follow the latest home furnishing trend, don't miss the event!



现场观众留言

Onsite Visitor Messages

在新国际现场的观众留言墙上，观众纷纷留言，为展会点赞。

Over 500 attendees have brought us valuable messages. We truly thank you for being with us and your brilliant ideas and appreciation.

'Furniture China is a big, professional fair that I have ever visited. Good job and keep going!'

'Furniture China is a very professional event. we are doing furniture business and found 2 important supplier from this show, which is a business hub.'

"我司每年参加该展会。今年的展会人流量大，设计新颖，很有吸引力！"

"这是我第一次来看展，很震撼，规模非常大，让我大开眼界，学习到前所未有的产品及技术，希望明年也能在让我大开眼界！"

YOUR VOICE MATTERS!





Highlight
Review

亮点活动回顾

短短四天，家具展和摩登展总共有40多场活动举办，大咖云集的头脑风暴给看展观众和参展商带来无数惊喜。

During the four-day exhibition, there were more than 40 events and activities happened onsite of Furniture China and Maison Shanghai. Much brilliant ideas generated through brainstorm and communication, bringing visitors and exhibitors endless surprises.



“色彩”为未来中国家居带来一道靓丽的风景线。家具展希望能通过上下游的色彩引领，让流行色成为中国设计一个新的驱动力量，同时也为家具展的未来发展铺路。

9月13日，“色彩·中国家居”项目在新国际启动，随后让·菲利普·郎科罗教授与中国美院宋建明教授在中国家居设计大会上，发表了色彩专题演讲，聚焦未来三年中国家居设计的色彩美学，并在现场举行2017最新出版的《让·菲利普·郎科罗：画家和设计师的生活》一书的签售会，受到600多人的热捧。

法国国宝级色彩专家让·菲利普·郎科罗教授
中国美术学院学术委员会副主任宋建明教授
坐镇“色彩·中国家居”

Featured Guests

Professor Mr. Jean-Philippe Lenclos

Professor Mr. Song Jianming

Color brings a beautiful scenery for future Chinese furniture and home decoration.

On 13 September, “Color of Furniture” initially launched at Furniture China in SNIEC. Featured guests Professor Mr. Jean-Philippe Lenclos and Professor Mr. Song Jianming both attended the ceremony and gave a keynote speech on the China Home Design Conference



今年家具展的“突破口”直接落在了“高端制造”上，第二十三届中国家具高端制造展（FMC CHINA 2017）全面升级，立足在家具产业链的上游，汇集全球行业中的龙头品牌和高端 展品，助力中国家具产业迈向高端制造之路。

尤其是中国国际家具配件及材料精品展（FMC Premium 2017），作为中国家具高端制造展中展，展位面积翻倍扩张，覆盖 N5 整馆。从面料到家具材料、部件、五金配件等等，串起家具产业完整供应链，充分满足家具上下游企业的采购需求。

FMC CHINA 2017 took the spotlight of this year’s Furniture China. It set foot in the upstream of the furniture industry, gathering leading brands and premium products across global markets, which highly promote the industry towards high-end manufacturing.

Especially, the FMC Premium 2017 had double expansion in square meters, covering the entire Hall N5.



第四届中国好沙发·好面料·好材料暨中国好沙发·好面料·好材料评选赛、
繁荣之路——第二届亚洲家具发展论坛、第三届中国家具标准化国际论坛、
家具制造•设计师与家具材料de美妙邂逅等系列上下游对接活动在新国际举办，
为高端制造与家具制造企业的对接起到了关键的桥梁作用。

The 4th Design Sofa, Fabric and Material Exhibition & Competition

The 2nd Asian Furniture Development Forum

The 3rd Chinese Furniture Standardization International Forum

Match Meeting between Designers and Material Manufacturers

The purposeful events played a key role to facilitate the connection between high-end manufacturing and furniture manufacturers.

上下游活动





强强联合

Win-win Cooperation

强强联手中国室内装饰协会推出“设计中国”，旨在传递设计态度最强音。本次合作标志着室内装饰和家具产业、室内设计与家具设计的合作和大融合。

Furniture China joined hands with CIDA to launch “Design China” project, aiming to transmit the loudest voice of design attitude.





Home Plus 设计师的“色”生活

今年邀请到12位炙手可热的设计师：吴滨、曾建龙、徐明&Virginie、孟也、沈雷&孙云、陈德坚、梁景华、庞喜、谢柯、陈林，以“设计师的色生活”为主题构建一系列流行色空间，又是一个自拍与潮流的圣地。

This year, the invited designer stars created 10 exclusive interior showcases, splendid and colorful, stick to the theme as *Designers' Glowing Life*”.

Chief curators: Ben Wu, Gary Zeng

Other designers: Xu Ming & Virgine Moriette, Meng Ye, Shen Lei & Sun Yun, Kinney Chan, Dr. Patrick Leung, Pang Xi, Xie Ke and Chen Lin



中国风·新中式

今年是第二年推出，由卢涛主策展，仲松赖、亚楠、侯正光、温浩、孔武、王昕、Philip Yap、高扬、张军、杨玉尧10位新中式设计领域极具地位的设计师参与，以“制器与造境”之“水墨意境”为主题，邀约40多家国内优秀新中式家居品牌一起重新定义“新中式”。

整个展区借鉴水墨意境中山峦、修竹、曲水、诗歌等空间元素，以水墨意境中视觉、听觉、触觉、感觉、错觉及中国水墨山水画的寓意，打造具有现代古韵空间，到场感受方知精妙。

It was the 2nd year for “Modern Chinese Style” project. Taking ‘Craft & Scene’ as the theme, 11 design masters joined the project this year, together with over 40 excellent domestic furniture brands participating. The whole exhibition area created a leisurely comfortable space in the conception of ink painting embellished with images of mountain, bamboo, stream and poetry. Visitors could experience the *Modern Chinese Style* through vision, hearing, touch, feeling, and even illusion upon presence.

金点奖 & 创新奖

两大奖项激烈角逐，报名数再创新高

Gold Idea Design Award

Exhibitor Enrollment: 173

Products entry: 534

China Furniture Product Innovation Awards

Exhibitor enrollment: 103

Products entry: 313

德国红点奖主席、创始人、中国家具设计金点奖评委会主席 Peter Zec 先生曾说，“中国设计每年都给我带来惊喜，以后的每一年，我都要来上海，这样的家居盛会不能错过”。

创新奖今年有103家展商报名，313件作品参与最终奖项角逐，而第四届的金点奖更是受到展商热捧，173家展商，534件作品报名参选，两大奖项均超去年数量。

“Design by China has been keeping me surprised every year, and I would come to Shanghai the next year and even every year in the future, as never should I miss such a great furniture event.”

Said by Professor Dr. Peter Zec

Founder & CEO of the Red Dot Award
Chairman of Gold Idea Design Award Committee

品牌活动 Brand Activity

不只是展场，更是品牌发声地
More than an exhibition

每年9月浦东的家具展，不但汇集了众多品牌，也成为他们每年新品发布的首选阵地。艾宝家具2017全新品牌“Now & Future”亮相，荣麟家居展出的全新品牌“良辰”等等。

此外，展商们更是把家具展作为树立品牌形象的发声地，曲美家居、崔佻等一大批展商都邀请了知名设计师开展主题活动，增加了展会的设计活力。

Every September in Pudong, Furniture China not only gathers thousands of exhibitors but also becomes the most preferential platform for many furniture brands to release their latest products.

Moreover, exhibitors take Furniture China as the ideal place to expand brand awareness and market outreach.



增设一个设计馆

A New Design Hall

2018年，位于新国际的家具展计划将增加一个设计馆：E5 高端原创馆，与现有的 E6 和 E7 形成3大设计馆。

Hall E5 will be set as the High-end Original Design Pavilion, total of 3 halls presenting design furniture in 2018.

高端制造 2018

High-end Manufacturing 2018

在今年提出的“高端制造”基础上，2018年继续发力此板块，解决中国设计的高端制造痛点问题。并继续推进升级“色彩·中国家居”项目，打造流行色发布权威平台，用色彩驱动中国设计力量。

Carrying forward high-end manufacturing to further improve and relive the pain points of the furniture industry. Color of Furniture will continue to be improved. A professional color trend release platform is devoted to built to motivate design of China.

2018 展望 Outlook

摩登展再提升

Enhance of Maison Shanghai

今年第二年的摩登展取得了很大的突破。2018年，将继续大力投资摩登展，并全力提升H4号馆“设计中国”主题馆，创造一个全球知名的家居生活方式大展。

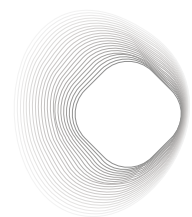
Continue to upgrade Maison Shanghai in 2018 with more investment and energy, especially the theme pavilion, Design China(H4), so as to cultivate a world-famous lifestyle show for home furnishing!

设计周 全城盛宴

Design Party all over the city

上海家居设计周已经成功举办6届，9月上海在设计领域显得越来越重要，到了每年9月展会期间，让上海整个城市变成设计大趴！

Shanghai Home Design Week has been walking through 6 years , making 'design' a much important and exciting element to Shanghai in September. Stay tuned. Let's continue this party in 2018!



2018 年，9月浦东再相会！

SEE YOU AGAIN IN 2018! **PUDONG**, SHANGHAI

早在2014年，上海博华国际展览有限公司与上海新国际博览中心签订2014-2023年十年战略合作协议。这意味着中国国际家具展和摩登上海时尚家居展会一直在浦东，每年9月与你们不见不散！

Ten-year Strategic Cooperation Agreement
with Shanghai New International Expo Centre (SNIEC)

2017年8月24日，上海浦东新区商务委员会发布了《浦东新区会展产业“十三五”发展规划》的通知，该文件明确指出：

会展产业作为重要的新兴产业，是现代服务业的重要组成部分，对于经济增长和社会发展具有显著的乘数效应。

浦东新区具有世界级的场馆设施，同时有“自贸区效应”、“上海国际贸易中心核心功能区建设等四个中心建设效应”、“迪士尼效应”、“自身优势产业集聚发展效应”以及国际会展产业转移趋势等契机，给浦东新区会展产业发展带来了更大的提升空间。

浦东新区将紧紧抓住有利条件，迎接发展面临的问题和挑战，努力把浦东新区全面打造成为世界一流、亚太领先的国际会展之都的高端品牌会展集聚区和核心区。

上海市浦东新区商务委员会文件

浦商委旅字〔2017〕22号

关于印发《浦东新区会展产业“十三五”发展规划》的通知

新区各委、办、局，各开发区管委会，各直属公司，各街道办事处、镇政府：

现将《浦东新区会展产业“十三五”发展规划》印发给你们，请认真按照执行。

上海市浦东新区商务委员会

2017年8月9日



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上海市浦东新区商务委员会办公室

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