**CIFF Guangzhou 2022.**

**Design trend, global trade, full supply chain**

*Driven by innovation and design,* ***CIFF – China International Furniture Fair*** *is a business platform of strategic importance both for the domestic market and for export development; it is the world’s largest furniture fair that represents the entire supply chain, bringing top-tier companies together, promoting new products, ideas, and solutions in order to meet constantly-evolving market needs, and organising events both online and offline, as well as B2B meetings.*

*Under the motto ‘****Design trend, global trade, full supply chain****’,**CIFF gives a significant boost to efforts to promote the development of the entire furniture industry, respond to new market needs, and offer new, concrete business opportunities for sector players.*

The extraordinary success of CIFF Guangzhou 2021 - which recorded +20.17% of visitors compared to the 2019 edition, held before the pandemic - is generating much enthusiasm and high expectations for the organisation of the next edition.

The **49th CIFF Guangzhou 2022** will take place in two phases organised by product sector: the first, **from 18 to 21 March**, will be dedicated to home furnishings, home decor and home textiles, and outdoor and leisure furniture; the second, **from 28 to 31 March**, will feature office furniture, furnishings for hotels, public and commercial spaces, healthcare facilities, and materials and machinery for the furniture industry.

The Canton Fair Complex in Guangzhou, covering a **total area of 750,000 square metres of exhibition space**, is expected to host more than **4,000 companies** and over **350,000 trade visitors**.

**49th CIFF Guangzhou 2022** will pay particular attention to **international** **trade**. The pandemic has strongly influenced the way relations between Chinese manufacturers and international customers are managed. With the **Overseas Procurement Circle**, CIFF therefore intends to innovate and continue finding new solutions to further develop the network of over 200 world markets developed over 24 years of experience and the business opportunities for export, offering buyers, purchasing groups, and international e-commerce operators necessary information, round-the-clock services, and an efficient one-stop sourcing platform.

**49th CIFF Guangzhou 2022**

***Phase 1 - March 18–21, 2022****home furniture, homedecor & hometextile, outdoor & leisure furniture*

***Phase 2 - March 28–31, 2022****office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials*

For more information on CIFF please visit: **[www.ciff.furniture](http://www.ciff.furniture)**

You can download the **high-resolution images here**

*Further images are available upon request*

**Edimotion [communication partner of CIFF]**

t. +39.0332.284983 | *[press@edimotion.it](mailto:press@edimotion.it)*