

Press Release

No. 5 / Guangzhou, China / 28 March 2019

CIFM / interzum guangzhou 2019 beckons visitors with record number of participating brands, exciting activity line up

Grey or white, hard or soft, sliding or pulling, bamboo or cotton, smooth or textured? These are the questions that furniture makers and interior designers ask themselves everyday.

Visitors to this year's CIFM / interzum guangzhou may have to plan for a longer stay as the event - touted as Asia's largest and most comprehensive trade fair for the woodworking machinery, furniture production and interiors industry - throws open its doors today in southern China with a boosted list of featured brands and exhibitors.

Happening concurrently with the internationally renowned China International Furniture Fair (CIFF), both events cover the entire value chain of the furniture industry.

Occupying 150,000 square meters and spanning 17 halls across Area B and C of the venue, CIFM / interzum guangzhou boasts 1,509 exhibitors from 35 countries and regions. Among them, 1,162 are domestic enterprises while 347 come from abroad. The total number of exhibitors grew by over 3 percent from the previous year. The event proves to be an ideal place to size up the competition for both exhibitors and some 90,000 visitors who are expected to procure at the event.

A major drawcard at CIFM / interzum guangzhou every year, 2019 will showcase eight national pavilions from Germany, Turkey, South Korea, US / Canada and trade associations American Hardwood Export Council, Canada Wood, French Timber and Malaysian Timber Council together with their respective member companies and their products and solutions.

As a flagship industry exhibition, attendees would expect nothing less of an equally impressive fringe program to complete the experience, and CIFM / interzum guangzhou does not disappoint.

A series of engaging forums and seminars, which serve to sharpen knowledge, offer insight and provide updated industry trends await the seeker.

Topics include:

- Decor Trends 2019 - Schattdecor
- The Application of Smart Household Integrated Solutions on Recliner Chairs - Remacro
- Get MOVING Now! Build Your Desk With a Full Frame Solution - Linak
- Colour Road 19/20 - The Taste of Colours - Renolit
- Innovation in Mattress Ticking - Boyteks Tekstil
- The Application of Pytha-3D-CAD in the Fields of Solid Wood, Shopfitting and Office Furniture - PYTHA Lab GmbH

In addition, representatives from renowned bedding and cabinetry brands in China such as Oppein, Vifa, Boloni and DeRucci will be filling their orders at the business matching sessions and meet with exhibitors one-on-one at the event.



interzum guangzhou
China International
Woodworking Machinery &
Furniture Raw Materials
Fair (Guangzhou) 2019

Guangzhou, China
28-31 March, 2019

www.interzum-guangzhou.com

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Debuted in 2018, the "20 PLUS 20 Annual List" is an initiative by show organizers to give recognition to exhibitors with outstanding furniture accessories covering categories including upholstery accessories, hardware components, pneumatic components and decorative materials.

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Once again, internationally renowned designer and member of the interzum Award jury, Mr. Dick Spierenburg will select this year's 20 finalists together with an expert judging committee. A dedicated display area showcasing the winning products is open to all visitors.

"20 PLUS 20 Annual List" 2018/2019:

Product Name	Company Name
SIMALFA® 360	ALFA Klebstoffe AG
LUXE – ZENIT - SYNCRON	Alvic
Sleepmaker	Aydin Tekstil Ticaret ve Pazarlama A.S.
GRAPHENE MATTRESS TICKING	Boyteks Tekstil San. ve Tic. A.S.
KNITTED MATTRESS TICKING	Comfytex
Pixlum	Freitas Irmaos, LDA.
EGGER edging products	Fritz Egger Business Consulting (Shanghai) CO., Ltd
PW866-The High Performance Allrounder for Profile Wrapping	Henkel (China) Investment Co., Ltd.
Latex Mattress – L'A Dome	Lien A Co., Ltd
DPG Desk Panel	LINAK (Shenzhen) Actuator Systems Ltd.
Cosy Motion Mechanism	Lion Rock Group Holdings Limited
Solaris UC	LS Lighting Equipment (Shanghai) Co., Ltd
Vita Talalay	Radium Foam B.V.
SMARTFLOW	Samet Kalip ve Madeu Esya Saniyi VE Ticaret A.S.
Lumber core plywood panel	Saveplac Plywood Srl
Digital printing paper	Schattdecor (Shanghai) Co., Ltd.
IDEA	Sige S.p.A.
LIN-X hinge of planar door-shifting system	Sugatsune Shanghai Co., Ltd.
Gas Spring Lift-O-Mat & Block- O- Lift	STABILUS
Flat forming	TZ AUSTRIA

Strategic implications of the Greater Bay Area

Riding on the wave of the recently opened Hong Kong-Zhuhai-Macao Bridge and China's latest strategic region of Guangdong-Hong Kong-Macao Greater Bay Area, mature global furniture trade fairs like CIFM / interzum guangzhou are poised to provide fresh impetus for trade and economic growth.

"China is one of the largest furniture production bases in the world, and the potential for economic growth is unprecedented especially with the

establishment of the Guangdong, Hong Kong and Macau Greater Bay Area. This is expected to further propel interzum guangzhou to an unparalleled position to become an important bridge between China and the world's furniture industry.

"China is one of the largest furniture production bases in the world, and the potential for economic growth is unprecedented especially with the establishment of the Guangdong, Hong Kong and Macau Greater Bay Area. This is the reason for the unparalleled position of interzum Guangzhou in being an important bridge between China and the world's furniture industry. I believe exhibitors and visitors alike greatly benefit from this exhibition." said Mr. Denis Steker, Vice President International / Outbound Fairs of Koelnmesse GmbH.

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Exhibitors at CIFM / interzum guangzhou 2019 hail from these 35 countries and regions:

Australia, Austria, Belgium, Canada, Chile, China, Denmark, Estonia, Finland, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Latvia, Malaysia, Portugal, Russia, Singapore, South Korea, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, Gabon, the Netherlands, Turkey, United Kingdom, United States, Uruguay and Vietnam.

CIFM / interzum guangzhou 2019 will be held until March 31 at the China Import and Export Fair Complex (Pazhou Complex). To learn more about the event, visit www.interzum-guangzhou.com.

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About the Organizers

Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the accomplished interzum and imm in Cologne, Germany. With over 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop CIFM / interzum guangzhou into the premier international furniture production trade show in Asia.
www.koelnmesse.com

China Foreign Trade Centre (Group)

The China Foreign Trade Centre (Group) is a highly qualified and experienced exhibition company. For more than 50 years, it has been organizing the China Import and Export Fair (also known as the Canton Fair), the largest trade fair in China. It is also the organizer of CIFF (China International Furniture Fair (Guangzhou)), Asia's biggest furniture trade fair.