

Press Release

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CIFM / interzum guangzhou 2019 wins approval from industry, solidifies No. 1 trade fair position for furniture production in Asia

New opportunities from Guangdong-Hong Kong-Macau Greater Bay Area poised to further elevate importance of manufacturing node in South China

Asia's largest and most comprehensive trade fair for the woodworking machinery, furniture production and interiors industry came to a rousing end to critical acclaim on March 31 after four days of business.

CIFM / interzum guangzhou, held in conjunction with the China International Furniture Fair (CIFF), showcased the entire industry value chain in the region with more international brands participating than ever - a strong indicator of the event's standing in the furniture industry.

A total of 94,863 visitors from 145 countries and regions checked in at the event, up by 5.57 percent from the last edition. Visitors who travelled from abroad accounted for 14,278. The exhibition spanned 150,000 square meters over 17 halls and featured an unprecedented record of 1,509 exhibitors from 35 countries and regions.

"The number of both domestic and international exhibitors at interzum guangzhou has hit new historical highs this year. We've also seen a jump in the number of buyers coming and making use of this platform for procurement. The Guangdong-Hong Kong-Macau Greater Bay Area will no doubt inject a further boost to the furniture manufacturing node in South China," says managing director of Koelnmesse Co., Ltd., Mr. Keith Tsui.

Ms. Nokky, export manager of Green Latex from Thailand, said about their debut participation: "There were a lot of international buyers on the first day of the exhibition, and many of them were interested in our products. I am not exhibiting in China for the first time, and the buyers at interzum guangzhou are of higher quality compared to other shows in China. Most of the visitors are middle and high-level managers and have the power to make purchasing decisions. We will continue to participate next year."

Her remarks echo the words of another exhibitor.

Ms. Ella Xia, marketing project manager of FRITZ EGGER, said: "The footfall is extremely high and we've met with numerous target customers. Custom furniture is a trend that the industry can't ignore, and it is an especially good opportunity for Egger. The concept of having a dedicated custom furniture supplier zone is excellent, and in line with market trends."

Besides the trade floor, the international exhibition zone of interzum guangzhou 2019 also teemed with activities with the hosting of a total of seven forums analyzing detailed market trends and business matching activities participated by four well-known domestic furniture brands. In addition, the special display of the



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

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20 most outstanding furniture accessory products announced at the annual “20 PLUS 20” event saw winning products cover the areas of textiles, hardware and power systems.

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“The furniture manufacturing capabilities in South China is second to none, but we still have some shortcomings in the procurement of raw materials. Through the seminars, we can learn from suppliers from countries such as Germany and Turkey about trends on fabric color, wood customization, innovative mattress fabrics, and integrated office furniture. This has given companies in international exports like us a clearer direction. We’ve reached intention to cooperate with a number of suppliers, and will be able to manufacture products that better meet market demand,” said Mr. Chen from Chengda Furniture, regular buyer and seminar attendee at the show.

“The award is a recognition by interzum guangzhou for our innovative product. We’ve gotten a lot of new contacts through this event and gained a deeper understanding of the Asian market, which will allow us to come up with more targeted designs and products that align better with market demand,” said the representative of winner Freitas Irmaos from Portugal.

Participating as one of the VIP buyers in the business matching event this year, Vifa is a high-end customized home brand in China. The company’s representative shared:

“We’ve always been looking for suppliers of high-quality raw and auxiliary materials to provide more customized solutions to meet higher consumer demands, and interzum guangzhou has been constantly giving us surprises and solutions. At this year’s show, we’ve found a number of overseas companies that are suitable for us and are currently in talks with them.”

A frequent buyer at the exhibition, Mr. Chris Gourdie, managing director of Silentnight Material from the United Arab Emirates, said: “I’ve attended interzum guangzhou six to seven times, and have also visited similar exhibitions in Malaysia, Germany, the United Kingdom, Shanghai and other places. In comparison, the biggest feature here is that there are many new products every year.”

Sharing similar sentiments, Mr. Vozniuk Yevhen, product manager of Nowy Styl from Ukraine said: “This is my first visit to interzum guangzhou. The main purpose of my trip is to find new products and gather market intelligence. I’ve also been to other exhibitions in many countries but this is the largest, with a lot of product information. I’ve also found a lot of products that are highly suitable for our local market. It’s been a fruitful trip.”

The next CIFM / interzum guangzhou will take place from 28-31 March 2020, at Pazhou Complex, Guangzhou, China. To learn more about interzum guangzhou, 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 CIFI / Interzum Guangzhou into the premier international furniture production trade show in Asia.
www.koelnmesse.com

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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 CIFI (China International Furniture Fair (Guangzhou), Asia's biggest furniture trade fair.