

CIFF Shanghai 2019 A Paradigm for Global Living

The outstanding success of the last exhibition boasted a record 37% increase in attendance. There is therefore great anticipation for the 44th edition of CIFF taking place at the National Exhibition & Convention Center in Shanghai Hongqiao from 8th to 11th September 2019 due to its extraordinary range of furnishing solutions.



CIFF Shanghai 2019 represents the **entire furniture supply chain** and therefore offers a full-scale event capable of attracting and engaging producers, buyers, retailers, designers and, of course, the media. **Over 1500 exhibitors** have been selected to represent the theme '**A Paradigm for Global Living**'. They will offer visitors new concepts for living and working while being surrounded by high quality products and new business opportunities.



The fair will be organized by **China Trade Macalline Exhibition Co. Ltd.**, a company which was jointly founded by China Foreign Trade Guangzhou Exhibition General Corporation, main Asian trade fair organization that has always organized the fair, and by Red Star Macalline Group, undisputed leader for the distribution of furniture in China. These two companies have created a new organization model called '**Exhibition and Store Alliance**' which is capable of offering extraordinary advantages both for exhibitions and for commerce.

Moreover, attracting thousands of foreign visitors every year, CIFF Shanghai demonstrates its **strong international vocation** and, thanks to these results, it provides a golden opportunity for Chinese export companies to showcase their products.

The objective of CIFF is to make foreign markets more aware of the quality and variety of Chinese design. This is the concept behind the four main exhibition areas where the fair is organized.



中国（广州 / 上海）国际家具博览会
China International Furniture Fair
(Guangzhou / Shanghai)

44th CIFF Shanghai 2019
National Exhibition
& Convention Center (Shanghai)
Shanghai Hongqiao, China
September 8-11, 2019

45th CIFF Guangzhou 2020
China Import and Export
Fair Complex & PWTC EXPO
Guangzhou, China
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www.ciff.furniture

media contact:
Mr. Peter Bao
Tel. + 86 021 3988044
baoxz@fairwindow.com.cn

CTME 上海中贸易助龙经贸发展有限公司
China Foreign Trade Macalline Exhibition Co., Ltd.
China Foreign Trade Macalline
Exhibition Co., Ltd.



Hall 4.1, 'Contemporary Design Hall', will incorporate innovative modern design brands for home furnishings. It will also present a range of exciting design events offering an in-depth insight into contemporary Chinese design trends, providing inspiration for the many high-end interior designers expected in Hongqiao.

The fifth edition of the **EAST Design Show** will be hosted here. This marvelous exhibition is promoting high-end Asian design while combining creative and business perspectives.

The second edition of the **Design Dream Show (DDS)** is a much-anticipated event that offers the most innovative trends and highlights the credibility of Chinese design while promoting the international competitiveness of Chinese industry.

During this event held at the **Pritzker Architecture Prize Forum**, the renowned Portuguese architect Alvaro Siza will hold a discussion about his incredible career and will provide an insight into contemporary design as an acclaimed architect.



Hall 3 'International & Lifestyle' will focus on international design. Numerous world-renowned brands will present new innovations and trends and introduce collections to take advantage of the extraordinary opportunity offered by CIFF to enter the prosperous Chinese market. Individual brands and groups of companies from Germany, Turkey and other countries will guarantee a very cosmopolitan display of products.

In addition to the presence of lifestyle brands, the **M + China Top Interior Design Award** is a journey through high-end interior design projects for the Chinese lifestyle and the **ATG-Macalline Life Space**. This space is rendered even more attractive because it presents different lifestyles and defines future life scenes.

The **North Hall** will be dedicated to lighting in response to the current demand from the Chinese middle class for high quality lamps.

'International Lighting' will bring together international lighting brands which makes it the first truly international professional lighting show in China.

Hall 6.1, will be divided between outdoor furniture, fabrics and home accessories, giving life to **'Outdoor & Leisure, Homedecor & Hometextile'**.

On the second floor of the exhibition center, **hall 5.2 'Sleep Center & Dining Room / Living Room'**, **hall 6.2 'Sofa'** and **hall 8.2 'Fashion Office'** will offer complete solutions for export to international markets ranging from home to work environments.

In conjunction with CIFF Shanghai 2019, the second edition of the **Shanghai International Furniture Machinery & Woodworking Machinery Fair** will take place in halls **7.1 and 8.1**. This fair was created by a partnership between CIFF and WMF; all the main production technologies and all types of process machinery will accentuate the appeal of this fair.

See you at the 44th edition of CIFF in Shanghai Hongqiao from 8 to 11 September 2019!

For further information on CIFF: www.ciff.furniture

Download the [high resolution pictures](#)
Further pictures are available upon request

Edimotion [communication partner of CIFF]

t. +39.0332.284983 | press@edimotion.it



Floor Plan

International Lighting	N Hall	Shanghai International Furniture Machinery & Woodworking Machinery Fair 2019	Halls 7.1 & 8.1
International & Lifestyle	Hall 3		
Contemporary Design (Modern Design/Designers/Design IP)	Hall 4.1	Sleep Center & Dining Room/Living Room (Soft Beds/Mattress/Dining Room/Living Room Furniture)	Hall 5.2
Trendy Design (Classic Design/Kids/High-end Customization)	Hall 5.1	Sofa	Hall 6.2 & 7.2
Outdoor & Leisure, Homedecor & Hometextile (Outdoor Furniture/Homedecor & Hometextile)	Hall 6.1	Fashion Office	Hall 8.2

