

7th Global Office Furniture Outlook

Happy workplaces help companies perform better



中国（广州 / 上海）国际家具博览会

China International Furniture Fair
(Guangzhou / Shanghai)

The 7th **Global Office Furniture Outlook** is the forum organized by CIFF and Edimotion, where international professionals and journalists of the office furniture sector will debate matters regarding **happy workplaces**.

Personal satisfaction in the workplace leads to increased company productivity. Happy people love their jobs and feel involved in the company's activity, they are more motivated and they work harder to reach the shared objectives; they are more creative and innovative.

The office is going through a period of great transformation. Not only are job typologies changing, there are also changes to the very way in which work is organised and spaces are conceived.

The "smart office" concept refers not just to production process optimisation by means of new technologies, but also, and particularly, to improving the individual quality of life of people in any context in which they conduct their activities.

The workplace design trend is becoming progressively associated with satisfying the needs, the expectations and the rights of the individual. There is a new cultural revolution under way, one that envisages a new approach to design, with the person increasingly at the centre of the design, and her/his emotions as the most important factor, with the aim of generating happiness.

Innovation and creativity in companies are increasingly becoming factors of success in making the business unique and different in a market that is becoming progressively competitive.

Energising the way in which individuals are considered means giving new life-blood to the company's business. In addition to this, it is much easier to be productive in a workplace that is cheerful, colourful, personalised and atypical, instead of one that is grey, rigid and boring.

CIFF Shanghai 2016

National Convention & Exhibition Center (NECC) of Hongqiao
Shanghai, China
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China Foreign Trade Guangzhou Exhibition Corp.

Agenda

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chairing and introduction: **Fabrizio Todeschini**, Edimotion

Mauro Spinelli

researcher, senior expert and partner of CSIL, Italy

Jean Paul Fournier

journalist, editor in chief Office et Culture, France

Mingxi Li

design manager, ceo and founder Hepburn Selection, China

Paolo Favaretto and Francesco Favaretto

designers, partners of Favaretto&Partners, Italy

September 8th, 2016 - h. 14.00-16.00

National Convention & Exhibition Center (NECC) of Hongqiao in Shanghai
Lecture Room, Office Environment Theme Pavilion (hall 6.2-D42)

organizers:



edimotion[®]

media partner:

China-Designer.com
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