

The 3rd Chinese edition
Global Furniture Outlook Seminar 2016
The fast growing furniture markets worldwide – focus ASIA



中国（广州 / 上海）国际家具博览会

China International Furniture Fair
(Guangzhou / Shanghai)

Over half of world furniture production (in value) takes place in the Asia Pacific region, making it the largest producing area in the world. Within the region, China has the lead accounting for 70% of the area's production.

World furniture consumption was worth around US\$ 400 billion last year (at producer prices).

Sustained growth in large traditional markets and continuous development of emerging markets boost huge potential for furniture exports worldwide.

CSIL, Italian leading furniture market research center, together with **CIFF**, the world's largest furniture fair, and **Edimotion**, marketing communications company, are presenting market forecasts and comments on the fundamentals regarding furniture production and trade worldwide. Findings will be discussed with selected keynote speakers presenting market insights, focusing on trends and recent developments.

CIFF-Shanghai 2016

National Exhibition
& Convention Center (Shanghai),
China

September 7-10, 2016

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China Foreign Trade Guangzhou
Exhibition General Corp.



Agenda

h. 9.30 Chen Wanghui - Opening Speech

Vice General Manager of China Foreign Trade Guangzhou Exhibition Corp. (tbc)

h. 9.40 Alessandra Tracogna - The Global Furniture Outlook

CSIL, Centre for Industrial Studies

h. 10.10 Kevin Castellani - Trends in the US Furniture Market

USA, Furniture Today

h. 10.30 Patrizia Torelli - Updates from the furniture sector in Australia

AFA - Australian Furniture Association

h. 10.50 Key testimonials from China

h. 11.15 Questions and Answers

h. 11.30 Closure of the seminar

Moderator: Fabrizio Todeschini, Italy, Edimotion

September 9th, 2016 - h. 9:30 a.m. – 11.30 a.m.

National Exhibition and Convention Center (NECC) Shanghai, China

Meeting: hall 5.1 C26

organizers:



edimotion^{ti}