

The 41st CIFF Guangzhou places the focus on people

The 41st edition of **CIFF** (China International Furniture Fair), divided into two phases, will be held in Guangzhou **from 18 to 21 March and from 28 to 31 March 2018**.

Countless new products, reflecting the face of a China that is changing rapidly and that is increasingly looking to quality, design and innovation.

Understand the market in order to de-codify trends, providing solutions that are perfect in terms of style, quality and price. This approach has allowed CIFF to become an international reference point in the furniture sector, growing and modernising in order to offer both exhibitors and visitors the best possible services.

There is already great anticipation for the Spring edition of CIFF. In fact, one single event will provide the opportunity to visit **4,000 exhibitors** who, spread out over **750,000 square metres**, will give an integrated account of their individual visions of **Whole Home Décor**, together with the most significant and current aspects of the sector. This is why at least **190,000 specialist visitors are expected**.



中国（广州 / 上海）国际家具博览会

China International Furniture Fair
(Guangzhou / Shanghai)

CIFF 2018 March

China Import and Export
Fair Complex & PWTC EXPO
Guangzhou, China

March 18-21, 2018

March 28-31, 2018

CIFF 2018 September

National Exhibition
& Convention Center (Shanghai)
Shanghai, China

September 2018

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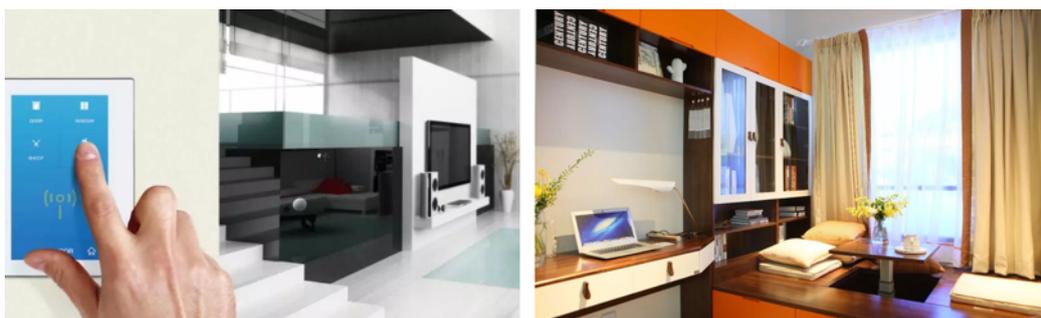
The 1st phase of CIFF (18-21 March 2018) introduces a full range of solutions, both classic and modern in style; a vast selection of products of different styles and typologies: **home furniture, home decor & home textiles, outdoor & leisure furniture**.



Customisation + Interactivity + Design

In other words, when the product is adapted to express the personality of the person who has selected it. This is how new products are created, designed not be part of a series, but to shape themselves in such a way as to provide what the client is looking for.

Products that can put themselves at the service of the user, exploiting the high-level Internet of Things technology, cloud computing and smart chips, masterfully concealed in a charming design.



Mild Luxury

In other words, quality products, that can provide high-level comfort and luxurious design, but that at the same time reasonably priced, able to satisfy almost everyone, perhaps skilfully mixing together pieces that are different but easy to integrate.



Exports

According to the latest figures published by the Ministry of Industry and Information Technology of the People's Republic of China, the value of furniture manufacturing exports from January to August 2017 amounted to 12.64 billion di RMB, therefore recording an annual increase of 6.2%. In order to assist international buyers, the living areas (dining rooms and living rooms) will be combined together, as will upholstered items and mattresses, ensuring that visits by operators from all over the world can be optimised and facilitated.

News

Homedécor & Hometextile will integrate the Zen style into its abundant proposals, while Outdoor & Leisure will offer new product sectors, such as garden equipment, fountains and hand-crafted iron furniture; the 3rd Global

Garden Lifestyle Festival will include an interpretation of life in the open air, which leads to a more unrestricted lifestyle.

The 2nd phase of CIFF (28-31 March 2018), is dedicated to **office furniture and seating, hotel furnishing, metal furniture, furniture for public spaces and waiting areas, accessories, materials and machinery for the furniture industry**, inaugurating the sector dedicated to **furniture for the elderly** and tackling the **Smart Office** topic in depth.

People work! They work a lot, they work hard, particularly if their bodies are comfortable. In fact, it has been clearly demonstrated that efficiency requires comfortable spaces that create a sense of wellbeing. The office furniture sector is therefore becoming increasingly successful at CIFF, which is focussing evermore on this area.



In fact, the continuous growth recorded by the domestic Chinese market has allowed this sector to develop further, encouraging companies to invest, not simply in terms of study and research, but also by improving the design and quality of materials and finishing.

Companies that definitely stand out in this field are: *Sunon, Victory, Headway, Quama, Jongtay, Tiantan, Saosen, Wosen, MerryFair, Kuoching, Uechairs, Beson, B.one, Lijiang, Hongsheng, Erqing, Huabao, Dechang, Cofemo.*

Moreover, the ergonomics/aesthetics pairing associated with current trends in office seating is admirably interpreted by by companies like the Malaysian MerryFair, the Taiwanese Kuoching, and by Uechairs, Beson, B.one.

At CIFF the intelligent office is on show

To expert eyes it is clear that the growth in the office sector has been accompanied by a great deal of research into the internet of things; objects that can interact directly with people. In effect, with life becoming increasingly fast-paced, and with very little time available, there is an increasing need for objects that are intelligent, programmable and able to ensure high-level office-people interaction. We are therefore seeing major new brands that can design and manufacture high-performance furniture. For example: *Loctek, Jiechang, OMT, Aoke, CONSET, Chuangqi.*

Focus on the elderly

Find attractive and comfortable solutions; genuine answers to the tangible needs of senior citizens; this will be a primary theme in the next edition of CIFF. A sector that for many years has been somewhat neglected, not simply in terms of quantity, product range or applied technology, but also and particularly in terms of comfort. At CIFF this year one pavilion will be almost entirely dedicated to the topic of the elderly, and the stand-out furniture items will be beautiful and comfortable, providing support to both the body and the spirit of those who are no longer young. Furniture that is delightful to have around you, to look at and use. It will be great to be able to visit companies that are truly committed to this field, and that include: Jinlu, Waltz Medical, Vou, Igoldenof, Boxuan and Depin.

Great comfort in public spaces, waiting rooms and schools

Furniture providing high-level comfort is of the greatest importance for waiting areas. In fact, waiting for planes or trains for extensive periods of time in precarious conditions causes considerable stress. This timeless topic is addressed by the range of items proposed for the school sector. Furniture that is perfect, sturdy and comfortable, able to cope with heavy use by students. So together with major brands like Lijiang, Hongji, Oshujian, a platform will be provided for those dedicated to the school sector, such as Hongsheng, Jubao, Hongyu.

Furniture made from metal ... but intelligent!

CIFF has always given space to the metal furniture sector; high-performance cupboards and safes. This year, as part of the "Steel Boutique Pavilion", there will be full ranges of high-technology intelligent lock furniture that can ensure usability and unparalleled security levels.

New hotels for new travellers

The hotel sector has undergone profound changes over the last few years, because client requirements have changed significantly. In fact, and thanks particularly to web portals, today's consumers look for hotels that are ever cheaper and, at the same time, pleasant. Hoteliers are therefore taking up the challenge and transforming their facilities in order to provide high quality at low prices.

A large area at CIFF will be dedicated to this topic, so as to ensure that companies such as Jinbihui, Pak and De-garden can demonstrate their full potential.

The **Office Life Theme Pavilion 2018** has been designed and curated by Zhu Xiaojie, who analyses the collaborative work environment in terms of the theme "Harmony, Vitality, Beauty", where the boundaries between home and office dissolve, and where the welcoming and relaxed atmosphere sparks inspiration and increases the efficiency levels of managers and employees.

Global Office Furniture Outlook, the forum organised by CIFF and Edimotion, provides professional operators and international journalists in this sector with an opportunity to discuss work environments and trends. The topic of the 9th edition is "Intelligent Office".

All this, and a lot more, is about to go on show at CIFF Guangzhou, which in this way confirms its standing as the ideal business platform for finding dependable partners and products suited to all requirements and price ranges.

Guangzhou. Capital of business and culture



Canton, or Guangzhou in Chinese, is the largest coastal city in South China, and the third largest city in the country, after Beijing and Shanghai. Capital of Guangdong Province, at all times a flourishing commercial center, it is definitely one of the most prosperous cities in the country. Chaotic and lively, it unquestionably provides numerous opportunities for you to enjoy yourself and relax after the fair, and to return home with a full stock of memories and photographs. Located on the Pearl River delta, the city lies just a few kilometers from Hong Kong (easily reached by train or bus); this strategic position has guaranteed Guangzhou the role of strategic port and business capital for hundreds of years. Regarded as the culinary capital of China, the cradle of Cantonese cuisine (Yuecai), here there are more restaurants per person than in any other part of China. There are only a few other cities in the world where you can savour such unusual and sophisticated taste sensations.

For further information: www.ciff.furniture

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