



Press release, July 2019, Shanghai

Experience Smart Sourcing at Furniture China 2019

In the second week of September every year, all kinds of superior furniture products from around the globe are showcased at the China International Furniture Expo (also known as Furniture China), which is visited by professional buyers, designers and consumers alike.

On 9-12 September, Furniture China 2019 is going to celebrate its 25th anniversary in Pudong of Shanghai, bringing new insights to the furniture industry with around 3,500 selected exhibitors, brands and their high quality products. Despite of huge transformation in the industrial structure across furniture industry, exhibition platform still remains strong vigour and great importance to trade circulation. As the world's leading trade fair in the furniture market, Furniture China is firmly committed to helping worldwide furniture traders to maximize business value in terms of furniture manufacture, design and retail.

By adhering to its policy of “export orientation, high-end domestic sales, original design and industry guidance”, Furniture China provides an important platform for showcasing and trading home furniture, contract furnishing and an array of furniture raw materials.

2019 Exhibition Overview

The exhibition covers an area of 350,000 square meters in two venues, SNIEC (for Furniture China) and SWEECC (for Maison Shanghai). Based on such huge scale, clearer product classification is considerably required to guide suitable sourcing purposes. Thus, Furniture China and Maison Shanghai will differentiate positioning to better meet distinct market needs.

Furniture China and its co-located events FMC China and FMC Premium, will host home furniture of contemporary, upholstered and classic styles, table & chair, outdoor furniture, manufacturing raw materials, fabric, furniture hardware, leather and upholstery components, focusing on the interactive linkage of upper and downstream within the furniture industry.

Booth reservation hots up with companies scramble to get in, booth space being fully booked even 3 months prior to the event. Participation of local Chinese furniture brands exceed 85 percent and the rest coming from overseas, of which familiar names include KUKA, Ashley, MANWAH, ZOY Home, MLM, HTL, Keelson, Asiades, Expocasa, La Casa, Odir & Olevere, Actona, Diesheng, Debrah's, Sureeco, FREE SAPACE, Meixin, Davis Textile, Hightex, Qigu New Materials, Ligo Leather, Pengxiang, Qiaojia Decorative Materials, Yulong, Loctek, Foresco, OKIN, Kingdecor, Lunbo, and Remacro.



New exhibitors of this year reaches nearly 25 percent of the whole. LightSpace and KUNDESIGN become two of the 42 new comers in the Design Halls. Moreover, Gillmore from United Kingdom, Idelli from Brazil and Scandinavian brands namely By thornam and Leeke also bring vitality as new blood to the International Brand Hall where it gathers total of 222 overseas exhibitors from 29 countries and regions exhibiting in the Hall E1, E2, W6 and E12 at SNIEC. Onsite of the exhibition, buyers will have chance to meet diverse excellent foreign brands from United Kingdom, Germany, Netherlands, Spain, Portugal, Italy, Scandinavian countries, United States, Canada, Australia, New Zealand, Brazil, Japan, Korea, Singapore, Malaysia, Philippines, Indonesia, India, Sri Lanka, Thailand and Vietnam.

International pavilions organized by L'Ameublement français (France), BelgoFurn (Belgium), Veneto region of Italy, Malaysian Timber Council (Malaysia), KFFIC (Korea) and Export Promotion Council (India) have all joined Furniture China 2019.

Maison Shanghai, concurrently held in SWEECC, will position as a design-driven trade show that embraces home decoration, lighting, carpet, rug, floral, fragrance, art & craft, tableware, home furnishing accessories and designer works.

Maison Shanghai exhibitor line-up includes leading brands such as +Glass, Global Views, Ni Floral Deco, Chando, SUN COLOR, The Color Wheel Gallery, Jieyou Carpet, Sundora Carpet, BOKINGART, Fuyun pavilion artwork, DH LIGHTING, DEVSUN LIGHTING, RGP LIGHTING, D.SKY Home, MUMO, belaDESIGN, Arteriors Home and etc.

Besides numerous beautiful furnishing products for trade business, there's quite a few featured exhibitions as HOME PLUS, COLOR OF FURNITURE, From The 100 Years BAUHAUS to Contemporary Chinese Furniture Design, R.E.Design, to take place at Maison Shanghai this year. All of those are curated with aspiration to cultivate design power and creativity within China's furniture industry as well as to explore the trends and possibilities of futuristic home living lifestyles. Young Chinese designers can also find valuable opportunities to show off their talents at Design of Designers (DOD) and project of "Young by DOD".

Checkout 2019 Hall Layout: <http://www.furniture-china.cn/en-us/aboutus/showdetails>

2019 Show Highlights at a Glance

Carrying the core message "Bring Innovative Solution to Customer", Furniture China hosts its 25th anniversary celebrations together with its concurrent event Maison Shanghai to feature a wide range of special celebratory events, forums and lecture series, living solution initiatives, as well as B2B e-commerce solutions. With the hope of becoming one of industry's leading brands, Furniture China



2019 aims to bring end solutions favoured in customers' mind-set through the integration of online and offline.

Online Improvements Leads To Digitalized Future

● **Software Development Creates Convenient E-Commerce User Experience**

The new generation of buyers prefer a smart way of furniture trade and ordering. They more often go on internet and count on product images and peer reviews to find a new supplier and place order. Keeping up with demand, Furniture China launches “JIGLE EZBUY”, aiming to break traditional forms of furniture trading.

Empowered by JIGLE.com, “JIGLE EZBUY” is an efficient B2B sourcing platform connecting over 300 Chinese quality suppliers and business traders. It devotes to provide practical e-commerce solutions for home and interior marketplace. With the accumulative buyer resources through 25-year development of Furniture China, the purpose of JIGLE EZBUY commits to helping suppliers finding right customers and leverage business in a considerably cost-effective way; as well as navigating consumers to fitted suppliers.

● **Online Courses Educate the Latest Trend of Product and Interior Design**

Maison Business School, lectures given out by masters of design industry, continues its presence at Maison Shanghai 2019. On top of that, a series of online live lectures on WeChat are organized throughout the year (membership fees applied) to educate public about the latest trend of interior design, with the hope to open up and promote demonstrations for lifestyle markets.

Offline Exhibition & Activities Set the Market Trend

● **High-end Manufacturing Builds Upstream Competitiveness**

Representing the strongest voice of Chinese furniture manufacturing, two co-located events Furniture Manufacturing & Supply China (FMC) and FMC Premium (FMP) bring improvements on overall space and exhibitors' quality. For FMC, more than 730 companies confirmed attendance. Exhibitors' entry limitation is imposed in the strict selection of leading suppliers and manufacturers who own independent intellectual property rights and have strong innovation capabilities. For FMP, the premium edition of FMC, more than 200 industry-leading exhibitors will present with high quality material and original design capabilities.

● **The Hub For World-leading Interior Design Ideas**

Interior design is crucial as it provides a soul to a space and makes a space more functional, pleasant and livable. This year, the International Brand Hall (E1/E2/W6/E12) along with 6 International Pavilions will showcase the avant-garde furniture design with the smart use of green materials. Design Hall (E5-E7) and the thematic zone “Design of Designers (DOD)” at



Maison Shanghai Hall 3 gathers original/independent designer brands to represent the strongest voice of contemporary Chinese furniture and decor.

- **Book Launch - Explore Historical Process of Contemporary Chinese Furniture**

Chinese design has gradually emerged on the world stage, and critical voice has gradually disappeared in exchange for approval. What has changed the world's view?

Peter & Charlotte Fiell, the authors of *<1000 Chairs>*, are invited on-site at Maison Shanghai 2019 for a new book release - *<Contemporary Chinese Furniture Design - A New Wave of Creativity >*. Sponsored by the show organizers of Furniture China and based on joint initiative with the authors, this Book not only explores the evolution of contemporary Chinese design in furniture through insightful perspectives, but also attaches the importance of Chinese culture in cultivation of design diversity. With its publication, the originality of Chinese design is proudly to take a prosperous step, rising abreast with the world. Nearly 50 representative artworks introduced in book will be brought on-site for visitors to see at close range.

- **From The 100 Years BAUHAUS to Contemporary Chinese Furniture Design**

The highlight for this year's celebratory events is the unity between Maison Shanghai and Bauhaus Museum to make a salute to the 100-year establishment of Bauhaus College. The activity is located at Maison Shanghai Hall 4 to run you through the 100-year's journey of Bauhaus to the origin of Shanghai design (Old Shanghai Style), and finally explore the charm of contemporary Chinese design. Several world-renowned masterpieces of Bauhaus works will be displayed on site to show the essence of Bauhaus' design and production process.

- **Explore Color Dynamics and Solve Problems In Customers' Mindset**

The new version of COLOR OF FURNITURE is themed under "Boundaryless Color". It is created to shift the focus to investigate the rule of Color Mechanics and how it applies on home design. This year, nine sets of colors are used to deduce nine color boxes each with a unique theme to investigate the color trend within Chinese furniture industry in the next 3-5 years.

Home design is always inseparable from "home", and "home" is inseparable from people and society. This year's HOME PLUS, oriented by solving residential problems, will explore innovative space design solutions for seven most concerned living issues within the society. Seven showcasing stands will be created and exhibited to provide guideline for modern living design, and bringing innovative living solutions to the society.

- **Awards – Evaluating Excellent Works and Determining the Trend of the Industry**

This year, the Gold Idea Design Award and the China Furniture Product Innovation Awards will continue its presence, and two more awards are established to give appreciations to exhibitors from more sectors.

The newly added "JIN SHANG YOU 金上游奖" also namely "Design Material Award" in English, is the professional award specific to furniture manufacturing industry. It rewards exhibitors for the actively and timely introduction of new materials, processes and technologies.



On the other hand, “JINCHI PRIZE” is an interior design award which aims at discovering new special projects and elites. It’s the platform to commend outstanding design elites, projects and young design novelties.

With more than 3,500 exhibitors/suppliers, design professionals, 160,000 buyers/visitors anticipated and thousands of products making their first-ever market appearance, Furniture China 2019 will be an annual sectoral benchmark at an international level in September. More importantly, Furniture China has kicked-off smart sourcing of home furniture and furnishing through combination of both offline exhibitions and online approaches, advancing trade business into an easier and more efficient pace.

We’re committed to give you a more convenient sourcing experience at our 25th anniversary and want to give thanks for the amazing effort of our corporations, media, and partners for helping us arrange the celebrations. We hereby are honored to invite you to participate in this annual trade show what will take place at SNIEC/SWEECC (Shanghai) between 9th September and 12th September. This exhibition is an excellent opportunity to learn the market trend, and source quality products covering the entire furniture industry at a reasonable price. More than 3,500 exhibitors will attend the show, giving buyers and trade visitors overwhelming selections.

Looking forward to seeing you there.

The Coming Edition:

9-12 September 2019

The 25th China International Furniture Expo (Furniture China 2019)

Venue: SNIEC / Address: No.2345 Longyang Road, Pudong, Shanghai

Maison Shanghai 2019

Venue: SWEECC / Address: No.850 Bochen Road, Pudong, Shanghai

About Show Organizers:



China National Furniture Association (CNFA) was established in 1988, which is a nationwide organization voluntarily composed of enterprises, institutions, social organizations and individuals in the furniture industry and related industries with production, management and research background. CNFA has 7,500 member companies and devotes to the advancement and development of the China’s furniture industry. Main purposes of CNFA are to promote the development of industrial



clusters, to facilitate communication and cooperation between China and global furniture industry, to joint organize the China National Furniture Expo (also known as Furniture China), to advance furniture design and to participate in the standard setting and work of ISO/TC136 and SAC/TC480, etc. CNFA was selected Chairmanship of the Council of Asia Furniture Associations (CAFA) since December 5th, 2014.



Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd is a professional organization by managing trade shows, events, online B2B platforms, which is a joint venture between Shanghai Sinoexpo International Exhibition Ltd and Informa PLC- a leading B2B information services group and the largest B2B Events organiser in the world. Countless Trade opportunities have been created to cater for more than 900,000 worldwide business buyers from our 60+ international exhibitions, the total exhibition area of which covered 1,350,000 sqm in 2018. Headquartered in Shanghai, Sinoexpo Informa Markets operates two branches in Beijing and Guangzhou as well as one joint venture in Guzhen Zhongshan, Guangdong Province. The total headcount exceeds 400.