

*Furniture China 2018 Release, Shanghai*

## Good News from Furniture China 2018!

On June 18th, the international exhibition organizer – Informa, announced the formal merger with UBM. On occasion of this grand combination, UBM Sinoexpo will introduce a wider range of B2B market capabilities and international advantages, and strongly support the two upcoming furniture exhibitions of Pudong this September.

### Furniture China and Maison Shanghai

**11<sup>th</sup> – 14<sup>th</sup> September 2018**

Taking this opportunity, the organizers have recently announced the welfare policy for the audience of Furniture China; in the meanwhile, openly welcoming all trade buyers and visitors coming to Pudong, Shanghai on 11<sup>th</sup> – 14<sup>th</sup> September 2018 to witness the great progresses of the exhibitions and furniture industry.

*From 17<sup>th</sup> July to 9<sup>th</sup> September, 200 free badges daily or badge fee 50% off with complimentary e-catalogue and gift. [Start registration](#)*



**11-14 September 2018**

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**FURNITURE  
CHINA 2018**  
第二十四届中国国际家具展览会  
The 24<sup>th</sup> China International Furniture Expo

**MAISON  
Shanghai**  
摩登上海时尚家居展



## Preview of 2018 Event Highlights -- All that you're not going to miss:

### COLOR OF FURNITURE

*Hall E8B-D60, SNIEC*

Inviting Prof. Song Jianming as the chief planner, with two outstanding designers Mr. Lu Tao and Ms. Di Yin to be the project curators, COLOR OF FURNITURE will create an interactive experience under the theme of

“Decoding of Colors”, bringing forefront ideas to present the fashionable trends of color to the China’s home furnishing industry of the next three to five years through eight distinct showrooms centred on prevalent colors.

➤ Curious about what it will be like? [View video](#)

## **INTERNATIONAL BRAND, CONTEMPORARY & DESIGN FURNITURE**

Gathering over 220 exhibitors from 24 countries worldwide, international brands will continually deliver contemporary design philosophies towards furniture, presenting novel products in good shape and quality for buyers to source the best and favourites from the market. On Furniture China 2018, national pavilions will have Italian Veneto, France, Belgium, South Korea, Turkey and Malaysia group participated. Exhibitors of contemporary furniture account for about one-third of Furniture China. With many new brands from home and abroad participating this year, the exhibition areas exceed 46,000 sqm for category of contemporary furniture. Design Hall takes Hall E5, E6 & E7 to showcase various creative furniture design products from more than 150 suppliers, full of inspirations and solutions to modern homes. Altogether the products are rich in different categories and styles to meet with distinctive tastes of ideal homes.

➤ [FC2018 Show Preview](#)

## **HOME PLUS**

### ***Hall H4-F01, SWECC***

Raised in 2014, HOME PLUS is going through the fifth year in this September. Challenging and yet exciting, HOME PLUS will underline infinite possibilities and thus set “無·INFINITY” as the theme for its coming edition, inviting 12 talented designers and crossover artists to speak for themselves with their unique showroom on display at Maison Shanghai. Let’s wait and see how they will play beyond boundaries to present an interesting interior space with an open mindset that fusion and unbounded.

## **CREATE OF CREATORS (abbr. COC)**

### ***Hall H4-G01 / H01 / H03, SWECC***

COC is the pioneer project to establish business connection between designers and manufactures across furniture, interior and related industries. Co-initiated by **Mr. Wang Mingliang**, founder of China International Furniture Expo (widely known as Furniture China) and Maison Shanghai, and the famous designer **Frank Chou**, founder and director of creativity of Frank Chou Design Studio, also chief curator of COC; together with **Philip Yap**, a top Chinese designer and veteran advertiser from Malaysia, being the joint curator of the project, the first edition of COC intends to invite 25 creators from different fields coming together to build a vigorous interactive platform offering inspirations and solutions to China’s furniture design and manufacturing, which more profoundly, aims to do great to the upgrade of industry and brand by injecting design drive.

With some 3,500 exhibitors and thousands of amazing products during the four-day exhibition, Furniture China and Maison Shanghai 2018 will be an unmissable one-stop procurement platform and ideal communication place for all furniture traders around the globe to meet suppliers face-to-face, moreover also a perfect place to experience trendy lifestyles.