

## CIFF Shanghai 2023.

### Fostering international cooperation and business channels

*It's almost time! From 5<sup>th</sup> to 8<sup>th</sup> September 2023, the 52<sup>nd</sup> CIFF Shanghai will warmly welcome all Chinese and international players in the furniture industry, offering effective business solutions in response to the big changes and new challenges of world markets.*

CIFF (China International Furniture Fair) is the world's largest furniture fair and has been held for 51 consecutive editions. **Since 2015, CIFF has taken place in March in Guangzhou Pazhou, and in September in Shanghai Hongqiao.**

After eight years of continuous evolution, CIFF Shanghai is focusing on the high-end domestic market while **fostering international cooperation**, effectively linking the presence of industry-leading brands at the fair with the most important distribution channels in the Chinese and international markets.



The 52<sup>nd</sup> CIFF Shanghai firmly focuses on the value of **innovation** and **original design**, for which two pavilions have been reserved to feature top brands and special exhibitions, as well as activities and services dedicated to the more than 100 thousand product designers, interior designers, and design professionals involved in CIFF.

The 52<sup>nd</sup> CIFF Shanghai will be the ideal **business platform** for **successful positioning in the Chinese market**; brands in attendance will be able to find partners and develop new business channels online and offline while enjoying the opportunity to interact directly and effectively with all **major high-end Chinese distributors, including Red Star Macalline**, as well as with small and medium-sized retailers, contractors, designers, and decision makers.

The 52<sup>nd</sup> CIFF Shanghai places particular emphasis on **international cooperation** by building strong relationships with international **distribution channels** traditional and multimedia alike. In addition to offering exclusive services to foreign buyers and professionals to facilitate their travel to China, their presence at the fair, and the development of business relationships with exhibitors, it has also invested in international promotion through its relations with major international media.

Over **1,500 exhibitors**, **four themed exhibition events**, and an exhibition area of **370,000 square metres** at the **NECC – National Exhibition & Convention Center** in Shanghai Hongqiao.

The **52<sup>nd</sup> CIFF Shanghai 2023** will be held from **5<sup>th</sup> to 8<sup>th</sup> September**, representing the entire furniture supply chain under one roof: home, outdoor, and leisure furniture, furnishing accessories and textiles, and furniture for offices and public spaces, as well



中国（广州 / 上海）国际家具博览会  
China International Furniture Fair  
( Guangzhou / Shanghai )

#### 52<sup>nd</sup> CIFF Shanghai 2023

National Exhibition  
& Convention Center (Shanghai)  
Shanghai Hongqiao, China  
September 5-8, 2023

[www.ciff.furniture](http://www.ciff.furniture)

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as machinery for the furniture industry, thanks to its concurrence with the Shanghai International Furniture Machinery & Woodworking Machinery Fair.

Aiming to make an effective contribution to the evolution of the furniture industry by integrating the exhibition event with the purely commercial event of furniture product distribution, CIFF Shanghai has **revamped the layout of its exhibition spaces** with **13 dedicated NECC pavilions** and **four themed exhibition events** to better organise the fair's offerings and give due emphasis to the central themes of furniture and new lifestyles.

**CIFF Home Textiles & Accessories Lifestyle Exhibition** will bring together a selection of brands to explore and interpret new trends in home furnishings.

**CIFF Shanghai International Furniture Machinery & Woodworking Machinery Fair** will host leading brands in furniture manufacturing machinery, environmentally sustainable solutions, safety control devices, packaging machinery, cutting machines, machine parts, manual tools, and more, presenting a top-notch selection for smart home furniture production.

The **CIFF Offices & Public Spaces Exhibition** will showcase cutting-edge ideas and innovative trends for the workplace.

The **CIFF Urban Outdoor Furniture Exhibition** will feature categories such as, among others, outdoor furniture, outdoor shading systems, outdoor solutions and accessories, garden decoration, and camping equipment, setting new trends in outdoor spaces and outdoor living.

Thus, there are great expectations for the 52<sup>nd</sup> CIFF Shanghai 2023 to find answers to new consumer needs and seize concrete business opportunities globally.

**We look forward to seeing you in Shanghai Hongqiao from 5<sup>th</sup> to 8<sup>th</sup> September!**

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For more information about CIFF: [www.ciff.furniture](http://www.ciff.furniture)

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**Download high-resolution images here**

*Additional images are available upon request*

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