

Ciff furniture

THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

The Business of Furniture | SPECIAL EDITION

BoF

2nd Phase - 28-31 March 2018
office/hotel/commercial/materials&machines

*BETTER LIFE
BETTER WORK*



Welcome



4.000
Exhibitors



750.000
sqm



190.000
Attendees

ciff.furniture is the magazine of CIFF, China International Furniture Fair. The aim of this 5th issue of the magazine is to provide visitors with the information they need in order to best organise their visit to the fair, preview the the themes, the trends, the products, the events, and give some suggestions about what to see and do outside the fair. In fact, CIFF holds its exhibitors and its city in great esteem and wants to provide its visitors with a global experience of Chinese culture and the Chinese furniture market.

This issue of **ciff.furniture** is devoted to phase two of the 41st edition of CIFF, which will take place in Guangzhou from 28 to 31 March 2018, and which focusses on the office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials for the furniture industry sectors.

CIFF is about to open!
We look forward to seeing you in Guangzhou.

ciff.furniture is a publication by
**China Foreign Trade
Guangzhou Exhibition
General Corp.**

publishing concept
and realization by
Edimotion

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www.ciff.furniture

Founded in 1998, CIFF - **China International Furniture Fair (Guangzhou/Shanghai)** has been successfully held for 40 sessions. Starting from September 2015, it takes place annually in Pazhou, Guangzhou in March and in Hongqiao, Shanghai in September, radiating into the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China.

Featuring industry interaction and all-round matching, CIFF, **the world's largest furniture exhibition** and the most important business platform in Asia, covers the themes of home furniture, home décor & home textile, outdoor furniture, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials.

The spring and autumn editions of CIFF bring together more than 4,000 and 2,000 world-leading brands respectively and host a total of more than 270,000 professional visitors from 200 countries and regions.

CIFF, known as "Asia's furniture sourcing center" and "the weatherglass of China's furniture industry", is a flagship platform among the exhibitions in China's furniture and home furnishing industries.

Standing at the new starting point in 2018, CIFF will keep forging ahead. Committed to realizing Chinese furniture dream, CIFF will creating more value for exhibitors, visitors and the industry with enhanced quality and optimized exhibition experience!

The **41st edition** of CIFF is held in **Guangzhou**, divided into 2 phases according to product sector: the first from **18 to 21 March**, the second from **28 to 31 March**.

Welcome to CIFF!

欢迎参加中国家博会！

I'm pleased to welcome you to visit the 41st edition of CIFF in Guangzhou, a dynamic platform to create market value for the furniture sector, industry and enterprises, striving for a better future for exhibitors and visitors.

CFTE has unique advantages as a great platform in the exhibition industry. First, it has CIFF as a flagship exhibition in China's furniture industry, as well as CBD as the best platform in China's building & decoration industry. Regardless of scale or influence, both CIFF and CBD are second to none in the global similar exhibitions. Second, CFTE's parent company, China Foreign Trade Centre (Group), owns or controls two major exhibition centers in Guangzhou and Shanghai, namely China Import & Export Fair Complex and National Exhibition & Convention Center (Shanghai), both of which have the core advantages for exhibitions in the Pearl River Delta and the Yangtze River Delta. In this way, we can fully deploy the four-major home furnishing exhibition projects in the furniture and building materials sectors in the two most dynamic areas. Such advantages are unique in China.

In recent years, the furniture and building materials enterprises have entered for CIFF and CBD, which reflects that the industries and enterprises attach great importance to the exhibitions, brings pressure and senses of responsibility and mission and spurs the organizers to continuing to think about how to provide the enterprises and industries with the satisfactory and value-added services in the era of excessive exhibition capacity. CIFF and CBD will work together to integrate superior resources, enhance quality in continuous innovation, do better, strive for balanced and full development and make great efforts for the increasing need for the exhibitions in the industries.

I look forward to seeing you in Guangzhou!

Liu Xiaomin



Liu Xiaomin

General Manager of
China Foreign Trade
Guangzhou Exhibition
General Corporation (CFTE)

Facts & Figures

Date of the event	Phase Two: 28-31 March 2018
Organizer	China Foreign Trade Exhibition General Corp.
Frequency	twice a year (March in Guangzhou, September in Shanghai)
Venue	China Import & Export Fair Complex and Poly World Trade Centre Expo
Sectors	office furniture and seating, hotel furnishing, metal furniture, furniture for public spaces and waiting areas, accessories, materials and machinery for the furniture industry
Opening times	daily from 09:00 a.m. to 06:00 p.m.
Visitors Target	Every type of furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators
Website	www.ciff.furniture
Contact	Ms. Gina Ho ginaho@fairwindow.com.cn Ms. Cara Zhang zhangll@fairwindow.com.cn



The 41st China International Furniture Fair Guangzhou

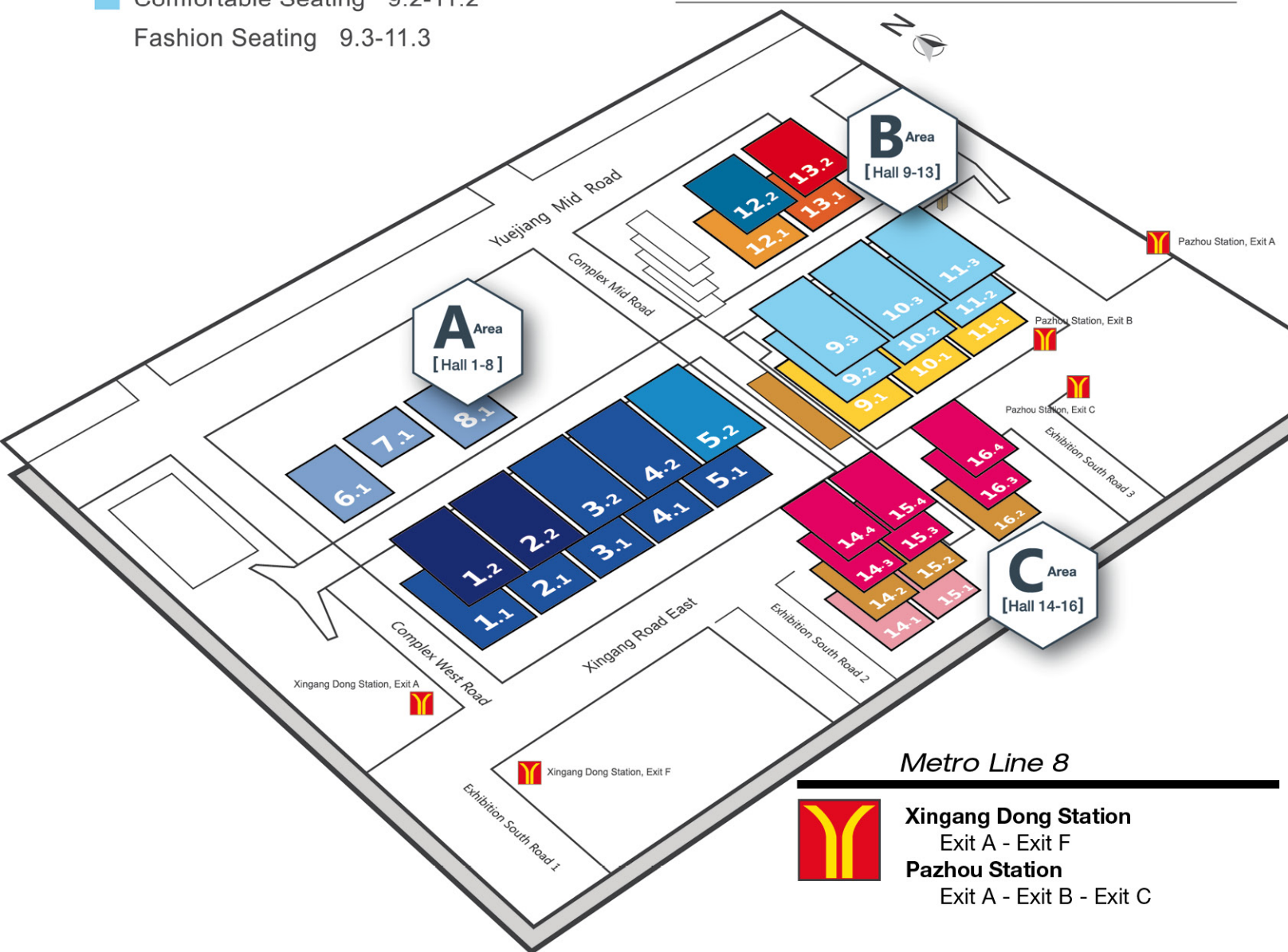
Phase 2: Hall Plan

Office Show

- Office Space 1.1-5.1 / 3.2-4.2
- Medical & Healthcare Furniture 5.1
- Public Commercial Space 1.2-2.2
- Hotel Project & Interiors Furnishings 1.2
- Office Space & Smart Office 5.2
- Office Furniture Component 6.1-8.1
- Filling Cabinet & Safe Cabinet 12.2
- Comfortable Seating 9.2-11.2
- Fashion Seating 9.3-11.3

CIFM/interzum guangzhou

- Woodworking Machinery 9.1-11.1
- Machinery & Upholstery Furniture Production 12.1
- Mattress & Sewing Machinery 13.1
- Mattress Components & Cutters & Tools 13.2
- International Hall 14.1-15.1
- Furniture Raw Materials 14.2-16.2
- Hardware 14.3-16.3 / 14.4-16.4



Metro Line 8



Xingang Dong Station

Exit A - Exit F

Pazhou Station

Exit A - Exit B - Exit C

Office Furniture



The CIFF Office Furniture, that covers 210,000 sqm in Areas A and Area B of the China Import & Export Fair Complex, focuses on **office furniture and seating, hotel furnishing, metal furniture, furniture for public spaces and waiting areas**, 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 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.*

The system office space located in halls 1.1-5.1 and 3.2-4.2 focuses on managing elements of scientific office space, systematically improving the comfort of the office environment, bringing more freedom, more humaneness and more people-environmental interaction smart office style, the trends of new office furniture and space is the perfect fusion here.



Focus on the elderly

Find attractive and comfortable solutions; genuine answers to the tangible needs of senior citizens; this is a primary theme at 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. Hall 5.1 is almost entirely dedicated to the topic of the elderly, and the stand-out furniture items is

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 is 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 per-

fect, sturdy and comfortable, able to cope with heavy use by students. So together with major brands like Lijiang, Hongji, Oshujian, a platform in halls 1.2 and 2.2 is 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

are full ranges of high-technology intelligent lock furniture that can ensure usability and unparalleled security levels. You can find them in hall 12.2.



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 in hall 1.2 is dedicated to this topic, so as to ensure that companies such as Jinbihui, Pak and De-garden can demonstrate their full potential.

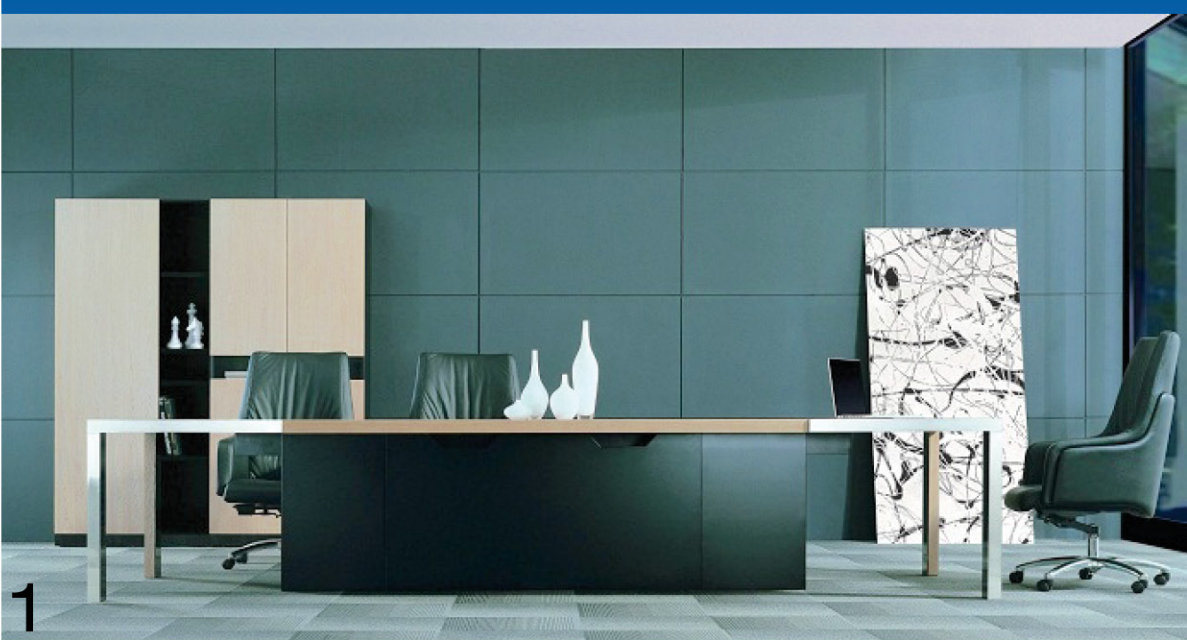


The **Office Life Theme Pavilion 2018**, located in hall 5.2, is designed and curated by Xu Zhaoming, who analyses the collaborative work environment in terms of the theme “Harmony, Vitality, Beauty”, where the boundaries between home and office dissolve, and where the welcoming and relaxed atmosphere sparks inspiration and increases the efficiency levels of man-

agers and employees.

All this, and a lot more, is on show at CIFF Office Furniture, 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.

Products preview



1



- 1 ATWORK
- 2 KANO
- 3 UE CHAIRS

2



1

3



- 4
- VICTORY
- 5
- BOSEN
- 6
- MERRYFAIR

4



5



6

Products preview

1



- 1
LOGIC
- 2
LIGHTSPACE



2



3
BOSEN
4
VICTORY

3



4

Products preview



- 1 LOGIC
- 2 DESK P
- 3 MAGIK

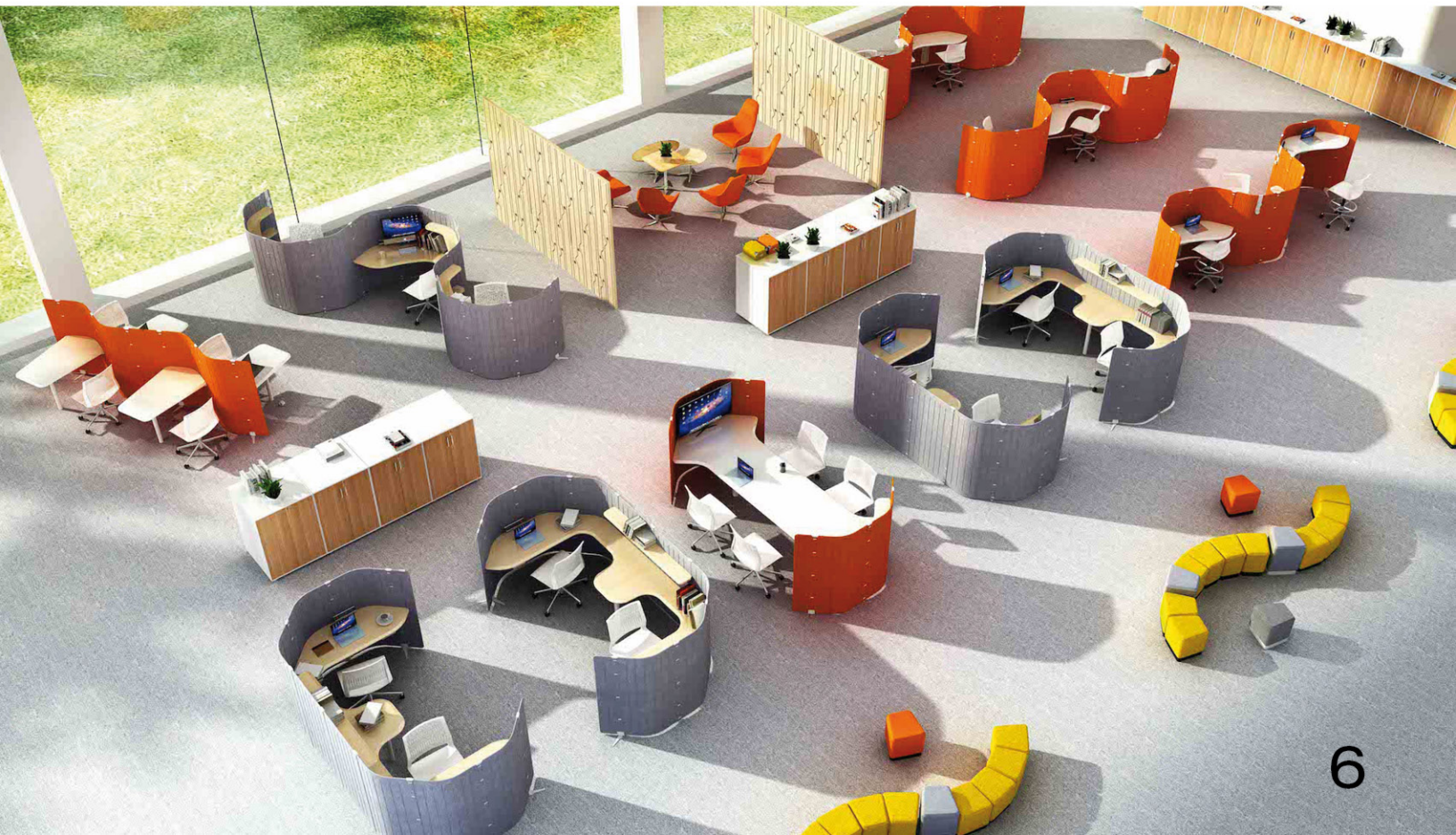




5
KANO
6
SUNON



5



6

Products preview



- 1 POHSUAN
- 2 UE CHAIRS
- 3 DESK P





5



- 5 SUNON
- 6 VICTORY
- 7 KANO



6

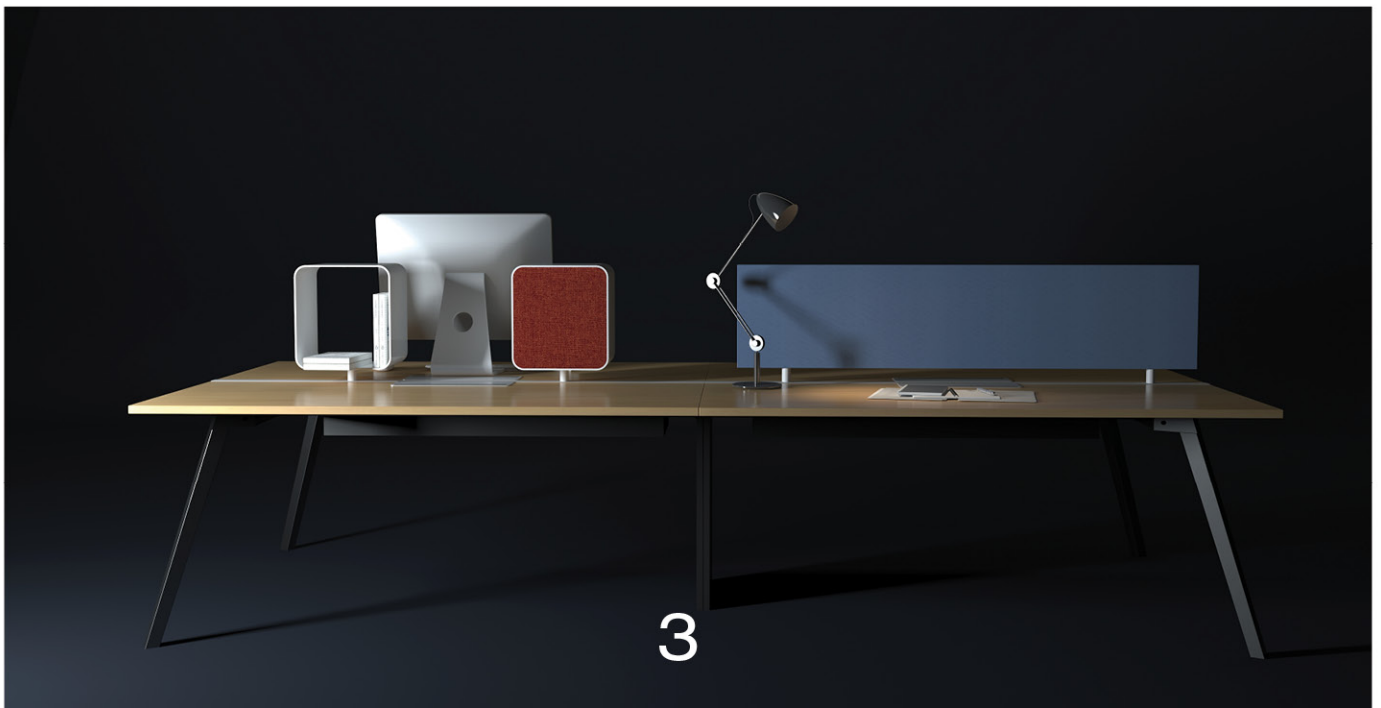


7

Products preview



- 1
SUNON
- 2
LOGIC
- 3
MAGIK





4



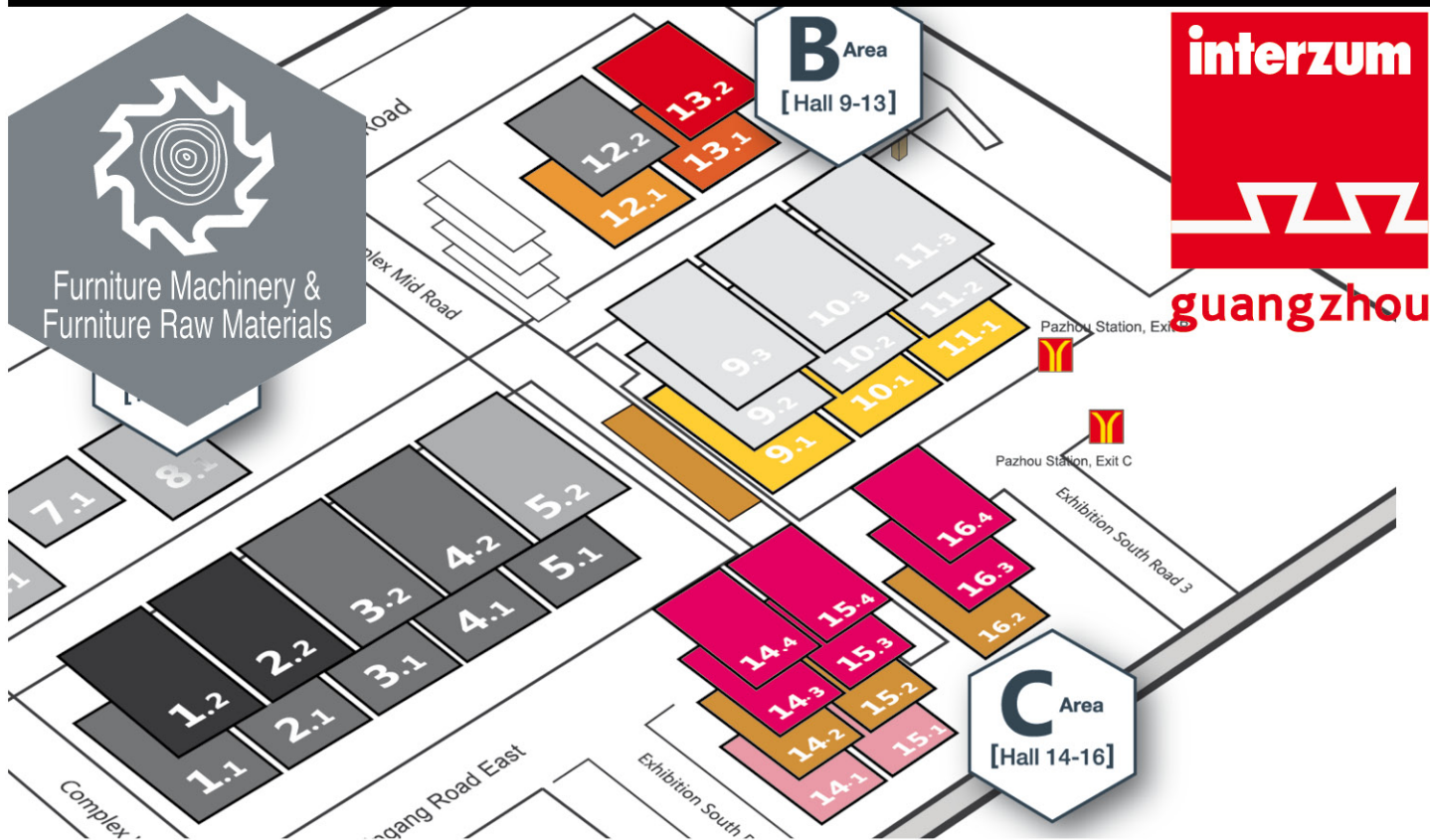
5



6

- 4
- MAGIK
- 5
- MERRYFAIR
- 6
- POHSUAN

CIFM / interzum Guangzhou



The global furniture manufacturing industry always focuses its attention on CIFM - China International Woodworking Machinery & Furniture Raw Materials Fair and interzum guangzhou. The 41st CIFM/interzum Guangzhou brings together the world-known brands, covering over 100,000 sqm and providing global opportunities.

The **woodworking machinery** section includes the best production equipment providers like *Homag, Nanxing, Biesse, KDT, Weili, Cefla, Xinma, Jiangjia, Qingcheng, Xinghui, Sandar, Linze, Yuetong, Leggett Platt, Yuantian, Lianrou, Huajian, Hengchang, Hengye, Taihuahang, Baoying.*

Europe's manufacturing technologies centering on Germany and Italy are spreading all over the world. Homag's secondary processing technology, SCM's profiled edge bander, Biesse's drilling technology solutions, Nanxing's integrated solutions, Weili's solid wood technology. At the Furniture Machinery & Furniture Raw Materials, the enterprises bring the industry's leading technologies and the most cutting-edge equipment, leading the technological revolution of furniture intelligent manufacturing.

The **Furniture Raw Materials** brings together a large number of excellent manufacturers that offer a series of new products and technologies in conformance to the requirements for customization and environmental protection, striving to lead and support the new round of development in

the industry. Among them *Huali, Xiongyi, Dilong, Sinodecor, Formica, Aige, Furen, Yaodonghua, Zhihua, Yongwei, Kangqiang, Dongfang Resin, Taiqiang.*

Home integration and intelligent home will be further developed in the next decade. The dealers and manufacturers for wood doors, floors, wardrobes and furniture in the traditional sense of single production will have narrower living space. To connect the industrial chain, the CIFM/interzum Guangzhou **Furniture Hardware** keeps improving to create a feast for the best furniture machinery and raw materials, which focuses on product quality, meets the needs for personalized customization and creates the new home with intelligent upgrade of new technologies, bringing together important players like *Dongtai, Leggett Platt, OPK, Taiming, SACA, Sikai, Unionstar, Adams, Higold and Onus.*

The concept of "Industry 4.0" originated in Europe, but the advanced achievements of high technology such as digitalization, integration & automation and remote factory management concept can also be seen in Guangzhou thanks to the presence of **international enterprises** *IMA, SCM, Vollmer, Leuco, Duerkopp, Mammut, Okin, Schattdecor, Lamigraf, Covestro, Renolit, Alvic, Nan Juen/Repon, FGV, Titus, SIGE, Boyteks, Artilat, Bekaert Deslee, Kleiberit, Bostik, Pollmeier* and several **international pavilions.**



1

- 1 KEHUA
- 2 DTC
- 3 RICH FRUITS

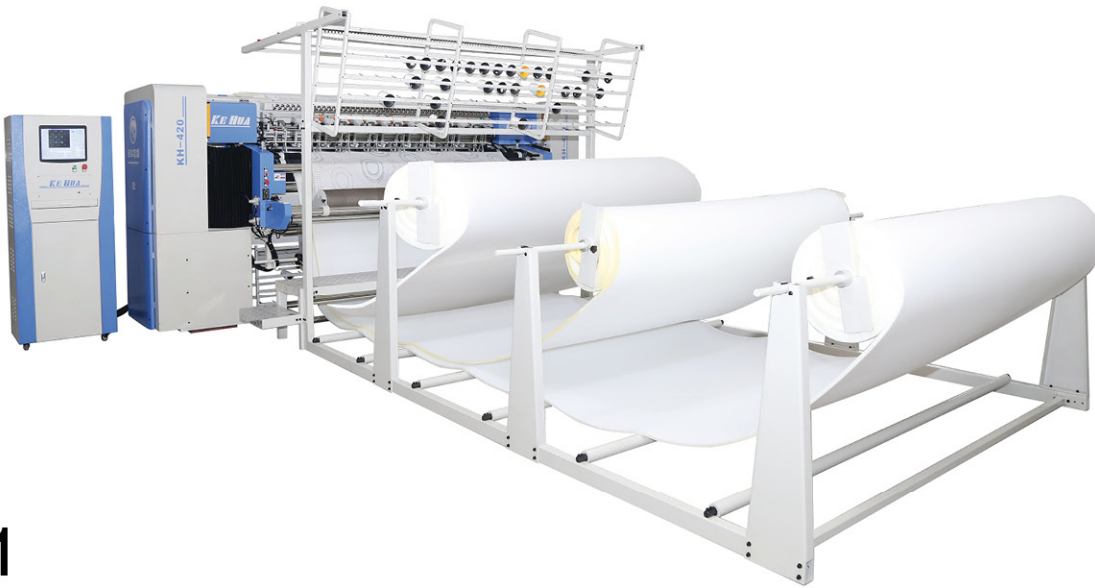


2



3

Products preview



1

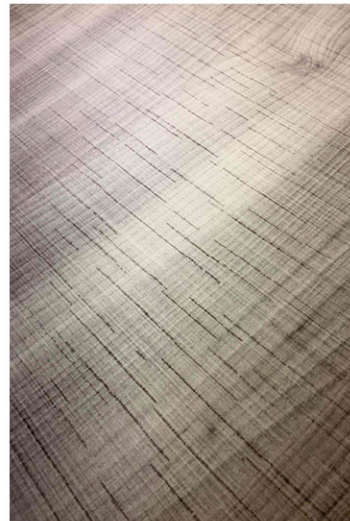


2



3

- 1 KEHUA
- 2 JUSEN
- 3 AOSITE
- 4 WHM



4



4



5

4
HIGH FREQUENCY

6
DTC

5
RICH FRUITS

7
HIGH FREQUENCY



6



7

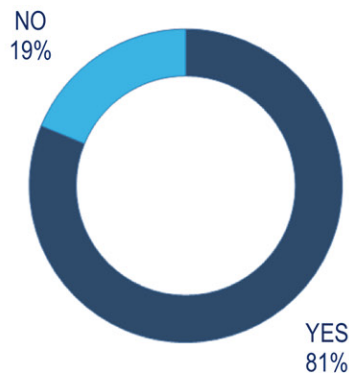
Trends in the European Office Market: the Dealer's Point of View

by Mauro Spinelli, CSIL Centre for Industrial Studies – Milan, Italy
(www.worldfurnitureonline.com)

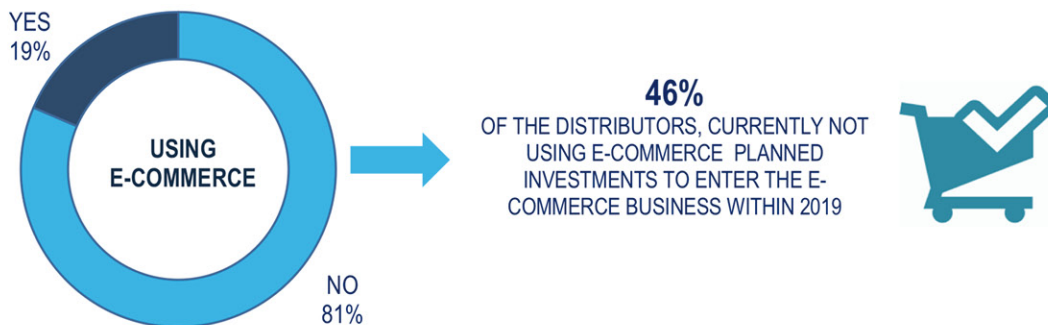
As office distribution is progressively transforming from the simple supply of furniture items to a more global offer of service, consultancy and projects, the vast majority of survey respondents declared intentions to expand their offer and product portfolios. The workspace transformation includes increasing demand for “informal meeting spaces” and “cafeteria/leisure areas”. Soft benching/sofas are increasing among seating products together with Height Adjustable Tables. In general technological integrated products are expanding in office environment.

The study was launched to get a better understanding of the prospects for the office furniture sector in Europe by gathering the expectations of the distribution companies for the period 2018-2019. The analysis involved around 100 office furniture distributors (dealers, distributors, interior designers, specifiers). The main results of the study will be showed at Global Office Furniture Outlook to be held the 29th of March 2018 during the second phase of CIFF Guangzhou.

Are you planning to expand your product offer in the next future?



Do you sell through E-Commerce?



Source: CSIL.

9th Global Office Furniture Outlook

A new challenge: the intelligent office!

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

Living in spaces that can satisfy people's needs, spaces that are not only comfortable but that can be programmed to carry out specific tasks. Dynamic rooms, where people can interact with the objects, the buildings and their functions; this is the intelligent office.

A significant paradigm change, leading to new workspace solutions, made possible by the new

technologies, which can be implemented to transform information into experience, reduce the environmental impact, programme spaces and objects, maintaining constant focus on people and their growing needs for increased wellbeing and efficiency.

So, the design of new products with integrated technology, made from innovative materials and paying close attention to both ergonomics and connectivity, becomes the essential ingredient for delineating new workspace concepts, and for tackling this new challenge: the challenge of the intelligent office!

agenda

THE INTELLIGENT OFFICE

moderator: Fabrizio Todeschini, Edimotion, Italy

Mauro Spinelli

researcher, senior expert and partner of CSIL, Italy

Trends in the international office furniture market: the dealer's point of view

Sezgin Aksu

designer, managing partner of Aksu/Suardi design, Italy-Germany-Turkey

Intelligent office

Geert Koster

designer, managing partner of Studio Koster, Italy-the Netherlands

From workplace to workspace: new sceneries of the intelligent "coffice"

Chen Jie

Creative Director of Sunon, China

The approach of an important office furniture producer to the intelligent office trend

March 29th, 2018 - h. 13.30-15.30

Canton Fair Pazhou Complex, Guangzhou, China

Lecture Room, Office Environment Theme Pavilion (hall 5.2 – D01)

Guangzhou. Welcome to our city!



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 centre, 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 kilometres 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.

- Climate: sub-tropical
- Average temperature in the month of March: 22°C (71.6°F).
- Rainy season: from April to August
- Time zone: UTC+8
- Airport: Baiyun International Airport

Where to go



Beijing Lu

How to go there: by Metro, take Line 1 or 2, get off at Gongyuan Qian station, head out exit C and walk straight for 2 short blocks.

This pedestrian zone is the main shopping street; most shops stay open from 09:00-22:00.

Two underground archaeological sites meet in the middle of the street, proving that this important road was already in existence almost one thousand years ago.

Shamian Island

How to go there by Metro: take Line 1, get off at Huangsha Metro Station, exit D and walk on the pedestrian bridge.

Small island just minutes from the centre of Guangzhou, connected to the city by bridge. It was an English and French enclave from the middle of the 19th century, and still maintains the appearance of a European town, with perfectly conserved buildings in a colonial architectural style. It evokes an atmosphere of peace and serenity, perfect for relaxation!



Zhujiang New Town

How to go there by Metro: take Line 3 or 5, get off at Zhujiang New Town Metro Station.

At the centre of this new and futuristic district stands a large town square, measuring approximately 1.5 km from north to south, and incorporating underground shopping centres and tunnels. Bordered by skyscrapers on both sides, with the Guangzhou Opera House at the south end, while Canton Tower rises up on the other side of the river.



What to see

Canton Tower

*Address: No.222 Yuexiang West Road,
Haizhu District*

*How to go there: by Metro, Canton
Tower Station (Line 3).*

<http://www.cantontower.com>

This is the second tallest building in China (after Shanghai Tower), and the fourth tallest free-standing structure in the world.

Built from steel and cement, it has three observation decks and a number of incredible attractions:

- the Bubble Tram: a panoramic Ferris wheel rising up to a height of 455 metres
- the Sky Drop: a 30-metre freefall drop, from a height of 485 metres
- the Spider Walk: an external staircase between the 32nd and the 64th floors: its 1,028 steps, some of which are transparent, make it one of the longest in the world.

An unforgettable experience, particularly at night time.



Huasheng Mosque

*Address: No.55 Guangta Road
How to go there: by Metro,
Ximenkou Station (Line 1), Exit
B.*

Huasheng Mosque is one of the oldest and most famous mosques in China and was established in the 7th century, when Canton was a reference point for trading relationships with the Arab populations. The mosque has been restored, and partially reconstructed, a number of times over the centuries. There is a wonderful view over the city from the top of the minaret.



Liwan Lake Park

Boasting an area of 27 acres, more than half of which is occupied by four lakes, the Liwan Lake Park is one of locals' favorite weekend destinations. It offers leisure activities, such as boating, and a few Cantonese eateries.

Temple of the Six Banyan Trees & Flower Pagoda (Liurong Temple)

Address: No.87 Liurong Road, Yuexiu District

How to go there: by Metro, Gongyuanqian Station (Line 1 and 2), Exit B.

First constructed in 537, this is one of the four main Buddhist temples in Guangzhou. Perhaps the only truly silent place in this frenetic city, it has been rebuilt a number of times, and has also been given different names through the ages: the most recent of these is "Temple of the Six Banyan Trees". The pagoda containing the Buddhist vestiges is truly charming; the curved roofs resemble flower petals, hence the name "Flower Pagoda".



Guangzhou Redtory

How to go there by Metro: take Line 5, get off at Yuancun Metro Station, Exit B and walk about 10 minutes.

This district of abandoned industrial factories, traditionally built from red bricks, has been completely redeveloped and is now a cultural zone; a veritable artists district. Here it is pleasant to stroll around and have lunch in one of the small restaurants lining the streets, browse through the quirky shops and visit the art galleries.

Guangzhou Opera House

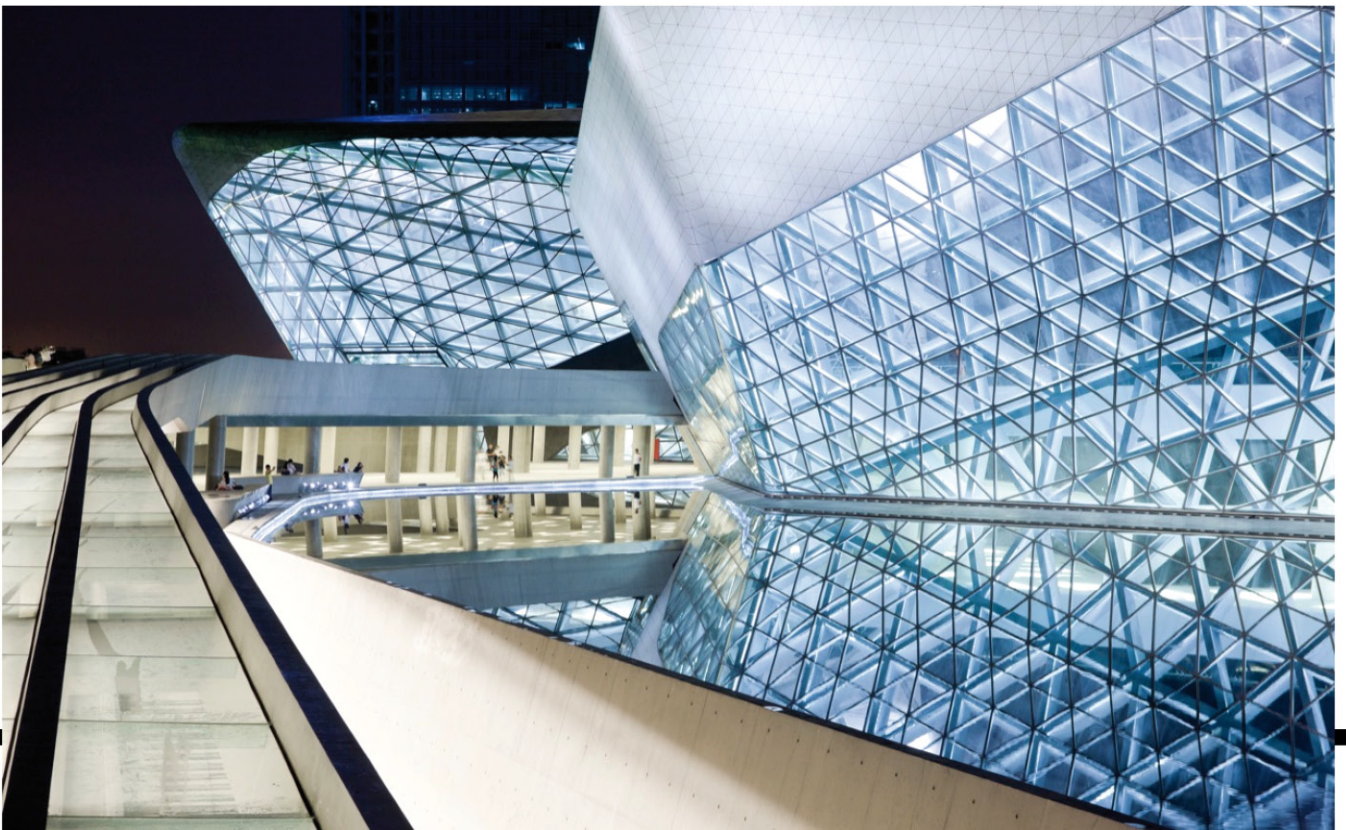
Address: No.1 Zhujiang West Road, Zhujiang New Town, Tianhe District

How to go there: by Metro, Zhujiang New Town Station (Line 3 and 5)



Set into the exceptionally modern context of the New City (Zhujiang), a futuristic urban environment with a concentration of high-end modern architecture. The Opera House designed by the

renowned Anglo-Iraqi architect Zaha Hadid is definitely something not to be missed.

The building spreads out over two different sections: the first structure holds the 1,800 seat Great Theatre, while the second building accommodates the 400-seat multifunctional auditorium. The structure of the building resembles a river stone, and enhances the relationship between the city and the riverfront.



Subway Map

-  Line1 Guangzhou East Railway Station-Xilang
-  Line2 Jiahewanggang-Guangzhou South Railway Station
-  Line3 Tianhe Coach Terminal-Panyu Square
Airport S.-Tiyu Xilu
-  Line4 Huangcun-Jinzhou
-  Line5 Jiaokou-Wenchong
-  Line6 Xunfenggang-Xiangxue
-  Line7 Guangzhou South Railway Station-
Higher Education Mega Center S.
-  Line8 Fenghuang Xincun-Wanshengwei
-  Guangfo line Xincheng Dong-Yangang
-  APM Linhexi-Chigang Pagoda
-  换乘 Interchange Station

HOW TO ARRIVE IN Guangzhou · Pazhou



By Metro



CIFF Area A: Exit A, Xingangdong Station, Line 8
 CIFF Area B: Exit A, Pazhou Station, Line 8
 CIFF Area C/D: Exit C, Pazhou Station, Line 8

From Baiyun Airport



Free Shuttle Bus
 Every 15 minutes 10:00-13:00
 Every 30 minutes 13:00-15:00

By Taxi



Please show the following Chinese
 to the driver:





匠心质造
全能对接
Better Life
Better Work

BETTER LIFE BETTER WORK CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



March in Guangzhou · Pazhou



www.ciff.furniture



September in Shanghai · Hongqiao



The 41st China International Furniture Fair (Guangzhou)
18-21 March 2018
home/homedecor/hometextile/outdoor
28-31 March 2018
office/hotel/commercial/materials&machines



China Import and Export Fair Complex & PWTC Expo



The 42nd China International Furniture Fair (Shanghai)

September 2018
home/homedecor/hometextile/outdoor
office/hotel/commercial/materials&machines



National Exhibition and Convention Center (Shanghai) in Hongqiao