

**Ciff** furniture  
THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

The Business of Furniture | SPECIAL EDITION

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Shanghai - Hongqiao  
10-13 September 2018



# Welcome

## The CIFF system

The system proposed by CIFF is one that does not envisage fair attendance only, but that presents itself as a partner for creating new business visions. So, ever since its inauguration 20 years ago, there is something new in every edition of CIFF, with a continuously enriched range of products and services offered.

Launched in 1998 with 384 exhibitors, an exhibition space of 45,000 square metres, and the attendance of more than 20,000 buyers, the latest edition of CIFF Guangzhou recorded the attendance of more than 4,100 exhibitors, including 90% of the most significant Chinese brands and many major international brands, attracting more than 195,000 visitors from China and from the rest of the world; an edition lasting for a total of 8 days, occupying a surface area of 750,000 square metres.

But apart from the numbers, an irrefutable demonstration of success, there are the people and ideas. So, motivated by the desire to open up even more to the rest of the world, in September 2015 the organisers moved the second edition of the year to Shanghai, the most international city in China. Beautiful and captivating, but above all a crossroads of culture and easy to visit and experience, also by those who are not Chinese, it hosts the world's largest exhibition district: the innovative National Exhibition & Convention Center (Shanghai) in Hongqiao.

The next edition of CIFF Shanghai will be the first one organised in cooperation with the major Chinese home furniture distributor, Red Star Macalline. The advantages associated with this collaboration between the world's largest furniture sector fair and the largest national Chinese platform for home furniture and retail sales, with shops in all the main cities in China, will definitely generate enormous advantages and will make a profound impact on China and on companies operating in the sector.

However, this is only the latest synergy initiated by CIFF. In fact, this spirit has given life to spaces set up in collaboration with Tmall (one of the main e-commerce sites and one of the 20 most visited sites in the world), the Tmall Carnival Trendy Furniture Show 2018, where a selection of products was launched online and offline at the same time. While 2016 marked the inauguration of the Pinnacle Awards Asia-Pacific, the accolade created by collaboration between CIFF and High Point Market, in order to demonstrate the strength of Chinese design and to identify the best furniture products in Asia and in the Pacific region.

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China is definitely a crucial market, increasingly more open to trade and to collaboration agreements, particularly with Europe and the United States.

An unusual market, certainly complex, but fascinating and unique, where companies grow very quickly and where consumer taste and choices increase at the same rate as consumer purchasing power.

Having attended CIFF for many years, it is clear that companies are growing not simply in terms of quality, but also in terms of the very conception of products, which are increasingly designed as elements of a system, as part of a collection that can furnish and make a real contribution to living and working well. Products are created along these lines, products that interpret a lifestyle, which can easily be customised in order to adapt to different markets and needs. Furniture created by talented young Chinese designers, but also by international designers, particularly European and American. Synergic elements that can construct different zones for different times of the day in the panorama of the modern office.

Today more than ever before, CIFF and its exhibitors are ready for a new phase, no longer marked simply by price, but by factors related to the service provided and to reliability.

Both editions of CIFF, the March edition in Guangzhou, commercial city par excellence, lying on the Pearl River delta, and the September edition in Shanghai, on the Yangtze River delta, host the office furniture sector and, together, represent the most significant and influential exhibition system in all Asia.

# The Shanghai edition

Young, and with a strong desire to grow, able to provide large spaces: the National Exhibition & Convention Centre in Hongqiao is the world's largest exhibition complex. The opportunities provided by the availability of this enormous space has made it possible to develop unique events, such as the East Design Show, which every year enchants visitors wishing to discover the potential of the quality Chinese product, the value of emerging designers and the new market trends.

Without forgetting the presentation of the 30 best products selected by the jury of the Pinnacle Awards Asia Pacific; products considered to be ideal for distribution on the international markets, and particularly on the American market.

The office furniture sector is part of the whole show and alone occupies a large hall.

## Facts & Figures

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Date of the event 10-13 September 2018

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Organizer China Foreign Trade Exhibition General Corp.

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Venue National Exhibition & Convention Centre (Shanghai | Hongqiao)

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Sectors Home Furniture, Homedécor & Hometextile, Outdoor & Leisure, Office Furniture, Machinery & Materials

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Opening times daily from 09:00 a.m. to 06:00 p.m.

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Visitors Target Every type of furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators

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# The Guangzhou edition

CIFF was born here, and a good 38 editions have been held in the city. Deemed a historic fair for this city, every year is definitely a very animated affair; just think that because of the extremely high number of applications to exhibit, the March edition was divided into two phases, divided by product group. The first phase therefore hosts home furnishing, outdoor and furnishing accessories, while the second phase hosts office furniture, hotel contracts, and materials and machinery for wood processing.

The office furniture show is held during the 2nd phase of CIFF Guangzhou, from March 28-31, occupying 17 halls. During the latest edition, which ended last March, a large area was dedicated to the “intelligent office”, while furniture for the healthcare facilities and the elderly appeared for the first time.

## Facts & Figures

Date of the event	Phase One: 18-21 March 2019 Phase Two: 28-31 March 2019	
Organizer	China Foreign Trade Exhibition General Corp.	
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	
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# A preview of the 42<sup>nd</sup> CIFF (Shanghai)

The 42<sup>nd</sup> China International Furniture Fair (Shanghai) will take place at **NECC (Shanghai) in Hongqiao** <sup>(1)</sup>, on September 10-13, 2018.

It will host more than **2,000 brands** that are distributed in the **Import & Design Hall, Trendy Furniture, Quality Furniture, Customized Intelligent Home & Kids Furniture, Sofa & Ding/Living Room Furniture, Sofa Hall, Sleep Center, Homedecor & Hometextile & Lifestyle, Outdoor & Leisure, Office Life Pavilion and China International Furniture Machinery & Furniture Raw Materials Fair**, which complement each other and have extraordinary strength.

The **400,000-square-meter exhibition** is **jointly hosted by CFTE** <sup>(2)</sup> and **Red Star Macalline** <sup>(3)</sup>

The participation of Red Star Macalline will provide CIFF Shanghai with the resources including domestic and overseas high-end home furnishing brands, excellent designers and dealer channels covering 29 provinces and 182 cities across China, infuse more fashion, designs and crossover elements close to the consumer demand and market trends and greatly enrich the exhibition experience.

## *Exhibition Highlights*


**The EAST Design Show**, held for 3 consecutive sessions, will take place with a new look in the 42<sup>nd</sup> CIFF (Shanghai) in cooperation with the designers, design brands and design academies at home and abroad to bring the industry a visual feast that “good design creates good business”.

**The Pinnacle Awards Asia-Pacific** is jointly launched by **CIFF**, the **American Society of Furniture Designers (ASFD)** and **High Point Market**, and is a sub-award of the Pinnacle Awards created for the first time in the countries and regions outside the United States. It is the only international furniture & home furnishing award in the Asia-Pacific region, created to select the enterprises and designer’s products well-received by the furniture market and industry, aiming to improve the overall design level of the US furniture and home furnishing industries.

**China Interiors & Decorations Conference 2018** will explore the starting points for design under the theme of “Design·Beginning”. It transmits different life philosophies and attitudes of designers based on their understanding and feeling for the established themes through a series of events such as exhibitions, forums and seminars, tells their stories and discusses more questions about interior design.







**Tmall Ideal Home Life Show** is a strategic cooperation and strong alliance between CIFF and Tmall to create value for the industry, give the enterprises an experience in the synchronous online and offline launch, display the new functions of “Internet+” of the show, create synchronously online and offline visits and purchase of the latest products at the show, making the brands directly face hundreds of millions of consumers.

The **Trade Matching** will spare no effort to create the Road & Belt features and effective matching. The overseas and domestic trade matching will be held respectively during the exhibition to further optimize the event process and service support and help the merchants reach the cooperation intention in a short time.

To make the **Office Theme Pavilion** better serve exhibitors and audiences and increase the collective exchanges of excellent exhibitors in the Pavilion, CIFF works with the Pavilion advisers to formulate a topic for collective exchange according to the main guiding direction for each session of the Pavilion and convenes excellent exhibitors to participate in the events and brainstorming forums.

CIFF works with **Shanghai Promotion Center for City of Design** <sup>(4)</sup> to create the Global Furniture Exhibition Organizing Committee Chairmen Summit 2018 and the peripheral design of the exhibition and interacted with 50 well-known art and design institutions in Shanghai.

The feast for the home furnishing industry is about to begin. CFTE and Red Star Macalline will jointly start a new era of China’s home furnishing industry!

(1) NECC - National Exhibition & Convention Center (Shanghai) is the largest exhibition complex in the world with a total construction area of 1.47 million square meters, among which 1.27 million square meters are above ground. It is only 1.5 km away from the Hongqiao Transportation Hub, and is connected with Hongqiao Airport and Hongqiao Railway Station. It's connected with the city centre via Metro Line 2.

(2) CFTE (China Foreign Trade Exhibition Group) is the organizer of CIFF, that takes place annually in Guangzhou Pazhou in March and Shanghai Hongqiao in September. CFTE is wholly owned by China Foreign Trade Centre (Group) under the Ministry of Commerce of the People’s Republic of China.

(3) Red Star Macalline is a leading operator in China’s home decoration chains and furniture malls. Backed by the 4 trillion home furnishing market, Red Star Macalline has operated 260 malls across China with a total area of over 15.14 million square meters. The total sales of merchants exceeded RMB78 billion in 2017.

(4) Shanghai Promotion Center for City of Design had established in 2013 under the guidance of Shanghai Municipal Commission of Economy & Informatization and Shanghai Community Administration, Shanghai Promotion Center for City of Design, is a nonprofit social organization providing services for the promotion of Shanghai’s creative design industry and the construction of “City of Design” as authorized by the UNESCO.

# 2018 Highlights

*A fair is made great by its exhibitors and by the value of the products exhibited .....*



*Traditional tables are juxtaposed with workstations that are unusual, comfortable and informal.*



*...here is what appeared on stage during the last edition of CIFF.*



*...tables that seem to float, height-adjustable, sustainable in terms of shapes and materials. So stress levels drop slightly.*

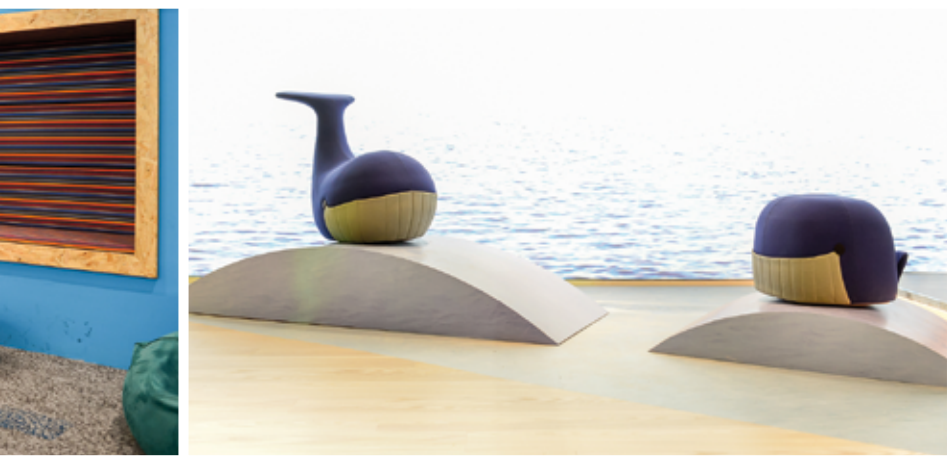


# 2018 Highlights



*An emphasis on colour, for offices that are atypical and redesigned to meet new needs.*





*Upholstered balls, providing maximum comfort, readapted tyres, whales stolen from the sea. These are the new chairs for unusual and remarkable spaces.*

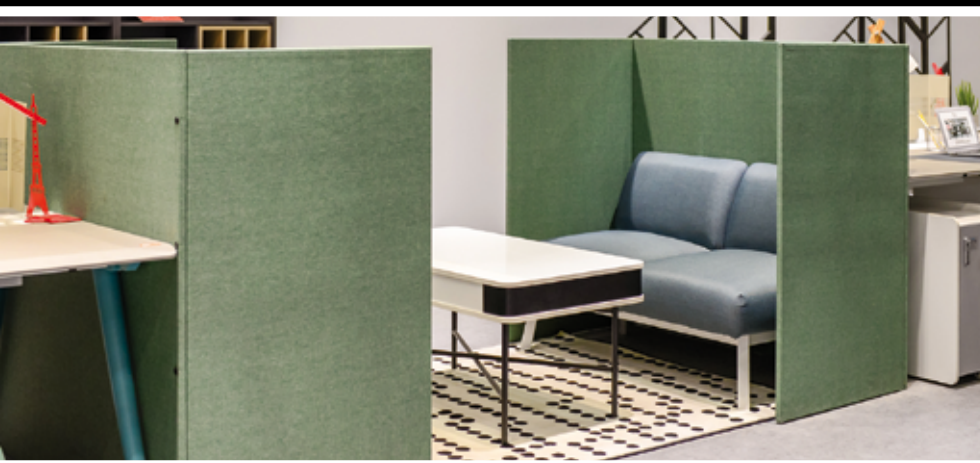


# 2018 Highlights





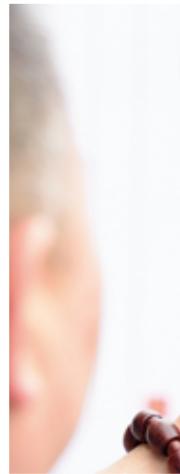
*High-technology chairs that can furnish the space.*



*Great focus on acoustics. Chairs and spaces that can ensure privacy and grant users the privacy they require.*

# 2018 Moments

*Whether they are stolen or proclaimed and official, moments are in any case fragments that recount little pieces of the*

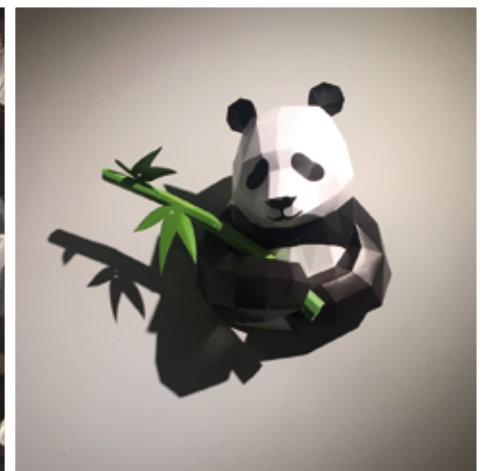


*From the new General Manager, Mr. Liu, at the latest ClFF inauguration ceremony, surrounded by stunning products and unusual installations at the East Design Show*





*story put on show at every edition of CIFF. A story created from product, but also, and particularly, from people.*



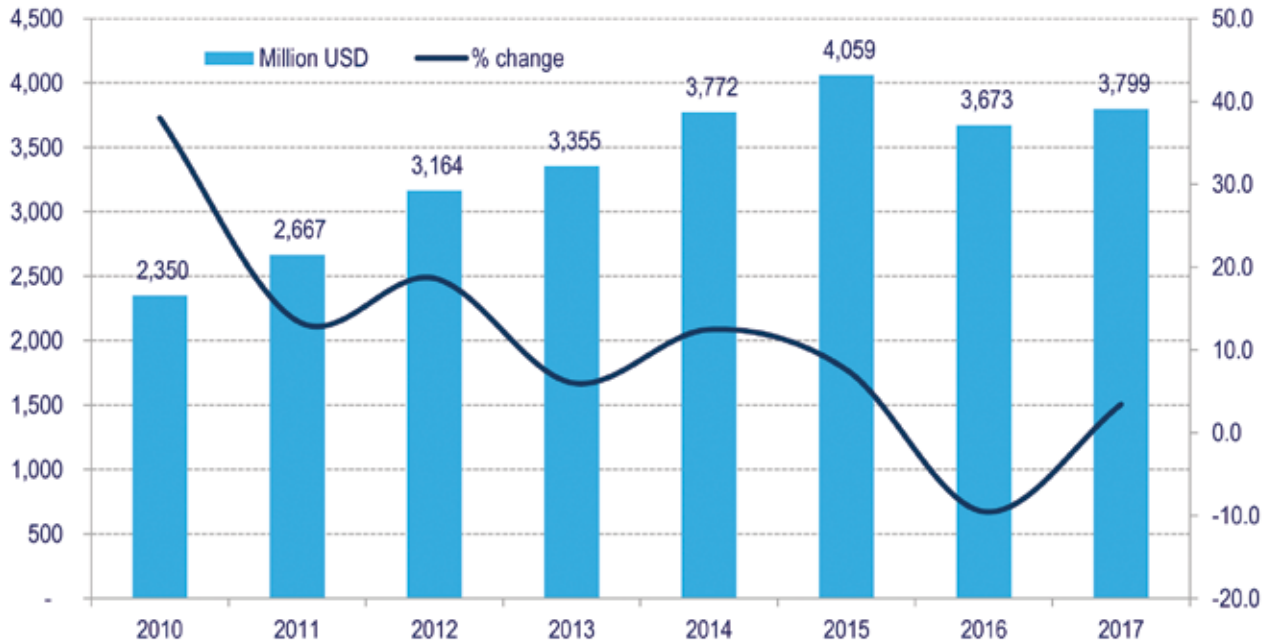
*Special thanks to Anna Caldera and Adriano Baldanzi for having succeeded in capturing the magic of CIFF.*

# The office furniture in China

by Mauro Spinelli, CSIL Centre for Industrial Studies – Milan, Italy  
([www.worldfurnitureonline.com](http://www.worldfurnitureonline.com))

China is the leading office furniture manufacturer and exporter at a world level. With a total value of USD 15 billion in 2017, increasing by 10% on average during the last decade, China holds almost one third of total world output of office furniture.

## CHINA. OFFICE FURNITURE EXPORTS, 2010-2017. USD MILLION



Source: CSIL processing

China increased its export share from 18% in 2007 to 37% in 2017 (USD 3.8 billion) and is the major exporter and the main supplier for the United States, Germany, France, the United Kingdom and Japan. The United States is the main customer with USD 1.2 billion, accounting for about 28% of the whole Chinese office furniture exports.

## CHINA'S MAIN OFFICE FURNITURE TRADING PARTNERS. PERCENTAGES

Origin of office furniture imports		Destination of office furniture exports	
United States	11.4%	United States	28.2%
Taiwan	10.9%	Singapore	4.9%
Germany	10.8%	Japan	4.0%
Malaysia	8.6%	Australia	3.6%
Portugal	8.3%	Germany	3.5%
Lithuania	7.2%	United Kingdom	3.5%
Italy	7.2%	Saudi Arabia	3.3%
Poland	6.1%	United Arab Emirates	2.8%

Source: CSIL processing

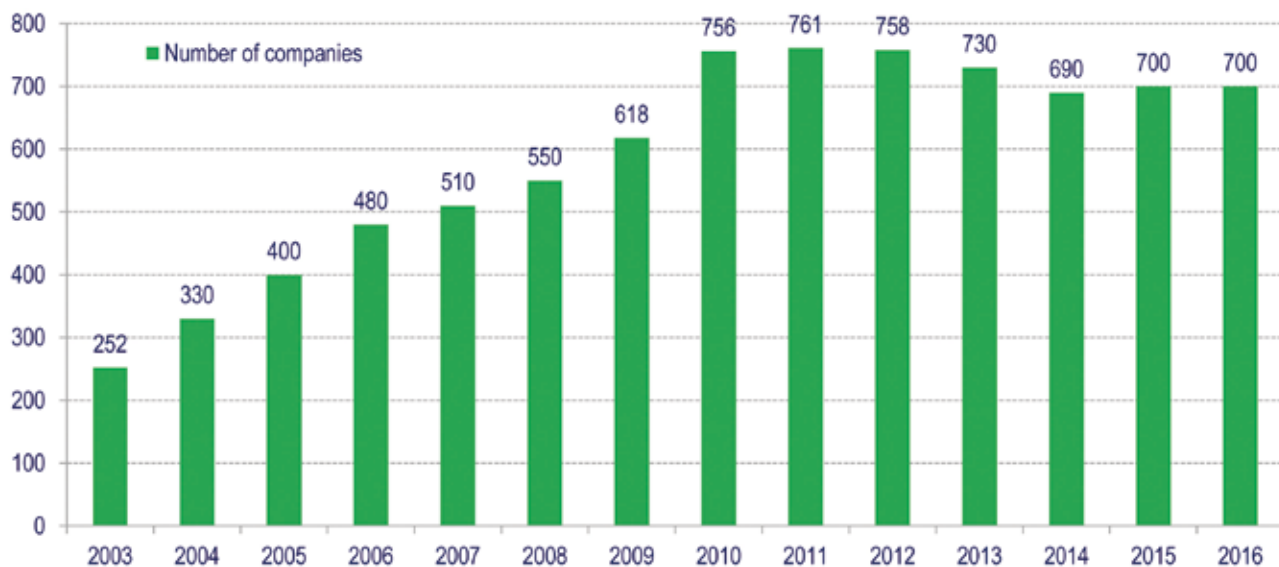
Domestic consumption of office furniture in China increased by +2% in 2017 reaching a value of USD 11.3 billion and is expected to continue increasing both in 2018 and in 2019. Office spaces in China mainland continued to expand as it happened for the ‘Hospitality ‘and ‘Healthcare’ markets as major related business and this trend includes both the first-tier metropolis and the second-tier and third-tier cities. According to JLL the total Grade A office space in Shanghai will reach 11 million sq.m. by 2020, surpassing Hong Kong as the largest office market in Greater China. The country’s enormous production capacity enables it to fully satisfy the domestic demand, leaving very little space for imported products (progressively growing), which account for a negligible quota of 1%.

The Chinese office furniture sector, structurally fragmented, started its concentration trend. Although some of the fastest growing companies almost doubled their turnover over the last five years, the top 10 brands still represent less than 15% of the Chinese market. The increasing pressure coming from higher operational costs is forcing some smaller players to close down. On the low-end of the market China is experiencing competition from Malaysia, Cambodia and Indonesia (where labour costs are lower) while on the upper-end segment the general lack of brand strategies worth on company performances. Where price is higher, the competition of North American brands is strong and some of the local players risk to lose opportunities and market shares. The product evolution registered in China over the last years is evident, however, local companies still lack of a “brand identity” abroad, as they supply international customers mainly under OEM agreements.

The traditional production zones are located along the Eastern coastline. From South to North, the most important production poles are in the provinces of Guangdong, Zhejiang and Shanghai. Guangdong alone covers over 30% of the total furniture production according to the China National Bureau of Statistics. Another important cluster for office furniture production is the Anji district (Zhejiang), specialised in the production of seating.

The majority of office chair manufacturers located in Anji are privately owned Chinese firms and among them there are a lot of OEM manufacturers producing for both US and European office manufacturers and distributors. Starting from 2012 the number of companies in the district started to decrease due to the growing concentration and factory optimization. However, the output in volumes and values continued to increase.

#### ANJI CHAIR DISTRICT. NUMBER OF COMPANIES 2005-2015



Source: CSIL processing

# Guangzhou, Shanghai

## Welcome to our cities!

*Two fairs in two of the most prominent cities in China. Two contexts that are different and synergic in terms of energy and vocation. Just like the two editions of CIFF, which has transferred the September edition from its historic Guangzhou location to a new venue in Shanghai, in order to provide new opportunities and something different. Here is a very brief introduction to these two captivating cities, where you will be welcomed with open arms and where your work trip will be enriched by new emotions and experiences.*



## Guangzhou

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 Chinese cities. 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 key 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.

## Where to go



### Beijing Lu

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

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

At the centre of this new and futuristic district stands a large town square, 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

### Huasheng Mosque

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.



## Canton Tower

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.



## Guangzhou Opera House

Set into the exceptionally modern context of the New City (Zhuijiang), 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.





## 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)

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

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.

# Shanghai



The atmosphere of freedom, of endless possibilities, together with its frenetic dynamism, make this metropolis unique! Always looking to the future, in Shanghai tradition and modernity blend together here in an equilibrium formed by contradictions.

To complete the day and return with your suitcase full of emotions, in addition to exploiting business opportunities you can also visit the city have the experience of a lifetime!

Shanghai is an enormous metropolis, with a population

of approximately 25 million people. It is divided into 2 large areas: Puxi to the east of the Huangpu River, the oldest part of Shanghai, is a wonderful combination of traditional and cultural Chinese elements with 20th-century European influences; and Pudong to the west, true symbol of Chinese dynamism and economic development, farmland until 1990, is now the most modern heart and soul of the city and also its commercial and financial center.

## *Where to go*

### Nanjing Road

Very long, approximately 6 km, of which just more than 1 km is pedestrian precinct. Hypnotic, with its thousands of neon signs, always swarming with people, here you can really find anything and everything; shopping malls, restaurants, world famous brands, traditional Shanghai stylists and Chinese street food.





## French Concession

Typified by low buildings, here you can breathe in the atmosphere of old Shanghai. It is a very extensive area, with many tree-lined avenues, lovely colonial villas, small shops, elegant galleries but also restaurants and cafes. A must-do activity is a walk to Xin Tian Di, an example of urban reconstruction, testament to the traditional mud brick buildings. It's a pedestrian area where you can stroll around, listen to music, drink, eat and go shopping. More closely linked to local traditions and less artificial, Tianzifang is a district that is distinctive for its extremely narrow lanes and 1930s buildings, a place where you can stroll around or have something to eat in one of the many elegant small restaurants.



## The Bund

The Bund is the district lying along the Huangpu River, looking onto the spectacular Pudong skyline. In perfect contrast with the ultramodern skyscrapers on the other bank, here you can admire most of the art deco and neoclassical buildings which recount the last 100 years of the city. A sunset walk is something not-to-be-missed, without forgetting that the most attractive and glamorous bars and restaurants in Shanghai are located right inside these wonderful buildings.

## Lujiazui

Lujiazui is the central business district of Shanghai. Called the "Wall Street of China", it's the largest financial zone in mainland China, with more than 400 banks and financial institutions. One can admire the modern skyscrapers along Binjiang Avenue as well as various buildings of different architectural styles across the Huangpu River. When night comes, all the buildings are decorated with shining colorful lights, presenting a gorgeous scene.



## What to see

### Jing'an Temple

The original temple was built in 1216 during the Song Dynasty; converted into a plastic factory and emptied of all its statues during the Cultural revolution, it has now been completely restored and stands out in surprising contrast with the modern architecture of West Nanjing Road; golden and shining, truly an enchanting sight in the evening.



### Yuyuan Gardens & Bazaar

These “Gardens of Happiness”, dating back to the second half of the 16th century. They consist of reflecting pools of water and streams, large rocks, dragon-decorated walls, gates and zigzag bridges to confuse the spirits. Beside the gardens lies Yuyuan Old Street, an ancient and extremely well conserved lane, lined with more than 200 silk, tea and jade shops.

### Zhujiajiao

Located 29 miles west of downtown, lies the Venice of Shanghai, Zhujiajiao. This ancient water town saw its heyday during the Ming Dynasty, when its success as a commercial hub resulted in the construction of its picturesque waterways: unique old bridges across bubbling streams, small rivers shaded by willow trees, and houses with courtyards.





## Jin Mao Tower

With its oriental design influenced by the Western Gothic style, at 421 meters tall, Jin Mao Tower, was for years the tallest building in China. The spatial scansion of the entire building is based on the number 8, a traditionally lucky number for the Chinese.

## Oriental Pearl TV Tower

The iconic three-legged Oriental Pearl TV Tower, completed in 1994, is the symbol of the city. The futuristic-style 468 meters tower has various observation levels. Inside the tower there is a revolving restaurant, an exhibition area, a small shopping center and the Shanghai History Museum.



## Shanghai World Financial Center

The Shanghai World Financial Center, better known as “the corkscrew”, because of its shape, is 492 meters and 101 floors high, being the second tallest skyscraper in Shanghai. Breathtaking views can be had from the Sky Walk observatory on the hundredth floor.

## Shanghai Tower

Shanghai Tower embodies a new prototype for tall buildings. The new 632-metre and 128-story tower rises high above the skyline, its curved façade and spiraling form symbolizing the dynamic emergence of modern China. Opened in 2016, it is the second tallest skyscraper and one of the most eco-sustainable buildings in the world. From the Top of Shanghai Observatory, you can enjoy a breathtaking 360-degree view of Shanghai. The world’s fastest elevator will take you up to 546 meters in just 55 seconds.





新品首发  
商贸首选  
Better Life  
Better Work

# BETTER LIFE BETTER WORK CHINA GUANGZHOU/SHANGHAI INTERNATIONAL FURNITURE FAIR



March in Guangzhou · Pazhou



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



September in Shanghai · Hongqiao



The 43<sup>rd</sup> China International Furniture Fair (Guangzhou)

**18-21 March 2019**  
home/homedecor/hometextile/outdoor

**28-31 March 2019**  
office/hotel/commercial/materials&machines

China Import and Export Fair Complex & PWTC Expo



The 42<sup>nd</sup> China International Furniture Fair (Shanghai)

**10-13 September 2018**  
home/homedecor/hometextile/outdoor  
office/hotel/commercial/materials&machines

National Exhibition and Convention Center (Shanghai) in Hongqiao

