

广州·琶洲
GUANGZHOU

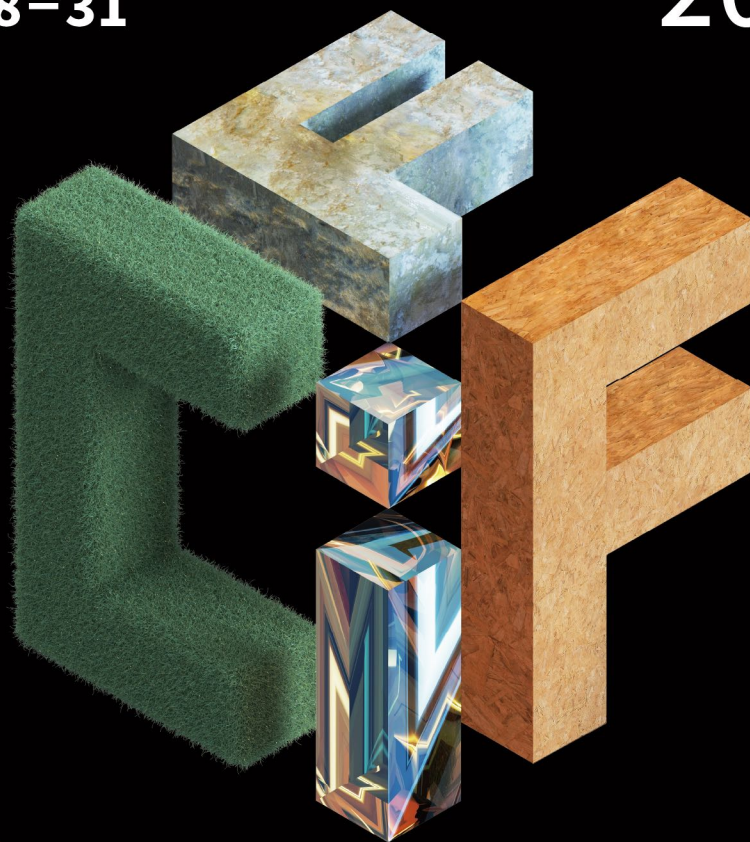
民用家具展
HOME FURNITURE

2026.03.18-21

办公商用展&设备配料展
OFFICE & COMMERCIAL SPACE
CIFM/interzum guangzhou

2026.03.28-31

2026年见
See you
in
2026



第57届中国(广州)国际家具博览会
CHINA INTERNATIONAL
FURNITURE FAIR(GUANGZHOU)



中国(广州)国际家具博览会-办公环境及商用空间展
China International Furniture Fair (Guangzhou) - Office and Commercial Space

展后报告

P O S T S H O W R E P O R T

HOME FURNITURE

民用家具展:

2025.03.18-21

OFFICE & COMMERCIAL SPACE

CIFM / interzum guangzhou

办公商用展&设备配料展:

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240000⁺展览面积(m²)
Exhibition Area2.68% 较24年增长
Over 2024专业观众
Professional Visitors33.73% 较19年增长
Over 2019

1090

展商数量(家)
Number of Exhibitors3.66% 较24年增长
Over 2024海外观众
Overseas Visitors69.58% 较19年增长
Over 2019

第55届中国国家博会(广州) 办公商用展圆满举办

The 55th CIFF Guangzhou
Office and Commercial Space Successfully Held

第55届中国国家博会(广州)办公环境及商用空间展于2025年3月28-31日圆满举办。本届办公商用展以“可持续”为主题,汇聚系统办公、办公坐具、公共商用、医疗养老、智能办公、校园家具、酒店家具、办公配件、智慧钢制等题材,展现全球最新办公空间解决方案、商用空间设计趋势以及前沿绿色低碳生态空间。作为全球顶尖、亚洲第一的行业标杆平台,办公商用展有力推动了办公商用行业的可持续发展,持续打造“全球办公第一展”。

The 55th CIFF Guangzhou Office and Commercial Space was successfully held on 28-31 March 2025. This year's exhibition was themed "Sustainability", specialized in systematic office solutions, office seating, public commercial spaces, healthcare and senior care furniture, smart office, school furniture, hotel furniture, office furniture component, steel furniture, etc, showcasing the latest global office space solutions, commercial space design trends, and Frontier green and low-carbon ecological space. As a leading global and top Asian benchmark platform, the fair has strongly promoted the sustainable development of the office and commercial industry, and continues to build the "No. 1 Global Office Exhibition".



大牌集中度高--打造领军品牌主秀场

Premier Showcase for Leading Brands

本届办公商用展汇聚了1090家海内外参展企业,打造办公环境、办公坐具、公共商用三大展区,全球办公商用头部企业齐聚于此、同台竞技。从低碳生活的实境呈现,到创意空间的视觉革命,再到未来办公的科技想象,各具前瞻性的新品臻品汇聚一堂,彰显办公商用空间的无限魅力。

The fair brought together 1,090 exhibitors, featured three main section: Office Space, Office Seating, and Public Commercial Space, where the world's leading office and commercial enterprises gathered. From the real-life presentation of low-carbon life, to the visual revolution of creative spaces, to the technological imagination of the future office, forward-looking new products are gathered together to highlight the infinite charm of office and commercial spaces.

灵动·无界--引领办公环境新潮流

Smart and Boundless -- Pioneering Workplace Innovation

办公环境展区以“灵动·无界”为主题,带来最新办公环境整体解决方案,展现最新办公环境整体解决方案,打破传统固定化办公模式,以灵动无界的办公形式激发创意灵感。展区集结众多一线大牌,打造办公行业潮流发布平台和办公家具行业一站式选材平台。

部分参展品牌: 圣奥、长江、天坛、百利、冠美、兆生、中泰、华盛、迪欧、科尔卡诺、黎明、京泰、海太欧林、诺梵、得力普乐士、韩国福喜世FURSYS、鸿业、新达、健威、科劲、百特、思进、朴美、智弘、亚度、木立信、新达高梵、欧美斯、优思佩、谷腾、优否、艾柯尼、四优之美、国申、广为、德昌、杭州中泰、瑞华、意大利 COFEMO、金虎、远大.....

(排名不分先后)

Office Space section was themed "Smart and Boundless", Showcasing cutting-edge integrated workplace solutions that break conventional setups, empowering creativity through dynamic, boundary-free environments. Gathering top industry leaders to establish a trendsetting hub and one-stop sourcing platform for office innovation.

Exhibiting brands: Sunon, CJF, TIAN TAN, VICTORY, QUAMA, SAOSEN, JONGTAY, HUASHENG, DIOUS, kano, LMFU, Jing Tai, ONLEAD, NOVAH, DELIPLUS, FURSYS, HONGYE, XINDA, Kinwai, KEJING, BAITE, SIJIN, PUMEI, Zhihong, ARDU, MOLLX, XINDA CLOVER, ONMUSE, Uispair, GOODTONE, UFOU, archini, SMILESIO, GUOSHEN, DE CHANG, ZHT, RUIHUA, COFEMO, Jinhu, YUANDA

(Ranked in no particular order)



办公环境展区聚焦智能办公和医疗养老风口，把握“智能消费”热点和大健康赛道。本届展会致力打造智能办公空间馆，集中展示人体工学与智能技术深度融合的创新产品，关注办公效率与员工健康，持续以科技赋能办公环境升级；同时升级医疗养老馆，推动“银发经济”的商用产业发展刺激适老家居产品迭代与消费，打造医疗养老新导向。

部分参展品牌：捷昌、乐歌、凯迪、澳柯、豪江、久正、维兹、博生、华展、奥彬、赛福德、康爱、邦杰、国之景、普康、康泰嘉……

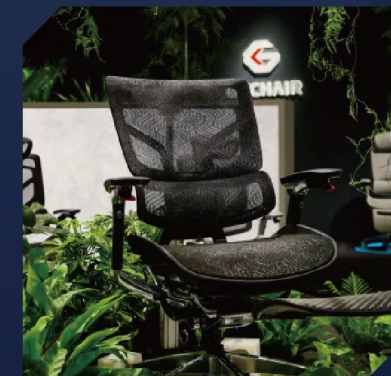
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Office Space section also focused on intelligent workplace evolution and silver economy opportunities. On the one hand, we will build a Smart Office pavilion to display innovative products with deep integration of ergonomics and intelligent technology, pay attention to office efficiency and employee health, and continue to upgrade the office environment with technology. On the other hand, upgrade the Medical & Healthcare Furniture pavilion, promote the development of the commercial industry of the silver economy, stimulate the iteration and consumption of home furnishing products for the elderly, and create a new direction for medical care and elderly care.

Exhibiting brands: JIECANG, Loctek, KAIDI, Richmat, Vision Mounts, waltz, Bosheng, WALTZ EDICAL, Aobin, SAFETY MEDICAL, Kangai, BANGJIE, GUOZHIJING, RuKang, KANGTEK ……

(Ranked in no particular order)



智坐·健康--发掘办公坐具新趋势

Smart and Healthy -- Emerging Office Seating Trends

办公坐具展区以“智坐·健康”为主题，把握健康核心主赛道，以科技赋能行业高质量发展。展区汇聚国内外办公坐具龙头品牌，结合人体工学、环保材料及智能技术，打造全球最大坐具趋势发布平台。

部分参展品牌：永艺、恒林、森纳、博一、富凯、阿基米德、玛拉蒂、摩方MUSEPOD、西昊、柯泓、高田、英陆华、星威、博泰、富和、超亚、沃时、汇誉、米朗联盟、劳尔、KUNDESIGN、博耐、美国Steelcase、日本STELLAR WORKS、丹麦&Tradition、HAY、西班牙VONDOM、德国Dobergo、Renz、sedus、Dauphin、Object Carpet、Pulpo、Waldmann、马来西亚Merryfair、Benithem、台湾国靖、荷兰Ahrend、韩国Bestuhl、Dawon、Anyche……

(排名不分先后)



Office Seating section, themed "Smart and health seating", strategically positions itself at the forefront of the health-centric market while driving industry advancement through technological innovation. This exhibition space brings together global industry leaders in office seating, integrating ergonomic design, sustainable materials, and intelligent technologies to establish the world's premier platform for seating trend forecasting.

Exhibiting brands: UE, HENGLIN, USENA, B.ONE, FURICCO, Archimedes, MARATTI, MUSEPOD, Sihoo, SITSTAR, GTChair, ENOVA, STARWAY, BJTJ, LIANFENG, CHAOYA, WESURE, HUY, milon, RAL, KUNDESIGN, BONAI, Steelcase, STELLAR WORKS, Tradition, HAY, VONDOM, Dobergo, Renz, sedus, Dauphin, Object Carpet, Pulpo, Waldman, Merryfair, Benithem, KUOCHING, Ahrend, Bestuhl, Dawon, Anyche……

(Ranked in no particular order)



多元·融合--汇聚公共商用新机遇

Diversity and Integration -- Public Commercial Space Solution

公共商用展区以“多元·融合”为主题,融合学校、机场、体育馆、实验室、酒店等多场景热门商用空间,带来了一站式呈现多样化解决方案。通过构筑“办公+商用”的新发展格局,展现校具的健康化、场景化、服务化转型,以及酒店家具的智能化发展新趋势,呈现行业多维发展。

The public commercial space section themed of "Diversity and Integration", integrating popular commercial spaces in multiple scenarios such as schools, airports, gymnasiums, laboratories, hotels, etc, bringing one-stop solutions to present diversified solutions. By constructing a new development pattern of "office and commercial", it shows the new trends such as the health, scene-based and service-oriented transformation of school furniture, as well as the intelligent development of hotel furniture, and presents the multi-dimensional development of the industry.

Exhibiting brands: LEADCOM, Hongji, Huimei, Henfon, NESTCO, NUMEN, Senchuan, Yucui, Shenlaishi, Minyi, Lanlin, Fumei, Yujia, Yagi, Hongshi, Ronghua, AVIKA.....

(in no particular order)

部分参展品牌: 郦江科创、鸿基、惠美、恒丰、筑丰巢、春光名美、森川、育才、绅徕仕、民意、澜林、富美、育佳、亚奇、弘时、荣华、未楷.....

(排名不分先后)

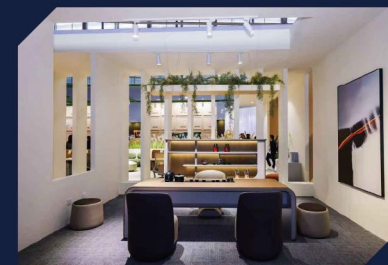


设计含量高--缔造办公时尚盛宴

Spectacular Office Design Feast

本届办公商用展汇聚众多国内外优质设计品牌企业,升级打造5.2设计潮流馆,通过U型全馆动线集中呈现办公商用行业设计向新力量,众多国内外知名设计品牌同台展示。展会重磅打造三大设计特展并举办了“华钻之星”设计活动,还聚焦设计潮流、医疗养老、人工智能等行业热点举办众多专业论坛活动,带来一场高质量的设计创新盛宴。

The fair gathered leading domestic and international design brands, featuring an upgraded Trendy Design Pavilion (Hall 5.2) that centrally showcased the industry's cutting-edge design innovations through a U-shaped exhibition flow. Renowned global design brands shared the stage, while the fair presented three special design exhibitions and elevated the "CD Awards". It further hosted professional forums spotlighting key industry trends like design evolution, elderly care, and artificial intelligence, serving as a premier platform for high-caliber design innovation.



LINKING设计星

Linking Design Star

本届Linking设计星以“设计·趋势”为内核,向行业展现当代办公空间和家具的创意演进,汇集逾30家知名设计师机构、品牌以及特别支持的力量,精选呈现100余件聚焦办公场景的革新性家具作品,通过14场活动齐聚48位全球顶尖设计师、行业权威学者及企业领袖,聚焦办公空间创新领域,探索行业如何面向居家办公、移动办公等多元形态催生出“空间即服务”的理念转型,为行业注入创新活力,打开了未来办公空间的多维可能性。

Showcasing the evolution of contemporary office space and furniture, the exhibition brought together over 30 renowned designers, brands and supporters to present more than 100 innovative office furniture pieces. Through 14 events gathering 48 global top designers, scholars and business leaders, it explored the concept of "space as service" in diversified forms such as home office and mobile office., injecting innovative vitality into the industry and opening up multi-dimensional possibilities of future office space.



设艺文化

Design Art Culture

“设艺文化”特展作为一个了解、观察及发布未来商业空间趋势、理念、生活方式及文化的重要平台，以先锋实验打破行业惯性，联合国际建筑师、艺术家以及国内外17家知名品牌，以“人生五重奏”为脉络构筑音乐式空间，对未来商业空间新场景、新业态、新模式探索实践，呈现了一场解构空间叙事语法的多维革命。

As an important platform for understanding, observing and releasing future commercial space trends, concepts, lifestyles and cultures, the "D&A Culture Center" special exhibition gathered international architects, artists, and 17 famous brands at home and abroad. It constructed a musical space in the vein of "life quintet", presenting a multi-dimensional revolution in new scenes, new forms and new modes of future commercial space.



广州办公环境主题馆

Guangzhou Office Environment Theme Pavilion

第24座广州办公环境主题馆凭借前瞻理念破局传统逻辑，集空间哲学、跨界实践与生态自然于一体，勾勒未来办公生态的完整图谱，以“硬办公、软办公、智办公”三大维度将场景体验与绿色科技融合，打造出兼具创造力、社会责任与生命体验的复合型办公空间，完成了一场从“空间展演”到“未来预言”的行业发展叙事跃迁。



2025 Guangzhou Office Environment Theme Pavilion, as the 24th one, broke away from traditional logic with forward-thinking concepts, integrating spatial philosophy, cross-disciplinary practices, and natural ecology. It presented future office ecosystems by blending scenario-based experiences with green technology across three dimensions: "hard office," "soft office," and "smart office." The result was a multifunctional workspace that embodies creativity, social responsibility, and human-centered experience.

前沿论坛

Frontier Forum

本届办公商用展举办了ODC办公空间设计创想大会、中欧设计师协会论坛等高端论坛、居家康养产业趋势研讨会、地产采购人考察团、政府采购法规与实务高级研修班等一系列活动，为行业搭建了高效的交流平台。



2025 ODC办公空间设计创想大会
2025 Office Design+ Conference



“医养+未来适老空间”银发浪潮下的居家康养产业趋势研讨会
"Medical, Health, and Elderly Care+Future Aging-Friendly Spaces" Seminar on Home Health and Elderly Care Industry Trends Under the Silver Wave

The fair hosted a series of premium events including the 2025 Office Design+ Conference, Designing Opportunities Global Summit & Forum of Interior Designers Associations, Seminar on Home Health and Elderly Care Industry Trends, Real Estate Procurement Professionals Delegation, Advanced Training Program on Government Procurement Laws and Practices, collectively establishing an efficient exchange platform for the industry.



中欧相遇：设计师机遇-全球室内设计师协会论坛
China meets Europe : Designing Opportunities Global Summit & Forum of Interior Designers Associations



地产采购人考察团
Real Estate Procurement Professionals Delegation

2025中国家博会（广州）华钻之星颁奖典礼

2025 CIFF CD Award Ceremony

本届家博会升级打造“华钻之星”设计活动，携手业内权威专家，以致敬标杆，鼓励原创，倡导高质量生产标准，赋能行业转型提质。活动从创新性、功能性、品质、艺术性以及环保性多个关键维度对参赛作品进行评估，致力于挖掘真正卓越且具引领性的设计。

The fair elevated the "CD Awards", collaborating with industry authorities to honor excellence, encourage originality, advocate high-quality production standards, and empower industry transformation. Entries were evaluated across key dimensions—innovation, functionality, quality, artistry, and sustainability—to uncover truly groundbreaking and trendsetting designs.



可持续热度高一构筑绿色办公新生态

Building a Sustainable Workplace Ecosystem

CIFF魅力之路

CIFF Luminous Path

办公商用展持续推动大家居行业绿色发展。本届展会联动参展品牌共建共创，全新推出“CIFF魅力之路”，以“可持续”为主题，针对当下低碳环保等热点，展会联袂永艺、恒林、诺梵、优思佩、荣正、森纳、摩方、富凯、柯泓、阿基米德、高田、谷腾、浩慧这13家领先品牌，打造13个独具匠心的主题展位设计和独特的互动体验，融合环保材料、AIoT技术、人体工学、多元空间叙事等前沿办公设计元素，为观众打造沉浸式观展之旅。魅力之路不但成为体验办公商用空间魅力的绝佳窗口，也为行业呈现了绿色、时尚、创新的可持续办公设计新范式。

CIFF Guangzhou Office and Commercial Space continuously drives green development in the furnishing industry. The fair brought together participating brands to co-create and collaboratively build the "CIFF Luminous Path", themed around "Sustainability". The fair collaborated with 13 leading brands — UE, HENGLIN, NOVAH, Uispair, YA SEN (RONG), USENA, MUSEPoD, FURICCO, SITSTAR, Archimedes, GTChair, GOODTONE, HAOHUI — to jointly present 13 uniquely themed design booths. By integrating cutting-edge office design elements such as environmentally friendly materials, AIoT technology, ergonomics, and multi-dimensional spatial narratives, CIFF Luminous Path not only serves as an ideal showcase for the allure of office and commercial spaces but also introduces a new paradigm of green, stylish, and innovative sustainable office design to the industry.





绿色展会

Green Expo

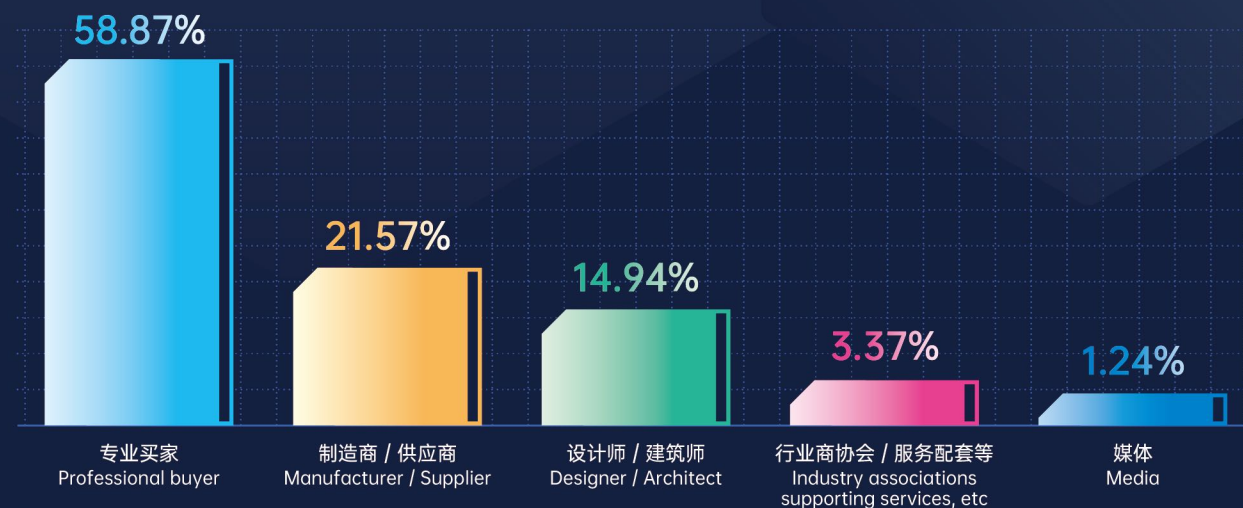
办公商用展的可持续热度不止彰显于前沿绿色产品的创新矩阵。为进一步推进绿色低碳发展，本届展会还通过绿色布展、绿色参展、绿色撤展、绿色宣传等多措并举，以实际行动践行「绿色展会」，解锁绿色办展新路径。

The sustainability of CIFF Guangzhou Office and Commercial Space extends beyond cutting-edge green innovations. This year's event implemented eco-friendly practices across booth setup, participation, dismantling, and promotion, actively advancing the "Green Expo" vision and pioneering new pathways for sustainable exhibitions.



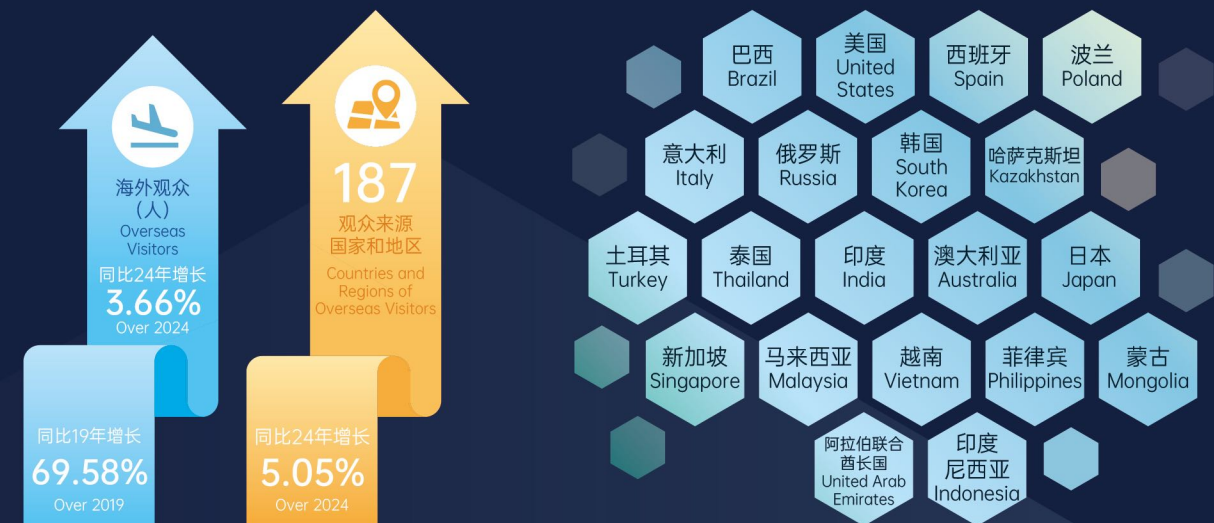
第55届中国国家博会(广州)办公商用展观众类型占比

Type of Visitors



第55届中国国家博会(广州)办公商用展海外观众前二十来源国

Top 20 Countries of Overseas Visitors



媒体说 Comments by Media

央视新闻 CCTV News

中国家博会（广州）追“智”逐“绿”，家居用品提质升级

CIFF Guangzhou pursues intelligence and sustainability, aiming for the quality improvement and upgrade of household goods.

新华网 Xinhuanet

第55届中国国家博会（广州）启幕，设计赋能中国品牌“出海”

在新质生产力和双循环的战略引领之下，展会呈现出中国的家居行业由制造向智造的跃升，从出口向出海的转型，以好产品、好设计、好品牌的中国家居方案，为全球经济复苏贡献了中国智慧。

The 55th CIFF Guangzhou has commenced, empowering Chinese brands to expand overseas through design.

Under the strategic guidance of new quality productivity and the dual circulation, the exhibition has demonstrated the leap of China's home furnishing industry from manufacturing to intelligent manufacturing, and the transition from exporting to going global. With good products, good design, and good branding, China's home furnishing solutions have contributed Chinese wisdom to the global economic recovery.

人民网 people.cn

第55届中国国家博会（广州）二期启幕：创新设计引领家居新风尚

一场展会，一座风向标。从高定办公到居家养老，从智能科技到可持续材料，中国家博会呈现了行业转型升级的路径，更勾勒出人民群众对“理想家”的期待。

The 55th CIFF Guangzhou Phase II has commenced: Innovative design leads new trends in home furnishing.

An exhibition has served as a weather vane. From high-end office designs to home-based elder care, and from smart technology to sustainable materials, the China International Furniture Expo has presented the pathways of industry transformation and upgrading, while also having outlined the public's expectations for their 'ideal home.'

知了Home Z Media

中国家博会（广州）：“新”火已燎原

对内，中国家博会（广州）搭建了一座激活内需市场的桥梁。无论是银发经济的新蓝海，还是年轻消费群体所期待的情绪价值，在这里，都被精准击破。

对外，它倘若架起了一座聚光灯，让本土创新站上世界主场。比如表现尤亮眼的办公领域，中国企业在制造、规模和品类上已居全球领先地位。

CIFF Guangzhou: The "New" Fire Has Spread Widely

Domestically, CIFF Guangzhou has built a bridge to activate the internal demand market. Whether it has been the new blue ocean of the silver hair economy or the emotional value anticipated by the young consumer group, both have been effectively addressed here.

Externally, it has set up a spotlight, allowing local innovations to take center stage on the global platform. For example, in the office sector, Chinese enterprises have already achieved a leading position globally in terms of manufacturing, scale, and variety.

展商说 Comments by Exhibitors



石凯 中泰家具集团执行总裁

中国家博会（广州）是我们发现行业新趋势的重要平台。我们看到当下人们对空间美学和办公环境的需求在持续攀升，“以人为本”的考量变得愈发重要，这种转变意味着我们要塑造舒适、美观且高效的办公空间，通过合理规划家具布局和功能设计，提升不同区域之间的互动与协作效率。这促使我们从单纯的家具制造型企业，逐步迈向对组织文化的探索和组织协同效率的研究。

Shi Kai, Executive President of the JongTay

CIFF Guangzhou serves as an important platform for discovering new trends in the industry. We observe a continuous rise in people's demand for spatial aesthetics and office environments. The consideration of a "people-oriented" approach is becoming increasingly significant. This shift implies that we need to create comfortable, aesthetically pleasing, and efficient office spaces by thoughtfully planning furniture layouts and functional designs to enhance interaction and collaborative efficiency among different areas. This prompts us to transition from a purely furniture manufacturing enterprise to gradually exploring organizational culture and researching organizational collaborative efficiency.

李宁 海太欧林集团总裁

绿色环保是海太欧林坚守的根本，海太欧林作为行业先行者，率先引入E0级板材概念，又推出ENF无醛板概念，推动行业环保发展，履行企业责任。自1998至今，海太欧林已超过二十多次亮相中国家博会（广州），可以说中国家博会（广州）的价值依旧是独一无二的，该展会为我们和客户搭起交流桥梁，还蕴藏众多商机。

Li Ning, President of the ONLEAD

Environmental protection is the fundamental principle upheld by ONLEAD. As a pioneer in the industry, ONLEAD was the first to introduce the concept of E0 grade panels and later launched the ENF formaldehyde-free board concept, promoting eco-friendly development in the industry and fulfilling corporate responsibility. Since 1998, ONLEAD has participated in CIFF Guangzhou more than 20 times, and it can be said that the value of CIFF Guangzhou is still unique, the exhibition has built a bridge for us and our customers, and there are many business opportunities.



梁景森 百利集团副总裁

在本届中国国家博会（广州），百利参展的主题是“创新·可持续”，这和家博会的主题与理念相互呼应。百利带来了“活态空间”的产品，融合了灵动办公的理念，是行业最前沿的产品。通过参加本次展会，百利获得了大量的海外客户、经销商以及真实的订单，受益良多。

Liang Jingsen, Vice President of VICTORY Group

At this year's CIFF Guangzhou, VICTORY's theme has been 'Innovation · Sustainability', which resonates with the overall theme and philosophy of the fair. VICTORY has presented its 'Living Space' products, integrating the concept of dynamic workplaces, representing cutting-edge advancements in the industry. By participating in this exhibition, VICTORY has gained numerous overseas clients, distributors, and authentic orders, yielding substantial benefits.

张栋梁 永艺股份内销事业中心销售负责人/总监

永艺一直以来都积极参与中国家博会（广州），中国家博会（广州）对我们来说，是一个极为重要的平台，它就像一扇关键的窗口，帮我们连接起海内外市场，每年我们都会借助这个展会发布新品，同时，永艺一直秉持的舒适、科技、健康理念，也是我们在展会期间重点传达的内容。

Zhang Dongliang, Sales Manager/Director of the Domestic Sales Division at UE

UE has consistently participated in CIFF Guangzhou, which serves as an extremely important platform for us. It is like a critical window that helps us connect with both domestic and international markets. Every year, we utilize this exhibition to launch new products, and the principles of comfort, technology, and health that UE has always upheld are also key messages we aim to convey during the event.



杜东亮 恒林家居中营事业部总经理

中国家博会（广州）提出绿色环保的理念，恒林家居在整体设计中高度呼应，大量融入绿色生态健康的概念。我们也借助中国家博会（广州）平台，吸引更多合作伙伴和用户亲临现场。让大家近距离体验恒林产品的独特魅力，感受我们对品质与设计的执着追求。

Du Dongliang, General Manager of the Zhongying Business Division of Henglin

CIFF Guangzhou advocates the concept of green ecology and environmental protection, which Henglin highly resonates with in their overall design by extensively incorporating concepts of green ecology and health. We also leverage the platform of CIFF Guangzhou to attract more partners and users to visit the event in person. Allow everyone to experience the unique charm of Henglin products up close, and feel our dedication to quality and design.

生卫华 冠美酒店养老营销总经理

本届中国家博会（广州）现场人气爆棚，人流量远超预期。我们此次带来了精心筹备的年度新品进行展示，这些新产品无论是设计理念还是功能特性，都凝聚了团队的创新与努力。对每一届展会，我们都信心满满，做好充分准备，与每一位到场嘉宾分享产品带来的惊喜与价值。

Sheng Weihua, General Manager of pension marketing of QUAMA

The scene of this year's CIFF Guangzhou was full of popularity, and the flow of people far exceeded expectations. We brought a well-prepared annual new product to showcase, which embodies the team's innovation and hard work, both in terms of design concept and functional features. For each exhibition, we are full of confidence and full preparation, and share the surprise and value of products with every guest.



吕振政 美力菲家具总经理

今年美力菲的人体工学椅收获了家博会“华钻之星”颁赠的颇具分量的奖项，这款椅子最大的亮点就在于，几乎整把椅子的各个部位都能进行调节，而且使用者无需离开椅子，就能轻松完成操作，非常便捷。美力菲参加CIFF至今已经第20个年头了，希望能借此契机，与更多来自国内外的客户建立联系。

Lu Zhenzheng, General Manager of Merryfair

This year, Merryfair's ergonomic chair was awarded the prestigious "CD Awards" at CIFF Guangzhou. The chair's most significant feature is that nearly all parts of it can be adjusted, and users can easily make these adjustments without having to leave the chair, making it very convenient. This marks the 20th year of Merryfair's participation in CIFF, and we hope to leverage this opportunity to establish connections with more clients from both domestic and international markets.



苏洪 长江家具销售总监

每年的中国家博会（广州）我们从不缺席，就现场情况来看，人流量明显比去年和前年要多。从展会首日上午11点开始，场馆里就人潮涌动，展会连续几天，人流量都非常庞大。另外，长江还关注到一个细节，今年展会上国外客户数量有了显著增长，也让我们对未来的市场合作充满期待。

Su Hong, Sales Director of CJF

We never miss the annual CIFF Guangzhou. Based on the current situation, the foot traffic is evidently higher than in the previous two years. Starting from 11 AM on the first day of the exhibition, the venue has been bustling with crowds, and the large number of attendees has continued throughout the event. Additionally, we have noticed a significant increase in the number of foreign clients this year, which fills us with optimism for future market collaborations.



莫洋 圣奥科技国内营销事业部客户经理

圣奥每年基本都会参加中国家博会（广州），这次参展我们感触颇深。今年展会规模宏大，展馆面积宽敞，我们圣奥的展位也备受瞩目，吸引了大量的人流。我们也非常荣幸能参与其中，并且会一直积极参加中国家博会（广州），持续展示圣奥的创新产品和品牌理念。

Mo Yang, Client Manager of the Domestic Marketing Division at Sunon

Sunon participates in CIFF Guangzhou virtually every year, and this time we have had profound experiences. This year's exhibition has been grand in scale, with spacious exhibition halls, and our Sunon booth has also attracted considerable attention, drawing a large crowd. We have been honored to take part in this event, and we will continue to actively participate in CIFF Guangzhou, persistently showcasing Sunon's innovative products and brand philosophy.



黄莹莹 诺梵系统科技品牌经理

诺梵早在十几年前便开始参与中国家博会（广州），在这十几年的时光里，始终保持着对中国家博会（广州）的关注与参与。本次中国家博会（广州）现场热闹非凡，人流量极大，其中还有不少外商前来。在如今品牌出海的大趋势下，这无疑是一个积极且有利的信号。

Huang Yingying, Brand Manager of Novah

Novah has begun to participate in CIFF Guangzhou more than ten years ago, and has always maintained its attention and participation in CIFF Guangzhou in the past ten years. The scene of CIFF Guangzhou has been very lively, with a huge flow of people, and many foreign businessmen have come to it. In today's general trend of brands going overseas, this has been undoubtedly a positive and favorable signal.



Allen Lau 森纳智能/博森出口经理

CIFF对Sena而言已超越传统展会意义，在商业价值方面，开展首日即收获200万美元意向订单，与3家国际连锁酒店达成合作，接到美国教育机构的定制询盘；品牌价值方面，通过展会获得行业媒体的广泛报道，提升专业买家品牌认知度；在创新价值方面，与材料供应商达成5项合作研发，收集200+条产品改进建议，发现3个新兴市场机会。

Allen Lau, Export Manager, Senna Smart Furniture/BOSEN

For SENA, CIFF has gone beyond the traditional meaning of an exhibition. In terms of commercial value, on the very first day of the show, we received USD 2 million in tentative orders, established cooperation with 3 international hotel chains, and received custom inquiries from U.S. educational institutions. From a brand perspective, media coverage significantly boosted awareness among professional buyers. Regarding innovation, we initiated 5 joint R&D projects with material suppliers, collected over 200 product improvement suggestions, and identified 3 emerging market opportunities.



观众说
Comments
by Visitors



Sardor Akhmedov / ERGO Office Furniture首席执行官

中国国家博会（广州）在设计方面尤为突出。5.2设计潮流馆令人印象深刻，整体氛围更加注重设计感和创新性。相较于往届，本届展会更加强调时尚与创意，为国际采购商提供了丰富的视觉体验和商业灵感。中国国家博会（广州）无疑是国际商业合作的绝佳平台，是市场上最好的展览之一，为国际企业提供了直接接触中国制造商的机会。

Sardor Akhmedov, Chief Executive Officer of ERGO Office Furniture

IFF Guangzhou has been particularly notable for its emphasis on design. The 5.2 Design Trend Pavilion has left a lasting impression, with an overall atmosphere that has placed greater importance on design sensibility and innovation. Compared to previous years, this year's exhibition has placed a stronger emphasis on fashion and creativity, providing international buyers with a rich visual experience and commercial inspiration. CIFF Guangzhou has undoubtedly served as an excellent platform for international business cooperation and has been one of the best exhibitions in the market, offering international companies the opportunity for direct engagement with Chinese manufacturers.



Fabrizio Gurrado 意大利建筑设计师

作为世界上规模最大的家具展览会之一，中国国家博会（广州）不仅展示了家居领域的最新产品与设计理念，更成为全球设计师、品牌和行业人士汇聚一堂、交流合作的重要平台。CIFF的重要性在于，它不仅推动了家具行业的发展，更促进了国际设计合作与文化交流。

Fabrizio Gurrado, Italian Architectural Designer

As one of the largest furniture exhibitions in the world, CIFF Guangzhou not only showcases the latest products and design concepts in the home furnishings sector but also serves as a significant platform for designers, brands, and industry professionals to gather, communicate, and collaborate. The importance of CIFF lies not only in its promotion of the development of the furniture industry but also in its facilitation of international design cooperation and cultural exchange.



Christophe Sarlandie 法国室内设计师

我对中国国家博会（广州）的规模和品牌实力感到震撼。这里展示的家具质量非常高，中国国家博会展现出了巨大的潜力。法国设计界对家博会的表现也充满兴趣，期待未来能有更多的合作机会。

Christophe Sarlandie, French Interior Designer

I am impressed by the scale and brand strength of CIFF Guangzhou. The quality of the furniture showcased here is exceptionally high, and the fair demonstrates immense potential. The French design community is also very interested in the performance of CIFF, looking forward to more collaborative opportunities in the future.



广东肇庆采购商

为高效推进办公家具采购项目，我是专程前往进行一些项目考察，重点调研人体工学办公椅、智能会议桌等核心品类。我的逛展感受是中国国家博会（广州）展区规划非常科学、服务也很专业高效，为行业交流提供了世界级平台。

Purchaser from Zhaoqing, Guangdong

To efficiently advance the office furniture procurement project, I conducted a project inspection visit focusing on ergonomic office chairs and smart meeting tables. CIFF Guangzhou impressed me with its scientifically planned exhibition areas and professional services, providing a world-class platform for industry exchange.



Italian Interior Designer 意大利室内设计师

Davide Pavanello Lab首席执行官Davide Pavanello：“这样的展会为全球设计师提供了一个直观了解市场需求和行业趋势的机会。”Elena Frediani Studio室内设计师Elena Frediani和EDII大使Pete Kercher：“除了展示产品外，我们还希望有更多的机会深入企业内部，了解生产流程和材料技术。这种直接的互动有助于设计师将创意与技术相结合，将概念转化为真正可落地的作品。”

Pete KERCHER、Elena FREDIANI、Davide Pavanello

Davide Pavanello, CEO of Davide Pavanello Lab: "This expo offers global designers a direct insight into market needs and industry trends." Elena Frediani, interior designer at Elena Frediani Studio and EDII ambassador, along with Pete Kercher: "Beyond product showcases, we aim to engage deeper with companies to understand production processes and material technologies. Such interaction bridges creativity and practicality, turning concepts into actionable designs."



陕西工程项目采购商

这次专程前来中国国家博会（广州）采购办公家具、医疗家具以及酒店家具，和不少商家都互加了微信，后续打算深入沟通合作细节。此次展会规模宏大，各类家具应有尽有，参展企业众多，带来了丰富多样的产品，而且品质越来越出色。中国国家博会（广州）给我们工程项目从业者提供了非常好的机遇，极大地方便了我们资源对接和采购工作。

Christophe Sarlandie, French Interior Designer

I visited the CIFF Guangzhou specifically to source office, medical, and hotel furniture. Exchanging WeChat contacts with multiple suppliers will facilitate follow-up discussions on collaboration details. The fair's massive scale, comprehensive range of furniture, and numerous exhibitors showcased a wide variety of products with continuously improving quality. It offers exceptional opportunities for engineering project professionals, significantly streamlining resource and procurement processes.