



第51届中国(广州)国际家具博览会

THE 51ST CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU)

展后报告

Post Show Report

办公环境及商用空间展

OFFICE AND COMMERCIAL SPACE

民用家具展 Home Furniture

2023 /03 /18 - 21

办公环境及商用空间展 / 设备配料展

Office and Commercial Space

CIFM/interzum guangzhou

2023 /03 /28 - 31

广州·琶洲

Pazhou, Guangzhou

设计引领 内外循环 全链协同

Design Trend / Global Trade / Full Supply Chain

第51届展会回顾

Review of the 51st CIFF Guangzhou Office and Commercial Space

2023年3月28-31日，第51届中国（广州）国际家具博览会办公环境及商用空间展成功举办。本届展会启用最新建设落成的广交会展馆D区，以220,000m²的超大展览面积、1019家品牌展商和来自166个国家和地区的224355名专业观众，引领绿色、低碳办公商用新潮流，进一步彰显“行业标杆、专项王者”的展会品质。

The 51st CIFF Guangzhou Office and Commercial Space was successfully held from March 28 to 31, 2023. Covering the newly built Area D of Canton Fair Complex which added the total exhibition area to 220,000 square meters, it attracted 1,019 brand exhibitors and 224,355 professional visitors from 166 countries and regions. Leading the green and low-carbon trend, the fair was proven to be the benchmark and the top event of the industry.



扩馆升级，“坐”拥未来

Expanded Space and Upgraded Layout

本届展会迎来扩馆升级，启用全新建成投入使用的广交会展馆D区，A区办公环境题材、B区商用空间题材、D区坐具题材形成“三馆相连”布局，整体展览规模迎来历史新高，较2019年的历史高位增幅超7%。

For this session, the exhibition was expanded and upgraded. With Office Environment in Area A, Commercial Space in Area B and Office Seating in the newly built Area D, it was the largest session ever. The exhibition area increased by more than 7% from the all-time high in 2019.





第51届中国（广州）国际家具博览会开幕式
Opening Ceremony of the 51st CIFF Guangzhou



中国家博会战略合作签约仪式
CIFF Strategic Cooperation Signing Ceremony

大牌云集, 王者荟萃

Top Brands and Outstanding Products

第51届中国国家博会(广州)办公环境及商用空间展,在深耕办公坐具、办公环境、商用空间三大题材的基础上,以更大规模、更优布局、更全配套为行业、企业提供独一无二的施展平台。与一众业内顶尖品牌一道,引领办公商用风向标!

办公环境题材

本届中国国家博会(广州)A区云集办公环境题材一线大牌,提供办公环境整体解决方案,是国际顶尖的办公潮流趋势发布平台和办公家具行业一站式选材平台。

部分参展品牌: 圣典 \ 百利 \ 长江 \ 冠美 \ 兆生 \ 中泰龙 \ 华盛 \ 黎明 \ 科尔卡诺 \ 迪欧 \ 京泰 \ 鸿业盛大 \ 新达高梵 \ 健威 \ 东港 \ 科劲 \ 优派 \ 思进 \ 虹桥 \ 朴美 \ 华澳 \ 和砚 \ 国景 \ 雅风 \ 凡米克斯 \ 森拉堡 \ 福邦 \ 格诺瓦 \ 广立 \ 创客 \ 九龙优胜 \ 博比澳 \ 欧美斯 \ 伟豪 \ 莱特斯 \ 科派 \ 声博士 \ 佰家丽 \ 艾柯尼 \ UFOU优否 \ 德昌 \ 瑞信 \ 杭州中泰 \ 高飞模 \ 颐达 \ 华宇兄弟 \ 合创优品 \ 豪天智能 \ 金虎 \ 远大 \ 华堡 \ 光正 \ 莱特 \ 国保 \ 震海 \ 国信 \ 德驭 \ 捷昌 \ 乐歌 \ 凯迪 \ OKIN \ 永艺 \ 联宜.....

排名不分先后

Specializing in office seating, office environment and commercial space, the 51st CIFF Guangzhou Office and Commercial Space provided industries and enterprises with a unique platform characterized by larger scale, better layout and more complete supporting facilities. It joined hands with top brands in the industry to lead the development of furniture for office and commercial space!

Office Environment

Area A of the 51st CIFF Guangzhou gathered first tier brands which offered overall solutions to office environment. Office Environment is the world's top office trend release platform and a one-stop sourcing platform for the office furniture industry.

Exhibiting brands: Sunon \ VICTORY \ CJF \ QUAMA \ SAOSEN \ JONGTAY \ HUASHENG \ LMFU \ Kano.cn \ DIOUS \ KINTIG \ HONGYE SHENGDA \ XINDA CLOVER \ KINWAI \ DONGGANG \ KEJING \ YOPYE \ SIJIN \ HONGQIAO \ PUMEI \ HUAO \ HO YAN \ GOKENG \ YAVON \ furnix \ Senrop \ FU BANG \ GENOVA \ GAUNGLI \ Makers \ JIULONGYOU SHENG \ BOBIAO \ ONMUSE \ MOBI \ LightSpace \ CUBESPEACE \ soundbox \ Burgeree \ Archini \ UFOU \ DECHANG \ RAYSON \ ZHT \ COFEMO \ YIDARTEX FABRIC \ HOAU BROTHER \ HECHUANG \ HOTING INTELLIGENT \ JINHU \ YUANDA \ HUABAO \ GUANG ZHENG \ Light \ Guub \ JOYH OFFICE FURNITURE \ GUOXIN \ DEYU \ JIECANG \ LOCTEK \ KAIDI \ DEWERT OKIN \ UE Furniture \ LINIX.....

Ranked in no particular order



办公坐具题材

作为全球最大的办公坐具趋势发布平台，中国国家博会(广州)办公坐具题材亮相最新建设落成的广交会展馆D区，以“再出发”为主题，引领全球办公新思潮，诠释办公坐具的无限可能!

部分参展品牌：永艺\恒林\博森\博一\精一\富凯\高田\坐感\柯泓\国靖\明森达\新世纪\美邦\尚客思\玛拉蒂\谷腾\英陆华\富和\华美\曼柯\好嘉缘\中盟\致诚\K+N\RoyalAhrend\Merryfair\Arper\FLOKK\VONDOM.....

排名不分先后

Office Seating

As the world's largest platform for releasing trends in office seating, CIFF Guangzhou Office Seating took place in the newly built Area D of Canton Fair Complex. Themed "A New Start", it led new trends of global office and interpreted the infinite possibilities of office furniture!

Exhibiting brands: UE\HENGLIN\BOSEN\b.one\Sitzone\FK\GTCHAIR\ASIS\KOH0\KUOCHING\MSDA\CStar\MEI BANG\TKS\MARATTI\GOODTONE\ENOVA\Lian Feng\HUAMEI\MAC\HOOKAY\ZHONGMENG\KENTEC\K+N\Royal Ahrend\Merryfair\Arper\FLOKK\VONDOM.....

Ranked in no particular order





公共商用空间题材

本届中国国家博会(广州)抢先布局商用空间新赛道,构筑“办公+商用”的新发展格局,三大核心展馆,三万平方米,三大公共商用题材,涵盖学校、机场、体育馆、电影院、礼堂、酒店等多个公共商用空间场景,呈现行业多维发展趋势,打造极致商用空间。

部分参展品牌： 丽江科创 \ 鸿盛 \ 鸿基 \ 恒丰 \ 筑丰巢 \ 惠美 \ 聚宝 \ 育才 \ 恒发 \ 三朗 \ 育佳 \ 友识 \ 亚奇 \ 万振 \ 天佐 \ 森川 \ 名方 \ 宏宇 \ 海基伦 \ 弘时 \ 富美 \ 诗敏 \ 民意 \ 托普拉 \ 广炜 \ 欧和 \ 凯兰帝 \ 聚一 \ 达亮 \ 领先.....

排名不分先后

Commercial Space

This session of CIFF Guangzhou took the lead in creating a new development pattern of "office + commercial space". Its three exhibition halls covered 30,000 square meters in three themes. Multiple public commercial space scenarios were included, such as schools, airports, gymnasiums, cinemas, auditoriums and hotels. The industry showed the trend of diversified development, creating superb commercial spaces.

Exhibiting brands: LEADCOM \ HONGSHENG \ HONGJI \ Henfon \ NESTCO \ HUIMEI \ Jooboo \ YUCAI \ HFYM \ SANLANG \ YUJIA \ USIT \ YAQI \ WANZHEN \ TIANZUO \ SENCHUAN \ MingFang \ HONGYU \ Hikeylove \ HOZE \ FUMEI \ SEEWIN \ MINYI \ TOPPLA \ GUANG WEI \ OUHE \ CARANDI \ JUJI \ DALIANG \ Avant.....

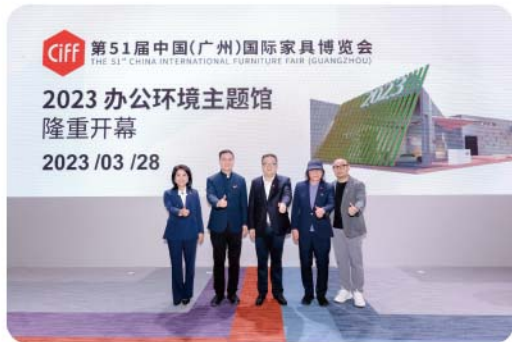
Ranked in no particular order

重磅活动接连不断, 超能特展精彩来袭 Wonderful Key Events and Theme Exhibitions

办公环境主题馆 Office Environment Theme Pavilion

作为办公商用展的重磅主题展, 2023中国国家博会(广州)办公环境主题馆以“办公美术馆(Office Art Museum)”为主题, 打造绿意花园、时光回溯、矩阵天地、色彩缤纷、思域五个独立馆, 将色彩、艺术融入空间与家具搭配上, 为观众带来一场无与伦比的视觉盛宴。

本届主题馆举办20场系列高端论坛、专业演讲, 邀请多位行业大咖和顶级设计师齐聚一堂, 共商办公环境及商用空间行业未来发展之道。



As a key exhibition of Office and Commercial Space, Office Environment Theme Pavilion focused on the theme "Office Art Museum". It consisted of five independent spaces: Greenery Garden, Back in Time, Matrix World, Colorful, and Scope of Thinking. They combined color and art into space and furniture, allowing audience to enjoy an unparalleled visual feast.

At this pavilion, 20 high-end forums were held with professional speeches delivered. Industry leaders and top designers discussed the future of office environment and commercial space.



中国商业空间设计「新潮」大会 China Commercial Design+Conference

为期3天的中国商业空间设计「新潮」大会，著名经济学家、商业趋势研究、商业地产运营、新消费品牌管理、办公空间设计、商业空间设计与规划等领域的知名专家、资深媒体人、杰出设计师代表等30位重磅嘉宾亲临现场，打造4大主题论坛，累计11小时演讲时长。从宏观经济到场景打造、捕捉个性丰富又多变的年轻化需求趋势，为办公及商业空间设计带来更多可能性和想象力，带领观众一同观察消费多元化下的空间新解，探索商业及办公空间的新路径、新模式、新业态。

The 3-day conference featured 30 heavyweight guests including famous economists, business trend researchers, commercial real estate operators, new consumer brand managers, office space designers, and renowned designers in commercial space design and planning. A total of 11 hours of speeches at 4 forums were delivered. From macroeconomics to scene creation and the diversified ever-changing trend of young people's demand, the conference aimed to bring more possibilities and imagination to office and commercial space design. It led the audience to explore new paths, new models and new business formats.



● 重塑城市新聚场—未来生活新趋势与场景营造
Reinvent the New Urban: Create New Trends and Scenes for Future Life



● 酒店与餐饮空间体验新趋势
New Trend In Hotel & Catering Space Experience



● 商业地产与品牌体验新趋势
New Trend In Commercial Real Estate & Brand Experience



● 办公空间体验新趋势
New Trend In Workplace Experience & Design

为福祉而设计—— 2023福祉·养老设计趋势展望论坛 Design Trends For Senior and Accessible Space

为福祉而设计——2023福祉·养老设计趋势展望”论坛以养老与医疗设计为起点，众多行业专家参与，在各自的领域从福祉的角度出发，基于社会观察、群体需求剖析，多维度思考与探索福祉设计。

The forum centered on design for elderly care and medical care. Experts in the industry examined and explored design for the well-being based on social observations and analysis of the needs of the elderly.



媒体说

Comments by Media

人民日报——第51届中国国家博会广州开幕

作为今年“全国消费促进月”重点活动，本届展会呈现出“需求牵引供给、供给创造需求”的新平衡、新风向，成为我国实施扩大内需战略同深化供给侧结构性改革有机结合的一个缩影。

People's Daily: The 51st CIFF Opens in Guangzhou

As a key event of the National Consumption Promotion Month, this session of CIFF realized a new balance and new trend featuring “demand drives supply, and supply creates demand”. It is an epitome of China’s strategy to expand domestic demand and deepen supply-side structural reform.

人民网——共筑美好家 服务新格局！ 第51届中国国家博会广州开幕

本届中国国家博会(广州)以原创设计、绿色可持续及人工智能提升家居产品供给的适配度、创新性，以房产渠道、设计渠道、流通渠道保障家居产品服务供给的高质量、体验感。通过高质量产品和服务不断满足人民群众从“有没有”转向“好不好”的消费需求。

People.cn: Build a Better Home and Serve the New Pattern! The 51st CIFF Kicks Off in Guangzhou

This session of CIFF Guangzhou improves the adaptability and innovativeness of home furnishing products with original design, green sustainability and artificial intelligence. It guarantees the high quality and friendly user experience of home furnishing products by connecting the real estate channels, design channels and distribution channels. High-quality products and services are delivered to meet consumers' needs which have transformed from “availability” to “quality”.

新华网——树立家居展会新标杆 中国国家博会谱写“智造”转型升级新篇章

家博会正积极为行业带来新气象，以此向世界展示新发展阶段中国家居产业的精神风貌和发展成果，反映全球展商在家博会共享发展机遇、共创美好生活的期待，也向世界彰显了中国将继续推进高水平对外开放，给世界带来更多的新机遇。

Xinhuanet: CIFF Sets a New Benchmark for Home Furnishing Exhibitions and Writes a New Chapter in Transformation and Upgrading of “Intelligent Manufacturing”

CIFF is actively introducing new vitality to the industry. It shows the world the achievements of China’s home furnishing industry in the new development stage. This reflects global exhibitors’ expectation to share development opportunities and create a better life at CIFF, and that China will continue to promote high-level opening up and bring more opportunities to the world.

羊城晚报——中国国家博会(广州) 为大家居行业消费提振”按下“加速键

什么才是真正有意义、有成效的供给侧结构性改革？做到按消费者的需求提供产品，这仅是第一步，提供让消费者满意的产品，这是第二步；而引领消费者的需求，以更有前瞻性的设计，深入挖掘消费者潜在的消费需求，让他们诞生新的消费欲望，这才是供给侧结构性改革更高阶的一步。而广州家博会已经在这方面迈出了坚实的一步，也为今年整个大家居行业的消费提振带来了美好的春天。

Yangcheng Evening News: CIFF Guangzhou Presses “Acceleration Button” to Boost Consumption in the Home Furnishing Industry

What is a truly meaningful and effective supply-side structural reform? The first level is to provide products according to consumers’ needs. The second is to provide products that satisfy them. And a higher level is to guide their needs, that is to tap their potential needs to stimulate their consumption desires with forward-looking design. CIFF Guangzhou has taken a solid step in this regard.

南方都市报——参展品牌约 4000 家！ 家博会开展，海外贸易商面孔明显增多

广东佛山一家具源头工厂的参展商告诉南都记者，她直观的感受是今年客流量和去年同比增长不少，特别是来自海外贸易商的面孔明显变多了。

Southern Metropolis Daily: CIFF Attracts Around 4,000 Brands and the Number of Overseas Traders Significantly Increased

An exhibitor from a furniture factory in Foshan, Guangdong told our reporter that she felt the visitors increased a great deal compared with last year. In particular, the number of overseas traders increased significantly.

知了Home—— 一张书写高质量发展的CIFF广州答卷

在中国家博会（广州），我们看到了中华文化扎实之根脉、醇厚之积淀，在新的历史条件下，依然滋养着中华民族的新创造、新发展；也看到了日益增强的文化自信、更加昂扬的精神面貌之下，中国设计品牌勇敢的实践与表达。

Z Media: CIFF Guangzhou Gives Answer on High-Quality Development

We see Chinese culture with solid roots and rich accumulation at CIFF Guangzhou, which nourishes new creations and developments of the Chinese nation under new historical conditions. We also have seen the courageous practice and expression of Chinese design brands under the growing cultural confidence.

泛家居圈——2023中国家博会（广州）圆满落幕， 本届展会都显露出来哪些行业风向？

作为国家级顶尖行业盛会，中国家博会的每一次举办，都能为给大家居全产业链带来了极大的机遇与希望，同样随之而来的还有全新的市场机会。而此次展会的圆满落幕，不仅为大家居行业的复苏增长和可持续发展注入了强力动能，更是为行业带来了前行的信心、带来了生机盎然！

Fan Jia Ju Quan: What Industry Trends were Revealed at Just Successfully Concluded 2023 CIFF Guangzhou?

As a national top industry event, every session of CIFF brings great opportunities, new opportunities, and hopes to the whole industry chain of home furnishing. Its 51st session has been successfully concluded, which not only injected strong momentum into the recovery, growth and sustainable development of the industry, but also brought confidence and vitality to the industry!

大材研究——超38万人、4000家品牌的数据背后： 这些重要信号爆出！

宏大的战略叙事，要依靠全面有效的战术动作，才能予以实现。大材研究的观察发现，本届家博会在往年基础上再次发力，从展览资源扩容、海量精准客商触达、供需对接活动、大量会议论坛汇集新思潮、线上线下全渠道推广等角度入手，实现对展商的充分赋能，同时也带给专业观众更有价值的信息与机会。

Wiser Research: Important Signals Behind More than 380,000 Audiences and 4,000 Brands!

Grand strategies can only be realized with complete and effective tactical actions. According to Wiser Research, this session of CIFF builds on past success and fully empowers exhibitors by expanding exhibition resources, ensuring accurate access to customers, holding a range of supply and demand matchmaking events, sharing new trends and thoughts at conferences and forums, enhancing promotion both online and offline, etc. It also brings more valuable information and opportunities to professional visitors.

展商说

Comments by Exhibitors

圣奥科技股份有限公司 董事长 | 倪良正

中国家博会（广州）是全球性超大规模家具展，是一个很好的平台！国内外优秀的设计师、客户、同行来到我们展位一同交流，既增强了品牌曝光度，更促进了行业发展。最后，我们十分感谢中国家博会（广州）为我们提供这样一个平台，衷心的希望家博会越来越好，助力家具企业快速发展，与世界接轨。

Ni Liangzheng, Chairman of Sunon Technology Co., Ltd

CIFF Guangzhou is a global mega furniture exhibition platform. Outstanding designers, customers and furniture industry players from home and abroad visit our booth, which not only enhances the exposure of our brand, but also promoted the development of the industry. We are very grateful to CIFF Guangzhou. We sincerely hope that the event will scale new heights, helping furniture companies develop rapidly and connect with the world.



永艺家具股份有限公司 集团副总裁 | 段大伟

永艺与中国家博会（广州）已经是老朋友了，已连续参展18年。中国家博会（广州）已经成为我们的福地，见证了永艺从以前的外销模式到现在自主品牌业务模式的每一次进步。中国家博会（广州）这样一个大型专业展会对我们来讲意义重大，随着疫情过后的开放，参展第一天我们就感受到了井喷式的客流。目前市场对于座椅消费的需求升级还是很大的，展会现场有非常多海外客户来参加，现场敲定订单。开幕首日上午已经有七八个订单，业务接洽非常忙碌。最后希望中国家博会（广州）越办越好，我们也会充分利用这个平台进一步提升永艺的内外销业务。

Duan Dawei, Vice President of UE Furniture Co., Ltd.

UE and CIFF Guangzhou are old friends. We have participated in the fair for 18 years in a row. CIFF Guangzhou is a blessed place for us. It has witnessed every progress made by UE, from the previous export mode to the current self-owned brand mode. The large professional trade fair is of great significance to us. With the ease of COVID-19 restrictions, we have embraced a blowout of customers on the first day of the exhibition. Currently, there is a large market demand for upgraded seating. Many overseas customers visit the fair and finalize orders on the spot. I wish CIFF Guangzhou more success. We will make full use of this platform to further expand our domestic and foreign sales.



百利集团 全国经销总监 | 林晖（左） 百利集团 营销中心总经理 | 李杰（右）

百利集团已连续22届参展中国家博会（广州），是家博会的深度合作伙伴。中国家博会对百利的成长给予了很多帮助。在这个平台上，我们每年推出新品、推广理念、回馈用户。第51届中国家博会（广州）是疫情后第一个全新盛会，可谓厉兵秣马再出发。希望中国家博会这个平台越办越好，也希望办公家具行业在中国家博会（广州）的大力帮助下，更上一层楼！

Lin Hui (left), National Distribution Director of Victory Group

Li Jie (right), General Manager of Marketing Center of Victory Group

As a close partner of the CIFF Guangzhou, Victory Group has participated in CIFF for 22 consecutive years. CIFF Guangzhou has helped us a lot in our growth. On this platform, we launch new products, promote ideas and create values for users every year. The 51st CIFF Guangzhou is the first session after the outbreak of COVID-19. It is well prepared and signifies a new beginning. We are confident about the future development of this exhibition.



深圳长江家具有限公司 研发总监 | 张强

本届中国博览会（广州），可以说远超我们的预期，非常成功！长江家具，依旧秉承着打造国内最环保的家具理念，与绿色展会倡议不谋而合，推出了几款全新的产品。展会期间，得到了国内外客户的广泛认可和赞扬，很多客户都竖起大拇指称赞说用长江更健康。最后，预祝本次展会取得圆满成功，也希望参展商和观众都有更好的收获和更好的体验。

Zhang Qiang, R&D Director of Shenzhen Chang Jiang Furniture

This year's CIFF Guangzhou is a great success, far exceeding our expectation. Chang Jiang Furniture adheres to the philosophy of creating the most environmentally friendly furniture in China, which coincides with CIFF's initiative of green exhibition. During the exhibition, we launched several new products that were widely recognized and praised by customers at home and abroad. Many customers gave a thumbs up, praising that it was healthier to use our products. I wish this event a complete success, and hope both exhibitors and visitors gain more and have better experience here.

**中泰家具集团 执行总裁 | 石凯**

参加本届中国博览会（广州），我有几点感受。一是疫情后，我们很多的经销商朋友都走出来，到展会现场了解当下的行业趋势，寻找发展机会，明显感受到我们本次展会上的人流比以往更大了；二是，大家都开始发力内需，中泰展位的人流量比以往上升了30%，签约客户批次也上升了20%！

Shi Kai, Executive President of Jongtay Office Furniture

I have a lot to say about this session of CIFF Guangzhou. First, since the COVID-19 pandemic has ended, many of our dealers come here to learn about industry trends and look for business opportunities. It is obvious that booth traffic is greater than before. Second, domestic demands are boosted. The number of people visiting our booth rises by 30% compared with previous years, and the number of contracted customers has gone up by 20%!

**科尔卡诺集团有限公司 总裁 | 丁雪东**

科尔卡诺每年都会参加中国博览会（广州），感觉今年现场特别火爆，开展首日我们整个展馆都挤满了人，外国客户尤其多。总体来说，感觉本届展会比我们2019年疫情前都好，人流量也特别旺！

Ding Xuedong, President of Kano

Kano attends CIFF Guangzhou every year. This session is particularly popular. On the first day of the exhibition, our booth was full of people, including many foreign customers. Overall, I believe this session is better than the 2019 session before COVID-19 broke out, with such a huge crowd!

**美力菲家具有限公司 总经理 | 吕振政**

这届CIFF很棒，参加展会可以与新老客户沟通交流，共同探讨如何协同创造更好的未来。展会是了解国内行业标准、提升用户体验的平台。通过这个平台，我们可以了解全世界的需求和趋势，并从中获得来自世界各地的客户。此外，我们发现现在年轻人对于办公室设计趋向于简洁、环保、年轻化，通过参加展会是了解未来趋势的好机会。

Lv Zhenzheng, General Manager of Merryfair

This year's CIFF is amazing, we can communicate with old and new customers, and discuss how to create a better future together. It is a platform to understand domestic standards on the industry and improve user experience. We can learn about global needs and trends, and attract customers from all over the world. Besides, we find that young people prefer simple, environmentally friendly and youthful office space. Participating in CIFF is a good opportunity to understand future trends.



佛山市精一家具有限公司 董事长兼总裁 | 朱政臣

通过中国家博会（广州）这个平台，我们能更方便地了解到国内外顶级的家具品牌以及设计。本届展会，整个行业都非常兴奋，我们一上午收集到的客户资料比往年三四天的都多，来往客户的数量和质量都非常高。通过这几年发展，中国家博会（广州）越来越国际化，我们也希望展会设计引领的作用更上一层楼！

Zhu Zhengchen, Chairman and President of Foshan Sitzone Furniture Co., Ltd.

Thanks to the platform of CIFF Guangzhou, we have easier access to the top domestic and international furniture brands and design. The entire industry is very excited at the fair. We have collected more clients' information in one morning than in three or four days in previous years. There is a greater number of higher quality customers. Over the past few years, CIFF Guangzhou has become increasingly internationalized. We hope that it can play a greater role in leading design trends!



广东郦江科创实业有限公司 总经理 | 张建伟

中国家博会（广州）作为参展商、设计师、采购商沟通交流的重要桥梁，能有效助力企业转化销售成果、开拓市场渠道，为设计师、品牌商提供交流和思想碰撞的舞台。中国家博会（广州）助力郦江科创展示新产品、新技术，赋能品牌提高市场曝光度。郦江科创期望通过中国家博会（广州）这个平台，把握国内外家具市场机遇，促成更多合作，携手共赢。

Zhang Jianwei, General Manager of Guangdong Leadcom Seating Co., Ltd.

CIFF Guangzhou is an important bridge for exchanges among exhibitors, designers and buyers. It effectively helps companies improve sales, expand marketing channels, and provides a stage for designers and brand owners to share ideas. It supports Leadcom Seating to display new products and technologies, empowers the brand, and increases our market exposure. Leadcom Seating expects to grasp the opportunities of domestic and international furniture market through the platform of CIFF Guangzhou for more win-win cooperation.



杭州恒丰家具有限公司 总经理 | 徐耀平

我们每年都参加中国家博会（广州）这场一年一度的家具盛会。CIFF能帮助客商发掘优秀的品牌，促进展商相互交流、拓展渠道，是促进行业良性发展的优秀平台。作为疫情开放后的第一届中国家博会（广州），我们在展位设计、展品选择等方面投入了非常大的精力。一方面是希望以最好的姿态去迎接这场展会，另一方面，也希望恒丰这个校园家具品牌能够被更多人熟悉了解，让我们创新的设计、优良的工艺得到市场的认可。

Xu Yaoping, General Manager of Hangzhou Hengfeng Furniture Co., Ltd.

We attend the grand annual furniture event of CIFF Guangzhou every year. As an excellent platform that boosts healthy development of the industry, it helps buyers identify excellent brands, promotes communication between exhibitors and buyers, and allows participants to expand channels. For the 51st CIFF Guangzhou, the first session after the outbreak of COVID-19, we have exerted a lot of efforts in booth design and exhibit selection. We hope that Hengfeng, a campus furniture brand, can be known to more people, and our innovative design and excellent craftsmanship can be recognized by the market.



浙江捷昌线性驱动科技股份有限公司 市场总监 | 邓创

第51届中国家具博览会（广州）是疫情之后首屈一指的行业大展，来到现场的海外买家比往年稳步增长。开展前两天，我们最大的感受就是人气越来越旺，展商参展意愿越来越强，参展规模越来越大，商业机会越来越多！

Deng Chuang, Marketing Director of Zhejiang Jiechang Linear Motion Technology Co., Ltd.

The 51st CIFF Guangzhou is the premier exhibition of the industry after the COVID-19 pandemic. The number of overseas buyers increases steadily compared with previous years. Our biggest feeling is the fair embraces greater popularity, which is characterized by stronger willingness of exhibitors, bigger exhibition area and more business opportunities!



广州市至盛冠美家具有限公司 销售总监 | 蔡德龙

本届中国家具博览会（广州）应该是疫情以来最隆重的一次家居盛会了，感受最深是今年的人流爆发式增长，与往届相比，今年参展企业类型更丰富了，包含系统办公家具、医疗家具、养老家具、办公设备、办公材料、方案设计等等，也集合了国内外的一线品牌和设计，感觉更加丰富多元化，展企业数量也有所增加，客商交流场面十分火热。

Cai Delong, Sales Director of Guangzhou Zhisheng Guanmei Furniture Co., Ltd.

This session of CIFF Guangzhou should be the grandest event of the home furnishing industry since the COVID-19 pandemic. We are deeply impressed by the explosive growth of booth traffic. Compared with previous years, there are a greater number of exhibitors engaged in more diverse fields such as system office furniture, medical furniture, senior living furniture, office equipment, office materials, project design, etc. Many first-tier brands from various countries display a richer range of products and solutions. Exhibitors and audiences bustled with exchanges and business dealings.



上海恺恩家具有限公司 中国 - 渠道管理总经理 | 沈黎坚

今年CIFF人气火爆，大家热情高涨。感谢CIFF平台给了我们宣扬品牌的机会。我们是一家源自德国全方位的系统办公家具供应商，这次展会展示了我们有特色的主管办公系列和员工工位，还重点推出了一款高端座椅。希望通过参展传递我们的品牌价值和设计理念，借助平台思考未来的办公环境和行业健康发展。同时我们也想扩大在国内的招商活动，希望有更多的经销商或合作伙伴加入我们的销售网络，为中国客户提供更好的本地化服务。

Shen Lijian, China Channel General Manager of Köning+Neurath CHINA

This year's CIFF is very popular, and everyone is enthusiastic. Thanks to CIFF for giving us the opportunity to promote our brand KAIEN, a comprehensive system office furniture supplier from Germany. We showcased our distinctive executive office series and employee office supplies, and also launched a high-end chair. Taking this opportunity, we convey our brand values and design concepts, and reflect on future office environment and the healthy development of the industry. Besides, we aim to expand investments from China. It is hoped that more distributors or partners join our sales network and provide better localized services for Chinese customers.



观众说

Comments by Visitors

印度采购商 | 迪帕

我认为今年家具市场行情会更好，本次参加CIFF主要目的是寻找工厂采购，然后进行长期合作。全世界各项产业都离不开中国，尤其是家具。中国产的家具在各个价格段都有大量的优质供应商。本次CIFF也非常热闹，大家可以看到每个展商的展位都人来人往。

Indian buyer Dipa

I think this year will witness a better furniture market. My main purpose of attending this CIFF is to look for factories and establish long-term cooperation. Every industry in the world cannot do without China, especially the furniture industry. There is a large number of quality suppliers of Made-in-China furniture at different prices. This year's CIFF is also very bustling. As you can see, every booth is filled with people coming and going.



以色列家具巨头 Wissmann Holdings 首席执行官 | 艾里

我在中国开展业务超过20年，今年再次来到CIFF家具展，我代表企业下了不少订单，返程的时候将与许多装满家具的货柜箱回到以色列。对比起其他国家，同样的产品在中国采购会更加优惠，而且以色列取消了对中国产品征收的12%关税，所以中国家具是采购的首选。

Eli, CEO of Israeli furniture giant Wissmann Holdings

I have been doing business in China for more than 20 years. At this session of CIFF, I have placed many orders on behalf of our company. I will return to Israel together with containers full of furniture. Compared with other countries, it is more cost-effective to purchase the same products in China. Israel has canceled the 12% tariff imposed on Chinese products, so Chinese furniture is our first choice.



德国汉堡家具采购商 | 约恩

我从1994年开始到中国开展业务，现在主要从中国采购然后销往全球。中国工厂十分注重创新，使用最先进的设备，中国的家具在全球范围内都很受欢迎，与意大利、德国、波兰等欧洲老牌家具生产国相比，中国家具已经没有差距了，甚至质量更优。

Furniture buyer Yorn from Hamburg, Germany

I started doing business in China in 1994. Now I mainly purchase products from China and sell them to the rest of the world. Chinese factories value innovation and use the most advanced equipment. Chinese furniture is very popular all over the world. It is on a par with furniture produced by old brands in Italy, Germany, Poland, and etc. It even has better quality.



成都麓湖 A8 设计中心负责人 | 梁蕊

三年来我第一次参加这样盛大的活动，作为一名设计师，我可以在本次展会上与很多同行进行交流，以及达成产业链上下游之间的连接。在中国家博会（广州）的平台上可以感受到更多国际信息的融入，可以看到更多可持续性设计和品牌，对我们设计师来说是很有帮助的。

Liang Rui, head of Luhu A8 Design Center in Chengdu

It's my first time to participate in such a grand event over the past three years. As a designer, I can network with many of my peers at this show and connect with the upper and lower ends of the industrial chain. At CIFF Guangzhou, you can perceive more international information and observe more sustainable designs and brands, which is very helpful for designers like me.



Gensler 上海办公室副总裁 | 秦振晖

非常荣幸来参加2023年中国家博会（广州），碰到了很多许久未见的老朋友，也认识了很多新朋友，这是一个很好的互动交流的平台。我发现现在的家具品牌都在不断创新，越来越跟国际接轨，非常感谢主办方能够提供这样一个平台，为大家提供更多的交流机会！

Qin Zhenhui, Vice President of Gensler Shanghai Office

It is a great honor to participate in the 2023 CIFF Guangzhou. I met many old friends I haven't seen for a long time, and also made many new friends. This is a very good platform for interaction and communication. I found that the current furniture brands are constantly innovating and are becoming more and more in line with international standards. I am very grateful to the organizer for providing such a platform and providing more communication opportunities for everyone!



西班牙采购商 | 赛吉奥

今年CIFF人非常多，参展商也带来了许多新设计，许多中国企业与海外设计师都有合作推出产品，可以看到中国家具产业在一步一个脚印地发展，相信假以时日未来可以赶超德国和意大利等老牌家具生产国。

Spanish buyer Sergio

This year's CIFF has attracted a lot of people, and exhibitors have brought many new design. Many Chinese companies have cooperated with overseas designers to launch products. We can see that China's furniture industry is developing step by step. I believe we can sooner or later catch up with the traditional furniture producers like Germany and Italy.



万华集团装饰中心副总经理 | 宋真

很开心看到这次展会获得了很大成功，有这么多的国内外的展商观众到来，展会现场的人气让我们看到的是经济的提振，也看到制造业、贸易、商业地产等各个行业都在有序的恢复当中。看到这么多展馆和新品，彰显了中国制造业的发展潜力，以及我们对于创新设计、创新材料的研发也在持续不断的提升中。这次观展及洽谈中，我们也一直在探寻采购背后的一个逻辑，我们商业地产需要什么？为什么需要这个产品？如何用它们打造美好的人居？希望CIFF能够在打造高质量展会的道路上再接再厉，让我们共同建设实现更远的愿景与目标。

Song Zhen, Deputy General Manager of Decoration Center of Wide Horizon Group

I am very happy to see that this exhibition has achieved a great success. There are so many exhibitors and visitors from home and abroad. The popularity showcases a boost in the economy, as well as manufacturing, trade, commercial real estate, and etc. Numerous pavilions and new products highlight the development potential of China's manufacturing industry. Our R&D of innovative design and innovative materials is also improving. During the fair, we keep thinking of the logic behind the procurement. What does the commercial real estate industry need? Why do we need this product? How to use them to create a beautiful living environment? I hope that CIFF can make persistent efforts in creating high-quality exhibitions, and let us work together to achieve a more ambitious goal.



印度最大家具品牌 RoyalOak 总裁 | 维杰

参加本次CIFF广州的主要目的是采购家具后出口全世界。展会的第二天，我们已经完成了接近800万美元的采购。可以感受到中国的家具供应链每年都在进步，越来越完美。

Vijay, President of India's largest furniture brand RoyalOak

The main purpose of participating in this CIFF Guangzhou is to purchase furniture and export it to the world. On the second day, we have made orders of nearly 8 million US dollars. China's furniture supply chain is improving every year.



上海圆美家具 董事长 | 王新刚

近年来经济全面复苏，我们来中国国家博会（广州）现场寻找新的商业契机。今天逛展也发现很多参展商从原来外贸市场转为内销，为我们带来很大商业机会，同时，这次展会是近几年人流最旺的一次，展品上也能看出展商投入了很大研发设计力度，非常成功。

Wang Xingang, Chairman of Shanghai UMI Furniture

The economy has fully recovered this year, and we come to CIFF Guangzhou to find new business opportunities. Visiting the exhibition today, I also find that many exhibitors have switched from foreign trade market to domestic sales, which has brought us great business opportunities. At the same time, this exhibition is the most crowded one in recent years, and the exhibits also show that exhibitors have invested a lot in R&D.



Creative Home In Publishers | 殷琰鋒 Iko In

我是来自马来西亚的设计媒体人，已经连续15年参加中国家博会（广州），希望通过本次展会把最新的资讯、最潮的设计以及优秀的设计师介绍给马来西亚观众。这两天我参观了许多家具产品，给我最大的感触就是感觉更加国际化，设计风格非常多样，产品很具有设计感，同时也蕴含许多设计背后有趣的故事。在这里希望中国家博会（广州）越办越好，也希望越来越多的展商带来更多优秀的产品。

Iko In from Creative Home In Publishers

I am a design journalist from Malaysia. I have participated in CIFF Guangzhou for 15 consecutive years. I hope to introduce the latest information, the trendiest design and excellent designers to Malaysian audience through this exhibition. I saw a lot of furniture products in the past two days, and the biggest impression was that they were more international and the design styles were very diverse. At the same time, there were many interesting stories behind the design. I hope that CIFF Guangzhou will be better and better, and more and more exhibitors will bring more excellent products.



EBAY 大中华区商务拓展经理 | 张磊

本届中国家博会（广州）上，我看到有很多中国优秀的产品品牌、设计师、买手等来到现场，通过这个平台让更多的工厂、企业认识到我们跨境电商目前的发展。我觉得本届展会非常成功，疫情以来，我是第一次在展会上面看到这么多国外的友人的面孔，令我十分激动！我看到了商机与市场的回暖，这让我对未来充满了期待。

Zhang Lei, Business Development Manager of EBAY Greater China

At this CIFF Guangzhou, I saw that many excellent Chinese product brands, designers, buyers visit the show. Through this platform, more factories and enterprises got to know more about the current development of cross-border e-commerce. I think this exhibition is very successful. Since the epidemic, it is the first time for me to see so many faces of foreign friends at the exhibition, which makes me very excited! I can see a recovery in the business and the market and I really look forward to the future.



陕西名韵世家 董事长 | 张文广

这次参加中国家博会（广州）想要看一些新的产品和新的潮流方向，也想来进行同行之间的交流。我觉得交流很重要，展览能及时带来信息互通，让更多人的交流学习保证我们企业的良好发展。这次展会客流量是我观展遇到最大的一次，另外我觉得参展商带来的产品也有很大的变化，新产品很多，软体类参展商也非常多，我觉得这是一个新的风向标。

Zhang Wenguang, Chairman of Shaanxi Mingyun Noble

This time, I want to see new products and new trends in CIFF Guangzhou, and I also want to communicate with counterparts in the industry. I think communication is very important. The exhibition provides the latest information of the industry and allow more people to exchange and learn. The traffic of this edition is the largest I have encountered in the exhibition. In addition, I think the products brought by the exhibitors have also changed a lot. There are many new products, and there are also many software exhibitors. I think this is a new trend.





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