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Asia's Leading Furniture Production Fair

Asia's
Leading
Event

CIFM / interzum guangzhou

Ciff 28.-31.03.2023 Guangzhou, China
Canton Fair Complex, Pazhou, Guangzhou
Held concurrently with China International Furniture Fair

Book your space **NOW!**

Chinese Version



English Version



CFTC

中国对外贸易中心集团有限公司
CHINA FOREIGN TRADE CENTRE GROUP, Ltd.



Facts & Figures



330,000 m²
Exhibition Space*



1,100
Exhibitors



194
International
Exhibitors

nearly **140,000**
Trade Visitors*

**Statistics covered CIFF.*

interzum guangzhou was introduced into China in 2004 from Germany's world-renowned furniture production, woodworking and interior decor trade fair interzum, which has more than 60 years of history.

As the largest and most comprehensive event of it's kind in Asia, CIFM/interzum guangzhou is undoubtedly the one-stop platform for the industry in the region.

Exhibit Profile



Hardware and Components



Materials for Interior Works



Materials for Upholstery



Wood Product and Adhesive



Machinery for Woodworking



Machinery for Upholstery



** Selected International Brands in 2022, in no particular order.*

2022 Show Review

Exhibitor Feedback

A showcase of the Asian furniture industry ecosystem

95.2% Exhibitors believe that interzum guangzhou is a high-quality platform for **launching new products**

96.6% Exhibitors established connections with **target buyers**

96.4% Exhibitors believe participating in interzum guangzhou will **increase brand awareness**

89.4% Exhibitors would **recommend peers** to attend the fair

94.5% Exhibitors are planning to **exhibit again in 2023**

What Our Exhibitors Say

“interzum guangzhou covers the entire industry chain, it is especially great for factories and B2B customer groups. If you have good ideas and good products, you can showcase them here. We are presenting our products for the first time in China, and basically all top domestic brands are here -- this is our biggest gain this time. Through this interzum guangzhou platform, we want to tell domestic brands that we have very unique and excellent products to offer.”

—Coolist
Mr. Kevin Lin, General Manager

“I really like to participate at interzum guangzhou. It's a great experience and this year is no different. We see a lot of international exhibitors at the interzum guangzhou, and are very excited to also be a part of it. Despite all the challenges, the event has still maintained its high quality.”

—SIMALFA®
Mr. Jochen Schanbacher,
General Manager China

“The biggest attraction of interzum guangzhou is its professionalism and international image with local features. We believe that interzum guangzhou is the most professional industrial exhibition in the region. We would like to continue our partnership with interzum guangzhou to showcase our brand and products.”

—Kronospan
Mr. Bruce Hua, National Sales & Marketing Director

“It's always a good opportunity to work with interzum guangzhou. Vitality and sustainability are very important to LINAK and we're a very big believer in innovation. It's a good opportunity for us to do that through interzum guangzhou. If you're gonna be in furniture and especially as a component supplier, you should be here!”

—LINAK China
Mr. Simon Jenkinson, President

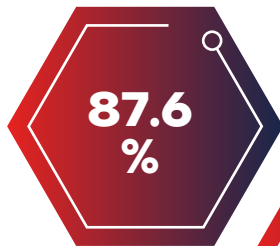


2022 Show Review

Visitor Feedback

Nearly 140,000 professionals gathered to do business

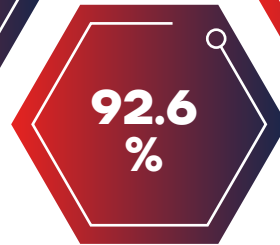
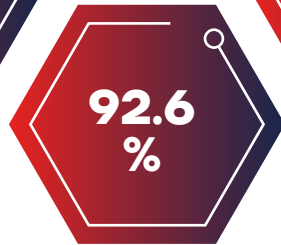
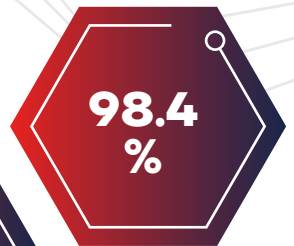
Visitors involved in
product procurement



Visitors satisfied with results of
searching for / becoming a **sales
representative** of the Exhibitors



Visitors plan to
visit again in 2023



Visitors satisfied with
results of **searching for
new suppliers**

Visitors satisfied with
the **onsite seminars**
they participated

What Our Visitors Say

“ This time we mainly wanted to purchase wood-based panels and value-added products for interior design as well as semi-finished products, and we have successfully met with matching suppliers. ”

—**190 Furniture J.S.C**

Mr. Huynh Kim Hung,
Business Development Department

“ The market is dynamic, we need different materials at different times. It was useful for us to do the meetings. ”

—**Newmood**

Mr. Ömer Akbulut, Export Department

“ I benefited tremendously this time and greatly improved the efficiency of supplier development. ”

—**Muli**

Mr. JieHu, Director of Supply Chain
Management

“ This kind of targeted matching is extremely time-saving and helpful for finding suppliers. ”

—**Snimay**

Ms. Jinmei Feng & Ms. Xingxing Xia,
Procurement Representatives

Value-added Events

Tapping business opportunities for exhibiting brands

interzum guangzhou Furniture Accessories Award

With its German origins from the influential interzum Award for the global furniture manufacturing industry, the award aims to be the Asian equivalent and an authoritative annual selection of the most innovative furniture accessory products for the region.

After rigorous evaluation by an international expert consultant team, the top 20 accessories of the year will be displayed at a dedicated showcase during the 4-day event to serve as important references for furniture designers and custom furniture makers.



VSIL@Forum x VSIL@Gallery

Under the motto "Vitality of Sustainable Innovation to Life," the VSIL@Forum and VSIL@Gallery -- Material Aesthetics Laboratory provides exhibitors with diversified exposure opportunities with a novel exhibition format and curatorial concepts.

2022 VSIL@Forum Presented by:



"Boundless Design" Forum

Led by representatives from companies in the fields of furniture design and high-end customization, the "Boundless Design" forum analyzes topics on office furniture design, smart bespoke homes, delivering fresh perspectives and inspirations to attendees.

2022 Forum Presented by:



Offline-2-Online Business Matching

Aimed at breaking time and location boundaries, the Offline-2-Online Live Business Matching serves to offer buyers with an understanding of the latest market conditions without having to be physically present.

Representing Buyers in 2022:



On-site Business Matching

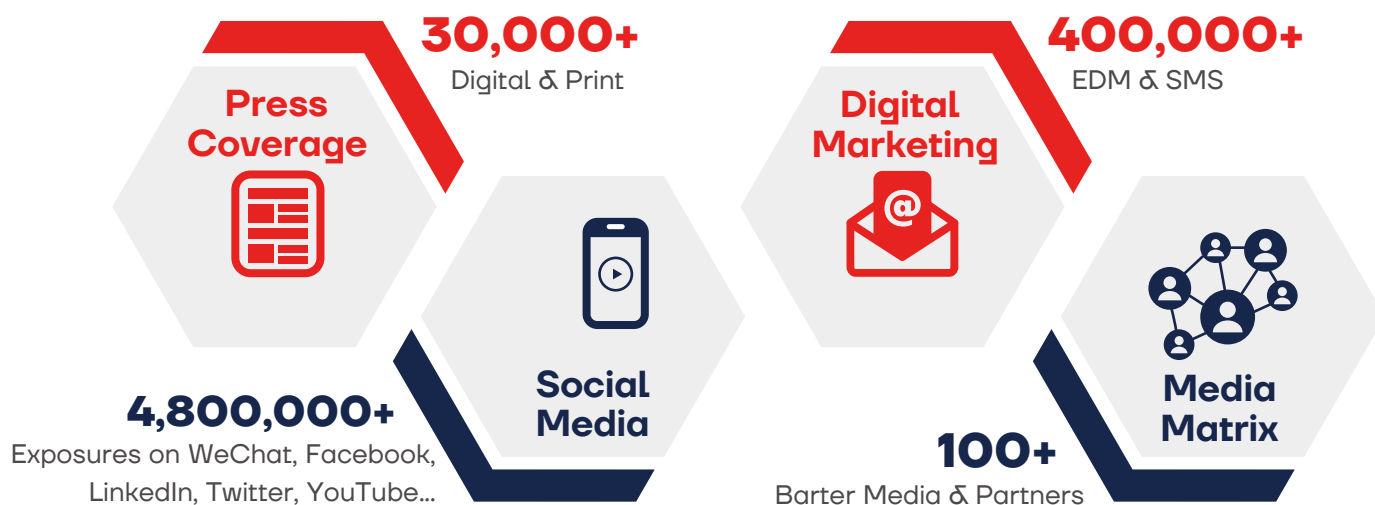
interzum guangzhou provides an unparalleled platform for manufacturers and invited VIP buyers with dedicated one-to-one business matching opportunities.

Representing Buyers in 2022:



Marketing & Promotion

Extensive marketing campaign to enhance the effect



Exhibitor Contact

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