**中国家博会（上海）简介**

**展会介绍：**中国（广州/上海）国际家具博览会（简称“中国家博会”）创办于1998年，迄今已连续举办四十四届。从2015年9月起，每年3月在广州琶洲、9月在上海虹桥举办，春秋两届共汇聚超6000家海内外顶尖品牌，接待超34万名专业观众，有效辐射中国经济最有活力的珠三角和长三角地区，彰显春华秋实的双城魅力。第46届中国家博会（上海）将于2020年9月7-10日在上海虹桥·国家会展中心举办，作为2020下半年最后一次全球规模最大的家居界盛会，助力家居行业突围疫后市场。

**展会时间：**2020年9月7-10日 9:30-18:00

**展会地点：**上海虹桥·国家会展中心

**展会主题：家居虹桥，链接全球**

**展会亮点：**1.展会展出题材全面，覆盖家居上下游全产业链，以设计家居、国际家居等核心板块为基础，涵盖睡眠及两厅家具、沙发、办公商用及酒店家具、 家具生产设备、饰品家纺、户外家居及配件辅料等家居上下游全题材。2.聚焦原创设计，引领家居消费新趋势，设计馆进一步扩容，完善品牌结构，优化设计品质，打造（：意 思：）设计展、DDS展、大观茶典、办公生活主题馆等超级IP。3.展店联盟背书，影响力辐射全球，打破传统模式，创新推出线上展览新模式，CIFF新物节、云展会小程序、线上直播、B2B交易平台、云逛展等精彩不断，精准定位目标客群。

**展会官网：**www.ciff-sh.com

**CIFF (Shanghai)**

**Exhibition Information:** Founded in 1998, China International Furniture Fair (Guangzhou/Shanghai) (“CIFF”) has been held successfully for 44 sessions. Starting September 2015, CIFF takes place annually at Pazhou in Guangzhou in March and at Hongqiao in Shanghai in September. The spring and autumn editions bring together a total of more than 6,000 top brands at home and abroad and host more than 340,000 professional audiences, radiating into the Pearl River Delta and the Yangtze River Delta, the two most dynamic commercial centers in China. The 46th CIFF (Shanghai), as the world’s largest industry event in the second half of 2020, will take place at National Exhibition & Convention Center (Shanghai), Hongqiao on September 7-10, 2020, helping the home furnishing industry break through the post-pandemic market.

**Time:** September 7-10, 2020 9:30-18:00

**Venue:** National Exhibition & Convention Center (Shanghai), Hongqiao

**Theme: Connecting the World**

**Highlights:** 1. The 46th CIFF (Shanghai) will, based on the core sectors including home furnishing design and international home furnishings, cover the themes in the upstream and downstream industries of home furnishings such as sleeping & living room/dining room furniture, sofas, office, commercial & hotel furniture, homedecor & hometextile, outdoor furniture, woodworking machinery and furniture raw materials. 2. Focus on the creative design and set the trend in home furnishing consumption. The Design Hall will be further expanded to improve the brand structure, optimize the design quality and create the super IP events such as the EAST Design Show, Design Dream Show (DDS), Daguan Tea Ceremony and Office Life Theme Pavilion. 3. The exhibition-mall alliance with international influence breaks the traditional models and innovates in launching online new exhibition models, CIFF New Things Festival, cloud exhibition mini apps, online live stream, B2B trading platform and cloud visit for accurate positioning of target clients.

**Website:** www.ciff.furniture