

# THE FIRST DESTINATION

for International Furniture and Furnishing Purchases in China

**SEPTEMBER 11-14, 2024**

📍 National Exhibition and Convention Center (Shanghai Hongqiao)

## Attendees Services

### 1. Flight/hotel discounts

The official partner of CIFF for business travel -- China Southern Airlines offers discounts on exclusive air tickets. The official partner hotel of CIFF also offers booking discounts.

### 2. Business matching service

**Online Matching:** 365-day online exhibition platform, precise business matching through private domain data flow.

**Offline Events:** industry trend activities, pre-exhibition promotions, designers' seminars.

**Business services during exhibition:** exclusive exhibition franchise policies, business negotiation areas, high-quality resources, and high-end circles.

### 3. Transportation services

Airport and train station pick-up service; bus pick-up and drop-off services for nearby areas.

### 4. VIP exclusive service

Apply to become an exhibition VIP and enjoy membership benefits such as reservation-free registration, quick entry, hotel accommodation, VIP lounge, etc.

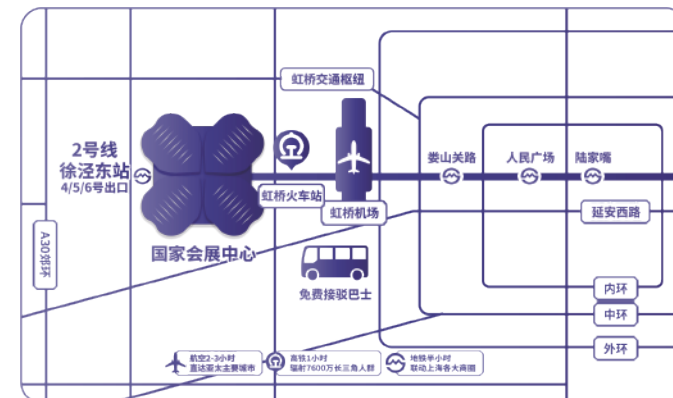
## Attendees Consultation

**Aurora Pang**

Tel: 86-021-39880450 Email: pangsy@ctme.cn

## Transportation

**Address:** National Exhibition and Convention Center, 333 Songze Avenue, Qingpu District, Shanghai.



**By air** | Hongqiao Airport / Pudong Airport  
Line 2 direct to the hall

**By train** | Hongqiao Railway Station  
Line 2 direct to the hall

**By subway** | Line 2  
East Xujing

**Free shuttle bus** | Pudong Airport / Hongqiao Airport /  
Hongqiao Railway Station direct to the hall



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## Exhibition Overview

China (Guangzhou/Shanghai) International Furniture Fair (hereinafter referred to as "CIFF"), the best one-stop global home furnishing trading platform, was founded in 1998 and has been held for 52 consecutive sessions.

Since September 2015, it has been held in Pazhou, Guangzhou every March and Hongqiao, Shanghai every September. The spring and autumn sessions have brought together about 6,000 top domestic and foreign brands, received more than 500,000 professional visitors, and effectively radiated the most dynamic sectors of China's economy, i.e. the Pearl River Delta and the Yangtze River Delta regions, showcasing the charm of these two metropolises in spring and autumn.

After more than 9 years of development, CIFF (Shanghai) is now taking a quality domestic market as the foundation, striving to boost domestic and foreign sales at the same time. It integrates and empowers the exhibition stores, and allows the top design brands and the leading brands in the industry to reinforce each other. CIFF (Shanghai) exhibits comprehensive themes, covering the entire industry chain (both upstream and downstream) of furniture and furnishing. With home design as the core, CIFF covers all themed products including bedding, sofas, dining & living rooms furniture, office & public spaces and hotel furniture, furniture machinery, home textiles and accessories, outdoor furniture & furnishing, etc. As the world's leading professional home furnishing exhibition, CIFF (Shanghai) also holds CIFF Shanghai Equipment Exhibition, CIFF Shanghai Offices & Public Spaces Exhibition, CIFF Shanghai Home Textiles & Accessories Lifestyle Exhibition, and CIFF Shanghai Urban Outdoor Furniture Fair at the same time. The participating brands in each session exceed 1,500, with over 150,000 visitors. We are committed to achieving 365-day omni-channel marketing and building a diversified and win-win home furnishing ecosystem.

<b>TIME</b>	<b>Exhibition Time</b> 9:30-18:00, September 11 to 14, 2024
<b>PLACE</b>	<b>Venue</b> National Exhibition and Convention Center (Shanghai Hongqiao)



### Mission

To build a world-class exhibition platform and serve the high-quality development of the home furnishing industry



### Vision

The premier exhibition of China's home furnishing business design

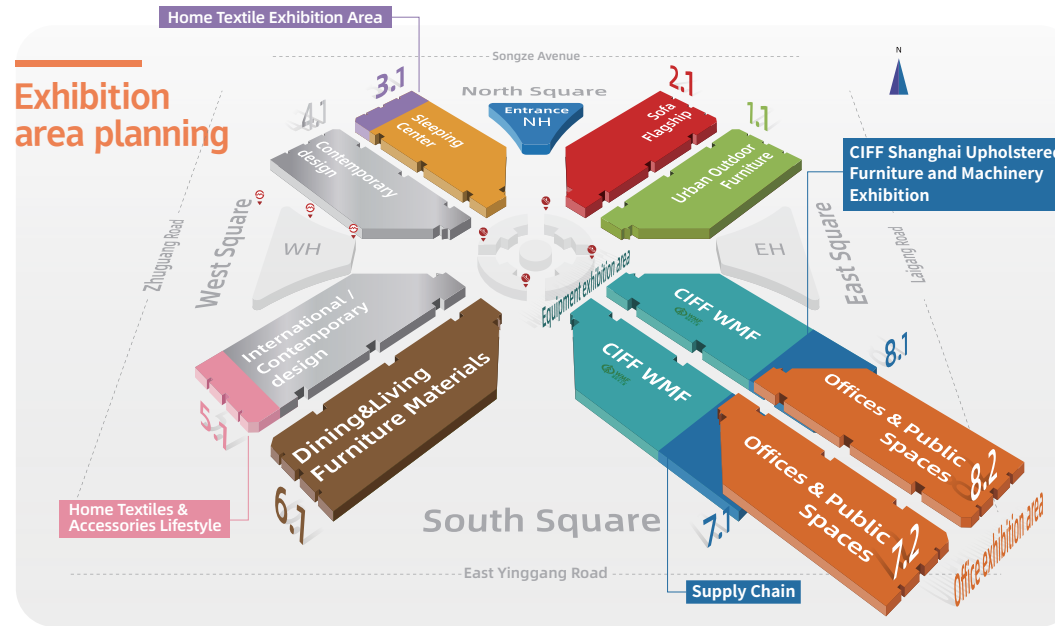


### Positioning

The World's Preferred Platform for Home Design

## Data for 2023

340000m <sup>2</sup>	1500	93474
Exhibition scale	Exhibiting brands	Number of people



## Design Pavilion, leading new trends in furniture consumption

- Bringing together top international and domestic design brands

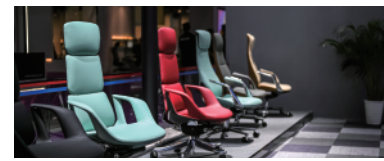


## High-end upholstered furniture pavilion, showcasing high-quality home consumption scenes

- Including Sofa Pavilion and Sleeping Center



### CIFF (Shanghai) Offices & Public Spaces Exhibition



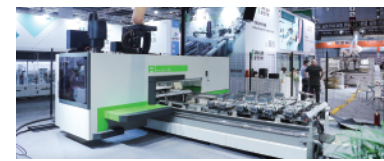
### CIFF (Shanghai) Urban Outdoor Furniture Fair



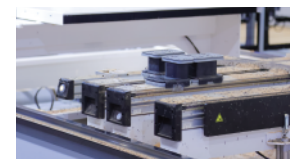
### CIFF (Shanghai) Home Textiles & Accessories Lifestyle Exhibition



### CIFF (Shanghai) Upholstered Furniture and Machinery Exhibition



### CIFF Woodworking Machinery Fair (WMF)



## 5 SUB-EXHIBITIONS

Promote the upgrade of furniture and furnishing supply

## Visitors



### Professional attendees (including distributors) 70%

Distributors / Agents, Furniture / Building Materials Manufacturers, Buyers (Real Estate Agents / Purchasing Departments of Guesthouse / Hotel / Large Institutions), Traders (Import and Export Traders / Foreign Offices in China), OEM / Parts Manufacturers / Suppliers, Building Materials Markets / Home Furnishing Stores / Internet, Channels / Cross-border E-commerce

### Designers 20%

Interior Design, Commercial Space Design, Architectural Designers, Product Designers, Furnishing Design, Urban Planning and Design, Public Art / Landscape / Exhibition Design, Home Decor Companies, Corporate Decor Companies, Design Schools, Furnishing Designers, etc.

### Media/Industry Associations 5%

### Teachers & students from colleges & universities 5%

## Featured Theme Exhibition & Forum Activities

### East Design Show

Curator | Zhu Xiaojie



### Design Dream Show (DDS)

Curator | Tang Lin



### Grand View Tea Ceremony

Curator | Huang Jianhui



### Office and Life Pavilion

Curator | Xu Zhaoming



### CIFF SELECT SHOW

Planning Institution | ZMedial Home



### Harmony at Home Makes Everything Prosper

Curator | Zheng Yang  
Co-curator | Chen Zhixuan

