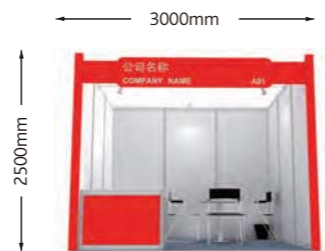


Cost of Participation

参展费用

- | | |
|--|--|
| ▶ Space Only (min. 18 sqm)
EUR 230 or RMB 1,700 | ▶ 光地 (最少18平方米)
1,700 人民币 或 230 欧元/平方米 |
| ▶ Standard Shell Scheme* (min. 9 sqm)
EUR 280 or RMB 2,200 | ▶ 普通标摊 (最少9平方米)
2,200 人民币 或 280 欧元/平方米 |
| ▶ Premium Shell Scheme** (min. 18 sqm)
EUR 290 or RMB 2,300 | ▶ 高级标摊 (最少18平方米)
2,300 人民币 或 290 欧元/平方米 |



* Standard Shell Scheme / 普通标摊



** Premium Shell Scheme / 高级标摊

www.interzum-guangzhou.com

cifm.fairwindow.com



中国广州国际家具生产设备及配料展览会
China International Furniture Machinery & Furniture Raw Materials Fair (Guangzhou)



interzum guangzhou

市场前景 纵览于此 Shaping The Future

About The Organizers

Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the accomplished interzum, imm and Orgatec in Cologne, Germany. With over 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop interzum guangzhou into the premier international furniture production trade show in Asia.

China Foreign Trade Centre (Group)

The China Foreign Trade Centre (Group) is a highly qualified and experienced exhibition company. For more than 50 years, it has been organizing the China Import and Export Fair (also known as the Canton Fair), the largest trade fair in China. It is also the organizer of CIFF (China International Furniture Fair Guangzhou), Asia's biggest furniture trade fair.

关于主办方

德国科隆展览有限公司

作为国际知名的展会主办方，德国科隆展览有限公司成功举办了诸如科隆国际家具生产、木工及室内装饰展 (interzum)、科隆国际家具展 (imm)、科隆国际办公家具及管理设施展 (Orgatec) 等在行业内处于绝对领先地位的专业展会。凭借90年针对大型展会的成功操作经验，德国科隆展览有限公司将为中国广州国际木工机械、家具配料展览会提供全面专业的运作保障。

中国对外贸易中心(集团)

中国对外贸易中心(集团)是“中国第一展”、有50多年历史的“中国进出口商品交易会”的承办方，拥有强大的销售网络和买家邀请渠道；该中心主办的“中国广州国际家具博览会”已成功举办33届，是亚洲最具规模和影响力的国际性专业家具展，享有“亚洲家居交易中心”的美誉。

Contact Us / 联系我们

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About CIFM / interzum guangzhou

As Asia's leading event in the woodworking machinery, furniture production and interior design industry, CIFM / interzum guangzhou provides the definitive one-stop platform for industrial suppliers from all vertical sectors to showcase a wide range of products and technologies, and to meet professional buyers from all over the world. The 2016 event occupied **140,000** sqm of exhibition space across Area B and Area C with **1,243** exhibitors from **38** countries and regions, and attracted **73,312** professional buyers from more than **100** countries and regions all over the world (combined with the China International Furniture Fair – Office Show segment).

概述 CIFM / interzum guangzhou

作为亚洲地区木工机械、家具制造与室内装饰行业的顶级贸易展览会，CIFM / interzum guangzhou 秉持为行业的各个领域的制造商与采购商提供优质的“一站式”贸易平台，也吸引了众多国内外企业展示最新的产品与技术，汇聚了海内外的专业买家。2016年展会规模达**140,000**平方米，横跨琶洲展馆B区与C区展馆；共吸引了来自**38**个国家与地区的**1,243**家企业参展与全球超过**100**个国家与地区的**73,312**名（统计包括CIFF办公家具展）专业观众到访参观。



Facts & Figures

- **Show Date:** 28 - 31 March 2017
- **Venue:** China Import and Export Fair Complex
- **Organizers:** Koelnmesse China Foreign Trade Centre (Group)
- **Event Frequency:** Annual
- **Year of Foundation:** 2004
- **Admission:** Trade visitors only
- **Registration Deadline:** 15 November 2016
- **Exhibition Space:** 140,000 sqm
- **No. of Exhibitors:** 1,200+
- **No. of Visitors:** 70,000+

Visitor Profile

- Furniture Manufacturing
- Wood and Plastic Trading
- DIY (Do-it-yourself), BIY (Build-it yourself)
- Institutions
- Wood and Plastic Processing
- Furniture Wholesale and Retail
- Interior Design

Product Groups

- Materials and Components for Furniture Production
- Machinery, Materials and Components for Upholstery and Bedding
- Machinery, Materials and Components for Interior Works
- Machinery and Auxiliary Machinery for Woodworking and Furniture Production
- Media and Trade Associations

展会相关信息

- **展会时间:** 2017年3月28至31日
- **展览场地:** 中国进出口商品交易会展馆
- **主办方:** 德国科隆展览有限公司 中国对外贸易中心(集团)
- **展会周期:** 一年一次
- **创办年份:** 2004年
- **入场参观:** 仅对专业观众买家开放
- **参展报名截止日期:** 2016年11月15日
- **展会面积:** 140,000平方米
- **参展商:** 预计超过1,200家
- **专业观众:** 预计超过70,000名

观众范围

- 家具制造业
- 木材及塑料制品贸易
- DIY (自己动手做) 和 BIY (自己动手建构)
- 公关机构
- 木材及塑料制品加工
- 家具批发及零售
- 室内设计

展品范围

- 家具生产原料及配件
- 软体家具和床具生产机械、原料及配件
- 室内装饰机械、材料及配件
- 木工、家具生产机械及辅助设备
- 其它：媒体、贸易推广机构

Why Exhibit

- **Gain** more exposure from Koelnmesse's global interzum network of event marketing and promotion
- **Meet** over 70,000 professional trade buyers along with CIFF, boosting your business in China and the Asia region
- **Connect with** CIFF exhibitors under the same roof, yielding double the result with half the effort
- **Achieve** greater attention from the furniture and furniture production industry in China and even globally by launching your products at one of the world's biggest production regions
- **Exhibit** alongside other leading exhibiting companies from all over the world and enhance your company and brand image
- **Keep up** with the latest market trends and needs by participating in exciting side events
- **Enjoy** more professional service from Koelnmesse with over 90 years' experience in the exhibition industry

10 International Pavilions

- American Hardwood Export Council (AHEC)
- Canada Wood
- ProChile
- French
- Germany
- Italy
- Korea
- Spain
- Turkey
- USA / Canada

选择 interzum guangzhou / CIFM 的理由

- interzum全球系列展会在华唯一子展，独享科隆国际展览公司全球推广网络资源
- 与亚洲规模最大的家具展——广州国际家具博览会（CIFF）同期同馆举办，共享超过7万名专业买家资源
- 直接与广州国际家具博览会（CIFF）展商面对面交流，业务成交事半功倍
- 位于全球最大的家具制造基地中心，在此展示、发布产品，获得更多全球行业人士的关注
- 与来自全球1,200多家顶尖行业制造商同台竞技，提升品牌形象
- 数十场精彩纷呈的现场活动，轻易获取最新行业与市场资讯
- 获得来自拥有90多年专业办展经验的德国科隆国际展览公司的专业服务

10 大国际展团

- 美国阔叶木外销委员会展团
- 加拿大木业协会展团
- 智利展团
- 法国展团
- 德国展团
- 意大利展团
- 韩国展团
- 西班牙展团
- 土耳其展团
- 美国 / 加拿大展团

2016 Post Show Report

展后报告

2016 Facts & Figures 展会数据一览

Exhibitors

Number of exhibitors **1,243** companies
 Number of international exhibitors **313** companies
 Number of countries and regions **38** countries and regions

Floor space occupied

140,000 sqm

Visitor attendance

73,312 visitors from over **100** countries
 (combined with China International Furniture Fair – Office Show segment)

8 International pavilions at CIFM / interzum guangzhou 8大国际展团

- American Hardwood Export Council (AHEC)
- Canada Wood
- ProChile
- French
- Spanish
- German
- Turkish
- USA / Canada

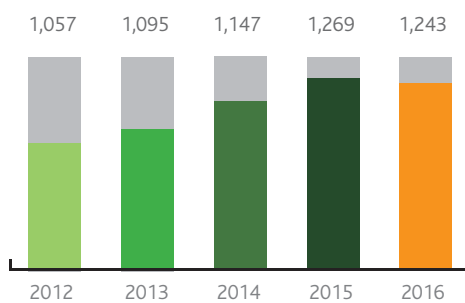
38 Exhibiting Countries / Regions 38个国家及地区

- | | | | | |
|--------------|---------------|-----------------|---------------------|-------------|
| 1. Australia | 9. France | 17. Latvia | 25. Spain | 33. UAE |
| 2. Belgium | 10. Germany | 18. Macao | 26. Sri Lanka | 34. UK |
| 3. Brazil | 11. Hong Kong | 19. Malaysia | 27. Sweden | 35. Ukraine |
| 4. Canada | 12. India | 20. Poland | 28. Switzerland | 36. Uruguay |
| 5. Chile | 13. Indonesia | 21. Portugal | 29. Taiwan | 37. USA |
| 6. China | 14. Israel | 22. Romania | 30. Thailand | 38. Vietnam |
| 7. Denmark | 15. Italy | 23. Singapore | 31. The Netherlands | |
| 8. Estonia | 16. Japan | 24. South Korea | 32. Turkey | |

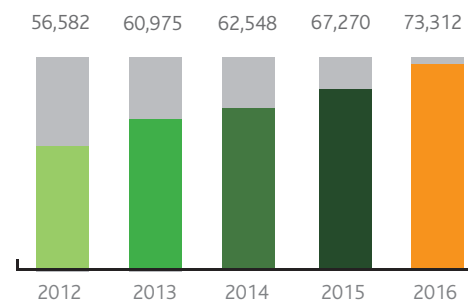
Steady Growth of CIFM / interzum guangzhou Over the Past 5 Years

过去五年展会平稳增长

Exhibitor Numbers



Visitor Numbers



Exhibitors' Feedback

展商反馈

97% of exhibitors viewed CIFM / interzum guangzhou as an "excellent" or a "good" platform to introduce new products
 参展商认为CIFM / interzum guangzhou是发布新产品的最佳平台

82% of exhibitors signed up onsite to participate again next year.
 参展商在现场已经报名参加下届展会

97% of exhibitors were satisfied with the show results
 97% 参展商对参展效果满意



75% exhibitors were confident of follow-up business
 75% 参展商对后续的销售有信心



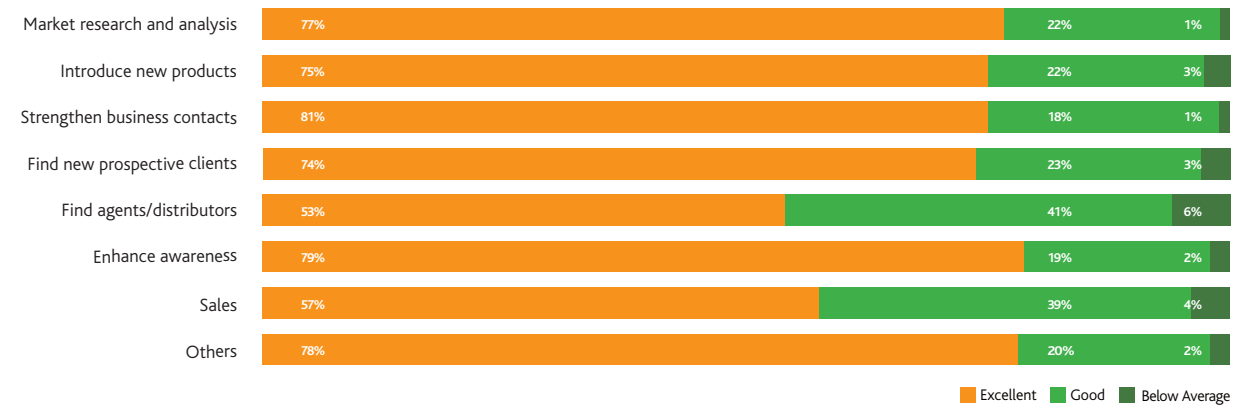
Rating of Visitor Quality 参展商对观众质量评价



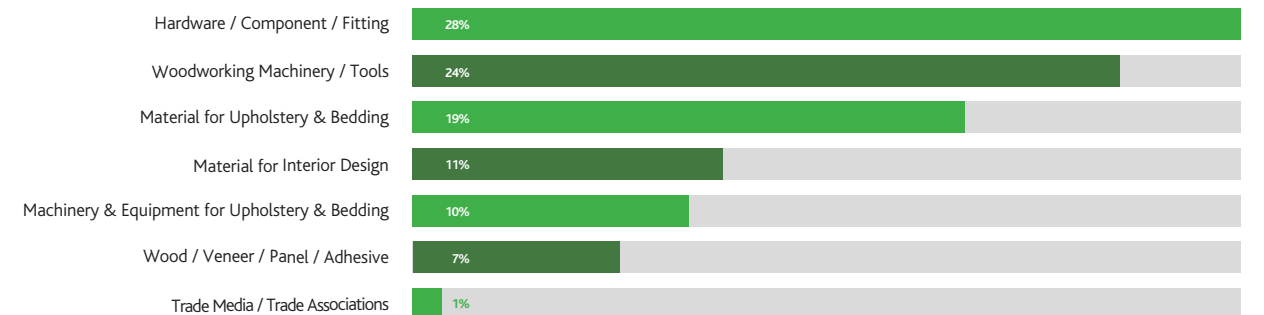
Rating of Visitor Number 参展商对观众数评价



Success Rating Related to Stated Objectives 参展商对展会各项指标的满意度



Exhibitors by Product Segment 参展商的产品类别



What Our Exhibitors Say 展商语录

"We had a good impression on the first day. We have many visitors from both China and other countries. I am quite happy we are able to meet so many customers from Asia here. This is the first time we participate in interzum guangzhou, and also our first show in China. We chose interzum guangzhou because we had a very good experience and excellent results when we exhibited at interzum in Germany. This is the best option for us to develop the Asian market."

Arch. Carlotta Terragni / Dr. Marzia Riva
Servetto S.r.l.



"I am very satisfied with this year's interzum guangzhou. There are many visitors, and the quality is even better than in previous years. Our members are very satisfied. In the meantime, we also have a lot of members who are unable to participate and still on waitlist due to space constraints. I hope we will have the opportunity to expand the area of our pavilion, so more members could be here."

Mr. John Chan
Regional Director
American Hardwood Export Council



"Our company has been exhibiting at interzum guangzhou for many years. Based on this year's turnout, the crowd is good, and we are happy with it. Many of our customers from the cabinet industry have come to visit as they are also very interested in interzum guangzhou. This year, we moved our annual 2016/2017 Global Color Trends conference to the show to make better use of this platform to interact with customers."

Mr. Roy Jiang
Product Manager
Citiking Trade Co. Ltd., Shanghai / RENOLIT SE



"This is our first time here. Hall 12.1 is a new hall, but we had a lot of customers coming to visit. It was quite good and we've gotten many contacts. I am also quite satisfied with the number of international visitors here, many from the Asian region, I can see a lot of companies in our field. It is good for us to be here. We participate in interzum guangzhou because we know the "interzum" name. We have already filled in the reservation form for next year."

Mr. Andre Chehab
Marketing
ALFA Klebstoffe AG

"interzum guangzhou is quite strong in terms of visitors. Compared with other shows, there are more exhibitors and machinery here. It's much more diverse and international. I thank the organizer for their efforts. We are growing together with the show. The organizer is the one of the main elements for us to consider our

Mr. Patrick Jakob
International Sales Executive
Artilat NV

"interzum guangzhou is very good. We have lots of prospective customers here. Many people want to know about our software and we are searching for agents for the Asian market. This is our first time to China. We will participate again next year and apply for a bigger booth."

Ms. Evelyn Edelmann
CEO Assistant
PYTHA Lab GmbH



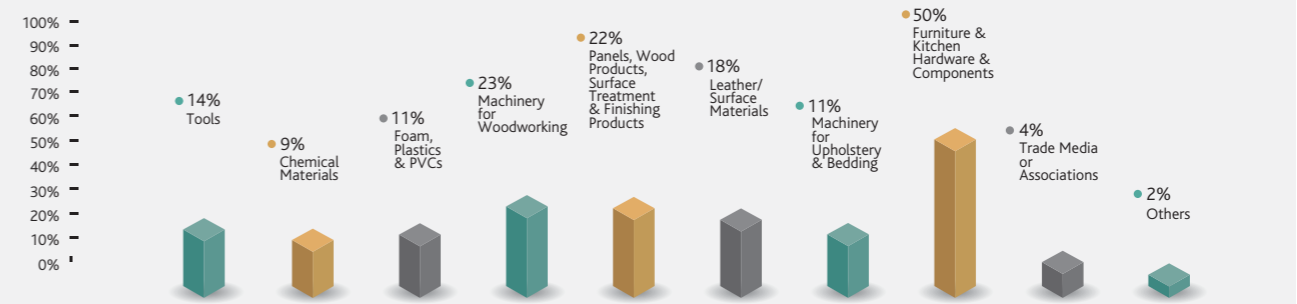
Visitors' Feedback 观众反馈

93% of visitors are involved in the purchase of products
观众涉及采购环节

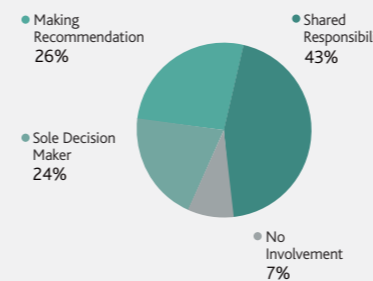
98% of visitors have obtained the latest industry and market information at the show
观众在展会上获得了最新的市场信息

69% of visitors are heads of departments or of higher level
观众为部门主管以上级别

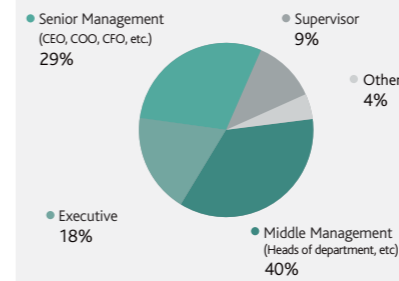
Product Segments Visitors Were Interested In 观众感兴趣的产品类别



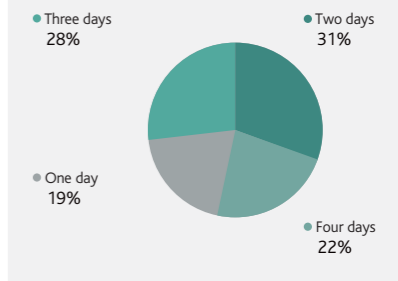
Role in the Purchasing Process 观众在采购环节中的地位



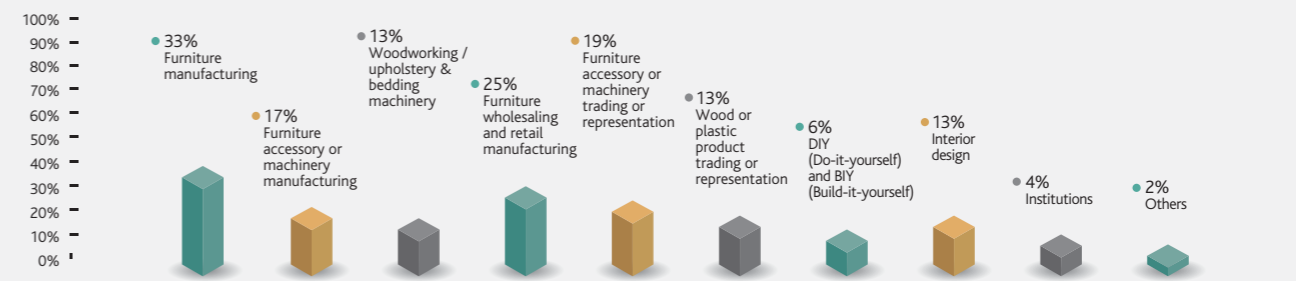
Visitors by Job Function 观众的职位



Visitors by Visit Days 观众的参观天数



Visitors by Business Category 观众所属行业



What Our Visitors Say 观众语录

"We've found so many suppliers here. It's an extremely good platform to meet them in person. Although this is my first time visiting interzum guangzhou, we still think the exhibition is great! We hope to visit the show again."

Mr. Mihail Tornea
Vice Director
Mezanin-V Srl

"I've been visiting interzum guangzhou for six years mainly to purchase equipment and furniture accessories. Over the years, I've witnessed the growth of the exhibition, with its expanding exhibit categories and participating brands, providing us with a lot of high quality suppliers annually. Products showcased at the international halls are of high quality, on-site services provided by the organizers are very thoughtful, and the event has a rich and exciting fringe activities program."

Mr. Huang Hai
Manager
Huihai Group