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## interzum guangzhou 2020 to serve up multitude of “Belt & Road” opportunities for upstream furniture production industry

China’s Belt and Road Initiative could not have come at a better time for Asia’s largest and most comprehensive woodworking machinery, furniture production and interiors trade fair. The industry is booming and manufacturers are hungry for a coveted booth space at the event every year.

Held in its namesake city from 28 - 31 March 2020, CIFM / interzum guangzhou is regarded by the industry as a key gateway for foreign furniture suppliers to enter the fast-growing China market and an ideal place to size up the competition.

With Guangzhou being an important city for the Maritime Silk Road in the hinterland of the Guangdong-Hong Kong-Macau Greater Bay Area as well as the center of South China’s furniture manufacturing powerhouse, a growing number of buyers from the region are expected to descend at the event from 2020 and beyond.

### The “Belt and Road” wave

Riding on the opportunities brought about by China’s Belt and Road Initiative, economies along the trade route are stepping up in expanding markets and at the same time importing high-quality resources, products and technologies. The world’s leading producers of furniture raw and auxiliary materials are jumping onto the bandwagon by providing high-quality textiles, wood, woodworking machinery and furniture hardware for the global furniture manufacturing market.

The Initiative has also given impetus to alleviate logistical issues - one of the bottlenecks restricting the development of the industry - with rapid progress driven by China to establish and better infrastructure and connectivity.

### Rise of custom furniture market

Spanning 5,000 square meters, the expanded Custom Furniture Suppliers zone in Hall 14.1 is dedicated to showcasing a host of products such as accessories for upholstered furniture, textiles, hardware components and panels.

The welcomed move came against the backdrop of stable growth rates of China’s custom furniture market at above 20 percent over the past seven years. 2018 saw an increase of 20.2 percent over the previous year to about US\$41.4 billion. It is predicted that by 2020, the market size is expected to exceed US\$48.5 billion. At present, market penetration of custom furniture stands at a low 30 percent, compared with 60-70 percent in developed countries, like the U.S. and South Korea. As the concept matures among Chinese consumers, demand is expected to extend from the current custom cabinets and wardrobes to the entire house, paving the way for tremendous growth.



interzum guangzhou  
China International  
Woodworking Machinery &  
Furniture Raw Materials  
Fair (Guangzhou) 2020

Guangzhou, China  
28-31 March, 2020

[www.interzum-guangzhou.com](http://www.interzum-guangzhou.com)

Contact:

Karen Lee

Tel:

+ 86 20 8755 2468 ext 12

Fax:

+ 86 20 8755 2970

Email:

[karen.lee@koelnmesse.cn](mailto:karen.lee@koelnmesse.cn)

Koelnmesse Co., Ltd.

Guangzhou Branch

Room 3311, Metro Plaza

183 Tianhe Road (North)

Tianhe, 510620, P.R. China

Telephone +86 20 8755 2468

Telefax +86 20 8755 2970

[info3@koelnmesse.cn](mailto:info3@koelnmesse.cn)

[www.koelnmesse.cn](http://www.koelnmesse.cn)

### **Insatiable demand for upholstered furniture**

Yet another much-anticipated enhancement made to the 2020 edition is a newly segmented Hall 12.1 to center on machinery for upholstered furniture production. Some big names to be featured include Duerkopp, Adler, Mammut(Germany), Robatech(Switzerland) and Baomo.

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Data reveals that in 2018, China's sales of upholstered furniture reached US\$90 billion, with the country becoming the world's largest consumer of the product category. The boom has driven the upstream supply chain of raw and auxiliary materials such as leather, sponge, wood and pneumatic components to prosper.

Online visitor pre-registration has kickstarted. Successfully pre-registered visitors will enjoy free and fast track entry to the event, a show catalogue, PIAZZA drink vouchers and admission tickets to the Happy Hour networking reception. For further information, visit [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com).

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**The next interzum guangzhou will take place from 28 to 31 March 2020 in Guangzhou, China.**

### **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 and imm 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 CIFM / interzum guangzhou into the premier international furniture production trade show in Asia.

[www.koelnmesse.com](http://www.koelnmesse.com)

#### **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.

#### **Koelnmesse - Global Competence in Furniture, Interiors and Design:**

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business,

Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: [www.global-competence.net/interiors/](http://www.global-competence.net/interiors/)

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**The next events:**

ZOW - 04.02.-06.02.2020

interzum bogotá - 26. 05. - 29. 05. 2020

interzum Cologne - 04.05. - 07.05.2021

**Note for editorial offices:**

interzum Guangzhou photos are available in our image database on the Internet at [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com) in the "Photo Gallery" section. Press information is available at: [www.interzum-guangzhou.com/377/index.html](http://www.interzum-guangzhou.com/377/index.html)

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**Your contact:**

Monique Fan  
Marketing & Communications Manager

Koelnmesse Co., Ltd.  
Guangzhou Branch  
Room 3311, Metro Plaza  
183 Tianhe Road (North)  
Tianhe, 510620, P.R. China  
Telephone +86 20 8755 2468  
Telefax +86 20 8755 2970  
info3@koelnmesse.cn  
[www.koelnmesse.cn](http://www.koelnmesse.cn)