



CIFM / interzum guangzhou

Post-Show Report

Ciff 28.-31.03.2023

Canton Fair Complex, Pazhou, Guangzhou
Held concurrently with China International Furniture Fair



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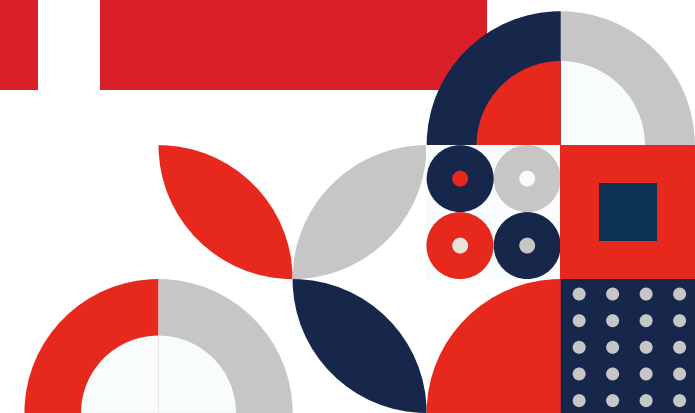


Signature
Events

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Media
Promotion





CIFM/interzum guangzhou 2023 *Shines With Success*

Successfully held in Guangzhou from March 28 to 31, CIFM/interzum guangzhou 2023, Asia's leading event for woodworking machinery, furniture production, and interior design was a resounding success.

On an impressive exhibition space of 160,000 square metres, 1,226 exhibitors presented their latest products, concepts and know-how. With a focus on innovation and sustainable development, the fair attracted almost 150,000 trade visitors and provided a platform for exchanging ideas, networking and doing business.





Facts & Figures



* Statistics covered CIFF Phase II.



Guangdong, China

An Ideal Location

Southern China is one of the biggest manufacturing hubs for furniture production in the world. Guangdong-Hong Kong-Macau Greater Bay Area poised to further elevate importance of manufacturing node in South China.

China has become an important industry hub attracting manufacturers of machinery, suppliers of raw materials and final producers of this lucrative industry.





A Central Platform to Connect the World

22 Exhibiting Countries / Regions





Exhibitor Insights

@interzum guangzhou 2023



Exhibitor Profiles / Selected International Brands

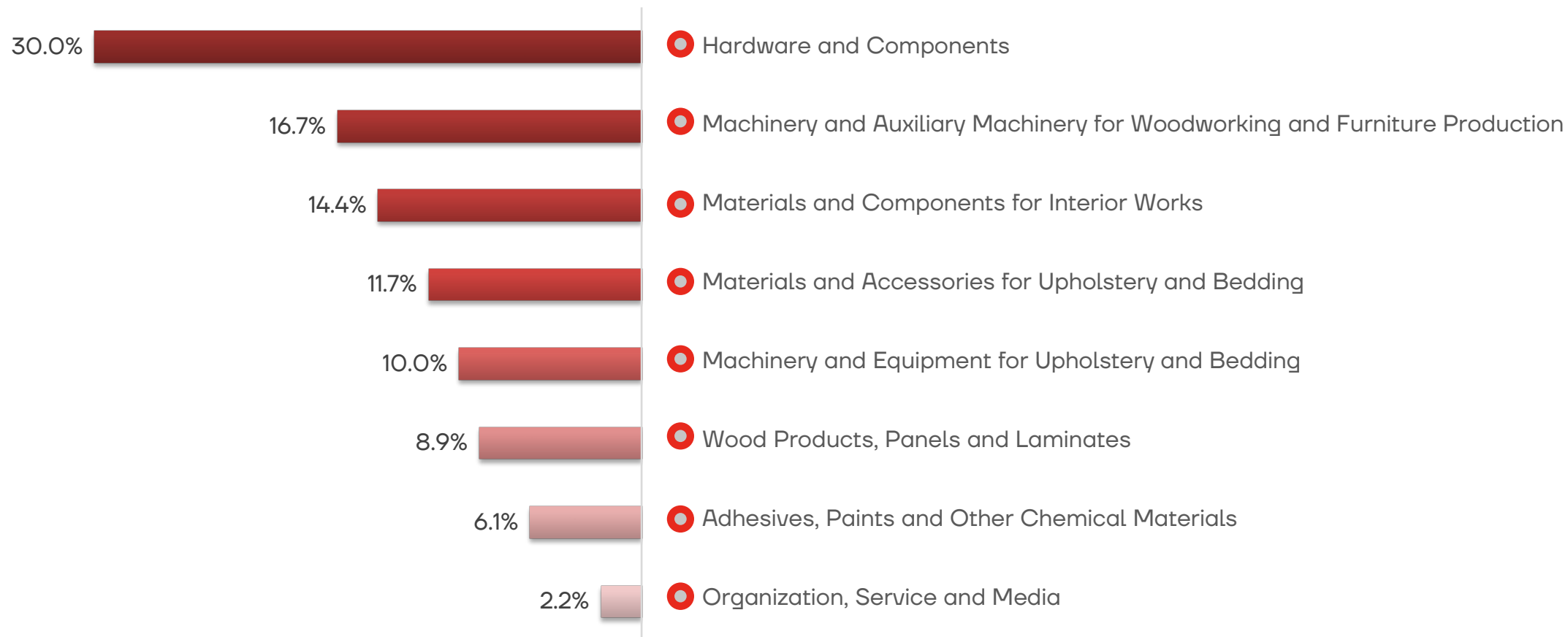


* In no particular order.





Exhibitor Profiles / Exhibitors by Product Segments





Exhibitor Feedback / Rating by Stated Objectives



95.19%

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



96.40%

Exhibitors believe participating in interzum guangzhou will **increase brand awareness.**



94.83%

Exhibitors maintained / established connections with **target buyers.**



92.30%

Exhibitors are planning to **exhibit again in 2024.**



90.20%

Exhibitors would **recommend peers** to attend the fair.

Exhibitor Feedback / What Our Exhibitors Say



Kronospan | *Oana Bodea, CEO of Kronospan Trading*

It's amazing to see that interzum guangzhou has so many visitors from all over the world. interzum guangzhou is like a very important exhibition in which everybody is coming to find new trends, the last trends, the new products.



FGV Asia Limited | *Andrea Casoni, Market Manager*

This year is quite nice. After three years of COVID, this is the first time we participate physically in this exhibition. The exhibition is quite well-organized. It's a good exhibition.



SCM Group | *Fausto Piscaglia, Country Manager China*

We are very happy to participate to the show. We have long history of participation to the show. And we are also satisfied from the organization because they always took care of our needs.



Leitz Tooling Systems | *Grace Chen, Chairwoman of the Board*

I believe the exhibition is extremely well-attended this year, with numerous potential customers. The number of orders we have received has exceeded our expectations.





interzum
guangzhou



Visitor Insights

@interzum guangzhou 2023



Visitor Profiles / Key Buyers in 2023



顶固® Topstrong

KUKA
顾家家居

MLILY 梦百合®

木里木外
MULI



MANWAH®



PIANO 皮阿诺



尚品宅配
SHANGPIN

afontane® 50th SNIMAY 诗尼曼

SCHMIDT 司米
橱柜 | 衣柜 | 高端整家定制

OLO 我乐
整体厨柜 | 全屋定制

Sleemon
喜临门



居然之家
Easyhome

* In no particular order.

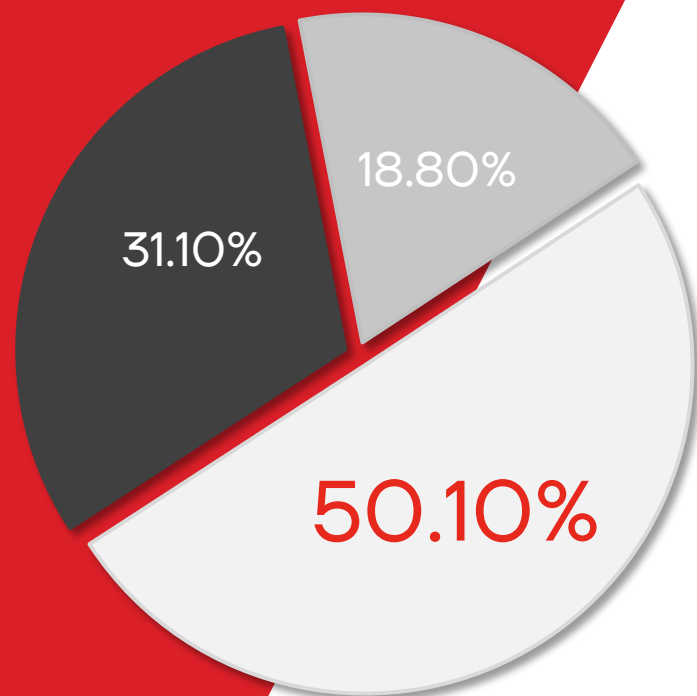


Visitor Profiles / Visitors by Business Categories

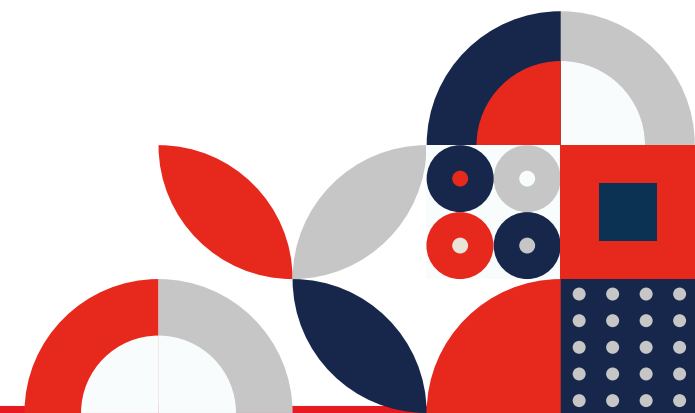




Visitor Profiles / Visitor Retention



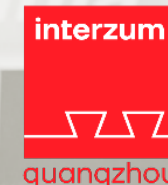
- Visitors participated for the first time
- Visitors participated for the second time
- Visitors participated 3 times or more



Visitor Profiles / Visitors' Product Interests



Visitor Feedback / Rating by Stated Objectives



82.6%

Visitors involved in
procurement



98.2%

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



97.1%

Visitors satisfied
with results of
keeping abreast
of **the latest
industry and
market
developments**



93.8%

Visitors are
willing to
recommend this
exhibition to a
friend or
colleague



97.3%

Visitors plan to
visit again in
2024

Visitor Feedback / What Our Visitors Say



A-Fontane

*Jimmy Zhang
Vice General Manager,
Purchasing and R&D*

"We are looking for the materials and machinery used for mattress production. We met the right suppliers at the exhibition, and we are in further communication with them. The business matching program is very well planned and efficiency!"



International Forest Products LLC (IFP)

*Peng Wang
Senior Manager*

"It is convenient to get in touch with a lot of new suppliers and find more opportunities to work with. It is a great show and I'm looking forward to the next edition."



HINTEX SRL

*Anna Teresa Cerabona
Managing Director*

"We are looking for mechanism and hardware for sofa. We gained new connections from the participation. It helps to connect with the right suppliers efficiently. I think it's a good opportunity to meet new suppliers."





Signature Events

@interzum guangzhou 2023

interzum guangzhou Award

Celebrating the best in innovation and design, the interzum guangzhou Award – with origins from the prestigious interzum Award – is an essential recognition by interzum guangzhou that attracts numerous international enterprises each year to promote industry transformation. The Awards focus on new materials, new technologies, and new needs to provide a forward-looking vision and support the industry's sustainable development.

 **Outstanding Furniture Accessories**

 **interzum guangzhou Exclusive**



interzum guangzhou Award / Winners for 2023

Outstanding Furniture Accessories 2023

CoolisT
Enjoy Nature | 乐·享·自·然 |

eMoMo
— beyond SMART 超越智能 —

Henkel

Lamello

LIEN'A
Freshen Up Your Life

limoss

OKIN
A DewertOkin Technology Brand

OVVO

SIMALFA
WATER BASED ADHESIVES

SUGATSUNE
世嘉智尼五金

interzum guangzhou Recommends 2023

100 Jowat 胶之王
自产胶液, 胶棒, 光面
胶+1010

kronospan
kronospan-express.com

LINAK
WE IMPROVE YOUR LIFE

Lion Rock Group

PRINTECH KR

REHAU
德国瑞好

schattdector

interzum
guangzhou
AWARD

Nominate
Now!

Nomination for 2024
Award
NOW OPEN!

* In alphabetical order.

VSIL@Forum / On the Pulse of Industry Trends



VSIL – Vitality of Sustainable Innovation to Life

More than
100,000 industry
players participated in
the forum online and
offline.





“Boundless Design” Forum



“Boundless Design” Forum

Led by representatives from companies in the fields of Upholstery and Bedding manufacturing and design, invited speakers include representatives from BELLA HOME, JOLY Design, and Lectra, as well as guest speakers from well-known domestic upholstered furniture brands.

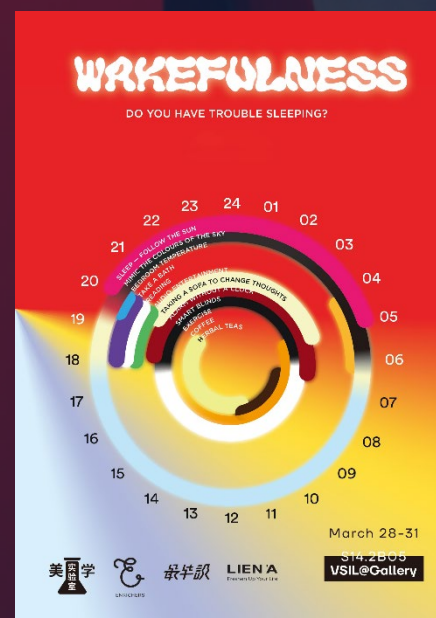
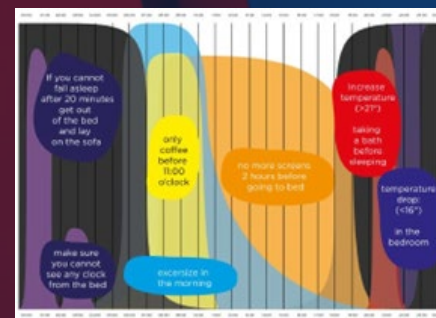


"WAKEFULNESS"

This is a collaboration with Netherlands-based design studio Enrichers. The showcase revolved around Enrichers' sleep research report, which explores emotional release through objects and space, provides high-quality sleep suggestions by adjusting temperature and lighting, and features user-centric product design.

It aims to inspire businesses, designers and researchers in the sleep industry with more future designs and ideas. The launch of the sleep zone coincides with World Sleep Day, highlighting the importance of sleep in our daily lives and the significance of innovative solutions to improve our sleep quality.

Infographic by Dutch youth designer
-- Govert Flint



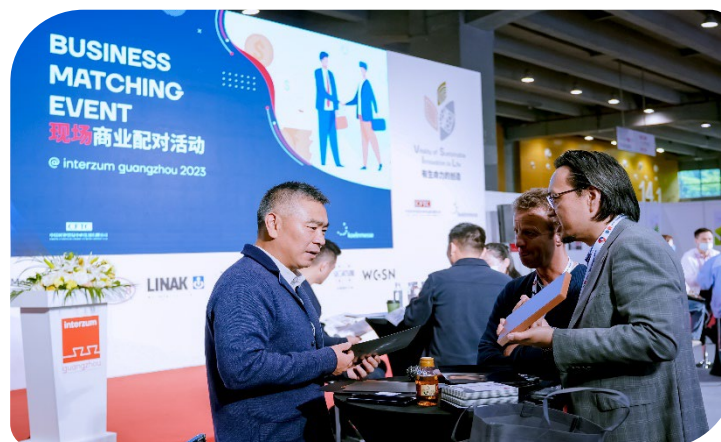
WAKEFULNESS
@ VSIL Gallery 2023



Business Matching



To ensure that it's "business as usual" for all, both in-person and virtual business matching activities continued to take place in 2023 to conduct over 100 online and offline business matchings.



Representing buyers in 2023:

vifa



afontane®
雅芳婷



protozauras.lt

MMD

MAKMUR JAYA ABADI
FURNITURE INTERIOR

metaphor
INTERIOR ARCHITECTURE

ROL

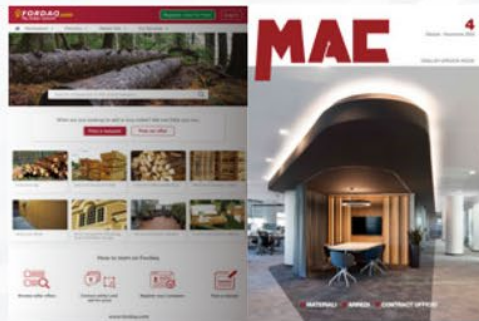
TACO

IM NOVO MAK

NICOLAQUINTO®
ITALIA



Find out what the **WORLD**
says about this leading industry event in Asia!
interzum guangzhou 全球宣传推广足迹



Marketing & Promotion

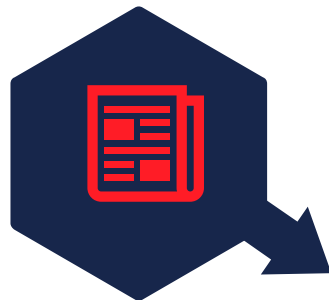
@interzum guangzhou 2023



Marketing & Promotion

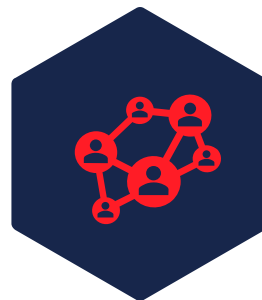
28,000+
Press Coverage

Digital & Print



624,000+
**Reaches Through
Digital Marketing**

eDMs & SMS...



1,600,000+
**Exposures on
Social Media**

WeChat, Facebook, LinkedIn,
Twitter, YouTube...

**Nearly 100
Media Matrix**

Media & Partners





Marketing & Promotion / 28,000 + Press Coverage



Trade fair for furniture production and interior | interzum
<https://www.interzum.com>
Web Mar 30, 2023 · Every two years, global product careers are born here anew. Whether on site in Cologne or online: The trade fair offers players in the furniture industry and interior design the ideal environment to present ...

CIFM / interzum guangzhou 2023, China | 28-31 March | Furniture
<https://buildingandinteriors.com/events/event/cifm...>
Web Jan 13, 2023 · CIFM / interzum guangzhou 2023 is one of Asia's leading furniture fairs that will take place from 28th to 31st March 2023 at the Canton Fair Complex
Start Date: Mar 28, 2023 End date: Mar 31, 2023

观展报告 | 夏特、LamiGraf、IP、impress、克诺斯邦、中
<https://www.163.com/dy/article/12LQJ7490520BE4H.html>
Web Apr 18, 2023 · 在上月未过去的中国家具博览会（广州）第二期，我们看到以interzum广州到广州创意设计等多个主题展馆的展商品牌优异表现，本文为2023中国

CIFM Interzum Guangzhou 2024 | Autaré
<https://www.autare.lt/parodos/cifm-interzum-guangzhou-2024>
Web Interzum Guangzhou 2024 – tai tarptautinė medienos apdirbimo, baldų gamybos dizaino paroda, rengiama kasmet nuo pat 2004 metų. ... HANNOVER MESSE 2023.

interzum Guangzhou 2023 - Trade Fair Dates
CIFM/interzum guangzhou 2023 to continue focus on innovation, ...
<https://www.interzum-guangzhou.com/pres-releases/152.html>
Web CIFM/interzum guangzhou 2023 will cover 330,000 square meters in space and feature over 1,100 exhibitors, including about 200 international leading companies. More than 140,000 trade visitors are expected to walk the exhibition halls.

Exhibitors 2023 | interzum
<https://www.interzum.com/en/interzum-exhibitors>
Web Exhibitors and products of Interzum 2023. Exhibitors Interzum 2023. Hall plan Interzum 2023.

CIFM / interzum guangzhou 2023, China | 28-31 March | Furniture ...
<https://buildingandinteriors.com/events/event/cifm...>
Web Mar 28, 2023 · CIFM / interzum guangzhou 2023 is one of Asia's leading furniture production fairs that will take place from 28th to 31st March 2023 at the Canton Fair Complex in Guangzhou, China. This event is also Asia's most comprehensive and influential woodworking and upholstery machinery, furniture production, and interior decor trade fair.

CIFM / interzum guangzhou 2023 - showsbee.com
<https://www.showsbee.com/fairs/interzum-guangzhou.html>
Web As Asia's leading event in the woodworking machinery, furniture production and interior design industry, CIFM / interzum guangzhou was first introduced in. CIFM / interzum guangzhou 2023 is held in Guangzhou, China, from 3/28/2023 to 3/28/2023 in China Import and Export Fair Complex (Pazhou).





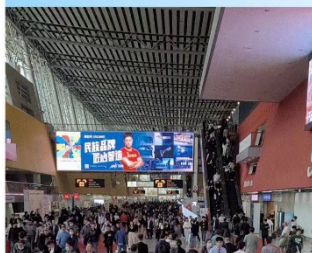
Marketing & Promotion / 1,600,000+ Exposures on Social Media



FDM聚焦展会风采 | interzum guangzhou 2023完美收官，精彩永不止步！

FDM ASIA & CHINA 2023-04-04 10:00
发表于上海

2023中国广州国际家具生产设备及配料展览会 (CIFM / Interzum guangzhou 2023) 于3月28-31日盛大举行。此次展会呈现三年来空前盛况，汹涌的人潮，让我们看到了木工及家具制造等行业复苏的信号！

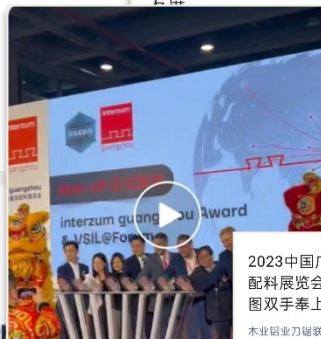


...现场热火朝天，一起...

interzum-gu... 26天前

2023年CIFM / interzum guangzhou 隆重举办 深度聚焦国际家具制造发展

精彩回顾|2023中国广州国际家具生产设备及配料展览会
REPON台湾火车头 2023-03-31 17:04
发表于广东



2023中国广州国际家具生产设备及配料展览会今日盛大开幕，展会地图双手奉上，精彩不容错过！

木业铝业刀锯联盟 2023-03-28 00:00 发表于山东



2023年3月28-31日，2023中国广州国际家具生产设备及配料展览会，在广州广交会展馆BC区开展！

CIFM / interzum guangzhou 中国广州国际家具生产设备及配料展览会

2023年3月28-31日 中国·广州 广交会展馆·广交会展馆

展会介绍

中国广州国际家具生产设备及配料展览会·interzum guangzhou，自2004年由德国引入中国，源自逾60年历史的科隆国际家具生产、木工及室内装饰展 (interzum Cologne)，秉承了国际展览的专业化办展理念，被公认为亚洲全面的木工机械与家具生产、室内装饰行业盛会。

2023，全新出发！

广州国际家具生产设备及配料展 2023-02-27 19:29



家具市场需求上涨

2023年3月28 - 31日

广州琶洲·广交会展馆

观看 606

有生命力的创造VSIL论坛：“预见”
2023中国家具行业新契机

泛家居圈 2023-03-29 17:44 发表于广东



3月28-31日，2023中国广州国际家具生产设备及配料展览会 (CIFM / Interzum guangzhou) 在广州琶洲·广交会展馆举行。作为展会重要一环，VSIL论坛隆重举办。作为展会重要一环，VSIL论坛隆重举办。作为展会重要一环，VSIL论坛隆重举办。

2023中国广州国际家具生产设备及配料展览会 (CIFM / interzum guangzhou) 圆满落幕！

琴莱文化 琴莱文化 2023-04-04 17:46

发表于上海

3月28日，享有盛名的2023中国广州国际家具生产设备及配料展览会 (CIFM / interzum guangzhou) 在广州琶洲·广交会展馆举行。为期4天的展会汇聚了全球家具界目光，世界各地的行业精英前来参与，持续打造

2023中国广州国际家具生产设备及配料展览会 (CIFM / interzum guangzhou) 圆满落幕！

享有盛名的2023中国广州国际家具生产设备及配料展览会 (cifm / interzum... 琴莱文化 15天前

美国阔叶木外销委员会携23家会员公司亮相中国广州国际家具生产设备及配料展览会

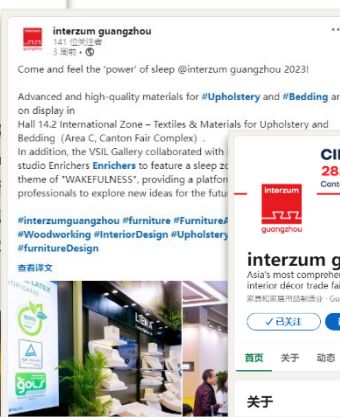
(2023中国广州国际家具生产设备及配料展览会现场) 作为亚洲家具制造业开春... 成都家具商会 15天前

AHEC携23家会员公司亮相中国广州国际家具生产设备及配料展览会

2023中国广州国际家具生产设备及配料展览会现场interzum guangzhou 2023中... 美国阔叶木 15天前

展会风采|广州国际家具生产设备及配料展，上工富怡火爆~~~签到！

为期4天的广州国际家具生产设备及配料展览会已经圆满落幕！held from marc... 富怡家纺自动化... 16天前



interzum guangzhou 2023 shines with success! CIFM/interzum guangzhou 2023, Asia's largest and most important trade fair for woodworking machinery, furniture production and interior design, will take place in Guangzhou, China from March 28 to 31. March was a complete success. On an impressive exhibition space of 160,000 square meters, the latest products, concepts and know-how. With a focus on development, the fair attracted... 展开

interzum guangzhou 2023, Asia's leading event in the furniture production and design industry, will take place in Guangzhou, China from March 28 to 31. Register Now: <https://tg.fairfind.jp/81gh> Discover new products and highlights Online! Visit E-showrooms: <https://www.interzum-guangzhou.com/exhibitors-list/> 展开



A DIVERSE SHOWCASE OF... 1 条评论 7次分享



CIFM / interzum guangzhou 28.-31.03.2024 Canton Fair Complex, Poshu, Guangzhou

interzum guangzhou Asia's most comprehensive woodworking and upholstery machinery, furniture production and interior design trade fair. 家居和家具用品制造 - Guangzhou, China - 141 位关注者

interzum guangzhou 2023, Asia's leading event in the furniture production and design industry, will take place in Guangzhou, China from March 28 to 31. Register Now: <https://tg.fairfind.jp/81gh> Discover new products and highlights Online! Visit E-showrooms: <https://www.interzum-guangzhou.com/exhibitors-list/> 展开



Growing Furniture Market Demand 家具市场需求上涨 China Opens for Business 中国开放入境 Foreign Trade 外贸需求复苏



Marketing & Promotion / Nearly 100 Media Matrix



Nearly 100 media partners from 18 countries and regions:

Belgium, China, Germany, Indonesia, Italy, Japan, Mexico, Morocco, Nigeria, North Africa, Poland, Singapore, Spain, Taiwan (China), Turkey, UAE, USA, Vietnam



* Selected media partners, in no particular order.



Contact Us

China

Koelnmesse (Beijing) Co., Ltd.
Guangzhou Branch
Silvia Huang
Tel: +86-20-8755 2468-315
silvia.huang@koelnmesse.cn

Europe

Koelnmesse GmbH
Julia Bachmann
Tel: +49 221 821-2290
j.bachmann@koelnmesse.de

Italy

Koelnmesse Srl
Carlotta Benardelli
Tel: +39 02 86961329
carlotta.benardelli@koelnmesse.it

Spain

SGM Ferias y Servicios SL
Marit Jantzen
Tel: +34 91 359 84 55
jantzen@koelnmesse.es

Turkey

AV - Türkiye tezulas fuar danismanlik
hizmetleri ltd. Sti.
Misket Cercel
Tel: +90-216-385 66 33
cercel@tezulas-fuar.com

North America

Koelnmesse Inc
Kasia Myzia
Tel: +1-773-326-9926
k.myzia@koelnmesse.us

Asia

Singapore

Koelnmesse Pte Ltd.
Stephanie Sim
Tel: +65 6500 6700
stephanie.sim@koelnmesse.com.sg

Malaysia

Promo Era Sdn Bhd
Grace Tan
Tel: +603-20316686
grace.t@promo-era.com

Taiwan, China

Koelnmesse Representative Office Taiwan
Dolphin Wang
Tel: +886 2 7711 2200-103
d.wang@koelnmesse-taiwan.com.tw

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CIFM / interzum guangzhou

Asia's Leading Furniture Production Fair

Ciff 28.-31.03.2024

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