



# **Post-Show Report**

**CIFM / interzum guangzhou**

28-31.03.2024

Canton Fair Complex, Pazhou, Guangzhou, China

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

**超越**  
**SURPASS**



# Contents

01 / **Facts & Figures**

02 / **Exhibitors**

03 / **Visitors**

04 / **Signature Events**

05 / **Global Collaboration**

# Remarkable Achievements

CIFM / interzum guangzhou 2024 concluded in its namesake city after a four-day run starting on March 28.

Set against the backdrop of China's ambitious drive to modernise its industrial base and accelerate the development of new production capacity, this year's event, with the apt theme of "**Surpass**", exceeded expectations in terms of **scale, international impact, and industry engagement**, delivering substantial momentum to the furniture production and manufacturing sector.



# Record-breaking Scale



Nearly  
**180,000** m<sup>2</sup>  
Exhibition Space

**1,586**  
Exhibitors

**231**  
International  
Exhibitors

**215,166\***  
Trade Visitors

\* Statistics covered CIFF Phase II.

# ***Navigating the Future – Global Exhibitors***

At nearly 180,000 square metres, the exhibition area was 24.2% larger than in 2019 and hosted **1,586 companies** showcasing new products, technologies and applications covering furniture woodworking machinery, upholstery machinery, hardware accessories, upholstery materials, interior design, wood products and panels, adhesives and more.

The event brought together **231 prominent international brands**, further cementing CIFM / interzum guangzhou's role as a trailblazer and innovation hub for the furniture industry.





# Selected Leading Brands

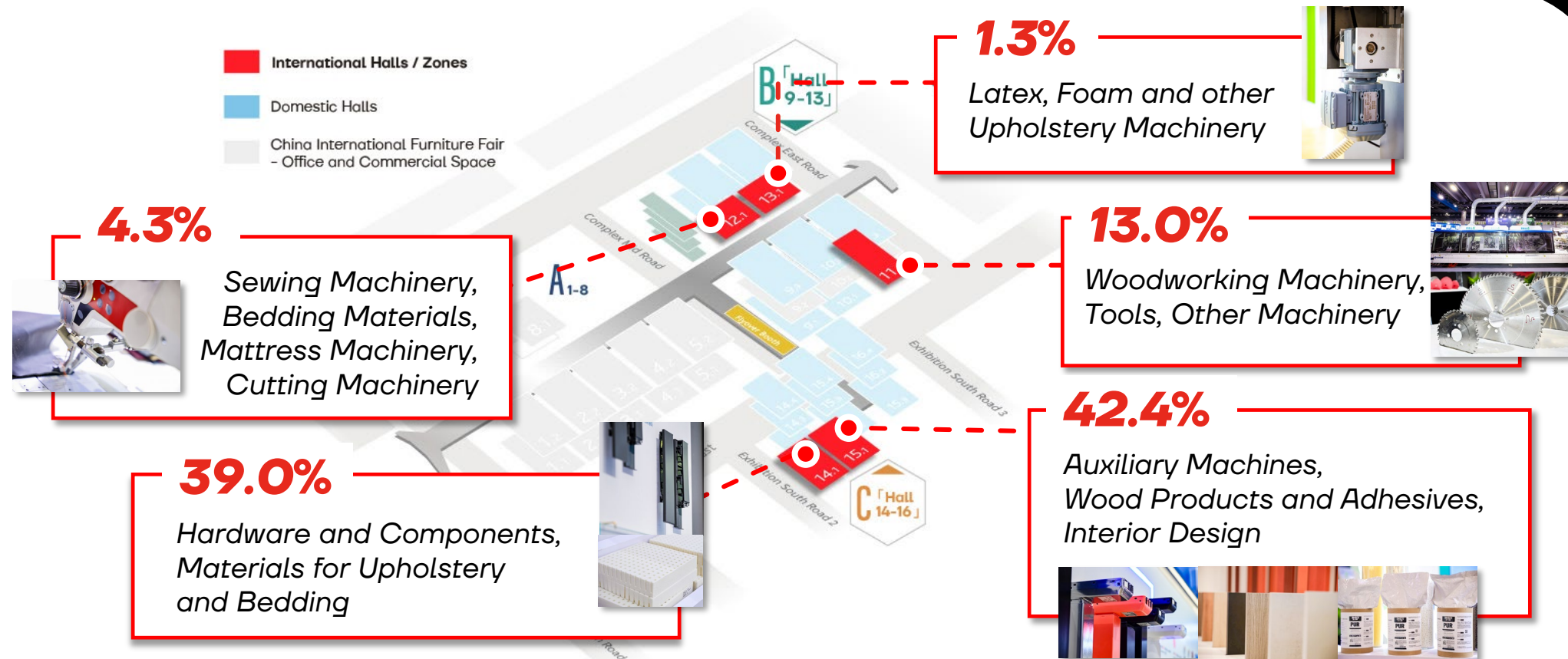


\* In no particular order.

# Where our exhibitors come from?



# What our exhibitors showcase?



# What

## our exhibitors say?



97.8%

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



98.9%

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



98.9%

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



92.9%

Exhibitors conveyed their **intentions of rebooking onsite.**



97.3%

Exhibitors are **satisfied with the quality of visitors.**

Source: Survey of exhibitors at interzum guangzhou 2024, conducted by the organiser.

# What our exhibitors say?



## Grace Chen

Chairwoman of the Board,  
**Leitz (China)**

"Both visitor turnout and order volumes surpassed expectations by approximately 20%. We are hopeful and confident about the outlook for the Chinese market."



## Yongfeng Yang

President,  
**CITIKING-RENOLIT**

"interzum guangzhou is a highly influential international furniture production trade fair. Industry-leading companies, designers and technical teams all participate. We are very pleased with the event."



## Alberto Pessotto

Business Development Manager,  
**Pessotto Reti**

"We are talking with architects, designers, distributors, producers, (and) traders. It's very important for us to be here."



# ***Hit A Record High! Trade Visitors***

Taking place alongside the second phase of the China International Furniture Fair (CIFF), the exhibition attracted **215,166 trade visitors from 178 countries and regions**, a leap of 30.2% compared with 2019. Overseas participation also increased, skyrocketing by 63.6% to achieve a record-breaking high.



# World-class — Visitor Profiles

## International Visitors

**29,822**

↑ **63.6%** compared with 2019



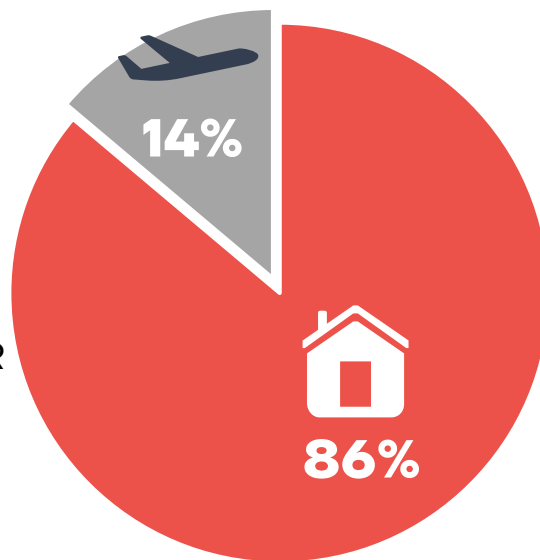
No. 1 India

No. 2 Malaysia

No. 3 Hong Kong SAR

No. 4 Taiwan, China

No. 5 South Korea



## Domestic Visitors

**185,344**



No. 1 Guangdong

No. 2 Zhejiang

No. 3 Shandong

No. 4 Jiangsu

No. 5 Henan

\* Statistics covered CIFF Phase II.



# Targeted – Visitor Profiles

“Which industry is your company in?”

Furniture Manufacturing, 46.8%

Furniture Accessories Manufacturing, 24.4%

Custom Furniture, 14.5%

Furniture Wholesale and Retail, 9.9%

Trading Agencies / Institutions, 9.6%

Furniture Accessory & Machinery Trading or Representation, 8.6%

Woodworking / Upholstery & Bedding Machinery Manufacturing, 8.2%

Interior Design / Furniture Design, 6.4%

Wood or Plastic Product Trading or Representation, 4.3%

DIY (Do-it-yourself) and BIY (Build-it-yourself), 1.8%

*\*Multiple procurement purposes.*

Source: Survey of visitor at interzum guangzhou 2024,  
conducted by an independent market research institute.



interzum  
guangzhou

## Positive – Visitor Feedback

“Please indicate your visiting experience.”

Excellent / Good, 91.8%

“Level of satisfaction to search for new raw materials / components supplier.”

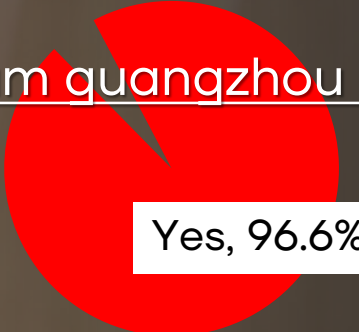
Excellent / Good, 93.5%

Source: Survey of visitor at interzum guangzhou 2024, conducted by an independent market research institute.



## Positive – Visitor Feedback

“Will you visit interzum guangzhou 2025?”



Yes, 96.6%

“How likely are you to recommend this exhibition to a friend or colleague?”



Yes (probably), 91.0%

Source: Survey of visitor at interzum guangzhou 2024, conducted by an independent market research institute.



interzum  
guangzhou

## ***Highly Efficient – Buyer Programs***

The event hosted **200** on-site business matchmaking sessions as part of its efforts to provide exhibitors and buyers with top-tier communication platforms and professional services.

Procurement representatives from prominent companies such as Appliance Furniture, BSL Furniture, Designcomefirst, Ellesime, Guxin, Jemaramas Jaya, MT Design, Muli, Multi M Group, SAI Solutions and vifa engaged in productive **face-to-face business meetings with their preferred upstream suppliers.**



# Procurement representatives from crucial companies



**ALFA**  
METAL FABRICATION  
& FURNISHINGS

**Appliance®**



نابوليا  
**Nabolia**

**sai**Solutions  
YOUR FURNITURE SOLUTIONS

**BSL™**  
Furniture&Decoration



**ELLESIME**

**Ginmit®**  
GROUP OF COMPANIES  
FURNITURE



**SIBLING®**  
Home & Kitchen



**TKL** 英世

UnitedWoodwork  
SINCE 1975

**VersaLink™** INTERNATIONAL

Worldtrend



**GX**  
GUXIN HOME 顾信家居

**MT**



**Paradia**



**vifa**

\* Selected brands in no particular order.



## What the buyers say?



**Li Peng**

*R&D Director, vifa*

"This year's on-site matchmaking sessions were exceptionally well-organised, precise and highly efficient. Subsequent discussions at the designated booths yielded fruitful outcomes. We commend the organisers for their professionalism and meticulous planning, and we eagerly anticipate the continued success of the trade fair."



**Christy Tang**

*Creative Director, MT Design*

"Attending interzum guangzhou 2024 has not only expanded our knowledge but has also strengthened our professional network, allowing us to stay abreast of the latest trends and innovations in the industry."



**Matthew Law**

*CEO, Jemaramas Jaya Sdn Bhd*

"Thanks to the organiser for the business matching arrangement. Hope to have more in-depth communication opportunities to know each other's demand and looking forward to further cooperation with the suppliers."

# A Feast of Ideas - Signature Events

In addition to the exhibition, diverse signature events provided industry insights, including the **Vitality of Sustainable Innovation to Life (VSIL) Forum** focusing on global home design and supply chains, the **Boundless Design Forum** exploring international edge banding technology, and the **interzum guangzhou Award** recognising high-quality furniture accessories and components, all revolving around **sustainable development, digitization, and innovative material applications.**



# interzum guangzhou Award



Derived from the esteemed interzum Award, a pinnacle in global furniture manufacturing accolades, the interzum guangzhou Award stands as a vital recognition platform within CIFM / interzum guangzhou.

With its authority, professionalism, and high visibility, **the award offers a robust endorsement for companies and guides the industry towards forward-thinking directions.**

## 2024 Consultants –



**Dick Spierenburg**

- Interior designer
- Founder of Spierenburg Studio
- Creative Director of imm cologne



**Sascha Peters**

- Material expert
- Founder of HAUTE INNOVATION
- Red Dot Ambassador

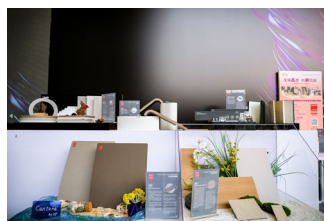


**Kristina Meyer**

- Product designer
- Co-owner of byform produktdesign
- Jury member of interzum Award



# interzum guangzhou Award - 2024 Winners



## interzum guangzhou Exclusive

To celebrate the dedication of companies committed to delivering top-tier products and advancing the boundaries of research and development.

## Outstanding Furniture Accessories

To spotlight exceptional products brimming with potential for further growth and development.

AYDIN

DEWERT OKIN

LINAK®  
WE IMPROVE YOUR LIFE

REHAU  
德国瑞好

RENOLIT  
Rely on it.

ATEJA® 晨宇布业  
CHENYU TEXTILE

C&C Color & Comfort

eMoMo®  
Smart your products

HD·HARDWARE

Henkel

INTERPRINT  
IP

LIEN 'A

Lion Rock Group

PRINTECH KR

RMT®  
Remacro-Motion

schattdector

GIGE

SIMALFA®  
WATER BASED ADHESIVES

天安新材  
TIANAN NEW MATERIAL

\* In no particular order.

# Vitality of Sustainable Innovation to Life (VSIL) Forum



More than **20,000** industry players participated in the VSIL Forum online and offline.

## Topic

### Design Utopia

Global Furniture "Design & Supply Chain" Innovation

## Innovative Thinking

- ✓ Industry Leaders
- ✓ Interior & Product Designers
- ✓ Panel Discussion

## Involved Brands

**schattdector**

**spieren  
-burg  
studio**

**Hettich**

**HKIDA**  
HONG KONG INTERIOR DESIGN ASSOCIATION

**DOMUS LINE**  
LIGHTSTYLE

**STUDIO HENNY**  
NISTELROOY

**LINAK**  
WE IMPROVE YOUR LIFE

**HAUTE INNOVATION**  
MATERIAL AND TECHNOLOGY

**SIMALFA**  
WATER BASED ADHESIVES

**HCRI**  
家居色彩研究院  
HOMECOLOR RESEARCH INSTITUTE

# “Boundless Design” Forum



Industry experts examined international cutting-edge edge banding technology and solutions.

## Topic

**Crafting the Perfect Edge**  
2024 Panel Furniture Forum  
on Advanced Edgebanding Techniques

## Participants

- Manufacturers of edgebanding machinery
- Panel material suppliers
- Tool manufacturers
- Adhesive specialists
- High-end panel furniture enterprises

## Involved Brands



# VSIL Gallery 2024



Partnering with the Asia Color Trend Book, the VSIL Gallery 2024 was set to captivate visitors with its visual delights, inviting them to immerse themselves in the themes of "**Re-route**" and "**Coexistence**."

Through personalised color and material displays, the exhibition aimed to inspire creativity and foresight, setting the stage for **future aesthetic trends** in the furniture industry.

# Happy Hour & PIAZZA Lounge



## A feast of food, wine, music, and business connections!

The PIAZZA lounge has been a popular place for visitors and exhibitors alike to enjoy complimentary drinks, refreshments, and networking.

During the one-hour “interzum guangzhou 2024 Happy Hour,” more than **100** VIPs enjoyed drinks and food at PIAZZA, gathered with industry players, and discussed plans, opportunities, and visions!



CIFM / interzum guangzhou  
中国广州国际家具生产设备展览会

# Proactively Fostering Global Collaboration to Achieve Excellence

chào mừng 환영합니다 欢迎您 Willkommen  
My Gr... tevi

CIFM / interzum guangzhou 2024 marks a **hopeful commencement** for the global furniture industry supply chain, fostering channels for **mutual exchange and cooperation** and setting a positive trajectory for the year ahead.

Welcome Buyer Delegation from Malaysian Furniture Council (MFC)  
欢迎马来西亚家具总会VIP买家代表团



interzum  
guangzhou

2024



# Connect Global Furniture Industry Resources

The 2024 edition saw collaboration with **international partners** to connect global furniture industry resources and establish an exclusive annual international event dedicated to furniture production and design:

## Overseas Associations:



\* Selected partners in no particular order.



# Media Matrix



\* Selected media in no particular order.

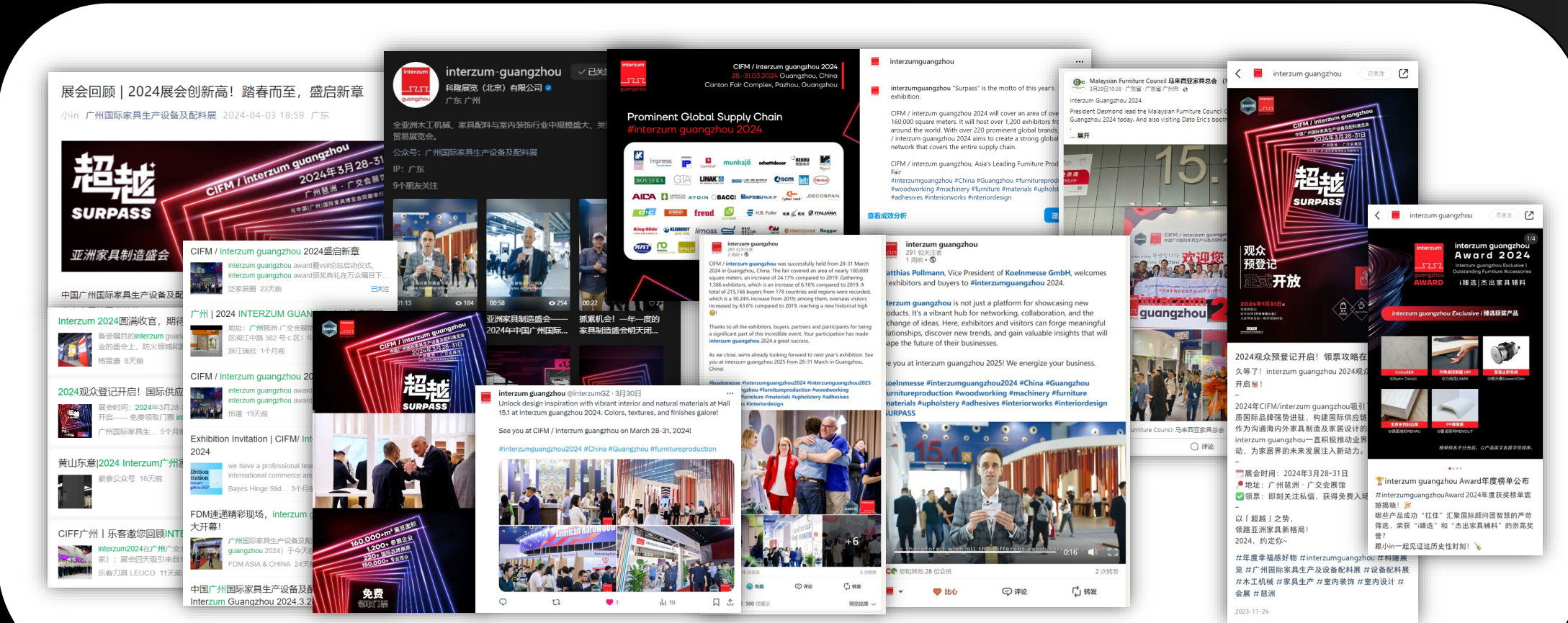


99,600 + Press Coverage





# 2,376,000 + Exposures on Social Media





# 947,000+ Reaches Through Digital Marketing





# Contact Us

## **China & International Participation**

### **Project Director**

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

## **North America**

### **Koelnmesse Inc**

Kasia Myzia  
Tel: +1-773-326-9926  
[k.myzia@koelnmesse.us](mailto:k.myzia@koelnmesse.us)

## **Asia**

### **Singapore**

Koelnmesse Pte Ltd.  
Stephanie Sim  
Tel: +65-6500 6723  
[stephanie.sim@koelnmesse.com.sg](mailto:stephanie.sim@koelnmesse.com.sg)

### **Taiwan, China**

Koelnmesse Representative  
Office Taiwan  
Dolphin Wang  
Tel: +886-2-7711 5051-597  
[d.wang@koelnmesse-taiwan.com.tw](mailto:d.wang@koelnmesse-taiwan.com.tw)

### **Thailand**

Koelnmesse Thailand  
c/o Expolink Global Network Ltd.  
Achara Kongkaew  
Tel: +66 (0) 2 640 8013-32  
[achara@koelnmesse-thailand.com](mailto:achara@koelnmesse-thailand.com)

### **Malaysia**

Promo Era Sdn Bhd  
Grace Tan  
Tel: +603-20316686  
[grace.t@promo-era.com](mailto:grace.t@promo-era.com)

## **Europe**

### **Germany**

Koelnmesse GmbH  
Nadim Ledschbor  
Tel: +49 821-2626  
[n.ledschbor@koelnmesse.de](mailto:n.ledschbor@koelnmesse.de)

### **Belgium, Denmark, Faroe Islands, Finland, Greenland, Iceland, Luxemburg, Norway, Sweden**

Koelnmesse GmbH  
Tobias Fließ  
Tel: +49 821-2986  
[t.fliss@koelnmesse.de](mailto:t.fliss@koelnmesse.de)

### **Bosnia and H., Italy, Kosovo, Croatia, Liechtenstein, Malta, Montenegro, North Macedonia, San Marino, Serbia,**

### **Slovenia, Switzerland**

Koelnmesse Srl  
Carlotta Benardelli  
Tel: +39-02-86961329  
[carlotta.benardelli@koelnmesse.it](mailto:carlotta.benardelli@koelnmesse.it)

### **Portugal, Spain**

SGM Ferias y Servicios SL  
Marit Jantzen  
Tel: +34-91 359 84 55  
[jantzen@koelnmesse.es](mailto:jantzen@koelnmesse.es)

### **Turkey**

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

### **Romania**

Representatives in Romania and  
Moldova for Koelnmesse  
Roberta Straub  
Tel: +40 31 409 41 76  
[roberta.straub@koelnmesse.ro](mailto:roberta.straub@koelnmesse.ro)



# CIFM / interzum guangzhou

*Asia's Leading Furniture Production Fair*

**28.-31.03.2025**

**Canton Fair Complex, Pazhou, Guangzhou**

Held concurrently with China International Furniture Fair