

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



市场远景  
纵览于此

Asia's Leading  
Furniture Production Fair



28 - 31. 03. 2019 Guangzhou, China  
Held concurrently with China International Furniture Fair



## About CIFM / interzum guangzhou

As Asia's leading event in the woodworking machinery, furniture production and interior design industry, CIFM / interzum guangzhou was first introduced into the China market in 2004. The event originated from interzum (since 1959) by Koelnmesse GmbH. CIFM / interzum guangzhou provides the definitive one-stop platform for industry suppliers from all vertical sectors to showcase a wide range of products and technologies, and to meet trade buyers from all over the world. The 2018 event occupied 150,000 sqm of exhibition space across Area B and Area C with **1,459** exhibitors from **38** countries and regions, and attracted **89,858** professional buyers from **132** countries and regions (combined with the China International Furniture Fair – Office Show segment).

### 展会概述

CIFM / interzum guangzhou自2004年由德国引入中国，源自具有59年历史的科隆国际家具生产、木工及室内装饰展（interzum, Since 1959），目前展会已成为亚洲地区木工机械、家具制造与室内装饰行业首屈一指的顶级贸易展览会。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，每届展会吸引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。2018年展会规模达150,000平方米，共吸引了来自**38**个国家与地区的**1,459**家企业参展与全球**132**个国家与地区的**89,858**名（统计包括CIFF办公家具展）专业观众到访参观。



### Why Exhibit

**Gain** more exposure from **Koelnmesse's** global **interzum** network of event marketing and promotion

**Asia's leading** event in the woodworking machinery, furniture production and interior design industry

**Meet** over 85,000 trade buyers along with CIFF, boosting your business in China and the Asia region

**Connect with** CIFF exhibitors under the same roof, yielding twice the result with half the effort

**Exhibit** alongside other leading companies from all over the world and enhance your company and brand image

**Achieve** greater attention from the industry by launching your products at one of the world's biggest furniture production regions

**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

### 选择 CIFM / interzum guangzhou 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

CIFM / interzum guangzhou作为亚洲家具制造行业最负盛名的贸易平台，汇聚亚洲顶尖行业企业

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8.5万名专业买家资源

共享广州国际家具博览会（CIFF）超1,500家成品家具展商资源，巨大潜在客户近在咫尺

与来自全球1,400多家顶尖家具制造行业品牌同台竞技，提升品牌形象

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

形式多样、精彩纷呈的现场活动，获取最新行业与市场资讯，提高参展附加值

拥有90多年专业办展经验的德国科隆国际展览公司提供的专业服务





### Visitor Profile

- Furniture Manufacturing
- Furniture Accessories Manufacturing
- Woodworking / Upholstery & Bedding Machinery Manufacturing
- Furniture Accessory & Machinery Trading or Representation
- Wood or Plastic Product Trading or Representation
- Furniture Wholesale and Retail
- DIY (Do-it-yourself) and BIY (Build-it-yourself)
- Interior Design
- Institutions

### Exhibit Profile

- Hardware and Components
- Materials and Components for Interior Works
- Machinery and Equipment for Upholstery and Bedding
- Materials and Accessories for Upholstery and Bedding
- Wood Products, Panels and Laminates
- Adhesives, Paints and Other Chemical Materials
- Machinery and Auxiliary Machinery for Woodworking Furniture Production
- Organizations, Services and Media

### 10 National Pavilions

- American Hardwood Export Council (AHEC)
- Canada Wood
- France
- Germany
- Italy
- Malaysian Timber Council
- ProChile
- South Korea
- Turkey
- USA / Canada

### 观众范围

- 家具制造业
- 家具辅料制造业
- 木工机械 / 林业机械 / 软体机械制造业
- 家具辅料或机械贸易 / 代理商 / 经销商
- 木材及塑料制品贸易
- 家具批发及零售
- DIY (自己动手做) 和BIY (自己动手建构)
- 室内设计
- 公共机构或贸易协会

### 展品范围

- 五金配件及部件
- 室内装饰材料及配件
- 软体家具生产机械
- 软体家具生产辅料及配件
- 木制品及板材
- 粘合剂、涂料及其它化工原料
- 木工家具生产机械及辅料设备
- 行业组织、服务机构及媒体

### 10 大国际展团

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

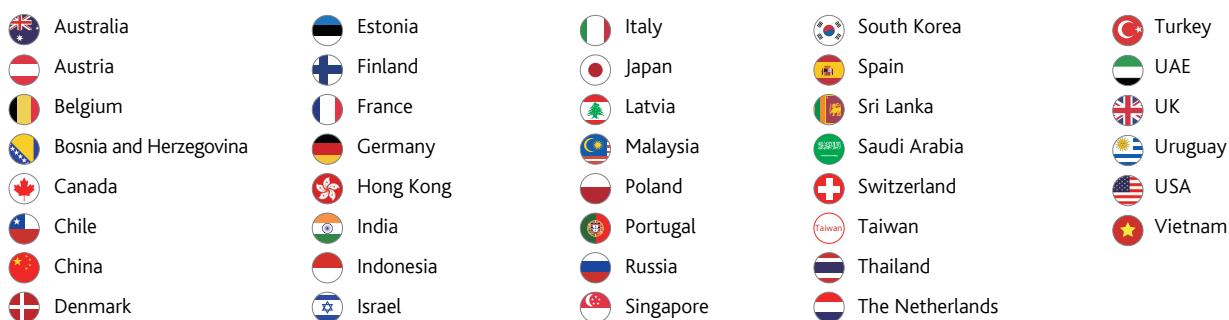
# 2018 Post Show Report

## 展后报告

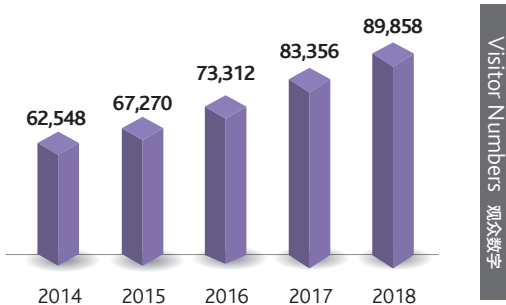
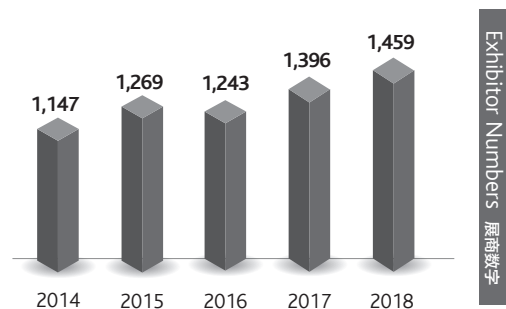
### 2018 Facts & Figures 展会数据一览



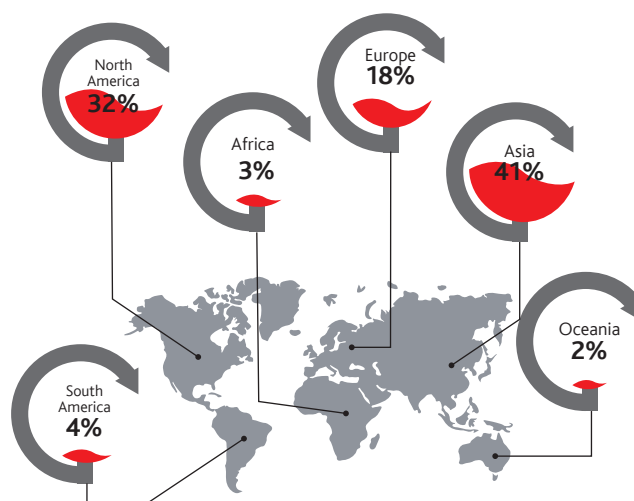
### 38 Exhibiting Countries / Regions 参展商国家及地区



### Steady Growth Over the Past 5 Years 展会过去五年各项指标平稳增长



### Visitors by Origins 观众来源与占比分析



### Top 5 Overseas Visiting Countries 海外观众来源国前五





## What Our Exhibitors Say 展商语录

**“It's our first time participating in interzum guangzhou. It's an international exhibition with many more visitors than I had expected. Most of them are furniture manufacturers, and there is also no lack of representatives from big brands. This year, our booth is in the Custom Furniture Suppliers Zone and I very much agree with this concept. interzum guangzhou is a very important platform for our promotion in Asia. We will continue to exhibit next year.”**



**CINETTO F.lli S.r.l.**  
**Mr. Erik Camani**  
Area Manager

**“The quantity of visitors this year is good. I think we'll get quite good results. We come here aiming not only for the Mainland China, but also Asia market. The visitors are from many countries, including Malaysia, Singapore, India and Turkey. We only participate in this exhibition in China, as it is the most important show in the furniture and hardware industry.”**



**Zimmer GmbH Dämpfungssysteme**  
**Mr. Martin Steurer**  
Sales Manager

**“We have been taking part in interzum guangzhou for many years. In general, the quantity of visitors has remained the same, while the quality has improved. We are satisfied with the visitors. So far, we have chosen interzum guangzhou as the only exhibition to promote our products and have not been participating in other exhibitions in China, and we are always happy with the organization and the contact with the clients.”**

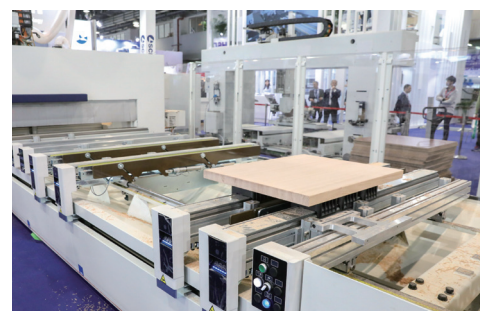


**Latexco NV**  
**Mr. Sander Claessens**  
Managing Director – APAC

**“We have been participating in the exhibition for a long time, which has helped us a lot to reach our target customers in China, and our business is also expanding. We found our general agent in China some years ago at interzum guangzhou; it was a fantastic outcome.”**



**Kastamonu**  
**Mr. Enes CAN**  
Export Specialist



## What Our Visitors Say 观众语录

**“It's my first time visiting this show, which is quite international. I am interested in office furniture and looking for hardware suppliers. I really enjoy the activities and services provided by the organizer, especially the PIAZZA lounge. It's a great place for relaxing, and I appreciate it very much. I will definitely pre-register online to visit the 2019 edition.”**



**CDS Creative Enterprises**  
**Mr. Kamesh Velayudham**  
Visualizer

**“This is my first time to China, and to interzum guangzhou. We are here to purchase raw materials and kitchen cabinet machinery. We are quite satisfied with the fair and we found so many suppliers here which make our trip fruitful.”**



**COTOPAXI**  
**Mr. Blasco Chacón**  
Sales & Marketing Manager

**“It is my second visit to interzum guangzhou. I am satisfied with the services from the Organizer and the sophisticated atmosphere. The scale of the show totally meets my expectation. I have closed a lot of deals and built relationships with new suppliers during these few days.”**



**BPS Milcom Company Limited**  
**Mr. Phuwanat Kurawong**  
Assistant Manager

**“This is my fourth visit to interzum guangzhou. This exhibition was recommended to me by my peers a few years ago. The exhibits here are very comprehensive and it's possible to find the right manufacturers for basically any products. There are also numerous new products featured every year, which help us understand the latest trends in the industry.”**



**Hafele Engineering & Trading, Ltd**  
**Mr. Louis Rong**  
Engineer

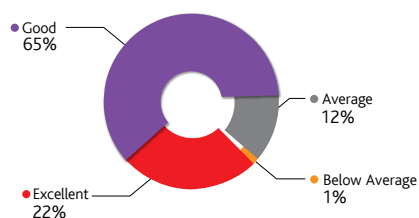
**93%** of exhibitors met their target visitors at their booth  
参展商表示在2018展会上遇到了目标客户

**95%** of exhibitors would recommend participation to their partners  
参展商表示会推荐同行来interzum guangzhou参展

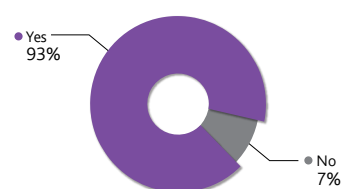
**85%** of exhibitors signed up onsite to participate again next year  
参展商在现场已报名参加下届展会

## Exhibitors' Feedback 展商反馈

Overall Rating of Event  
参展商对本届展会的总体评价



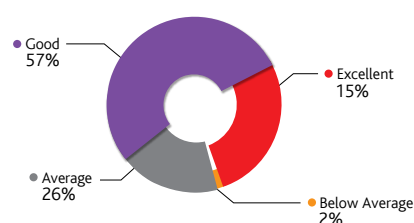
Exhibitors Who Met Their Target Overseas Visitors  
参展商目标海外观众遇见率



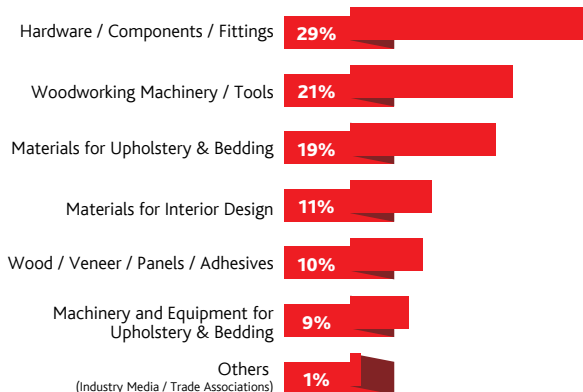
Rating of Visitor Numbers  
参展商对观众数量满意度



Rating of Visitor Quality  
参展商对观众质量满意度



Exhibitors by Product Segment  
参展商的产品类别



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



■ Excellent ■ Average ■ Below Average

**97%** of visitors would recommend participation to their partners  
观众表示会推荐同行来参观下届展会

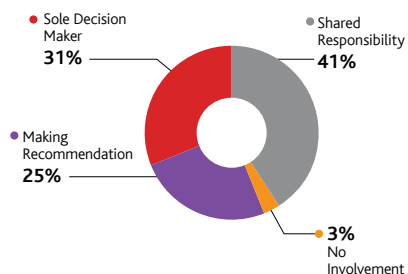
**95%** of visitors plan to visit again in 2019  
观众表示会继续参观2019年展会

**97%** of visitors are involved in the procurement of products  
观众涉及采购环节

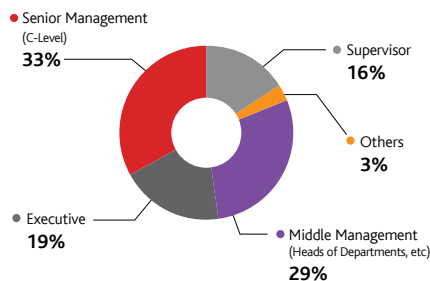
**88%** of visitors rated the show "good" or "excellent"  
观众对展会的评价为满意或非常满意

## Visitors' Feedback 观众反馈

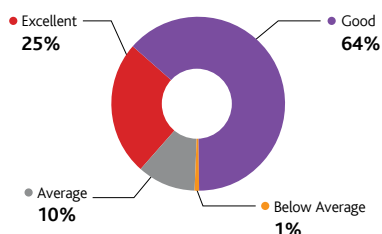
Role in the Purchasing Process  
观众在采购环节中的地位



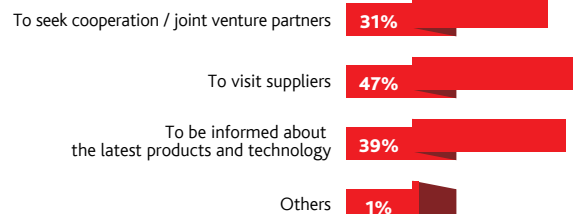
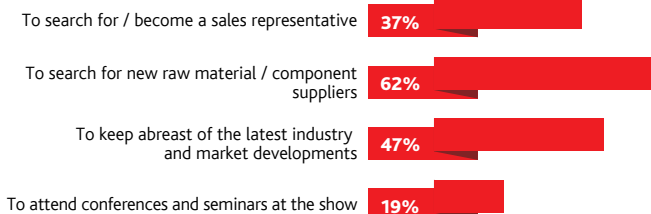
Visitors by Job Function  
观众的职位



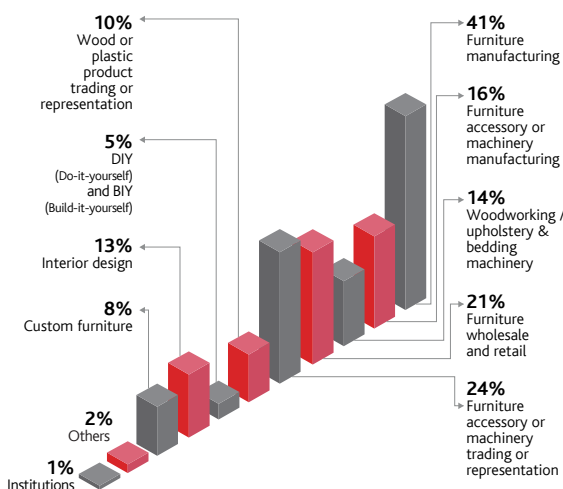
Success in Search for New Suppliers  
观众对寻找新供应商的满意度



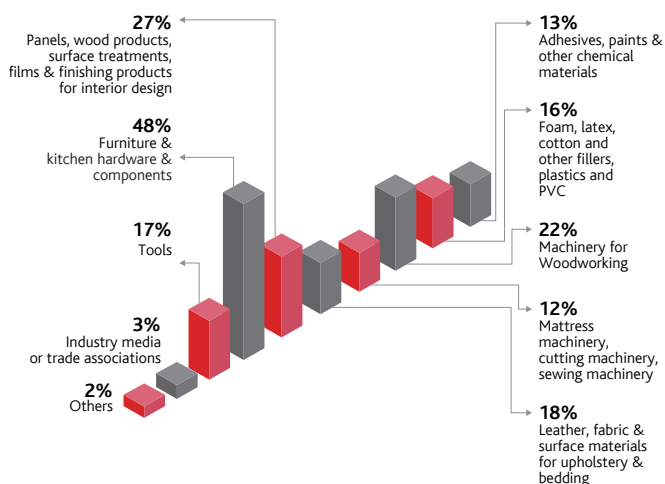
## Objective for Visiting 观众参观目的



Visitors by Business Category  
观众所属行业



Visitors' Product Interests  
观众感兴趣的产品类别





## Facts & Figures 展会相关信息

- Show Date: 28 - 31 March 2019
- Venue: China Import and Export Fair Complex
- Organizers: Koelnmesse GmbH  
China Foreign Trade Centre (Group)
- Event Frequency: Annual
- Year of Foundation: 2004
- Admission: Trade visitors only
- Exhibition Space: 150,000 sqm
- No. of Exhibitors: 1,400+
- No. of Visitors: 85,000+

- 展会时间: 2019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: 仅对专业观众开放
- 展会面积: 150,000平方米
- 参展商: 预计超过1,400家
- 专业观众: 预计超过85,000名

## Sign Up to Exhibit NOW! 现即报名参展

- Registration Deadline: 15 November 2018
- 参展报名截止日期: 2018年11月15日

## Cost of Participation 参展费用

- ▶ Space Only (min. 18 sqm):  
EUR 250 or RMB 1,850 / sqm
- ▶ Standard Shell Scheme (min. 9 sqm):  
EUR 300 or RMB 2,350 / sqm
- ▶ Premium Shell Scheme (min. 18 sqm):  
EUR 310 or RMB 2,450 / sqm

光地(至少18平方米):

- ▶ 250 欧元 或 1,850 人民币 / 平方米

普通标摊(至少9平方米):

- ▶ 300 欧元 或 2,350 人民币 / 平方米

高级标摊(至少18平方米):

- ▶ 310 欧元 或 2,450 人民币 / 平方米

\* Final participation fee will be reflected on the deposit invoice.

### Standard Shell Scheme / 普通标摊



### Premium Shell Scheme / 高级标摊



Business Matching



20 PLUS 20 Annual List



Networking Happy Hour



APAC Buyer Delegation

## Contact Us 联系我们

### International Halls:

#### Project Management

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