



第54届中国(上海)国际家具博览会
THE 54th CHINA INTERNATIONAL FURNITURE FAIR (SHANGHAI)



Scan to Follow
@Ciff Wechat Account



Scan to Follow
@Ciff SH Wechat Account



Scan to Add
@Ciff SH Customer Service
Wechat Account



Scan to Follow
@Ciff SH Mini Programme



Scan to Follow
@Ciff SH Wechat Video Account



Scan to Follow
@Ciff SH Tik Tok Account



Scan to Follow
@Ciff SH Xiaohongshu Account



Scan to Follow
@Ciff SH Weibo Account

CHINA INTERNATIONAL FURNITURE FAIR (Shanghai) 2024 BRAND MANUAL

Ciff

11-14 SEPTEMBER
NATIONAL EXHIBITION AND
CONVENTION CENTER

☎ 021-39880422 | ✉ ciff@ctme.cn | 🌐 www.ciff-sh.com

September 11-14, 2024

📍 National Exhibition and Convention Center
(Shanghai Hongqiao)

Preface

The China (Guangzhou/Shanghai) International Furniture Fair (referred to as CIFF) under China Foreign Trade Center Group, was founded in 1998 and has been held for 52 consecutive sessions. Starting from September 2015, it is held in Pazhou, Guangzhou every March and Hongqiao, Shanghai every September, effectively radiating the two most dynamic economic areas in China, the Pearl River Delta and the Yangtze River Delta. In 2024, CIFF (Tianjin) will be launched in Tianjin. CIFF has built a chain exhibition platform for China's furniture and furnishing industry from the dimensions of time, region and industrial chain.

After more than 9 years of development, CIFF (Shanghai) is now taking a quality domestic market as the foundation, striving to boost domestic and foreign sales at the same time. It integrates and empowers the exhibition stores, and allows the top design brands and the leading brands in the industry to reinforce each other. CIFF (Shanghai) exhibits comprehensive themes, covering the entire industry chain (both upstream and downstream) of furniture and furnishing. With home design as the core, CIFF covers all themed products including bedding, sofas, dining & living rooms furniture, office&public spaces and hotel furniture, furniture machinery, home textiles and accessories, outdoor furniture&furnishing, etc. As the world's leading professional furniture exhibition, CIFF (Shanghai) also holds the CIFF Woodworking Machinery Fair (WMF), CIFF Shanghai Offices&Public Spaces Exhibition, CIFF Shanghai Home Textiles&Accessories Lifestyle Exhibition, and CIFF Shanghai Urban Outdoor Furniture Fair, committed to realizing 24/7 sales in all channels around the year, and building a diversified home furnishing ecosystem that is mutually beneficial and win-win.

CONTENTS

TABLE OF CONTENTS

Overview

Development History	P 01-03
Brand Culture	P 04
Comprehensive Strength	P 05-10
Core Advantages	P 11-12

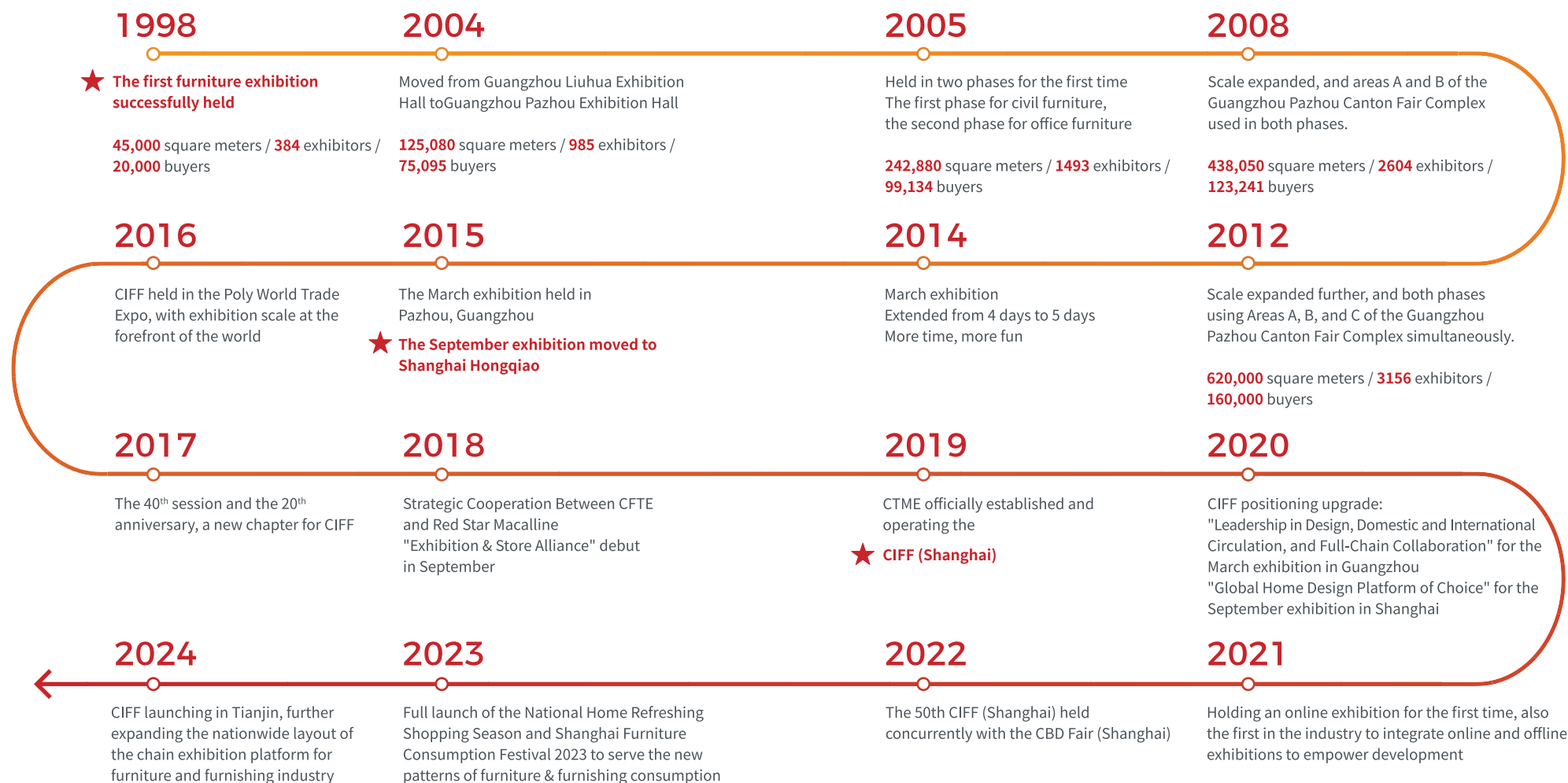
Four Business Cards

Brand Business Card	P 13-18
Design Business Card	P 19-22
Marketing Business Card	P 23-26
Resource Business Card	P 27-32

Future Outlook

Development Strategy	P 33-34
Next CIFF	P 35-36
Layout of the Exhibition Area	P 37-38
Contact Us	P 39-41

Development and Achievements



Sponsors

China Foreign Trade Center Group Co., Ltd.

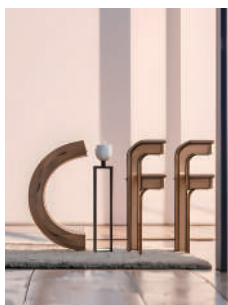
China Foreign Trade Center Group, as one of the sponsors of CIFF (Shanghai), prides itself in great competence, rich experience, professional services and outstanding performance. Its operation and exhibition scales are at the forefront of the world's exhibition industry. It organizes the Canton Fair and sponsors the CIFF, CBD Fair, Guangzhou Auto Show and so on, which are exhibitions of world's leading and well-known brands.

For many consecutive years, China Foreign Trade Center Group has been rated among

Top **500** Chinese
Service Enterprises

Top **500** Enterprises
in Guangdong Province

Top **100** Service Enterprises
in Guangdong Province



Red Star Macalline Group Corporation, Ltd.

Founded in 1986, it has developed into a national home decoration and furniture shopping mall operator with the largest number of shopping malls, the largest operating area, and the widest geographical coverage in China. Red Star Macalline takes improving Chinese people's home taste as its mission, and is committed to pursuing the aesthetic development of China's home furnishing industry and improving Chinese consumers' awareness of home furnishing taste.

Sponsors

- China Foreign Trade Center Group Co., Ltd.
- Red Star Macalline Group Corporation, Ltd.
- China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts
- Guangdong Furniture Association
- Guangzhou Furniture Association

Organizers

- China Foreign Trade Guangzhou Exhibition Co., Ltd.
- CTME China Foreign Trade Macalline Exhibition Co., Ltd.

Brand Culture of CIFF (Shanghai)

Build a world-class exhibition platform to facilitate
high-quality development of the home furnishing industry



China's home design
platform of choice

The No.1 exhibition for
China's home furnishing design



Comprehensive Strength

High degree of participation from TOP brands

International home furnishing brands + Domestic leading home furnishing brands +
Listed home furnishing brands + Regional leading brands + Designer brands



5 major sub-exhibitions to create unique attractions

Based on the concept of furniture and furnishing, with home furnishing design as the core, CIFF has further created a number of special sub-exhibitions. Five sub-exhibitions will be held at the same time: CIFF Shanghai Offices & Public Spaces Exhibition, CIFF Shanghai Home Textiles & Accessories Lifestyle Exhibition, CIFF Shanghai Urban Outdoor Furniture Fair, CIFF Shanghai Upholstered Furniture and Machinery Exhibition, and CIFF WMF, opening up a brand-new life with vigor and diversity in multi-dimensional aspects, fully assisting to bring about the optimization and upgrading of home furnishing supply.



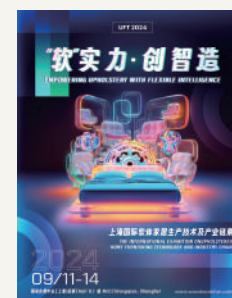
CIFF Shanghai Urban Outdoor Furniture Fair



CIFF Shanghai Offices & Public Spaces Exhibition



CIFF Shanghai Home Textiles & Accessories Lifestyle Exhibition



CIFF Shanghai Upholstered Furniture and Machinery Exhibition



Shanghai International Furniture Machinery & Woodworking Machinery Fair

Comprehensive Strength

Serving professional attendees in the home furnishing industry

- ▶ Distributors / Agents
- ▶ Furniture / Building Materials Manufacturers
- ▶ Buyers (Real Estate Agents / Purchasing Departments of Guesthouse / Hotel / Large Institutions)
- ▶ Traders (Import and Export Traders / Foreign Offices in China)
- ▶ OEM / Parts Manufacturers / Suppliers
- ▶ Building Materials Markets / Home Furnishing Stores / Internet Channels / Cross-border E-commerce
- ▶ Industry Service Providers, etc.

10-year database

50+ million high-quality attendees data

110,000 high-quality distributors

18,000 experienced members data

20,000 private domain data

Gather Power of Design

- ▶ Interior Design
- ▶ Commercial Space Design
- ▶ Architectural Designers
- ▶ Product Designers
- ▶ Furnishing Design
- ▶ Urban Planning and Design
- ▶ Home Decor Companies
- ▶ Corporate Decor Companies
- ▶ Design Schools
- ▶ Furnishing Designers
- ▶ Public Art/Landscape/Exhibition Design



*Ranking in no particular order

10-year database

140,000+ designers data

Accurate coverage of
first-tier, new first-tier
and second-tier cities

Furnishing Designers

Product Designers
Interior Design

Urban Planning
and Design

Interior Design

Product Designers

Design Schools

Launch of creative and special themed exhibition with IP



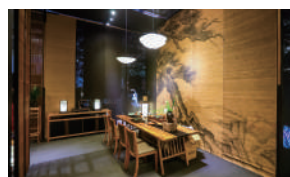
East Design Show



CIFF SELECT SHOW



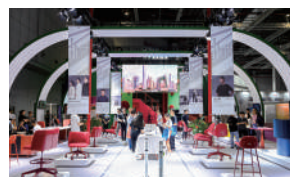
Design Dream Show (DDS)



Grand View Tea Ceremony



Harmony at Home Makes Everything Prosper—Exhibition on the integration of design and humanities



Office and Life Pavilion

Building a leading, international, and professional forum



- ▶ International Architectural Design Forum
- ▶ China Commercial Design Trends Conference
- ▶ Soft Power | China Upholstered Furniture Summit Forum
- ▶ Cross-border E-commerce and Supply Chain Services
- ▶ Smart Sleep Industry Conference

.....

Core Advantages

Leadership in the Industry

International Platform

Professionalism and Comprehensiveness

Brand Reputation

Innovation-driven

Five core advantages of CIFF (Shanghai)

1

Ranked first in the domestic sales function and leading the development of the industry

Its domestic sales function has become No.1 in the industry, occupying a pivotal position in China's exhibition industry, and has become the flagship leading the high-quality development of the entire exhibition industry.



2

Opening up international cooperation links and accelerating globalized layout

CIFF (Shanghai) has developed into an international home furnishing exhibition, attracting the participation of many domestic and foreign home furnishing brands, demonstrating the all-round achievements of the Chinese home furnishing industry.



3

Covering the entire furniture and furnishing industrial chain and jointly creating a chain exhibition platform

CIFF (Shanghai) has become an industry leader in major themes (civil use, office equipment, etc.). For the first time, it proposed a 365-day exhibition concept to expand exhibitors' rights and interests. It not only has professional exhibition characteristics, but also provides a comprehensive exhibition platform, covering multiple dimensions in the home furnishing field, such as creative design, advanced production and market.



4

Building high-quality bridges and provide a professional exhibition platform

Thanks to the brand image established over a long period of time and the history of success of the past sessions, CIFF (Shanghai) has become one of the exhibitions trusted by thousands of domestic and foreign exhibitors and buyers. TOP brands have a high degree of participation, and there is a consensus in the industry that CIFF provides a platform for its participating brands to expand their market influence.



5

Driven by innovation, building a hall for commercial design

CIFF (Shanghai) actively promotes original design and product innovation. Through measures such as setting up product design competitions and attracting high-quality exhibitions, CIFF demonstrates the spirit of China's home furnishing industry's continuous pursuit of innovation and breakthroughs.



Brand Business Card

CIFF (Shanghai) presents a panoramic feast of the home furnishing industry. The rich and comprehensive themes have become the focus of the industry. With home design as the core, it covers all aspects of furniture and life: from comfortable sleeping furniture to elegant sofas and living & dining rooms furniture, from professional office, commercial and hotel furniture to exquisite furniture production equipment, to accessories with different styles, as well as home textiles and outdoor furniture; each theme shows the soul of creativity and precision in the home furnishing industry. Here, both industry experts and brands can explore and discover unlimited business opportunities and imagination.



Design Brands



Upholstered Furniture Brands



Equipment Brands



Export Brands





Upholstered Furniture Brands

It involves two major themes: sofa and sleep. It integrates functional value, emotional value and design value. It has a large scale and strong domestic sales. The soft furniture theme exhibition area gathers most of the domestic leading brands in the industry, including Chinese, joint venture, imported and other types of brands, making it one of the most watched themes at the exhibition.



好枕头 睡好觉
Good Pillow Sleep Well



Design Brands

Focusing on product innovation, Eastern and Western aesthetics, and trends, we work closely with top designers at home and abroad continuously to create a leading, influential, and innovative industry event for the home furnishing industry.





Export Brands

CIFF showcases from living & dining rooms furniture to upholstered home furnishings, from offices to outdoor furniture, from accessories, home textiles, parts, and materials to machinery and equipment. Under the new domestic and international circulation backdrop, CIFF has made full use of Shanghai's unique position as a global city in China's foreign trade, to closely cooperate with the world's home furnishing industry.



Equipment Brands

Adapting to the general trend of digital and intelligent transformation of China's manufacturing industry, and focusing on Industry 4.0 innovation, CIFF showcases the industrial Internet's empowerment of large furniture manufacture, and a series of achievements in woodworking machinery, material accessories, manufacturing processes, etc., and facilitating the shift towards high-quality development of China's furniture and furnishing industry.



Design Business Card



CIFF (Shanghai) is committed to conveying the value of design and creating the platform of choice for global home design. Thanks to the strong economic strength of East China, the trendy atmosphere of Shanghai as a fashion capital and the consumption power of high income population groups, CIFF (Shanghai) brings together top design brands and leading brands in the industry to build a hall of commercial design brands, helping design brands reach the top of the design realm.



Special Exhibition for Commercial Design

Creating a leading, fashionable and benchmark commercial design exhibition to lead the new trend of Chinese commercial design.

Global Design Master

Inviting the world's top design masters to give lectures and establish a larger professional and international circle of designers.

Top Design Products

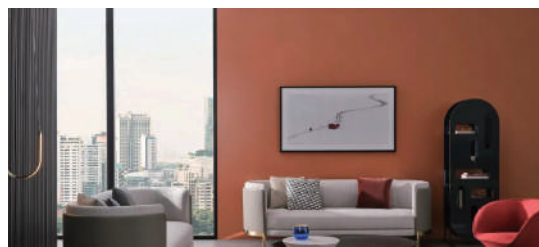
Launching the world's first-class commercial design products, recording the evolution of China's commercial design.

Trendy Design Arts

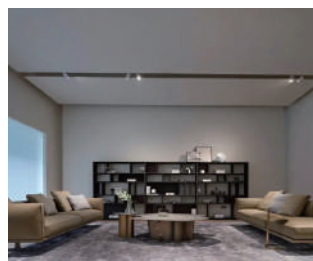
Launching unique, rich and diversified trend arts to guide consumers to enjoy trendy lifestyles.



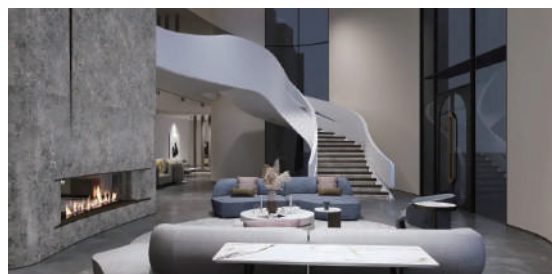
Business Card Examples



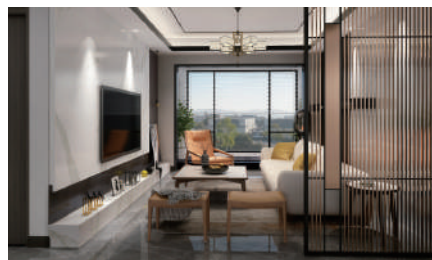
HC28



HYSPEC



HOTHING



ICOOL



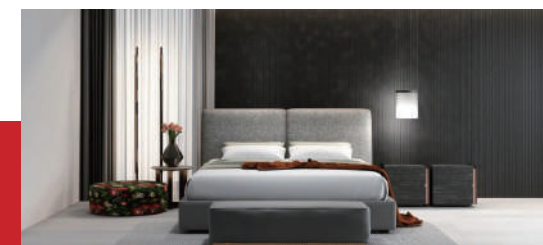
MZÉN & MEXTRA



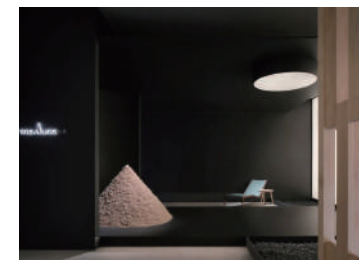
A.R.T. by Makor



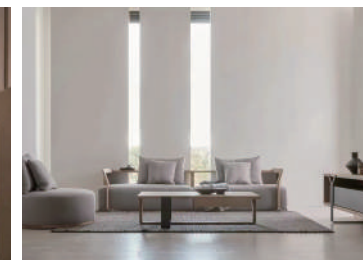
CAMERICH



CHIC & MY JUST



Treasure



DAaZ

Marketing Business Card

365-day Omni-channel Marketing

CIFF (Shanghai) provides exhibitors with systematic, comprehensive, and full-cycle exhibition marketing solutions, becoming the most trusted and closest partner for exhibitors, and working together to grow.



Resources

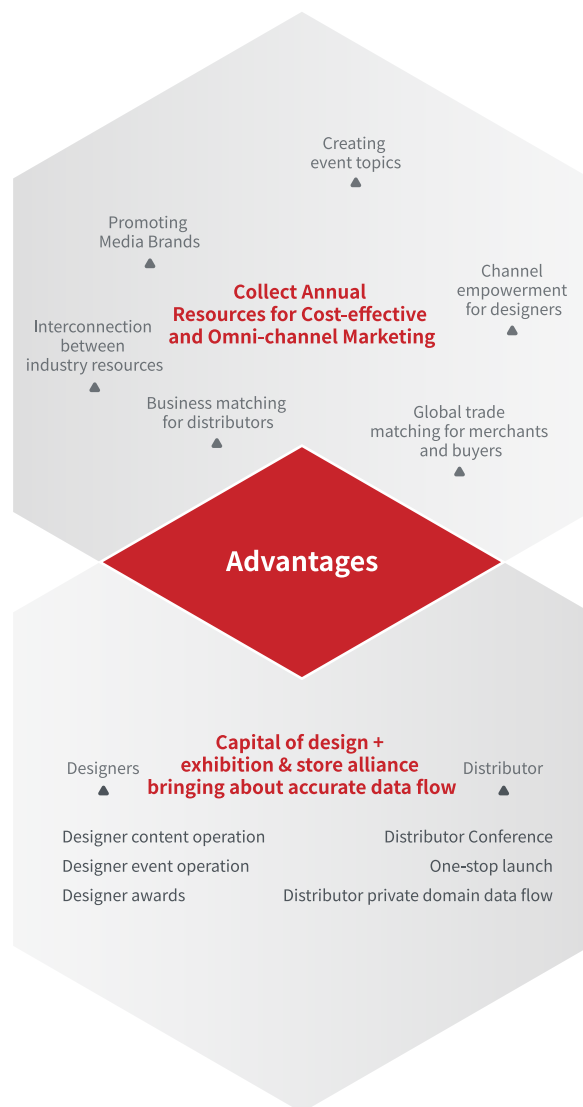
- 1 Content marketing: content operations in Wechat official accounts and Xiaohongshu, etc.
- 2 Event marketing: industry trend activities, distributors' roadshow activities, business matching with buyers, customized activities, design awards
- 3 Media communication: media releases, media interviews, event endorsements



Business Card Examples



Resource Business Card



Distributor Resources

Distributor events inside and outside the system linking major businesses

Events · Business · Circle



Distributor Conference



TOP Distributors Forum



Distributors Study Tour

Nationwide Linkage between a Thousand Stores One-stop Launch

Pre-exhibition matching, in-exhibition inspection, and post-exhibition store launch



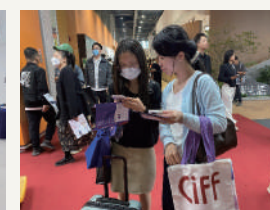
Pre-exhibition Roadshow



Pre-exhibition Visit



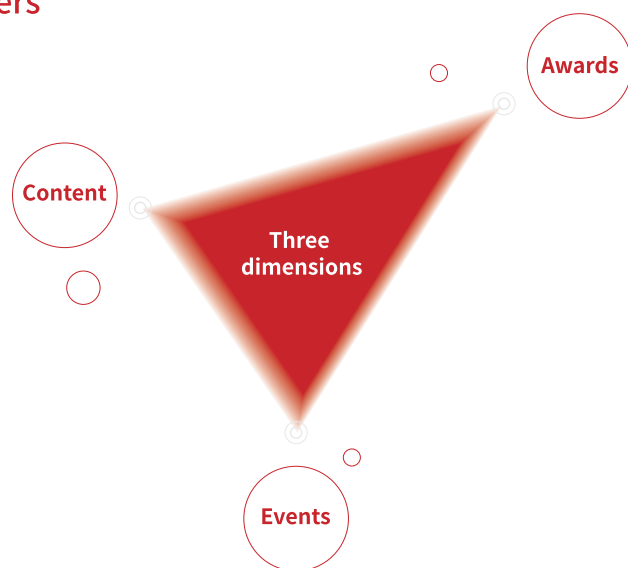
Pre-exhibition Seminar



Pre-exhibition Promotion

Not only Red Star Macalline, but also national high-quality malls such as Yuexing Home, Easy Home, Sixth Space, AYD Home Furnishings, CIMEN, B&T Home, Huaxia Materials Port, Daminggong, etc.

Designers



The exhibition empowers designers from the three dimensions of content, events, and awards, strengthening the design-leading function of the exhibition, and promoting high-quality development of the exhibition.

► Content Section

Designers' recipients incubation, official accounts' column planning and visual design, maintaining frequent interaction with designers.

► Event Section

In response to designers' needs to recruit customers, expand channels, and improve skills, a series of activities are launched every month to consolidate the foundation of the designer population.

Designer-Brand Matchmaking Meeting (during Exhibition)	3-5 brands. 10-20 designers. Small matchmaking meeting. Process: brand sharing + designer sharing + free communication session
Factory Tours for Designers	A group of 20 designers to visit the brand factory. Process: brand factory introduction + communication salon + design agency visit + study tour
Designers Communication across Cities	Organizing a group of designers from City A (4-6 people) to visit design studios in City B (2-3 studios). Process: design studio visit + communication salon + interaction + study tour

► Awards Section

Linking up domestic and foreign industry associations, designer operating agencies, design schools, media, etc. to create exhibition design awards.



*The following rankings are in no particular order

Media Resources

A strong domestic media line-up and multiple channels to increase brand exposure, extensive global media dissemination to enhance the brand's international influence, and official platform exposure of the exhibition to increase brand endorsement channels.



Four Major Development Strategies

Market Expansion



Exhibition platform accelerates its layout in different cities

CIFF has been held every year in Guangzhou (March) and Shanghai (September) since 2015. In 2024, CIFF will enter the northern market for the first time and hold the CIFF (Tianjin), creating the only exhibition covering the entire industry chain of furniture and furnishing materials in the "Three North" regions, further improving the layout of CIFF in key regions across the country.

Track Focus



The exhibition platform is more segmented and focused on the track to form highlights.

CIFF (Shanghai) actively adapts to the new environment of high-quality development in the furniture and furnishing industry, and has over time established core advantages of professionalism, differentiation and famous brands in four major tracks of upholstered home furnishings, design home furnishings, woodworking machinery, and foreign trade of home furnishings. Through strong layout and segmentation of tracks, we have better empowered exhibitors, achieved precise investment promotion, and consolidated our position as the leader in the furniture and furnishing exhibition industry.

Integrated Marketing



Launch of a series of innovative services and event planning for exhibition investment promotion

Based on comprehensive exhibitor services, creative event planning, precise media communication, in-depth content marketing, and unique theme curation, CIFF (Shanghai) has accelerated the realization of 365-day omni-channel marketing, created a diversified home ecosystem, explored new paths for investment promotion and operation, and attracted a large number of leading home furnishing brands at home and abroad to continuously participate in the exhibition, establishing the core advantages for the investment promotion and operation of CIFF (Shanghai).


Platform Link



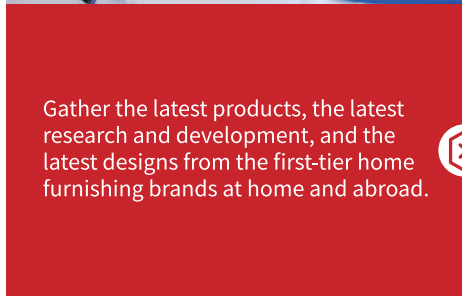
Giving full play to platform value and linking extensive industry chain resources

Relying on the sponsorship of CFTE and Red Star Macalline, and the great geographical location of Shanghai, the most international metropolis in China, CIFF (Shanghai) has been constantly exploring the platform value of exhibitions and linking brands, channel providers, designers, professional attendees, industry associations, platforms, etc. CIFF also expands to the service industry, high-tech industry, manufacturing industry, etc., deeply integrating into the construction of China's new economic cycle.


Next CIFF



Organize the most extensive, deep and high-level dialogues and exchanges in the furniture and furnishing industry.



Gather the latest products, the latest research and development, and the latest designs from the first-tier home furnishing brands at home and abroad.



Create a series of the most interesting, stylish and valuable events, summits and exhibitions.



The exhibition topics comprehensively cover the entire upstream and downstream home furnishing industry chain.

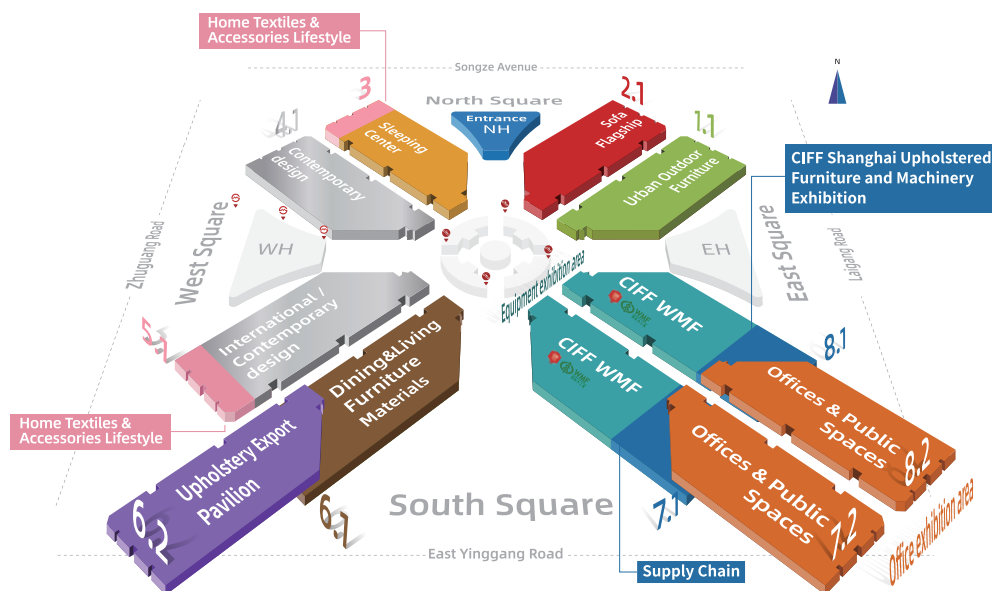


Explore the path of household consumption upgrade through the beauty of commercial design.



Fully demonstrate the results of high-quality development and construction of the furniture and furnishing industry.

Layout of the Exhibition Area



- | | | | | | | | |
|--|------------------------------------|--|--|--|---|--|--|
| | Intelligent home accessories | | Bedroom space accessories | | Imported furniture | | New consumption: Tea-related furniture, creative furniture |
| | Original design | | Whole house customization | | High-end carpentry | | High-end design |
| | Design ip/ Design theme exhibition | | Soft decoration accessories | | Decorative accessories | | Life configuration |
| | Home decoration | | Furniture after-sales service | | Furniture Machinery & Woodworking Machinery | | Furniture Machinery & Woodworking Machinery |
| | Living & dining room | | Office | | Materials & hardware | | Outdoor furniture |
| | Outdoor sunshades | | Outdoor accessories and intelligent products | | Industrial clusters | | Garden decorations |
| | Outdoor camping equipment | | Campus furniture | | Intelligent lifts | | Steel products |
| | Systematic office space | | Public commercial space | | Office accessories | | Chairs |

- | | | | | | | | |
|--|-------------------------------------|--|-----------------|--|-------------------------------------|--|-------------------------|
| | Flagship sofa | | Functional sofa | | Exported furniture | | Living room accessories |
| | Sofa accessories | | Imported sofa | | Sofa manufactured by joint ventures | | Boutique sofa |
| | Exhibition group at home and abroad | | Aesthetic sleep | | Health sleep | | Hi-tech sleep |

Contact Us

CIFF (Shanghai) 2024

Booth Consultation

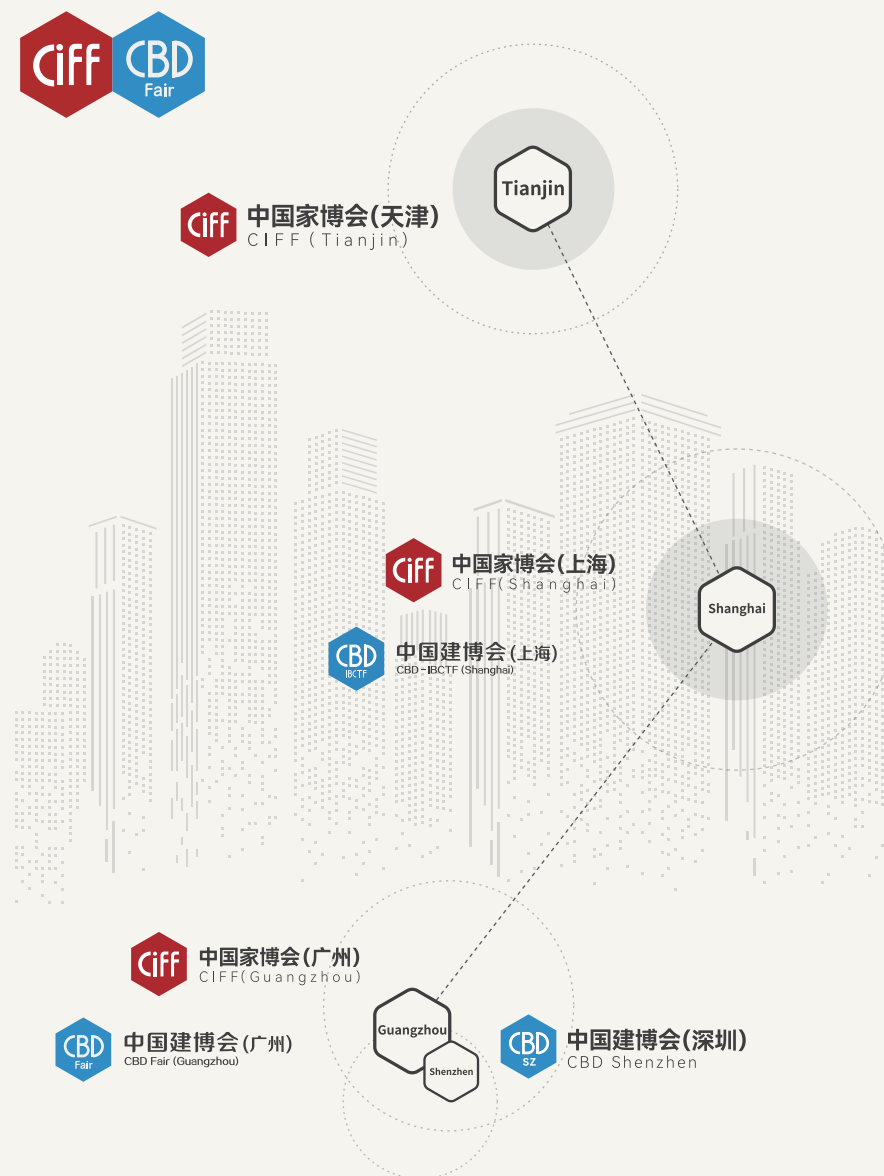
- **Sofa Pavilion
Sleep Pavilion**
Mr. Ye
18814098908 / yegm@ctme.cn
- **Design, Solid Wood Furniture and
Suite Themes**
Mr. Jiang
18851017662 / jiangrc@ctme.cn
- **Dining & Living Furniture
Materials**
Mr. Xu
18516158312 / xujh@ctme.cn
- **Exhibition Group Abroad**
Mr. George
17795441921 / wangggq@ctme.cn
- **CIFF (Shanghai) Offices &
Public Spaces Fair**
Miss Li
15601616912 / liyy@ctme.cn
- **CIFF (Shanghai) Urban Outdoor
Furniture Fair**
Mr. George
17795441921 / wangggq@ctme.cn
- **CIFF (Shanghai) Home Textiles &
Accessories Lifestyle Fair**
Mr. Xu
18516158312 / xujh@ctme.cn
- **CIFF (Shanghai) Upholstery Tech
CIFF (Shanghai) WMF**
Mr. Zhang
18217638817 / zhangzh@ctme.cn

Attendees Consultation

Miss Chu / 13127656020

Media Consultation

Miss Xie / 13398901027



China's Chain Exhibition Platform for the Furniture and Furnishing Industry



2024.3.18-21

Civil Furniture Exhibition

2024.3.28-31

Office and Public Space Furniture
Exhibition & Furniture Materials and
Hardware Exhibition

📍 Canton Fair Complex/Poly World
Trade Expo Center

**Exhibition Participation
Consultation**

020-89128076

**Attendance
Consultation**

020-89128034



2024.5.16-19

📍 National Convention & Exhibition
Center (Tianjin)

**Exhibition Participation
Consultation**

185 0266 2678

**Attendance
Consultation**

131 2765 6020



2025.3.24-26

📍 National Convention and Exhibition
Center, Hongqiao, Shanghai

Exhibition Participation Consultation

021-39880412



2024.7.08-11

📍 Canton Fair Complex/Poly World
Trade Expo Center

Exhibition Participation Consultation

020-89128156



2024.9.11-14

📍 National Convention and Exhibition
Center, Hongqiao, Shanghai

**Exhibition Participation
Consultation**

185 2133 4405

**Attendance
Consultation**

131 2765 6020



2024.10.21-23

📍 Shenzhen World Exhibition &
Convention Center

Exhibition Participation Consultation

020-89128156