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cifm.fairwindow.com



*Asia's Leading Furniture
Production Fair*

interzum guangzhou

中国广州国际家具生产设备及配料展览会

 28.-31.03.2020 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 to 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 2019 event occupied 150,000 sqm of exhibition space across Area B and Area C of the venue with 1,509 exhibitors from 35 countries and regions, and attracted 94,863 professional buyers from 145 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60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。2019年展会规模达150,000平方米，共吸引了来自35个国家与地区的1,509家企业参展与全球145个国家与地区的94,863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
- **Exhibit** alongside other leading companies from all over the world and enhance your company and brand image
- **Asia's leading** event in the woodworking machinery, furniture production and interior design industry
- **Achieve** greater attention from the industry by launching your products in one of the world's biggest furniture production regions
- **Meet** over 90,000 trade buyers along with CIFF, boosting your business in China and the Asian region
- **Keep up** with the latest market trends and needs by participating in exciting side events
- **Connect with** CIFF exhibitors under the same roof, yielding twice the result with half the effort
- **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，独享德国科隆博览会有限公司全球推广网络资源
- 与来自全球 1,500 多家顶尖家具制造行业品牌同台竞技，提升品牌形象
- 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
- 位于全球最大的家具制造基地中心，在此展示及发布产品，获得更多全球行业人士的关注
- 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9万名专业买家资源
- 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
- 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
- 拥有 90 多年专业办展经验的德国科隆博览会有限公司提供的专业服务



Visitor Profile

- Furniture Manufacturers
- Furniture Accessories Manufacturers
- Woodworking / Upholstery & Bedding Machinery Manufacturers
- Furniture Accessory & Machinery Traders or Representatives
- Wood or Plastic Product Traders or Representatives
- Furniture Wholesalers and Retailers
- DIY (Do-it-yourself) and BIY (Build-it-yourself)
- Interior Designers
- 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 and Furniture Production
- Organizations, Services and Media

10 Overseas Pavilions

- American Hardwood Export Council (AHEC)
- Canada Wood
- France
- Germany
- Italy
- Malaysian Timber Council
- Spain
- 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

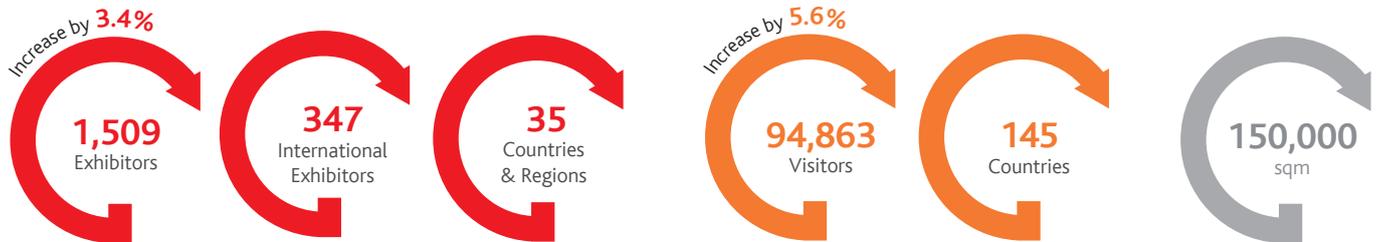
- 五金配件及部件
- 室内装饰材料及配件
- 软体家具生产机械
- 软体家具生产辅料及配件
- 木制品及板材
- 粘合剂、涂料及其它化工原料
- 木工家具生产机械及辅助设备
- 行业组织、服务机构及媒体

10 大国际展团

- 美国阔叶木外销委员会展团
- 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
- 西班牙展团
- 韩国展团
- 土耳其展团
- 美国 / 加拿大展团

2019 Post Show Report 展后报告

2019 Facts & Figures 展会数据一览



35 Exhibiting Countries / Regions 参展商国家及地区

- | | | | | |
|-----------|-----------|-----------|-------------|-----------------|
| Australia | Estonia | Indonesia | Russia | Thailand |
| Austria | Finland | Israel | Singapore | The Netherlands |
| Belgium | France | Italy | South Korea | Turkey |
| Canada | Gabon | Japan | Spain | UK |
| Chile | Germany | Latvia | Sri Lanka | Uruguay |
| China | Hong Kong | Malaysia | Switzerland | USA |
| Denmark | India | Portugal | Taiwan | Vietnam |

What Our Exhibitors Say 展商语录

“There are more visitors than I expected and they are of good quality. We are looking for dealers from Australia and South Africa, and usually attend similar fairs in Beijing and Shanghai, but I think interzum guangzhou is the best window to showcase our products.”

MA.CO.2L SRL
Sebastiano Filipozzi
Sales Manager



“The footfall is extremely high and we've met with numerous target customers. Custom furniture is a trend that the industry can't ignore, and it is an especially good opportunity for Egger. The concept of having a dedicated custom furniture supplier zone is excellent, and in line with market trends.”

Fritz Egger Business Consulting Co. Ltd
Ella Xia
Marketing Project Manager



“As an exhibitor, I am new to interzum guangzhou, but as a visitor, I have been here for about ten years. interzum is one of the most famous exhibitions for furniture materials in the world. In China, we only focus on interzum guangzhou and will not consider attending other exhibitions.”

Impress Surfaces GmbH
Dietmar Schulze
Director Project CHINA

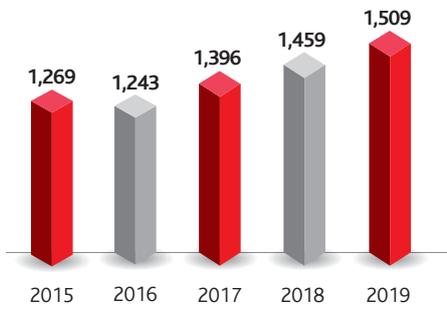


“The show was very busy on the first two days. We've made a lot of contacts and are really grateful for that. We are looking for agents, architects, designers and maybe furniture manufacturers. This is our first time introducing our technology to the China market, and this is the biggest furniture production fair in Asia. Everything is great.”

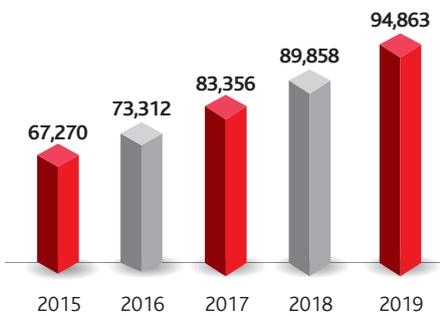
Freitas Irmaos LDA.
Philippe Jolly
Managing Director



Steady Growth Over the Past 5 Years
观众及展商数字增长趋势

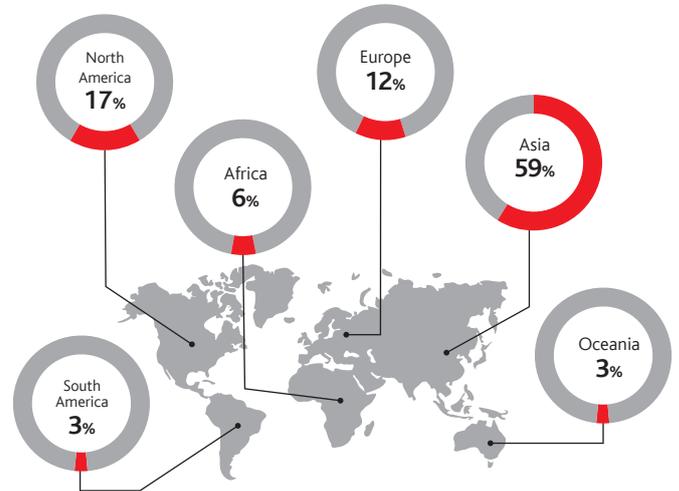


Exhibitor Numbers 展商数字



Visitor Numbers 观众数字

Visitors by Origin
观众来源与占比分析



Top 10 Overseas Visiting Countries
海外观众来源国前十

- | | |
|--------------|-----------------|
| 1. India | 6. Indonesia |
| 2. Malaysia | 7. Korea |
| 3. Thailand | 8. Austria |
| 4. Singapore | 9. Japan |
| 5. Russia | 10. Philippines |

What Our Visitors Say 观众语录

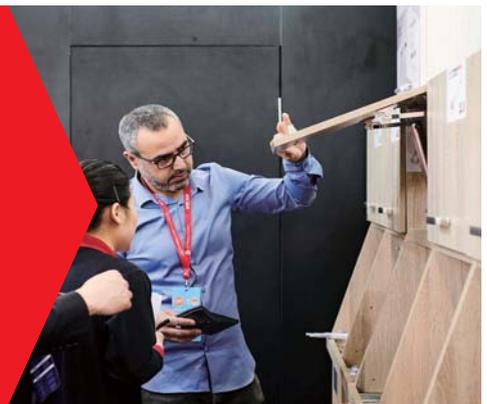
“I've attended interzum guangzhou six to seven times, and have also visited similar exhibitions in Malaysia, Germany, the United Kingdom, Shanghai and other places. In comparison, the biggest feature here is that there are many new products every year.”

Silentnight
Mr. Chris Gourdie
Managing Director



“I'm from Pakistan and am here for office furniture, hardware and machinery. I attend the exhibition almost every year and it keeps getting better year after year. I've also visited other shows in Germany, Japan and Chicago. The difference among them is that there're more products at interzum guangzhou.”

Best Standard Furniture
Mr. M. Awais
CEO



“I am from India and I came here for binding materials. This is my second time to interzum guangzhou. Compared to 2018, there are more companies and new products this year.”

I SOURCES INTERNATIONAL
Mr. Sachi Ladha

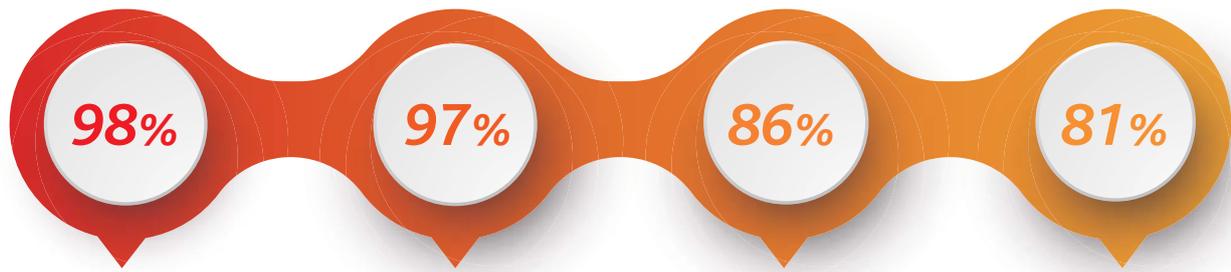


“I am from America and work in Thailand. I am here to look for furniture materials and furniture suppliers. This is my first time to interzum guangzhou. I have also been to the exhibition in Thailand. The main difference is that interzum guangzhou is larger and has more choices.”

J.VINCENT (THAILAND) CO., LTD
Mr. Mike Miller



Exhibitors' Feedback 展商反馈



98%
of exhibitors met their target visitors at their booth

参展商表示在2019展会上遇到了目标客户

97%

of exhibitors would recommend participation to their partners

参展商表示会推荐同行来 interzum guangzhou 参展

86%

of exhibitors signed up onsite to participate again next year

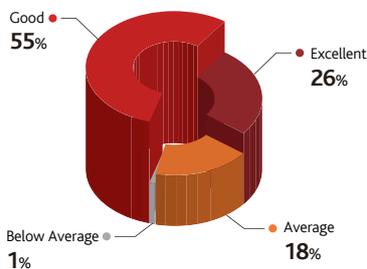
参展商在现场已报名参加下届展会

81%

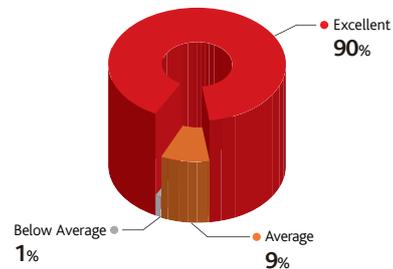
of exhibitors would launch their new products at interzum guangzhou

参展商选择在 interzum guangzhou 发布新产品

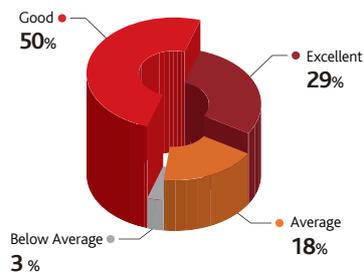
Overall Rating of Event 参展商对本届展会的总体评价



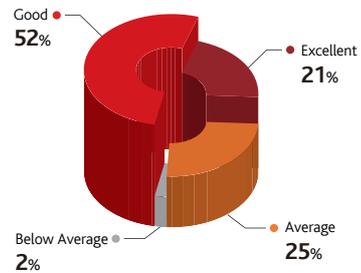
Success Rating of Strengthen Business Contacts 参展商对加强商业联系的满意度



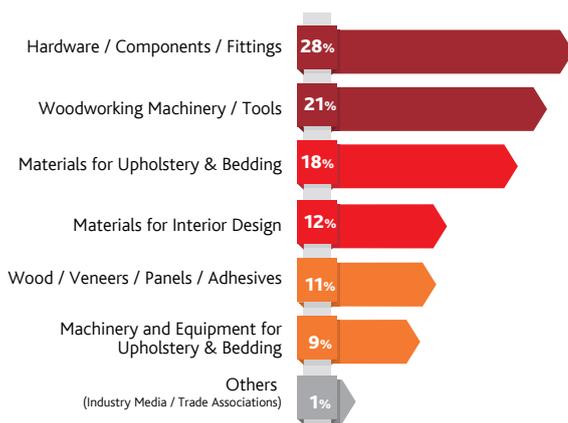
Rating of Visitor Numbers 参展商对观众数量满意度



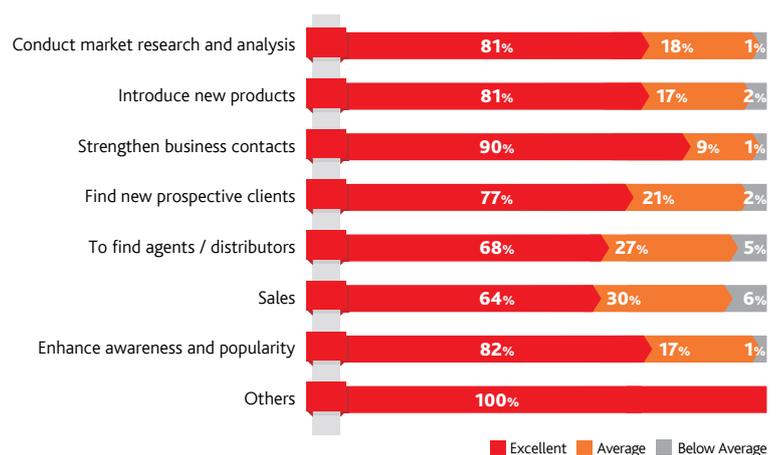
Rating of Visitor Quality 参展商对观众质量满意度



Exhibitors by Product Segment 参展商的产品类别



Success Rating by Stated Objective 参展商对参展各个效果的满意度



Visitors' Feedback 观众反馈

96%

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

91%

of visitors were satisfied with the results of their search for new suppliers at the show
观众对在展会上寻找新供应商的效果表示满意

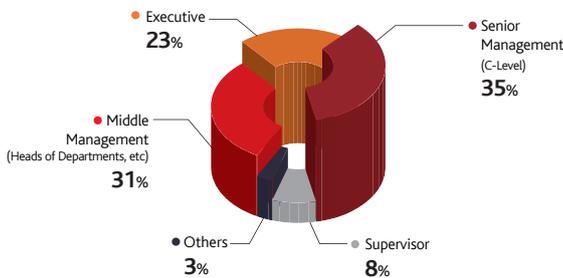
84%

of visitors plan to visit again in 2020
观众表示会继续参观2020年展会

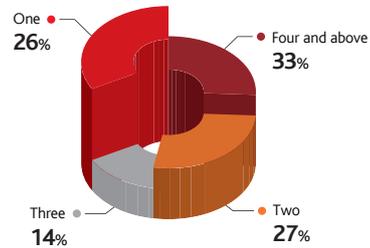
77%

of visitors spent at least 2 days at the show
观众在展会的逗留时间不少于2天

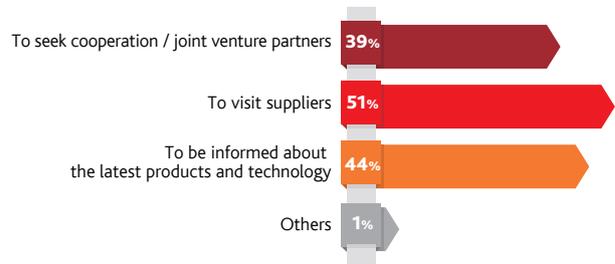
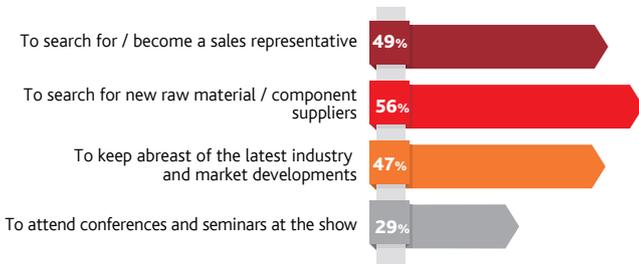
Visitors by Job Function 观众的职位



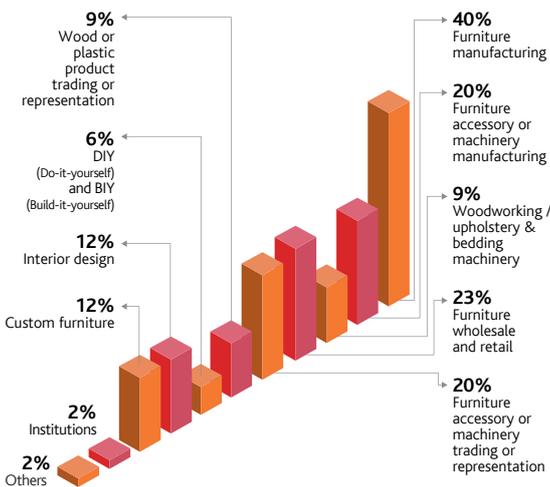
Number of times visitors have attended the Show 观众参观展会的次数



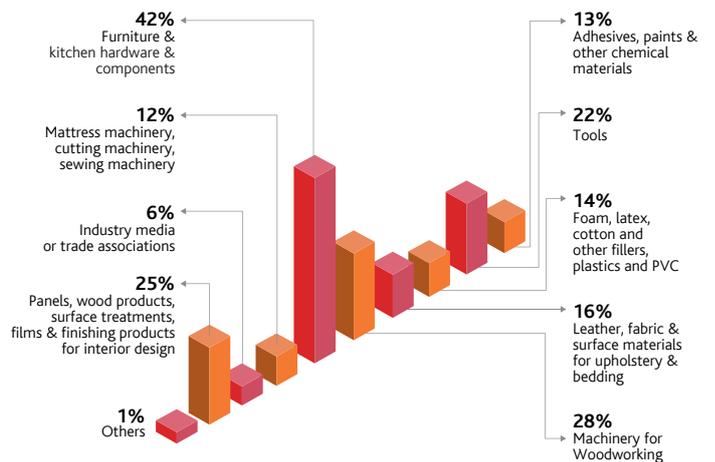
Objective for Visiting 观众参观目的



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

- Show Date: 28 - 31 March 2020
- 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: 1,500+
- No. of Visitors: 90,000+

展会相关信息

- 展会时间: 2020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: 德国科隆博览会有限公司
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1,500家
- 专业观众: 预计超过90,000名

Networking Happy Hour



Buyer Delegation



20 PLUS 20 Annual List



Business Matching



Cost of Participation 参展费用

- ▶ Space Only (min. 18 sqm):
EUR 260 or RMB 1,950 / sqm
- ▶ Standard Shell Scheme (min. 9 sqm):
EUR 310 or RMB 2,450 / sqm
- ▶ Premium Shell Scheme (min. 12 sqm):
EUR 330 or RMB 2,600 / sqm
- ▶ 光地 (至少18平方米):
260 欧元 或 1,950 人民币 / 平方米
- ▶ 普通标摊 (至少9平方米):
310 欧元 或 2,450 人民币 / 平方米
- ▶ 高级标摊 (至少12平方米):
330 欧元 或 2,600 人民币 / 平方米

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

Sign Up to Exhibit NOW! 现即报名参展

- Registration Deadline: 15 November 2019
- 参展报名截止日期: 2019年11月15日

Contact Us 联系我们

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Premium Shell Scheme / 高级标摊

