

Press Release

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CIFM / interzum guangzhou 2015 closes with another record year

The crowd at Asia's largest furniture production trade fair, CIFM / interzum guangzhou 2015, held in Guangzhou, China, has dispersed as the event drew to a close today. A total of **1,269** industry manufacturers and suppliers from **35** countries and regions, including Germany, Italy, Belgium, Spain, Chile, Finland, the US, Canada, Russia, Turkey, India and Thailand gathered together to showcase their latest wares, which ranged from raw and auxiliary materials as well as upholstered furniture and bedding production machinery to woodworking machinery, furniture textile, hardware accessories, interior decoration machinery, and materials and components. Among the **309** overseas exhibitors - **24** percent of the total - were participants from **8** country pavilions.

Occupying **140,000** square meters, the event was the largest to be staged in its history, thanks to the organizer's decision to expand into the new Hall 12.1.

"China, as the world's largest furniture producer, has been presenting varied styles on the global stage, while CIFM / interzum guangzhou, as Asia's flagship furniture production trade fair, has been committed to building a high quality platform for forging partnerships, and at the same time emphasizing on trade and the strengthening of ties between exhibitors and buyers. For the last 12 years, the event has grown together with the industry and driving the rapid development of the furniture trade in both China and Asia," said Michael Dreyer, Vice President Asia Pacific, Koelnmesse GmbH, organizer of the event.

Expressing his delight at the outcome of the American Hardwood Export Council's participation, its regional director, John Chan, said: "Overall, there have been many visitors this year and our members here are all very satisfied... We've seen a lot of high-quality buyers. They know about wood materials very well, have a certain understanding of our various products, and are very professional. So, this year, the organizers have done a great job in attracting high-quality customers. Both our participating members and I believe that this event is a very important platform,



interzum guangzhou
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Machinery & Furniture Raw
Materials Fair (Guangzhou) 2015

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and hope that we can once again expand the scale of our pavilion at the next edition.”

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“Based on our past experiences, visitor crowd usually peaks on the second and third days, but this year, we have already received a lot of customers just on the first day. This goes to show the increase in visitor traffic compared with last year. In addition to domestic visitors, there have also been many foreign ones. Besides being interested in our products, many have also expressed their intention to cooperate with us. Not only that, they are all very professional, and... of very good quality. The management and layout of the event are all well done,” echoed Svetlana Burik, the head of Aristo Trading Limited’s Guangzhou office.

“For us the number of visitors is not very important but the target crowd we are focusing on. We have met the people we are looking for, so the results are positive. At present, interzum guangzhou is the only furniture production and interior trade fair I have participated in in Mainland China. From my point of view, the good event facilities also enable the show to be held successfully,” said second-time exhibitor, Patrick Elissen, Manager Business Development, Vita Talalay (Radium Foam) from Netherlands.

Visitors to interzum guangzhou 2015 were equally impressed.

Attending the event for the first time, Ming-Chih Hsieh, senior project specialist of Aurona Industries Inc said: "Although the exhibition area is huge, the product segmentation is very clear, making it easy to find the products we need, and we are very satisfied with that. Our key procurement targets are hardware accessories and raw materials, so, Area C is our main area. I have had in-depth exchange with a lot of suppliers. The services provided by the organizers have been very satisfactory."

“This is our second time visiting interzum guangzhou. We felt satisfied with the show results. Here we can meet the industrial quality suppliers from all over the world. We could reach our regular clients and also meet with new clients during the show. Last year, we made two deals onsite and this year, we’ve closed four deals in the first two days, and they are new business. An impressive aspect of interzum guangzhou is the onsite signage, especially the ones on the floor. They did us a big favor,” said another pleased visitor, Patricia Moreno Olea, administration manager of Evercom S A C from Peru.

The PIAZZA visitor lounge located at Hall 14.1 kick-started a series of fringe events with the introduction of the US and European furniture hardware standards and LGA certification by Huang Zhiwei of TÜV Rheinland.

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The highlight of the activities, an official seminar titled "Behind the Furniture Industry's Progress – Passing On Technology and Innovation in Furniture Production", drew strong attendance. During the seminar, Mr. Michael Tsang of LINAK Actuator Systems has a speech on demonstration session of the global market trends of electric adjustable furniture. Subsequently, Mr. Andy Xia of Leitz Tooling Systems shared his knowledge on new furniture processing technology, while attendees also learned about how laser edge banding and high gloss surfaces transform the European furniture market from Dr. Uwe Kraemer of REHAU Polymer Solutions.

The next edition of CIFM / interzum guangzhou will take place from March 28 – April 1 2016. To learn more about the event, visit www.interzum-guangzhou.com.

About the Organizers

Koelnmesse

As a world-renowned trade fair organizer, Koelnmesse has an excellent track record for organizing some of the world's most successful trade events, such as the accomplished interzum and imm in Cologne, Germany and furniPRO ASIA in Singapore. With over 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop CIFM / interzum guangzhou into *the* premier international furniture production trade show in Asia.

www.koelnmesse.com

China Foreign Trade Centre (Group)

The China Foreign Trade Centre (Group) is a highly qualified and experienced exhibition company. For more than 50 years, it has been organizing the China Import and Export Fair (also known as the Canton Fair), the largest trade fair in China. It is also the organizer of CIFF (China International Furniture Fair (Guangzhou), Asia's biggest furniture trade fair.

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