

## Press Release



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### **Strong foothold in the Kitchen and Appliance industry: the inaugural China Kitchen and Appliance Fair 2008 drew to a close with huge success**

**The first customized kitchen and appliance event in China drew to a close with impressive results. Covering a gross area of 10,000 sqm and featuring over 150 exhibitors, the new China Kitchen Furniture and Appliance Fair 2008 established itself as an excellent exchange and communication platform for the kitchen furniture and appliance industry players, bringing together the latest design and brands from leading domestic and international to support the prevalent growing trends of the kitchen markets in Greater China. The show received favorable reviews; the 2<sup>nd</sup> installment of the show is set to return in 2009.**

Guangzhou, China  
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The inaugural China Kitchen and Appliance Fair (CKFA) made its debut along side with the renowned interzum guangzhou as part of the 21<sup>st</sup> China International Furniture Fair (CIFF) that was held from 27 – 30 March 2008 in Guangzhou, China. The show welcomed over 15,511 visitors, of which 18% were international visitors from Brazil, Germany, Holland, Ireland, Italy, Japan, Korea, Taiwan and the USA.

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In line with the property boom in China in recent years, there are significant opportunities in the growth of import demands for the kitchen furniture and appliance industry from international markets such as Europe, North America and Japan. CKFA featured over 100 brands from the Kitchen and Kitchen fittings sector, represented by both domestic manufacturers and distributors representing the top brands around the world, offering exhibitors and visitors a wide array of procurement possibilities.

Mr John Avram, Chairman of Crossroads Enterprise Inc was present at CKFA. Better known as the "King of Kitchen Furniture" in the USA, Mr Avram has developed renowned brands such as Legend, Wood-Mode and Beyond that Crossroads Enterprise represents to become the top choice of high society in Europe and the USA. Entering

the Chinese market has been the biggest challenge for him. CKFA has been a success for him to make his entry into one of the biggest and fastest growing markets: "It is unbelievable that this is an inaugural show. The organization, planning, servicing and managing of this entire fair has been superb. CKFA is definitely the ideal platform for Crossroads Enterprise to make its entry to the Chinese market."

"The success of our participation in this inaugural major kitchen furniture and appliance trade show is very apparent. We have secured more clients and also established new friendships for future collaborations. We are looking forward to the 2009 show as it offers plenty of business opportunities for us" said Mr Jean Soucy, Director, International Sales, Asia-Pacific, Latin America and the Middle East for 2020 Technologies.

The next CKFA will be held in March 2009. Visitors and exhibitors can once again look forward to another excellent unique trading platform as this standalone kitchen furniture and appliances trade show continues to deliver the latest trends and developments in this prevailing market.

For more information, please visit [www.china-kfa.com](http://www.china-kfa.com).

## Organizers

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** and **imm cuisinale** in Cologne and **Orgatec**. With over 80 years experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivalled skill-set and expertise needed to develop China Kitchen Furniture and Appliance Fair into one of the premier international trade show in Asia.

China Foreign Trade Centre (Group) is a highly qualified and experienced exhibition company. For more than 40 years, it has organized the Chinese Commodities Fair, the largest trade fair in China. China Foreign Trade Centre (Group) is also the organizer of CIFF (China International Furniture Fair), Asia's biggest furniture trade fair. Affiliated to

China Foreign Trade Center (Group), China Foreign Trade Guangzhou Exhibition Corporation (CFTGE) is one of the most reputable exhibition companies with the longest history in China. Its main business scope consists of undertaking, organizing, co-organizing large-scale international exhibitions, and facilitating Chinese participation in leading exhibition overseas.