

Opening Press Release

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interzum guangzhou 2009 opens to a sell out show despite economic slowdown

A 33% increase in exhibition space to 80,000sqm from 60,000sqm in 2008. A 10% increase in participation with 761 exhibitors (versus 688 exhibitors in 2008) showcasing an international mix of the latest technology in Furniture Production and Woodworking.

interzum guangzhou 2009, the sixth edition of Asia's most comprehensive woodworking machinery and furniture production trade fair, opens today at the China Import and Export Fair Pazhou Complex in Guangzhou and will continue until 30 March. Despite the economic slowdown, this year's trade fair was sold out weeks before the opening. 761 exhibitors occupied 8 halls at an impressive 80,000 sqm, representing a 10% increase in participation and a 33% increase in space.

Visitors can look forward to conducting business with many exciting new exhibitors. Some of these brands include Sitapan SRL, OFK (Ozersk Furniture Accessories Company), Fusoni Components S.L., TORREDA FRANCESC S.L, Bedax Trading Incorporation, Sanitized, Flexitex S.A., Matsushita Industrial Co., Ltd., Union Brother (China) Co., Ltd, Diamond Wood China Limited , Enbasa (Nantong) Textile Co., Ltd., J.D. Irving Limited and Refined Mechanics Hi-Tech Co. Ltd, Zahonero.

New exhibitors at the German pavilion include Anthon GmbH, Maschinen- und Anlagenbau, B.Maier Zerkleinerungstechnik GmbH, Bansbach easylift, Electronic Wood Systems GmbH, Konrad Hornschuch AG, Wandres GmbH micro-cleaning. New exhibitors at the Italian pavilion include A. Molina & C



interzum guangzhou
China International
Woodworking
Machinery & Furniture
Raw Materials Fair
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Spa, Sitapan SRL, SiT SRL and SiTECH SRL. Exhibitors from Norway and Portugal will also be represented for the first time this year.

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“interzum guangzhou is an extension of interzum in Cologne, Germany, which has a history of almost 50 years, so we have confidence in interzum guangzhou even though this is the first year that we are exhibiting. Compared to the other furniture production industry shows in China, interzum guangzhou is quite competitive with certain fame and influence in the industry.” said Ms. Sophia Song from Beijing Euro China S&T Trade Co.,Ltd, representing B.Maier (Germany).

The Appalachian Regional Commission (ARC) Pavilion from USA is also a new addition, bringing with them company representatives from all of West Virginia and parts of 8 other states: Kentucky, Mississippi, New York, North Carolina, Pennsylvania, Tennessee, and West Virginia.

According to Mr. Tony Lou (Officer) from Freud International (Italy), a loyal supporter of interzum guangzhou, “This is the 4th time we are exhibiting. interzum guangzhou is well-known in China as well as in the furniture production industry, so we believe that it is an ideal platform to present out products. Secondly, Guangdong province is one of the most important markets in the world, therefore, we definitely choose interzum guangzhou because of its outstanding geographic location and historic industry foundation.”

Over the next 4 days, interzum guangzhou 2009 is expected to attract over 50,000 trade visitors and buyers from the DIY (Do-it-yourself) and BIY (Build-it-yourself); Furniture manufacturing; Furniture wholesale and retail; Interior design; Institutions; Wood and plastic processing; Wood and plastic trading sectors. The number of pre-registered visitors, a week before the trade fair, was already nearly double that of 2008, a positive sign for the final visitor attendance.

Aside from the extensive product showcase on the exhibition floor, leading industry practitioners will also share their knowledge and experience in the area of Furniture & Bedding and Solutions, Innovations & Market Opportunities in a series of professional seminars. A first this year include the workshop by 20-20 Technologies Inc., the world's leading provider of computer-aided design, sales software and manufacturing for the interior design industry.

"Despite the economic slowdown, interzum guangzhou has once again broken records with an all-time high in participation. We appreciate the continued support from our partners and customers, who acknowledge that interzum guangzhou is a must attend event for Asia's furniture production industry. And an integral part of Koelnmesse's series of interzum events for the global woodworking, machinery, raw materials and furniture production industries worldwide." said Michael Dreyer, Vice President Asia Pacific, Koelnmesse.

Organized by Koelnmesse and China Foreign Trade Center, this trade event is a one-stop forum for participants, providing an international avenue of business opportunities for buyers and manufacturers.

For more information, please visit www.interzum-guangzhou.com

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About 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, **interzum Moscow/Interkomplekt** 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 interzum guangzhou into one of the premier international furniture production trade show in Asia.

About China Foreign Trade Center (Group)

China Foreign Trade Center (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 Center (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.