

interzum guangzhou 2008: Another resounding success

Record breaking number of exhibitors and visitors participated at this trade show. Exhibitors are extremely happy with the results of their participation at this pivotal furniture manufacturing and woodworking trade platform. Visitors are impressed with the wide range of exhibitors available; interzum guangzhou indeed provides a one-stop definitive sourcing and buying experience

interzum guangzhou 2008, the fifth edition of Asia's most comprehensive woodworking machinery and furniture production trade fair, held at the China Import and Export Fair Pazhou Complex in Guangzhou from 27 to 30 March 2008 drew to a close with resounding success. The 4-day exhibition, held in conjunction with the renowned China International Furniture Fair and Hometextile China, spanned over a total space of 60,000 sqm, a 100% growth compared to 2007. This is the biggest interzum guangzhou to date, featuring over 688 exhibitors from 22 countries, and country pavilions from Italy, Germany, United States and Taiwan.

interzum guangzhou 2008 also saw an exponential increment in visitors. The exhibition welcomed over 57,073 visitors. This is a significant increase of over 25% from 2007.

'We are extremely encouraged by the enthusiasm and support of both visitors and exhibitors. We have designed the show to be the definitive platform for visitors to meet buyers, manufacturers and suppliers from all vertical sectors of the furniture manufacturing, production, and design industries. Demand for furniture continues to grow around the world, and China, as the world's largest supplier of home and office furniture, has been a key beneficiary of buoyant furniture demand. China's success has been reflected in the success of interzum guangzhou', stated Mr Michael Dreyer, Vice President Asia Pacific of Koelnmesse Pte Ltd, a subsidiary of Koelnmesse GmbH.

The exhibitors were extremely pleased with how interzum guangzhou has helped their business, and many have already indicated their interest in returning in 2009.



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www.interzum-guangzhou.com

Contact for further enquiries:
Agnes Heng
Tel + 65 6500 6732
Fax + 65 6296 2771
a.heng@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Telephone +65 6500 6700
Telefax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

'interzum guangzhou is our premiere exhibition in the Greater China. It has opened doors for us to the China market, and also allows us to have a better understanding of the Chinese market. Though there are other similar exhibitions in China, our top choice is still with interzum guangzhou, as it reaches out to the competitive furniture and woodworking market in the Guangzhou region. The organizers of the show have also shown immense professionalism and this is also a key factor for our continuous participation.' commented Mr Marco Rampichini, General Manager, SCM Group.

As a returning exhibitor for the fifth time, the Managing Director, Mr Burkhard Sydow of IMA (Asia) Pte Ltd has favorable comments: 'interzum guangzhou is the most professional and the best trading platform. We have witnessed its growth over the years and this has increased our confidence in it. We will definitely be back again in 2009.'

Sharing the same sentiment is Duerkopp Adler's Assistant General Manager, Mr Jimmy Pau. 'We believe in customers first in our business and we are constantly raising the standards of our products, and interzum guangzhou also shares the same motto as us. They have consistently raised the standards of the show to outdo themselves year after year. We definitely have plans to continue with our participation as interzum guangzhou has proven itself as an invaluable avenue to enhance our presence and market share in the market.'

First time exhibitor, Kentucky China Trade Centre Key Representative Mr David Snodgrass expressed his satisfaction with the results achieved with at interzum Guangzhou. 'We are very pleased that we have managed to introduce and showcase our products and technology to the Chinese market'.

Key exhibitor, REPON has also given their affirmation that interzum guangzhou is indeed the ideal trading platform for the furniture and woodworking industry. 'We are very happy with the results that REPON has attained at interzum guangzhou from our past participation. This is the reason why we have increased our exhibition space from 56sqm in 2007 to 120 sqm this year. We have also launched several new products during the show this year. This is a testimonial of our confidence in the show to open new doors to the China market.' expressed Assistant General Manager, Mr Shi Rong Zhong

A bilingual seminar was also held alongside the trade show. The 3-day seminar featured a panel of experts presenting on the latest developments, technologies and innovations on furniture, kitchen production and woodworking. Attendees of the seminars were pleased with the quality of the information presented.

The next interzum guangzhou will be held on 27-30 March 2009 at the China Import and Export Fair Pazhou Complex in Guangzhou.

For more details on registration, please visit www.interzum-guangzhou.com

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About Koelnmesse GmbH

As a world-renowned trade fair organizer, **Koelnmesse GmbH** 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.

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interzum guangzhou is part of the worldwide interzum network. For the Chinese furniture market interzum guangzhou is a must-go-event as well as the world leading exhibition interzum in Cologne next year (May 13-16, 2009). Established since 2004, interzum guangzhou provides furniture and design professionals with immeasurable opportunities for networking with a quality pool of buyers and sellers from China and neighbouring countries. Held in conjunction with the CIFF Office Furniture and Hometextile China, the trade event is a one-stop forum for participants to meet buyers, manufacturers and suppliers from all vertical sectors of the furniture manufacturing and production industry, as well as the design industry.