

**Press Release**

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## **CIFM / interzum guangzhou 2015 kickstarts with strong international exhibitor lineup**

The largest edition of Asia's most comprehensive furniture production and woodworking machinery trade fair opened today in Guangzhou, China, alongside the China International Furniture Fair.

Sprawled across 16 halls of the Pazhou Complex venue, the 14,000-square meter CIFM / interzum guangzhou packs a punch with 1,269 exhibitors from 35 countries and regions, an increase of close to 11% as a result of an additional hall.

International participation at this year's edition is prominent with national pavilions from Germany, Italy, Spain, Chile, Turkey, USA / Canada, the American Hardwood Export Council as well as Canadian Wood. Helmed by Italy's national woodworking machinery and tools manufacturers' association, ACIMALL, the Italian pavilion makes its debut appearance at CIFM / interzum guangzhou with a contingent of renowned domestic machinery brands at the new Hall 12.1.

Some 309 exhibitors are featured at the "international halls", and among them, 24 brands are making their first appearance at the trade fair. Participants also hail from emerging countries, like India and Brazil.

About 62,000 trade visitors from over 140 countries and regions are expected over the five-day event, with the number of pre-registered overseas visitors up by 45 per cent.

"A new hall, Hall 12.1, has been added this edition, boosting the exhibition scale to the largest in its history, along with more professional and meticulous exhibit segmentation. This year, I am very pleased to see another new batch of international star furniture manufacturing brands debuting at CIFM / interzum guangzhou, providing trade visitors with a wider selection of high quality suppliers, and at the same time, reflecting the flagship position of CIFM / interzum guangzhou among Asia's furniture production trade shows," said Michael Dreyer, Vice President Asia Pacific, Koelnmesse GmbH, organizer of the event.



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

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The PIAZZA visitor lounge located at Hall 14.1 is where a series of fringe events will happen from March 29, starting with the introduction of the US and European furniture hardware standards and LGA certification by Mr. Waley Huang of TÜV Rheinland. During the event, interested attendees will also be able to register to participate in the organization's laboratory open house day.

Subsequently, an official forum titled "Behind the Furniture Industry's Progress – Passing on Technology and Innovation in Furniture Production" as well as a seminar and demonstration session of the global market trends of electric adjustable furniture and its health benefits by Mr. Michael Tsang of LINAK Actuator Systems, will take place.

In addition, a topic on new furniture processing technology will be covered by Mr. Andy Xia of Leitz Tooling Systems. Attendees can also learn about how laser edgebanding and high gloss surfaces transform the European furniture market from Dr. Uwe Kraemer of REHAU Polymer Solutions.

Besides being able to source from the most comprehensive range of exhibits in Asia and obtain market insights, forum attendees also stand a chance to win attractive prizes, such as an iPad mini 3. All visitors will also be treated to exclusive benefits and services at the PIAZZA, including free redemption of a tumbler sponsored by Guangdong Tianan New Material Co., Ltd. with collection of any two stamps at Hall 12.1, 14.1 and 15.1.

Visitors seeking the most efficient use of their time at the trade fair can download the complete exhibitor list with brief company profiles and product images published on the event website ([www.interzum-guangzhou.com](http://www.interzum-guangzhou.com)) to search for their target products and schedule meetings with prospective suppliers in advance.

CIFM / interzum guangzhou 2015 runs today through Wednesday.

## **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](http://www.koelnmesse.com)

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### **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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