

Press Release

No. 3 / Guangzhou, China / 12 January 2015

CIFM / interzum guangzhou 2015 fully booked out, to feature activity-packed international halls

Strong emphasis on upholstery & bedding segment

As Asia's largest woodworking and furniture production trade fair, interzum guangzhou has been the chosen place by the industry to size up the competition, which was why it came as no surprise as organizer, Koelnmesse, announced recently that the annual event, which will run from March 28 to April 1, is sold out months before its opening. This is despite the addition of a new hall, expanding the floor space from 130,000 to 140,000 square meters – the largest in the 11-year history of the event.

Renowned names Homag, IMA, SCM, FGV, Titus, Cyber Lock, Okin Refined, Boyteks Tekstil, Bekaert, H.B. Fuller, Schattdecor, Rehau, SIGE, Italiana Ferramenta, Leggett & Platt, Kleiberit, Surteco, Alvic, Leitz, Freud, Mechatronic, Leuco and Xinyada will continue to be mainstays of the event, while 2015 will also welcome debuting exhibitors, including Fibromade from Portugal, Hans Weber and Zimmer from Germany, Permo from Italy and Japan's Terao.

National pavilions slated to make their appearance include countries like Germany, US/Canada, Italy, Turkey, Chile, and Spain as well as association-led groups by the American Hardwood Export Council and Canada Wood respectively. Among them, pavilions from Canada Wood, Chile and Turkey will spot bigger booth space take-up than in previous years.

Spotlighting China's position as the world's largest producer and consumer of upholstered furniture, which possesses great market demand for related raw materials and production equipment, a 10,000 square meter-hall - Hall 12.1 - dedicated to bedding production and woodworking machinery has been added and will host show regulars Adler, Duerkopp, Robatech, Baomo, Blue-vent and the Italian pavilion under its roof. The new hall is also aimed at further refining product



interzum guangzhou
China International Woodworking
Machinery & Furniture Raw
Materials Fair (Guangzhou) 2014

Guangzhou, China
28 March – 1 April, 2015

www.interzum-guangzhou.com

Contact:

Monique Fan

Tel:

+ 86 20 8755 2468 ext 16

Fax:

+ 86 20 8755 2970

Email:

m.fan@koelnmesse.cn

Contact:

Karen Lee

Tel:

+ 86 20 8755 2468 ext 12

Fax:

+ 86 20 8755 2970

Email:

k.lee@koelnmesse.cn

Koelnmesse Co., Ltd.

Guangzhou Branch

Room 3311, Metro Plaza

183 Tianhe Road (North)

Tianhe, 510620, P.R. China

Telephone +86 20 8755 2468

Telefax +86 20 8755 2970

info3@koelnmesse.cn

www.koelnmesse.cn

segmentation, consolidating related exhibits and facilitating exhibitor-visitor interaction.

Page 2

Titled "Behind the Furniture Industry's Progress – Passing On Technology and Innovation in Furniture Production", an official forum to be held during the trade fair will serve to reveal the role technological innovation in furniture production plays in promoting the upgrading of the global furniture industry, and introduce innovative furniture manufacturing technologies in 2015 and analyze as well as predict development trends.

In addition to being able to source from the most comprehensive range of exhibits in Asia, visitors who pre-registered online prior to the event will also be treated to exclusive benefits and services at the PIAZZA visitor lounge, including a complimentary beverage, free internet service and souvenir redemption. On top of that, pre-registered visitors will also get to enjoy free event admission, and receive a copy of the show catalogue.

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.

###