



Press Release

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CIFM / interzum guangzhou 2015 all set to go, to offer wider product selections, excitement

Slated to present an expanded show floor with the addition of one more hall, this edition of CIFM / interzum guangzhou, which will take place on March 28, will boast 16 halls spanning areas B and C of the Pazhou Complex in Guangzhou, China with a total of 140,000 square meters.

The five-day furniture production and woodworking machinery trade event, the largest in Asia, will showcase over 1,100 exhibitors from 36 countries and regions, and is expected to pull in 62,000 attendees from more than 140 countries.

This year's country pavilions will hail from Germany, Italy, Spain, Chile, Turkey, USA / Canada, the American Hardwood Export Council as well as Canadian Wood. Making its debut appearance at CIFM / interzum guangzhou, the Italian pavilion, organized by its national woodworking machinery and tools manufacturers' association (ACIMALL) and Italian Trade Commission Guangzhou Office (ICE), will see them leading a contingent of renowned Italian machinery brands at the new Hall 12.1.

As a furniture manufacturing powerhouse, China accounts for 25 per cent of the world's furniture production capacity, attracting global industry heavyweights to participate in CIFM / interzum guangzhou every year. Some 309 exhibitors will be featured at the "international halls" and among them, 24 brands will be making their first appearance at the trade fair. In addition to star brands from European furniture manufacturing strongholds, such as Germany, Italy and Belgium, buyers will also be able to source from emerging countries, like India and Brazil.

Titled "Behind the Furniture Industry's Progress – Passing On Technology and Innovation in Furniture Production", an official forum to be held on March 29 will serve to reveal the role technological innovation in furniture production plays in promoting the upgrading of the global furniture industry, introduce innovative furniture manufacturing technologies in 2015 and analyze as well as predict development trends.



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

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Executives from LINAK Actuator Systems, Leitz Tooling Systems and REHAU Polymer Solutions will share their insights in their respective fields during the forum, which will also prove to be an interactive session with attendees standing a chance to win attractive prizes, such as an iPad mini 3, followed by an industry networking event.

Other notable activities will include a furniture hardware quality testing exchange event and experience sharing on LGA testing in Europe and the U.S. revolving around rails and hinges hosted by TÜV Rheinland (Guangdong) Ltd. on March 29.

In addition to being able to source from the most comprehensive range of exhibits in Asia and obtain market insights, visitors will also be treated to exclusive benefits and services at the PIAZZA visitor lounge, 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.

Savvy visitors looking to maximize the use of their time at the trade fair can make use of the complete exhibitor list with brief company profiles and product images published on the event website to search for their target products and schedule meetings with prospective suppliers in advance. Those who pre-register online before the event will also get to enjoy free event admission, and receive a copy of the show catalogue.

To learn more about the event or pre-register to attend, visit www.interzum-guangzhou.com, or sign up for the event e-newsletter for timely updates.

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.

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