Asia’s Leading Furniture Production Fair

interzum guangzhou

28.-31.03.2020 Guangzhou, China
Held concurrently with China International Furniture Fair
About CIFM / interzum guangzhou

As Asia’s leading event in the woodworking machinery, furniture production and interior design industry, CIFM / interzum guangzhou was first introduced to the China market in 2004. The event originated from interzum (since 1959) by Koelnmesse GmbH. CIFM / interzum guangzhou provides the definitive one-stop platform for industry suppliers from all vertical sectors to showcase a wide range of products and technologies, and to meet trade buyers from all over the world. The 2019 event occupied 150,000 sqm of exhibition space across Area B and Area C of the venue with 1,509 exhibitors from 35 countries and regions, and attracted 94,863 professional buyers from 145 countries and regions (combined with the China International Furniture Fair – Office Show segment).

Why Exhibit

- Gain more exposure from Koelnmesse’s global interzum network of event marketing and promotion
- Asia’s leading event in the woodworking machinery, furniture production and interior design industry
- Meet over 90,000 trade buyers along with CIFF, boosting your business in China and the Asian region
- Connect with CIFF exhibitors under the same roof, yielding twice the result with half the effort
- Exhibit alongside other leading companies from all over the world and enhance your company and brand image
- Achieve greater attention from the industry by launching your products in one of the world’s biggest furniture production regions
- Keep up with the latest market trends and needs by participating in exciting side events
- Enjoy more professional service from Koelnmesse with over 90 years’ experience in the exhibition industry

Choose CIFM / interzum guangzhou’s理由

- interzum全球系列展会在华唯一子展，独享德国科隆博览会有限公司全球推广网络资源
- 与来自全球 1,500 多家顶尖家具制造行业品牌同台竞技，提升品牌形象
- CIFM / interzum guangzhou作为亚洲家具制造行业最负盛名的贸易平台，汇聚亚洲顶尖行业企业
- 位于全球最大的家具制造基地中心，在此展示及发布产品，获得更多全球行业人士的关注
- 与亚洲规模最大家具展——广州国际家具展览会（CIFF）同期同馆举办，共享超过9万名专业买家资源
- 形式多样、精彩纷呈的现场活动，获取最新行业与市场资讯，提高参展附加值
- 共享广州国际家具展览会（CIFF）超1,500家成品家具展商资源，巨大潜在客户近在咫尺
- 拥有 90 多年专业办展经验的德国科隆博览会有限公司提供的专业服务

展会概述

CIFM / interzum guangzhou自2004年由德国引入中国，源自具有60年历史的科隆国际家具生产、木工及室内装饰展（interzum, Since 1959），目前展会已成为亚洲地区木工机械、家具制造与室内装饰行业首屈一指的顶级贸易展览会。CIFM / interzum guangzhou秉持为行业的各个领域的制造商与采购商提供优质的一站式贸易平台，每届展会吸引众多国内外企业展示最新的产品与技术，汇聚了海内外的专业买家。2019年展会规模达150,000平方米，共吸引了来自35个国家与地区的1,509家企业参展与全球145个国家与地区的94,863名（统计包括CIFF办公家具展）专业观众到访参观。
展会相关信息

- 家具制造业
- 家具辅料制造业
- 木工机械 / 林业机械 / 软体机械制造业
- 家具辅料或机械贸易 / 代理商 / 经销商
- 木材及塑料制品贸易
- 家具批发及零售
- DIY（Do-it-yourself）和BIY（Build-it-yourself）
- 室内设计
- 公共机构或贸易协会

- 五金配件及部件
- 室内装饰材料及配件
- 软体家具生产机械
- 软体家具生产辅料及配件
- 木材及板材
- 粘合剂、涂料及其它化工原料
- 木工家具生产机械及辅料设备
- 行业组织、服务机构及媒体

- 硬件和组件
- 室内工作的材料和组件
- 机械和设备用于软体和床上用品
- 软体家具生产辅料及配件
- 木制品及板材
- 粘合剂、涂料及其它化工原料
- 木工家具生产机械及辅料设备
- 组织、服务与媒体

- 美国阔叶木外销委员会展团
- 加拿大木业协会展团
- 法国展团
- 德国展团
- 意大利展团
- 马来西亚木业协会展团
- 西班牙展团
- 韩国展团
- 土耳其展团
- 美国 / 加拿大展团

10 Overseas Pavilions

Visitor Profile

- 家具制造业
- 家具辅料制造业
- 木工机械 / 林业机械 / 软体机械制造业
- 家具辅料或机械贸易 / 代理商 / 经销商
- 木材及塑料制品贸易
- 家具批发及零售
- DIY（Do-it-yourself）和BIY（Build-it-yourself）
- 室内设计
- 公共机构或贸易协会

Exhibit Profile

- 硬件和组件
- 室内工作的材料和组件
- 机械和设备用于软体和床上用品
- 软体家具生产辅料及配件
- 木制品及板材
- 粘合剂、涂料及其它化工原料
- 木工家具生产机械及辅料设备
- 组织、服务与媒体

10 Overseas Pavilions
2019 Post Show Report

2019 Facts & Figures

- 1,509 Exhibitors
- 347 International Exhibitors
- 35 Countries & Regions
- 94,863 Visitors
- 145 Countries
- 150,000 sqm

Increase by 3.4%
Increase by 5.6%

35 Exhibiting Countries / Regions

- Australia
- Austria
- Belgium
- Canada
- Chile
- China
- Denmark
- Estonia
- Finland
- France
- Gabon
- Germany
- Hong Kong
- India
- Indonesia
- Israel
- Italy
- Japan
- Latvia
- Malaysia
- Portugal
- Russia
- Singapore
- South Korea
- Spain
- Sri Lanka
- Switzerland
- Taiwan
- Thailand
- The Netherlands
- Turkey
- UK
- Uruguay
- USA
- Vietnam

What Our Exhibitors Say

- MA.CO.2L SRL
  Sebastiano Filipozzi
  Sales Manager
  “There are more visitors than I expected and they are of good quality. We are looking for dealers from Australia and South Africa, and usually attend similar fairs in Beijing and Shanghai, but I think interzum guangzhou is the best window to showcase our products.”

- Fritz Egger Business Consulting Co. Ltd
  Ella Xia
  Marketing Project Manager
  “The footfall is extremely high and we’ve met with numerous target customers. Custom furniture is a trend that the industry can’t ignore, and it is an especially good opportunity for Egger. The concept of having a dedicated custom furniture supplier zone is excellent, and in line with market trends.”

- Freitas Irmaos LDA.
  Philippe Jolly
  Managing Director
  “The show was very busy on the first two days. We’ve made a lot of contacts and are really grateful for that. We are looking for agents, architects, designers and maybe furniture manufacturers. This is our first time introducing our technology to the China market, and this is the biggest furniture production fair in Asia. Everything is great.”

As an exhibitor, I am new to interzum guangzhou, but as a visitor, I have been here for about ten years. Interzum is one of the most famous exhibitions for furniture materials in the world. In China, we only focus on interzum guangzhou and will not consider attending other exhibitions.

Impress Surfaces GmbH
Dietmar Schulze
Director Project CHINA

150,000 sqm

5.6% increase
3.4% increase

Estonia
France
Indonesia
Italy
Japan
Latvia
Malaysia
Portugal
Russia
Singapore
South Korea
Spain
Sri Lanka
Switzerland
Taiwan
**Steady Growth Over the Past 5 Years**

- **Exhibitor Numbers**
  - 2015: 1,269
  - 2016: 1,459
  - 2017: 1,509
  - 2018: 94,863
  - 2019: 73,312

- **Visitor Numbers**
  - 2015: 67,270
  - 2016: 83,356
  - 2017: 89,858
  - 2018: 94,863
  - 2019: 73,312

**Visitors by Origin**

- **Top 10 Overseas Visiting Countries**
  1. India
  2. Malaysia
  3. Thailand
  4. Singapore
  5. Russia
  6. Indonesia
  7. Korea
  8. Austria
  9. Japan
  10. Philippines

**Industry Voices**

- **What Our Visitors Say**

  "I've attended interzum guangzhou six to seven times, and have also visited similar exhibitions in Malaysia, Germany, the United Kingdom, Shanghai and other places. In comparison, the biggest feature here is that there are many new products every year."  
  
  - **Silentnight**  
    Mr. Chris Gourdie  
    Managing Director

  "I'm from Pakistan and am here for office furniture, hardware and machinery. I attend the exhibition almost every year and it keeps getting better year after year. I've also visited other shows in Germany, Japan and Chicago. The difference among them is that there're more products at interzum guangzhou."  
  
  - **Best Standard Furniture**  
    Mr. M. Awais  
    CEO

  "I am from India and I came here for binding materials. This is my second time to interzum guangzhou. Compared to 2018, there are more companies and new products this year."  
  
  - **I SOURCES INTERNATIONAL**  
    Mr. Sachi Ladha

  "I am from America and work in Thailand. I am here to look for furniture materials and furniture suppliers. This is my first time to interzum guangzhou. I have also been to the exhibition in Thailand. The main difference is that interzum guangzhou is larger and has more choices."  
  
  - **J.VINCENT (THAILAND) CO., LTD**  
    Mr. Mike Miller
Exhibitors’ Feedback 展商反馈

Overall Rating of Event 参展商对本届展会的总体评价

Success Rating of Strengthen Business Contacts 参展商对加强商业联系的满意度

Rating of Visitor Numbers 参展商对观众数量满意度

Rating of Visitor Quality 参展商对观众质量满意度

Exhibitors by Product Segment 参展商的产品类别

Success Rating by Stated Objective 参展商对各个效果的满意度

- Hardware / Components / Fittings
- Woodworking Machinery / Tools
- Materials for Upholstery & Bedding
- Materials for Interior Design
- Wood / Veneers / Panels / Adhesives
- Machinery and Equipment for Upholstery & Bedding
- Others (Industry Media / Trade Associations)

- Conduct market research and analysis
- Introduce new products
- Strengthen business contacts
- Find new prospective clients
- To find agents / distributors
- Sales
- Enhance awareness and popularity
- Others

Exhibitors stated that they had a very satisfactory experience at the event, with 98% of exhibitors indicating that they met their target visitors at their booth. 97% of exhibitors would recommend participation to their partners, and 86% said they signed up onsite to participate again next year. 81% indicated that they would launch their new products at interzum guangzhou.

Overall, exhibitors found the event to be highly successful, with 28% rating it Excellent, 21% Good, 18% Average, 12% Below Average, and 11% Poor. Visitors were also well satisfied, with 50% rating the event Excellent, 29% Good, 18% Average, 3% Below Average, and 2% Poor. The majority of exhibitors, 98%, would recommend the event to their partners, and 97% would sign up onsite for the next year. A significant 86% of exhibitors planned to launch new products at the event.

In terms of product segments, Hardware / Components / Fittings were the most popular, followed by Woodworking Machinery / Tools. Materials for Upholstery & Bedding were also well-received, with 32% of exhibitors rating it Excellent. Materials for Interior Design and Wood / Veneers / Panels / Adhesives were also favored, with 18% and 11% Excellent ratings, respectively. Machinery and Equipment for Upholstery & Bedding received 9%, and Others (Industry Media / Trade Associations) had a 1% Excellent rating.

When it comes to the effects of the event, the majority of exhibitors, 81%, reported that they conducted market research and analyzed data. 81% introduced new products, while 90% strengthened business contacts. 77% found new prospective clients, and 68% were able to find agents/distributors. Sales were enhanced by 64%, with awareness and popularity boosted by 82%. The remaining 100% reported other effects.

In conclusion, the event was highly successful, with exhibitors and visitors alike expressing a high level of satisfaction. The event was particularly successful in terms of introducing new products and strengthening business contacts, with the majority of exhibitors planning to return next year and launch new products.
2019 Post Show Report

Visitors’ Feedback

- 96% of visitors are involved in the procurement of products.
- 91% of visitors were satisfied with the results of their search for new suppliers at the show.
- 84% of visitors plan to visit again in 2020.
- 77% of visitors spent at least 2 days at the show.

Visitors by Job Function

- Executive: 23%
- Senior Management: 35%
- Middle Management (Heads of Departmenets, etc): 31%
- Supervisor: 8%
- Others: 3%

Number of times visitors have attended the Show

- One: 26%
- Two: 27%
- Three: 14%
- Four and above: 33%

Objective for Visiting

- To search for / become a sales representative: 49%
- To search for new raw material / component suppliers: 56%
- To keep abreast of the latest industry and market developments: 47%
- To attend conferences and seminars at the show: 29%
- To seek cooperation / joint venture partners: 39%
- To visit suppliers: 51%
- To be informed about the latest products and technology: 44%
- Others: 1%

Visitors by Business Category

- Furniture manufacturing: 40%
- Furniture accessory or machinery manufacturing: 20%
- Woodworking / upholstery & bedding machinery: 9%
- Furniture wholesale and retail: 23%
- Furniture accessory or machinery trading or representation: 20%
- Institutions: 2%
- Custom furniture: 12%
- Interior design: 12%
- Wood or plastic product trading or representation: 6%
- DIY (Do-it-yourself) and BY (Build-it-yourself): 6%
- Leather, fabric & surface materials for upholstery & bedding: 16%
- Foam, latex, cotton and other fillers, plastics and PVC: 14%
- Tools: 22%
- Adhesives, paints & other chemical materials: 13%
- Foam, latex, cotton and other fillers, plastics and PVC: 14%
- Industry media or trade associations: 6%
- Tools: 22%
- Adhesives, paints & other chemical materials: 13%
- Foam, latex, cotton and other fillers, plastics and PVC: 14%
- Industry media or trade associations: 6%
- Others: 1%

Visitors' Product Interests

- Furniture & kitchen hardware & components: 42%
- Mattress machinery, cutting machinery, sewing machinery: 12%
- Panels, wood products, surface treatments, films & finishing products for interior design: 25%
- Leather, fabric & surface materials for upholstery & bedding: 16%
- Machinery for woodworking: 28%
- Adhesives, paints & other chemical materials: 13%
- Foam, latex, cotton and other fillers, plastics and PVC: 14%
- Industry media or trade associations: 6%
- Others: 1%
Cost of Participation

- **Space Only (min. 18 sqm):**
  - EUR 260 or RMB 1,950 / sqm
- **Standard Shell Scheme (min. 9 sqm):**
  - EUR 310 or RMB 2,450 / sqm
- **Premium Shell Scheme (min. 12 sqm):**
  - EUR 330 or RMB 2,600 / sqm

- **Floor Space (at least 18 square meters):**
  - 260 Euros or 1,950 RMB / square meter
- **Standard Shell Scheme (at least 9 square meters):**
  - 310 Euros or 2,450 RMB / square meter
- **Premium Shell Scheme (at least 12 square meters):**
  - 330 Euros or 2,600 RMB / square meter

* Final participation fee will be reflected on the deposit invoice.

Contact Us 联系我们

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Facts & Figures

- **Show Date:** 28 - 31 March 2020
- **Venue:** China Import and Export Fair Complex
- **Organizers:** Koelnmesse GmbH
  - China Foreign Trade Centre (Group)
- **Event Frequency:** Annual
- **Year of Foundation:** 2004
- **Admission:** Trade visitors only
- **Exhibition Space:** 150,000 sqm
- **No. of Exhibitors:** 1,500*
- **No. of Visitors:** 90,000*

Sign Up to Exhibit NOW!

- **Registration Deadline:** 15 November 2019
  - 2019年11月15日

- **Contact Us:**
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