



## Furniture China 2019 Shows a Notable Growth in Its 25<sup>th</sup> Anniversary

The 25th edition of China International Furniture Expo (also known as Furniture China 2019) ended on a considerable high note, in terms of visitor quality, exhibit range and the business touches. Exhibiting for 4-day with its concurrent shows – Maison Shanghai and Furniture Manufacturing & Supply China (FMC China) – Furniture China has welcomed attendees of 170,057 from 160 countries and regions, which indicates a growth by 2.15% compared with the year of 2018. The number of overseas visitors reached 21,078, showing a smooth trend of 0.6% decrease. Furniture China seeks to set up an efficient portal for diversifying market of furniture export and strengthen global coordinate business fair under current trading environment.

This year, furniture and material suppliers from France, Belgian, Italy, United States, United Kingdom, Malaysia, Japan, South Korea, and in total of 29 countries put up their latest products on show, which marks a growth from 24 countries of last year. Up to 562 new brands were showcasing with Furniture China this September, including 42 new design brands (out of 131). Exhibition hall of international brands figured a growth by 666 square meters. Global brands of **Actona, Verdon, FERMOB, GAUTIER, Ashley, GIESSEGI, COMMUNE, Maria Yee, HANSK, Ligne ROSET** exhibited with quality leading design styles, which attracted a large popularity. Local brands also advocated for the original Chinese design to contribute to furniture market in the coming years. Exhibiting companies such as **KUKA, EXPOCASA, STELLAR WORKS, HAMUOO, ZiinLife, SUREECO, Shi Er Shi Man** created interactive scenarios for visitors to explore the booth and read designs by experiencing Chinese culture through furniture products.

The co-located FMC China is dedicated to exhibiting the high-end furniture manufacturing in terms of the advanced technologies as well as qualified semi-products. The 2019 edition exhibited with 10 halls of 40,000 square meters. 730 brands showcased products categories in range of premier material, leather, hardware, panels & surface decor, coating & adhesive, latex & materials, upholstery machinery, and design fabric. Exhibitors included **Foresco, Alublu, ALFA**, and 39 timber materials suppliers such as **American Hard Wood Council, Frence Timber, Korea Federaton of Furniutre Industry Cooperatives, and Quebec Wood Export Bureau**. Rooted in the industry



advantages of high-end manufacturing, FMC China is to integrate resources, connect the industry chain from upstream to downstream, and further fulfill the diversified market needs.

Seeing the recognition of the raising value found in creative furnishing products, more visitors from Furniture China have visited the concurrent Maison Shanghai, compared with 2018. During the whole session, especially in the second and third day, the exhibition welcomed 46,000 visitors of manufacturers, retailers, product/interior designers, architectures, and end-users, figuring a remarkable result in this new edition. **Global View, CAMINO, Anttila&Hakaniemi, MathildeM, WOTIME, ATMOSFERA, MUMO**, together with around 600 brands showcased with the art of interior designs, decorated this September an ideal market for home décor and accessories.

Celebrating the 30<sup>th</sup> anniversary of China National Furniture Association (CNFA) and the 25<sup>th</sup> anniversary of Furniture China, the organizers – CNFA and Shanghai Sinoexpo Informa Markets sent their best appreciations to the great contributors, loyal exhibitors and business partners worldwide. **10-year Exhibitor Awards** were given to 45 exhibitors (out of 416) for their first 10 years at Furniture China; **15-year Exhibitor Awards** were given to 27 exhibitors (out of 74); and 2 enterprises – **KUKA** and **KODA** – were honoured with **20-year Exhibitor Awards**.

The 2019 **Gold Idea Design Award** with 6 years' history were giving out on the dinner party. Furniture/Furnishing brands of **PTLIFE, Mexarts, Hamuoo, FONE, Xiangshang, Stellar Works**; designers/design companies of **IZEN Environmental art Company, Jizhu Bamboo Studio, ZiinLife, Cai Liechao, Qiu Simin/Qiu Sitao, and Ren Hongfei**; and curation team of **R.E.Design** were honoured for the contribution to the progressive design in aspects of products, shared space, cultural creativities and curation.

Additionally, the **China Furniture Product Innovation Awards, Green Construction Awards**, and **“JINCHI PRIZE”** were given to award the admiring milestone of furniture design, recyclable materials used on booth construction, and special projects and elites in interior design.

Three featured events – **History and Future, Home Plus, and Color of Furniture** – together connected visitors with innovative design solutions for living spaces as for Chinese design. Chasing back to the Bauhaus style, the prototypes of contemporary design creativity, such particular area opened up to showcase the achievements and trends of furniture/furnishing market in terms of



the Chinese contemporary design. Besides, the new work of Peter & Charlotte Fiell: **Contemporary Chinese Furniture Design – A New Wave of Creativity** has been a good reference to read about Chinese furniture design.

Besides, **Muse in Décor** and **R.E.Design** showcased the solution of the redesign of raw materials, such as glass, fabric, and panels, connecting industrial resources, to further help material suppliers elevate the value of these primary products.

Maison Shanghai also develop its online business on both information efficiency and diversity. The new version of **Maison Business School** has brought up 6 forums concentrating on over 20 topics onsite. In coordination with INTERNI, WGSN, REARD, and industrial authorities, Maison Business School invited scholars, including Cherngyu Chen, Zheng Mianmian, Marc Fong, and Pasqualino Tomassi, to give speeches of interior design, consumer behaviour, online retailing technologies, etc. Besides, 53 courses lecturing the latest trends of interior design are already put online and could be sourced from WeChat now.

One other newly released digital products – **JJGLE EZBUY** – focuses on fast and efficient online B2B experience for global buyers to source from high standard exhibitors at Furniture China. The number of registered members has touched 60,000 by the end of the four-day exhibition, and it also showed a growth of daily inquiries that has reached over 3,600 since its first release in April 2019.

Since 1993, the very first year of Furniture China, it has been 25 years of development and expansion. Seeing it as an opportunity to change and relocate to higher standard, Furniture China is to promote with advanced digital technics, boosting global business for furniture import/export and high-end original design. *“China's manufacturing industry keeps improving in efficiency and product quality. Furniture China sees it responsibility to exhibit Chinese advanced design and manufacturing to the global market. We are dedicated to motivating a revolution of retail and product design in China.”* said Mr. Wang Mingliang, founder and director of Shanghai Sinoexpo Informa Markets Int’l Exhibition Co., Ltd.



### **Next edition:**

Furniture China 2020, SNIEC Pudong (Shanghai), **8-12 September 2020**

Maison Shanghai 2020, SWEECC Pudong (Shanghai), 8-11 September 2020

### **About the Organizers:**



China National Furniture Association (CNFA) was established in 1988, which is a nationwide organization voluntarily composed of enterprises, institutions, social organizations and individuals in the furniture industry and related industries with production, management and research background. CNFA has 7,500 member companies and devotes to the advancement and development of the China's furniture industry. Main purposes of CNFA are to promote the development of industrial clusters, to facilitate communication and cooperation between China and global furniture industry, to joint organize the China National Furniture Expo (also known as Furniture China), to advance furniture design and to participate in the standard setting and work of ISO/TC136 and SAC/TC480, etc. CNFA was selected Chairmanship of the Council of Asia Furniture Associations (CAFA) since December 5th, 2014.



Shanghai Sinoexpo Informa Markets International Exhibition Co. Ltd is a professional organization by managing trade shows, events, online B2B platforms, which is a joint venture between Shanghai Sinoexpo International Exhibition Ltd and Informa PLC- a leading B2B information services group and the largest B2B Events organiser in the world. Countless Trade opportunities have been created to cater for more than 900,000 worldwide business buyers from our 60+ international exhibitions, the total exhibition area of which covered 1,350,000 sqm in 2018. Headquartered in Shanghai, Sinoexpo Informa Markets operates two branches in Beijing and Guangzhou as well as one joint venture in Guzhen Zhongshan, Guangdong Province. The total headcount exceeds 400.