

CIFF Shanghai 2018 the edition with the most ever

2018 has definitely been an important year for CIFF; a fundamental stage of its growth, and also perhaps of the growth of China in general, because of the strategic alliance established between two furniture sector giants.

The **42nd edition of CIFF Shanghai**, which will be held at the **National Exhibition & Convention Center (Shanghai)**, the **"NECC" Hongqiao**, from **10 to 13 September 2018**, is now just around the corner and will be conducted jointly by **CFTE** (China Foreign Trade Guangzhou Exhibition General Corporation) and **Red Star Macalline**.



Red Star Macalline is the undisputed leader in the Chinese furniture distribution sector. The Red Star Macalline statistics are impressive: bolstered by a domestic home furnishing market worth 4 trillion RMB, it manages 260 shopping centres scattered all over China, providing a total display surface area of more than 15 million square metres, and annual sales of more than 78 billion RMB.

The records and figures of CIFF, the world's largest furniture exhibition, and in any case the most influential in Asia, covering a total annual surface area of 1.15 million square metres, speak for themselves. The collaboration between these two sector leaders also does not require any further description and will definitely generate results that have never before been recorded and that are in any case difficult to predict.



中国（广州 / 上海）国际家具博览会
China International Furniture Fair
(Guangzhou / Shanghai)

CIFF 2018 September
National Exhibition
& Convention Center (Shanghai)
Shanghai Hongqiao, China
10-13 September 2018

CIFF 2019 March
China Import and Export
Fair Complex & PWTC EXPO
Guangzhou, China
March 18-21, 2019
March 28-31, 2019

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CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.
China Foreign Trade Guangzhou
Exhibition General Corp.

Just think of the **Business Negotiation Areas**, where companies attending CIFF and Red Star Macalline retailers will meet and will be able to immediately match up with each other and establish effective relationships.

This year's edition will tackle the topic of **"an Example of Global Home Life"** and will be a real leap forward in terms of quality, services and events; all the NECC spaces will be utilised, covering a total surface area of **400,000 square metres**. The attendance of new high-end exhibitors, designers and major retailers from 29 provinces and 182 cities from all over China will help identify the real design trends in relation to consumer requests.

The **International & Design Furniture Hall** and **Fashion Furniture Hall** are an absolute must, because of the incredible developments on display. The Chinese product is ready to go up against the international product, so these two pavilions dedicated to imports and design will be combined, and will host companies of the calibre of Wei Mo, Kinetic Amber, Xiqi, Jade House, Glory Casa, Thomasville, Medea, Roche Bobois, Roberto Cavalli, Muuto, Lexington, Boconcept, ToninCasa, Rossini, La vie, Art De Vie and ELM Home.

In the pavilion dedicated to Fashion Furniture, visitors will be able to see brands such as: HC28, City.W, Roling, Artpeak, Juzhuo, Tesoro, Yupo, Western Art, Debrah, Beson, Zhongzhixin, LS, Apollo T, Jiudian, Heng Ju, HYO, Fuyuan, Youzun, Meiyaobang, Zhenzhimei and Fairytale, which will show the local design trends by way of products that are both Chinese and non-Chinese in style.

At the same time as the next edition of CIFF Shanghai, the first edition of the **China International Furniture Machinery & Woodworking Machinery Fair (Shanghai)** will be held. This fair is the outcome of the new **partnership between CIFF and WMF**, and will therefore cover the entire production chain of the sector, including all the main manufacturing technologies and processing machine types, including wood-base panels and first-stage wood-processing equipment

Numerous exhibitors will attend, the most significant of whom include: Homag, SCM Group, Weinig, Biesse, Jinan Restar, Nanxing, Foma Group, SWPM, Yalian, Siempelkamp, Wemhoener, LMT, Ruiwudi, Leke, Huajian, Yuantian, Lianrou, Hengkang, Fuyi and Xinqunli.



Now in its fourth edition, the **EAST Design Show** is unquestionably the essential Asian design promotion event, where the finest products take shape, amaze and impassion. The spirit of Asian artisanship, rediscovered in

all its power, is celebrated by the selection of leading companies and workshops. This year's theme is "**More Different, More Interesting**"; a fascinating topic, never investigated sufficiently, extremely relevant in years marked by globalisation.

In China since 2017, the **Pinnacle Awards Asia-Pacific**, promoted by CIFF, by the American Society of Furniture Designers (ASFD) and by High Point Market, is the only international furniture and home-furnishing prize in the Asia-Pacific region. Part of the Pinnacle Awards, Pinnacle Awards Asia-Pacific and CIFF work together in order to improve quality and design in China and in Asia as a whole.

Many events are scheduled to take place during CIFF Shanghai, including the Pinnacle Awards Asia-Pacific 2018 ceremony, when the winners of the 16 competition categories will be announced, and awards will be given to selected works by internationally renowned designers.



But there is even more news!

CIFF Shanghai will mark the debut of **China Design Forum**, an event that will group together professional operators from various sectors, such as design, art, and culture, proposing a stimulating platform where ideas can be discussed. Established in 2014, by 10 interior designers from Chinese Mainland, Hong Kong and Taiwan, the C Foundation is the first volunteer charitable design foundation in China. The China Design Forum has continuously developed the "Seek Innovation, Boost Entrepreneurship and Jointly Create a Better Future" project, thus contributing to the development of educational programmes in cultural art design, architecture and interior design.

Another important debut is that of the **Design Dream Show**, an event created jointly by Red Star Macalline and Innovation Design Alliance, with the aim of expressing the concepts and trends in contemporary home furnishing.

Two different events, but both symbolise the development of Chinese design, mirroring a world that is changing rapidly; the fact that they are being held at CIFF Shanghai demonstrates the influence exerted by this amazing fair in the design, culture and media spheres.

Not to forget the important role that will be played by CIFF with **Shanghai Promotion Center for City of Design**, an organisation aimed at launching the two creative cities par excellence, Shanghai and Milan, by way of design events, fully exploiting the cultural and creative resources of Shanghai.

CIFF Shanghai 2018 will truly be a unique edition in all ways, with very many innovations, events and particularly loads of design ... definitely not to be missed!

Home Furniture		
International & Design Furniture	Hall 3	
Fashion Furniture Hall (Chinese Style & Design)	Hall 4.1	
Brand Furniture Hall (Modern & Entry Lux. & Classic)	Hall 5.1	
Customized & Smart Home Kids' Furniture	Hall 6.1	
Sofa, Dining & Living Room Furniture	Hall 5.2	
Sofa	Hall 6.2	
Sleep Center	Hall 7.2	
Outdoor & Leisure		Hall 1
Home Decor		
Home Decoration & Home Textiles Lifestyle	Hall 2	
Commercial Office & Hotel Furniture		Hall 8.2
Fashion Office	Hall 8.2	
Shanghai International Furniture Machinery & Woodworking Machinery Fair	Hall 7.1-8.1	



For further information on CIFF: www.ciff.furniture

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