

Asia's Leading Furniture Production Fair

CIFM / interzum guangzhou



26.-29.07.2022 Guangzhou, China Canton Fair Complex, Pazhou, Guangzhou Held concurrently with China International Furniture Fair

Post-Show Report





Asia's

_eading Event

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CIFM / interzum guangzhou 2022 Concludes Successfully With Focus on Sustainability

As the leading international event dedicated to Asian-Pacific markets, CIFM/interzum guangzhou covers the entire supply chain, from furniture design to hardware, furnishing materials, upholstery accessories, wood products and panels, adhesives and coatings, as well as machinery for woodworking and upholstery accessories.

Despite the challenges that all industries have been facing, the 19th CIFM/interzum guangzhou held in southern China drew to a splendid close on July 29th 2022 with a focus on sustainability and received positive compliments from exhibitors and high-quality visitors.

Facts δ Figures



330,000* sqm

Exhibition Space

1,100

Exhibitors

194

International Exhibitors

nearly

140,000*

Trade Visitors



Austria Germany Netherlands Taiwan, China

Belgium Hong Kong, China Portugal Thailand

Canada Israel Singapore Turkey

China Italy South Korea UK

Denmark Japan Spain Uruguay

France Malaysia Sri Lanka USA

Gabon Myanmar Switzerland Vietnam

A Central Platform to Connect the World

Nearly 30 Exhibiting Countries / Regions

interzum guangzhou

Exhibitor Insights





Exhibitor Profiles / Selected International Brands



























































































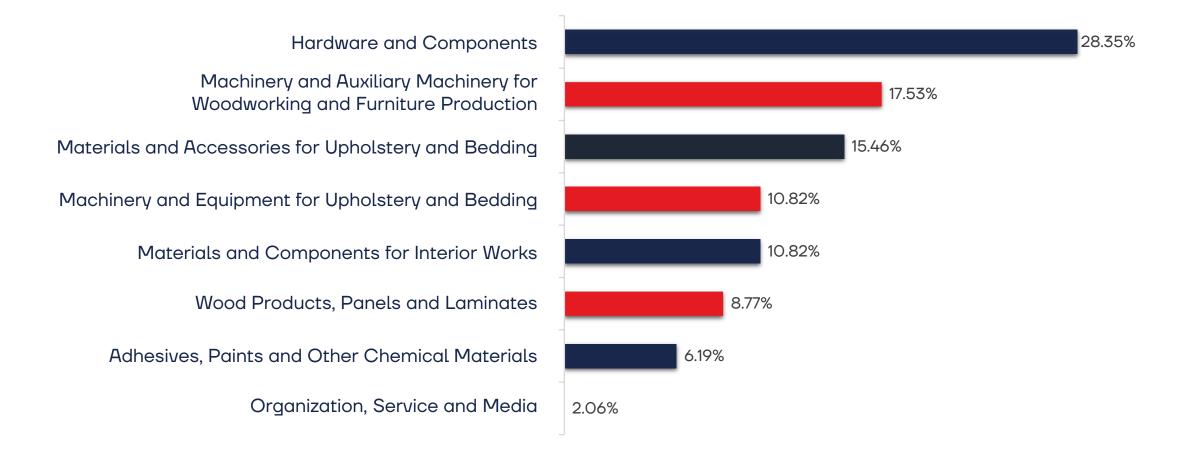






Exhibitor Profiles / Exhibitors by Product Segments





Exhibitor Feedback / Rating by Stated Objectives













95.2%

Exhibitors believe that interzum guangzhou is a high-quality platform for **launching new** products

96.6%

Exhibitors established connections with **target buyers**

96.4%

Exhibitors believe participating in interzum guangzhou will **increase brand awareness**

89.4%

Exhibitors would recommend peers to attend the fair

94.5%

Exhibitors are planning to **exhibit again in 2023**

Exhibitor Feedback / What Our Exhibitors Say





ITALIANA FERRAMENTA

Ms. Mei Business Executive for Direct Clients

We have been participating in interzum guangzhou for nine years. We have obtained many contacts of potential clients from this exhibition, and also there are some old customers coming to pay us a visit. There are several supporting activities at interzum guangzhou such as forums which have given us many chances to promote our brands here. Definitely we will recommend interzum guangzhou to industry peers.



LINAK China

Mr. Simon Jenkinson President

It's always a good opportunity to work with interzum guangzhou. Vitality and sustainability are very important to LINAK and we're a very big believer in innovation. It's a good opportunity for us to do that through interzum guangzhou. If you're gonna be in furniture and especially as a component supplier, you should be here!



SIMALFA®

Mr. Jochen Schanbacher General Manager China

I really like to participate at interzum guangzhou. It's a great experience and this year is no different.

We see a lot of international exhibitors at the interzum guangzhou, and are very excited to also be a part of it.

Despite all the challenges, the event has still maintained its high quality.



Kronospan

Mr. Bruce Hua National Sales & Marketing Director

The biggest attraction of interzum guangzhou is its professionalism and international image with local features. We believe that interzum guangzhou is the most professional industrial exhibition in the region. We would like to continue our partnership with interzum guangzhou to showcase our brand and products.

interzum guangzhou

Visitor Insights





Visitor Profiles / Visitors by Business Categories

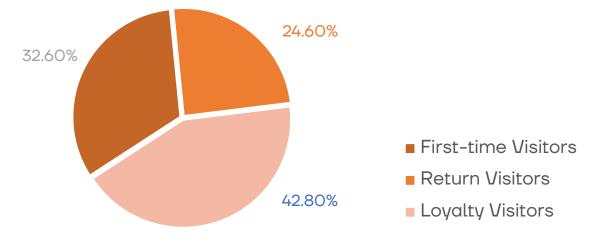




Visitor Profiles / Visitor Retention



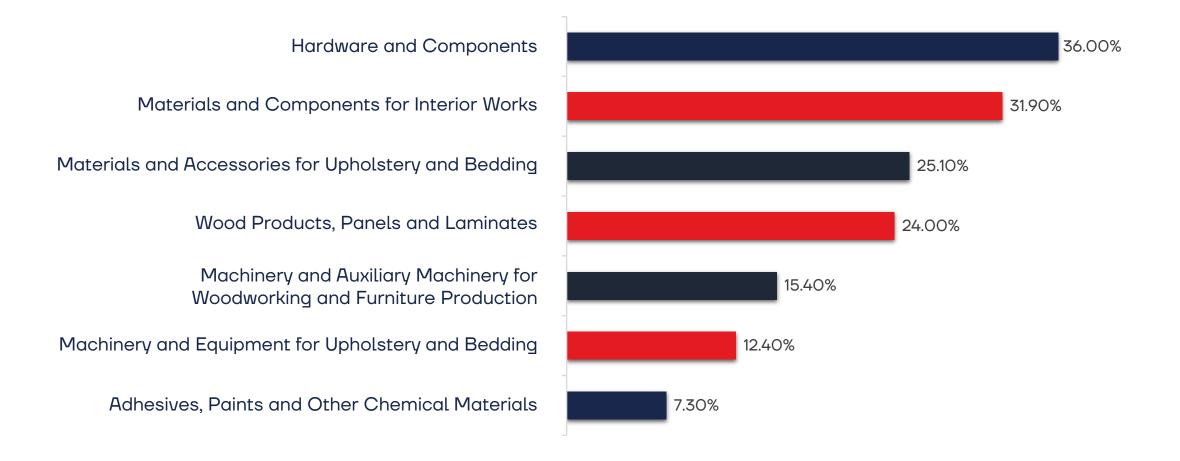




32.6% of the visitors participated in the fair for the first time24.6% of the visitors participated in the fair for the second time42.8% of the visitors participated 3 times or more

Visitor Profiles / Visitors' Product Interests





Visitor Feedback / Rating by Stated Objectives













87.6%

Visitors involved in **product procurement**

92.6%

Visitors satisfied with results of **searching for new suppliers**

90.1%

Visitors satisfied with results of searching for / becoming a **sales**representative of the Exhibitors

92.6%

Visitors satisfied with the **onsite seminars** they participated 98.4%

Visitors plan to **visit again** in 2023

Visitor Feedback / What Our Visitors Say About Business Matching





190 Funiture J.S.C

Mr. Huynh Kim Hung Business development department

This time we mainly wanted to purchase wood-based panels and value-added products for interior design as well as semi-finished products, and we have successfully met with matching suppliers.

木里木外

Muli

Mr. Jie Hu Director of Supply Chain Management

I benefited tremendously this time and greatly improved the efficiency of supplier development.



Newmood

Mr. Ömer Akbulut Export Department

The market is dynamic, we need different materials at different times. It was useful for us to do the meetings.



Snimay

Ms. Jinmei Feng, Ms. Xingxing Xia Procurement Representatives

This kind of targeted matching is extremely time-saving and helpful for finding suppliers.

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Signature Events

Energize your business







VSIL@Forum x VSIL@Gallery













VSIL - Vitality of Sustainable Innovation to Life

Under the motto "Vitality of Sustainable Innovation to Life," the VSIL@Forum and VSIL@Gallery -- Material Aesthetics Laboratory were launched this year with a novel exhibition format and curatorial concept that generated great interest among event attendees.











VSIL@Forum / Keynote Speakers





Mr. Philip Zhou

CSO,

Schattdecor





President of LINAK

China

Vice Chairman of

China Furniture

Association





Mr. Chunshan Jin General Manager, Sugatsune (Guangzhou)



Ms. Olivia Wu Senior Trend Specialist, WGSN



Hon.-Prof. Dr. Sascha Peters Founder and Owner, **HAUTE INNOVATION**



Mr. Matthias Haasler

Chairman

cum Head of Division

Furniture,

REHAU North East

Asia(NEA)















Award and Winners





In Pursuit of Furniture Accessories with Vitality

Aimed to give recognition to exhibitors, the top 20 from a large number of nominations were selected as winners of the 20 PLUS 20 Outstanding Furniture Accessories Award 2021-2022. The winning products stood out for their innovation, sustainability, safety and functionality.



Awarding Ceremony: Winning companies were honored during the Awards Ceremony.



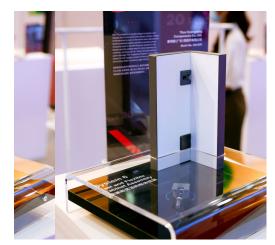
Showcase: 20 winning products were presented at the showcase throughout the exhibition period.





Award and Winners / Showcase













Nominate Now!

Nomination for 2022-2023 Award NOW OPEN!





Award and Winners / Winners













Wood Solutions

























世嘉智尼五金







* In alphabetical order.



Nominate Now!

Nomination for 2022-2023 Award NOW OPEN!

Business Matching / On-site Matching



To ensure that it is "business as usual" for everyone, both face-to-face and virtual business matching activities took place again this year, with over 120 online and offline business matching conferences successfully held with well-known buyers such as Vifa, DeRucci, Kuka, Muli and Snimay.

"It's very significant because these customers are exactly the ones we haven't reached before."

--Mr. Su Yang, project supervisor, IMA Schelling























^{*} Representing Buyers, in no particular order.

Business Matching / Offline-2-Online Matching



"It's a new source of suppliers, and it helps me to connect with suppliers efficiently."

——Mr. Honggo Wijaya, Decision maker, PT INSPIRA FURNEXINDO





Aimed at breaking time and location boundaries, the Offline-2-Online Live Business Matching served to offer buyers with an understanding of the latest market conditions without having to be physically present.



















^{*} Representing Buyers, in no particular order.

itg coffee @PIAZZA



Since its first introduction to the fair in 2012, the PIAZZA lounge has been a popular place for visitors and exhibitors to enjoy complimentary drinks and refreshments.

The concept of the PIAZZA lounge is identical to that of the piazza in Italian terms as a public square, surrounded by business activities, which gradually evolved into a marketplace for trade, information exchange and meetings.







"Boundless Design" Forum



Led by representatives from companies in the fields of furniture design and high-end customization, including Linak, DewertOkin, Kesseböhmer and Hettich, the "Boundless Design" forum analyzed topics on office furniture design, smart bespoke homes, delivering fresh perspectives and inspirations to attendees.

















interzum guangzhou

Marketing & Promotion

Extensive marketing campaigns







Marketing δ Promotion



We invested in an extensive marketing campaign to ensure everyone involved in all segments of the furniture supply chain are informed about the show, through a combination of targeted emails, advertising (online and print), social media, mailing, promotion and editorials.

Press Coverage



30,000+

Digital δ Print

Exposures on Social Media



4,800,000+

WeChat, Facebook, LinkedIn, Twitter, YouTube...

Reach buyers through Digital Marketing



400,000+

eDMs & SMS...

Media Matrix



100+

Barter Media & Partners

Marketing δ Promotion / 30,000 + Press Coverage





♥ CIFM/interzum guangzhou 7月奏响华章, 前瞻视野引领亚洲... news.letfind.com.cn/news/2022-7/462174.html -2022-7-15 七月广州共聚 2022年7月26-29日,全球家具生产设计风向标——CIFM/interzum quangzhou即将于广州琶洲盛大举行。 这是亚洲地区乃至全球家具制造业新的腾飞基地,逾20万 家具人将齐聚于此、链接世界。. 为带来更多前瞻性的行业启发,展金期间还将举办由家居设计 ≥ CIFM/interzum guangzhou 7月奏响华章, 前瞻视野引领亚洲 ... https://www.sohu.com/a/567846053 116082 • 2022-7-15 2022年7月26-29日,全球家具生产设计风向标——CIFM/interzum guangzhou即将于 广州琶洲蜃大举行。 这是亚洲地区乃至全球家具制造业新的腾飞基地,逾20万家具人将齐聚于 Interzum, Guangzhou 2022 https://www.impress.biz/en/latest-news/news/detail/... • Jan 08, 2022 - Interzum Guangzhou 2022 enabled our visitors to get inspired with new ideas specifically for the Chinese market. We welcomed all our customers to explore our world of Exhibitor Search-CIFM / interzum guangzhou www.interzum-guangzhou.com/exhibitors-list -Business Matching, Offline-2-Online Live Business Matching, VSIL@Gallery, International Hall Lounges. Gift Redemption. 20 PLUS 20 Annual List. - Application Form. - Annual List Finalists. -Facts & Figures-CIFM / interzum guangzhou https://www.interzum-guangzhou.com/about/6.html -As Asia's leading event in the woodworking machinery, furniture production and interior design industry, CIFM/interzum guangzhou provide the definitive one-stop platform for industrial... interzum guangzhou 2020 | interzum https://www.interzum.com/news/blog/feedback... -Aug 06, 2020 · interzum guangzhou marked the first major platform for the international furniture manufacturing and supply sector in the second half of the year. The response to the event was correspondingly large, with more than 800 ... 2022 Exhibitor Testimonials-CIFM / interzum guangzhou www.interzum-guangzhou.com/about/198.html • CIFM / interzum guangzhou is the most comprehensive trade fair in woodworking machinery, furniture production and interior design industry in Asia and the definitive one-stop platform for... Interzum Guangzhou 2021 - Agfa Products & Services https://www.agfa.com/printing/event/interzum-guangzhou-2021 + China Guangzhou International Furniture Manufacturing Equipment and Ingredients Exhibition was introduced to China from Germany in 2004, and originated from the 60-year-old Cologne International Furniture Production. CIFM / interzum guangzhou 2023(Guangzhou) - Asia's most ... https://www.showsbee.com/fairs/83061-interzum-guangzhou-2023.html -As Asia's leading event in the woodworking machinery, furniture production and interior design Industry, CIFM / interzum quangzhou was first introduced in. CIFM / interzum quangzhou 2023 i...

Marketing δ Promotion / 4,800,000+ Exposures on Social Media





Marketing δ Promotion / 400,000+ Reaches to buyers via eDMs δ SMS





Marketing δ Promotion / 100+ Media Matrix





^{*} Selected media partners, in no particular order.



SEE YOU in 2023 @guangzhou

28.-31.03.2023

Canton Fair Complex, Pazhou, Guangzhou

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