



www.interzum-guangzhou.com

Post-Show Report

Guangzhou, China

CIFM / interzum guangzhou

2026.03.28-31



**SMART
REVOLUTION**

CFTC
中国对外贸易中心集团有限公司
CHINA FOREIGN TRADE CENTER GROUP CO., LTD.

 **koelnmesse**



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SMART REVOLUTION

**Lead with intelligence.
Forge a new beginning.
Pioneer the future.**

“Smart Revolution” was the bold theme of the 2026 edition, driving the industry to transcend traditional boundaries.

Centred on this theme, the fair unveiled a transformative blueprint whereby intelligence restructures industrial logic, and materials redefine the future of furniture manufacturing.



Facts & Figures 2026

170,000+m²
Exhibition Space

1,750
Exhibitors

250+
International
Exhibitors

353,106*
Visitors

*Statistics cover CIFF
Phase I and II.

Exhibit Segments

A Global Gathering of Industry Leaders

Asia's Most Comprehensive Woodworking and Upholstery Machinery, Furniture Production and Interior Décor Trade Fair.

As Asia's premier trade platform for the upstream furniture manufacturing sector, the exhibition gathered 1,750 exhibitors from nearly 30 countries, spanning an impressive area of more than 170,000 square metres. Exhibitors showcased cutting-edge technologies, premium hardware, innovative materials, high-performance fabrics, sustainable adhesives and engineered panels, presenting the full spectrum of next-generation furniture manufacturing solutions.

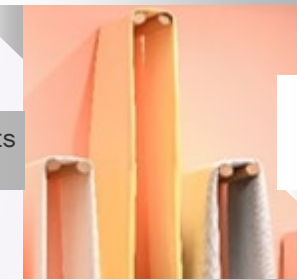
Hardware and Components



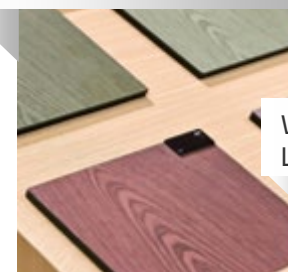
Adhesives, Paints and Other Chemical Materials



Materials and Accessories
for Upholstery and Bedding



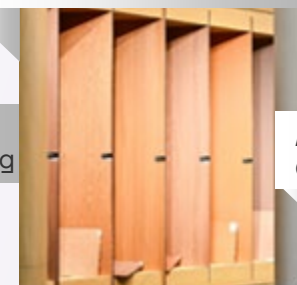
Materials and Components
for Interior Works



Machinery and Auxiliary
Machinery for Woodworking
and Furniture Production



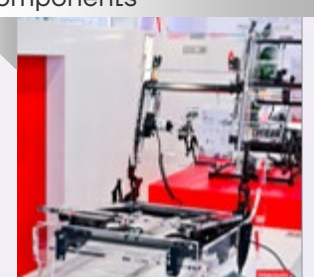
Wood Products, Panels and
Laminates



Machinery and Equipment
for Upholstery and Bedding



Actuator Systems &
Components



Exhibitor

Leading Global Brands

**Bringing together
over 250 leading
companies in the
furniture production
sector.**



* Selected brands in no particular order.

Exhibitor

Global Participation



Exhibitor

High Satisfaction



98.1%

Exhibitors were **satisfied**
with the outcomes of
interzum guangzhou
2026.



96.2%

Exhibitors successfully
acquired new
customers via interzum
guangzhou 2026.



94.3%

Exhibitors would
recommend their peers
to participate in
interzum guangzhou.



96.2%

Exhibitors were highly
satisfied with **visitor**
quality and volume.

**Source: Survey of exhibitors at interzum guangzhou 2026, conducted by the organiser.*

Long-term Partners

What Our Exhibitors Say



Catherine Wu

IMA Schelling China
General Manager

"We have been participating in interzum guangzhou since 2005, making this our 21st year. At this year's show, we connected with clients from the furniture manufacturing industry, including those from China, Southeast Asia, Central Asia, and India."

"interzum guangzhou is a highly professional and long-established trade show in the furniture industry. For furniture accessories, this is an excellent platform—not only for China but also for Southeast Asia."



Yi Zhu

Schattdecor China
CEO



Molly Mei

REHAU
Marketing Director

"We continue to exhibit at interzum guangzhou because we believe it is an excellent annual gathering for the entire furniture industry supply chain, where we can engage with both long-standing and new clients to discuss current trends, reflect on the past, and explore new directions for the future."

"Timotion has been participating in interzum guangzhou since 2013. It's an excellent platform that brings together customers from around the world, so it's a great opportunity to showcase our products."



Leo Lin

Timotion
Deputy Managing Director
(APAC & Emerging
Markets Division)

First-time Exhibitor

What Our Exhibitors Say



Muhammed Ammar Sancar

Akkim

Area Export Manager (Americas & Pacific)

"It's our first time at interzum guangzhou. We would like to meet international attendees here in Guangzhou."

"This year marks Ferrari's first participation in interzum guangzhou, and our booth has attracted significant attention from many clients. "



Qiming Zhong

Ferrari Hardware
Sales Director



An Hechterman

CHIYODA

Director Sales & Marketing

"This is our first time exhibiting at interzum guangzhou. We decided to exhibit here because we know it's an important platform for furniture industry — the whole industry is here — and we can speak to customers in Asian countries with diverse approaches to life and work."

"This is actually our very first time at interzum guangzhou. But UNILIN has been an exhibitor at interzum in Cologne for many years. When we decided to develop our business in China, interzum guangzhou was absolutely our first choice."



Yiran Zhao

UNILIN
Head of China

Exhibitor

Three Megatrends Shaping the Industry



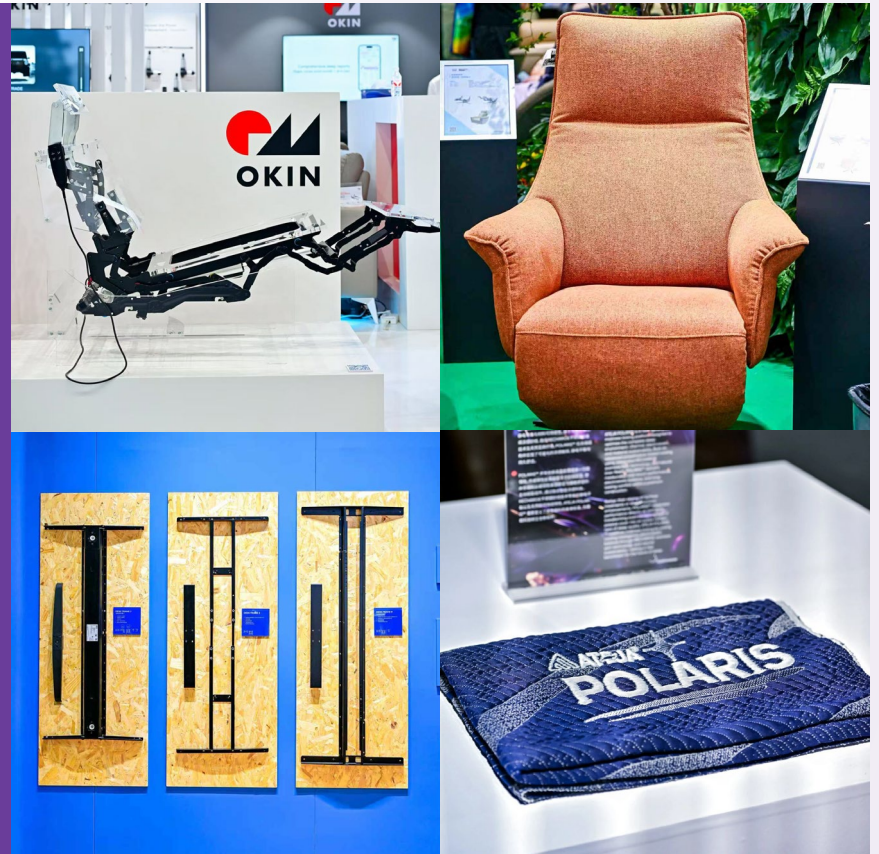
92.5%

Exhibitors paid close attention to **smart homes and eco-friendly / sustainable materials.**

This year's exhibition highlights three core trends in furniture manufacturing:

- ✓ **Deep Intelligence**
- ✓ **Closed-loop Sustainability**
- ✓ **Human-centric Experience**

These trends not only reflect the industry's accelerated shift toward deep intelligence, closed-loop sustainability, and human-centric experience, but also demonstrate the fair's unique ability to convene global cutting-edge expertise, positioning it as a driving force for the continued evolution of the furniture manufacturing sector.



**Source: Survey of exhibitors at interzum guangzhou 2026, conducted by the organiser.*

Co-located with China International Furniture Fair (CIFF) Guangzhou, the two events **attracted 353,106 professional visitors.**

Featuring world-class technologies and innovative solutions, CIFM / interzum guangzhou welcomed professional buyers **from 185 countries and regions.**

Participants covered furniture manufacturing, custom home furnishings, interior design, building materials, decoration and cross-border trade, effectively expanding industrial boundaries and market reach.



Visitors

Precise Target Audience

“Which **industry** is your company in? (Multiple Selection)”

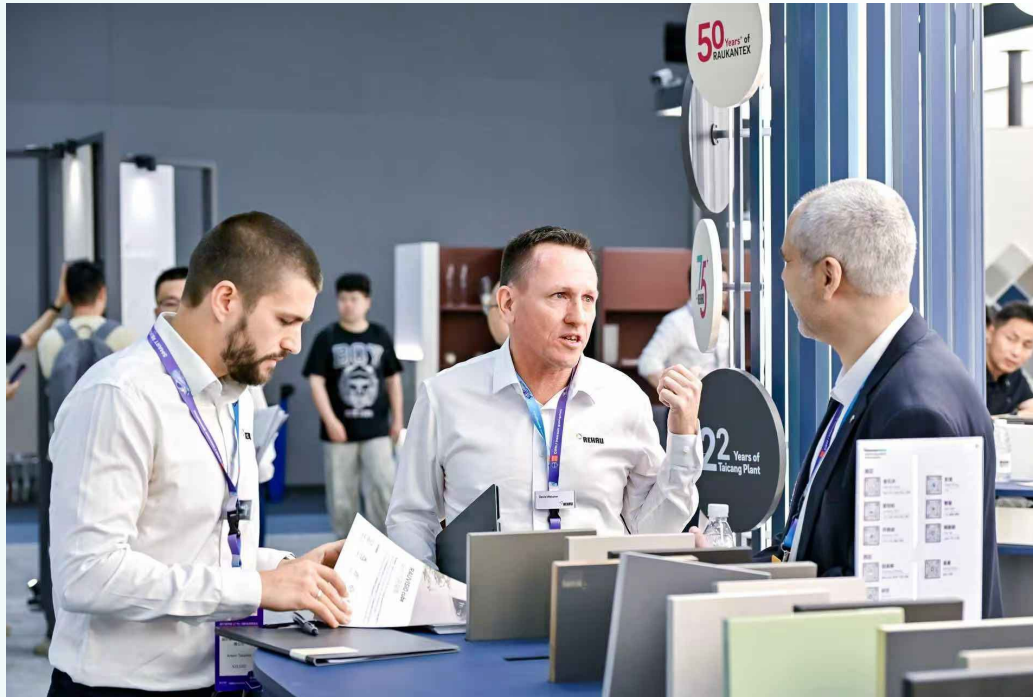
Furniture Manufacturing, 44.80%
Furniture Accessories Manufacturing, 26.50%
Woodworking / Upholstery & Bedding Machinery Manufacturing, 18.40%
Furniture Accessory & Machinery Trading or Representation, 14.10%
Furniture Wholesale and Retail, 13.90%
Trading Agencies / Institutions, 10.70%
Interior Design / Furniture Design, 10.20%
Custom Furniture, 10.10%
Wood or Plastic Product Trading or Representation, 9.80%
DIY (Do-it-yourself) and BIY (Build-it-yourself), 6.40%
Others, 3.20%



**Source: Survey of visitor at interzum guangzhou 2026 conducted by an independent market research institute.*

Visitors

Decision-Makers in Focus



82.1% of visitors are sole decision-makers, joint decision-makers, or key influencers in their companies' procurement processes – a clear reflection of high visitor quality.

**Source: Survey of visitor at interzum guangzhou 2026 conducted by an independent market research institute.*

Visitors

Positive Feedback



**Source: Survey of visitor at interzum guangzhou 2026 conducted by an independent market research institute.*

“Please indicate your **visiting experience.**”



Excellent / Good, 96.40%

“Satisfaction Level in **sourcing new raw materials / components suppliers.**”



Excellent / Good, 96.90%

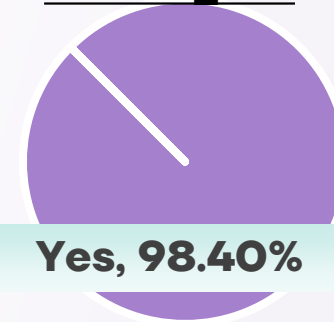
Visitors

Positive Feedback



**Source: Survey of visitor at interzum guangzhou 2026 conducted by an independent market research institute.*

“Will you **visit again?**”



“How likely are you to **recommend this exhibition to a friend or colleague?** ”

A teal pie chart with a single white line indicating a very small slice removed. Below the chart, a light blue banner contains the text "Extremely / Very likely, 95.90%".

Response	Percentage
Extremely / Very likely	95.90%

Visitors

Active Social Sharing



Visitors

Onsite Business Matching

Over 220 onsite business matching sessions were facilitated during the exhibition, underscoring the commitment of interzum guangzhou to delivering a high-caliber communication platform and professional sourcing services.

These tailored one-on-one meetings connected leading procurement decision-makers, including representatives from Adinath Furniture, Airland, Chairman, Delite Hi-Tech, Group Aryamman, Jiph Furniture, Metro Plus Life Style, Piano, Modulinea Modular Systems, Pioneer Furniture, Seatking, Sinamati Group, Vario, vifa, Woodline etc., accelerating strategic dialogues and purchase decisions at the very source of supply.



Visitors

Onsite Business Matching



Global Procurement Representatives



* Selected brands in no particular order.

Visitors

What Our Buyers Say



Behar Sinamati

Sinamati Group
CEO

"The level of interzum guangzhou organisation was exceptional, and the exhibition offered a clear view of where the industry is heading. We connected with leading suppliers, discovered advanced materials and solutions, and engaged in discussions that will directly shape our future projects. It was not just a visit, but a **strategic investment with real, long-term potential.**"

"We visit primarily to look out for newer materials, and with our existing suppliers, discuss a better, more powerful business collaboration. interzum guangzhou is a great connect, a great platform because **in one exhibition you see the whole industry.** You have the hardware, chair part manufacturers, furniture producers, raw material suppliers and machines. So it's one collaborative ecosystem in one place for everybody to see, meet, understand and connect."



Dhanesh Bhatia

Group Aryamman
CEO



Edwin Moo

Sinaran Office Supply
Managing Director

"interzum guangzhou is a great platform for international buyers to gather **the latest and most innovative technology in furniture production industry.** With the world's leading supply chain in manufacturing and materials, we can easily gain knowledge and business networks within a short time period during interzum guangzhou."

Signature Events - Leading Smart Innovation



interzum guangzhou Award

Inspiring future furniture development.



Vitality of Sustainable Innovation to Life (VSIL) Forum

Exploring practical avenues for integrating design into manufacturing.



Boundless Innovation Forum

Spotlighting technological innovation in wood veneer finishing.

interzum guangzhou Award

Derived from the esteemed interzum Award, the interzum guangzhou Award celebrates breakthroughs in furniture components, materials and technologies. Recognised as one of the most prestigious accolades in Asia's furniture sector, the award honours excellence in innovation and sustainability, attracting top brands from across the globe.

Following a rigorous evaluation process, **15 outstanding innovations** were selected for the two prestigious awards—"interzum guangzhou Exclusive" and "**Outstanding Furniture Accessories**"—collectively shaping the future trajectory of the furniture industry.



interzum guangzhou Award

2026 Consultants



Dick Spierenburg

- Interior Designer
- Founder of Spierenburg Studio
- Creative Director of imm cologne



Sascha Peters

- Material Expert
- Founder of HAUTE INNOVATION
- Red Dot Ambassador



Kristina Meyer

- Product Designer
- Designer & Co-owner of byform produktdesign
- Jury Member of interzum Award



Naoki Terada

- Architect and Designer
- Founder of Terada Design Architects
- Professor at Musashino Art University

interzum guangzhou Award

2026 Winners



interzum guangzhou Exclusive

Recognising benchmark products with technical breakthroughs and global market application prospects.

Outstanding Furniture Accessories

Focusing on the exceptional fusion of materials, craftsmanship, and design.



* in no particular order.

Vitality of Sustainable Innovation to Life (VSIL) Forum



Industry leaders gathered for in-depth discussions on breaking down barriers between design and manufacturing, as well as creating personalised, emotionally resonant, and smart living environments.

Topic

Design Utopia

Global Furniture "Design & Supply Chain" Innovation

Innovative Thinking

- Industry Leaders
- Interior & Product Designers
- Trend Experts
- Panel Discussion

Keynote Brands

byform

WGSN



schattddecor

BOYTEKS



Boundless Innovation Forum



Leading companies conducted intensive exchanges on technological innovations and breakthroughs in high-end wood veneer finishes, ranging from craftsmanship to East-West aesthetic integration.

Topic

Wood Vision

2026 Wood Veneer Finishing Technology Forum

Participants

- International Wood Veneer Manufacturers
- Coatings Suppliers
- Woodworking Machinery Manufacturers
- High-end Custom Woodworking & Home Design Brands
- Designers

Keynote Brands



Global Collaboration

With the solid support from the **European Federation of Woodworking Machinery Manufacturers** (EUMABOIS), interzum guangzhou 2026 once again asserted its industry leadership, bringing together a privately organised German Pavilion, as well as exhibitor delegations led by the **American Hardwood Export Council** (AHEC), **American Softwoods**, **Quebec Wood Export Bureau** (QWEB), **Malaysian Timber Council** (MTC), **Istanbul Ferrous and Non-Ferrous Metals Exporters' Association** (IDDMIB), **Virginia Department of Agriculture and Consumer Services** (VDACS) and **Taiwan Woodworking Machinery Association** (TWMA).

Furthermore, buyer delegations from India's **Association of Furniture Manufacturers & Traders** (AFMT), procurement representatives from **Malaysian Furniture Council** (MFC), **Indonesian Furniture Industry and Handicraft Association** (ASMINDO) and many others joined the event for cutting-edge technologies and unmatched networking potential.

Global Associations & Organisations:



** Selected partners in no particular order.*



Global Media Impact



1,331,320

Press Coverage



1,314,874

Video Views



2,564,453

**Social Media
Exposures**



1,611,881

**Direct Marketing
Reaches**

Global visibility continues to expand, with millions of media impressions hitting a new high.

Scaling up video content strategy, with 1.31 million views driving new momentum in communication.

2,564,453
Exposures on Social Media



Deepening social media matrix operations, massive impressions boost audience engagement.

Facts & Figures

Exhibitors

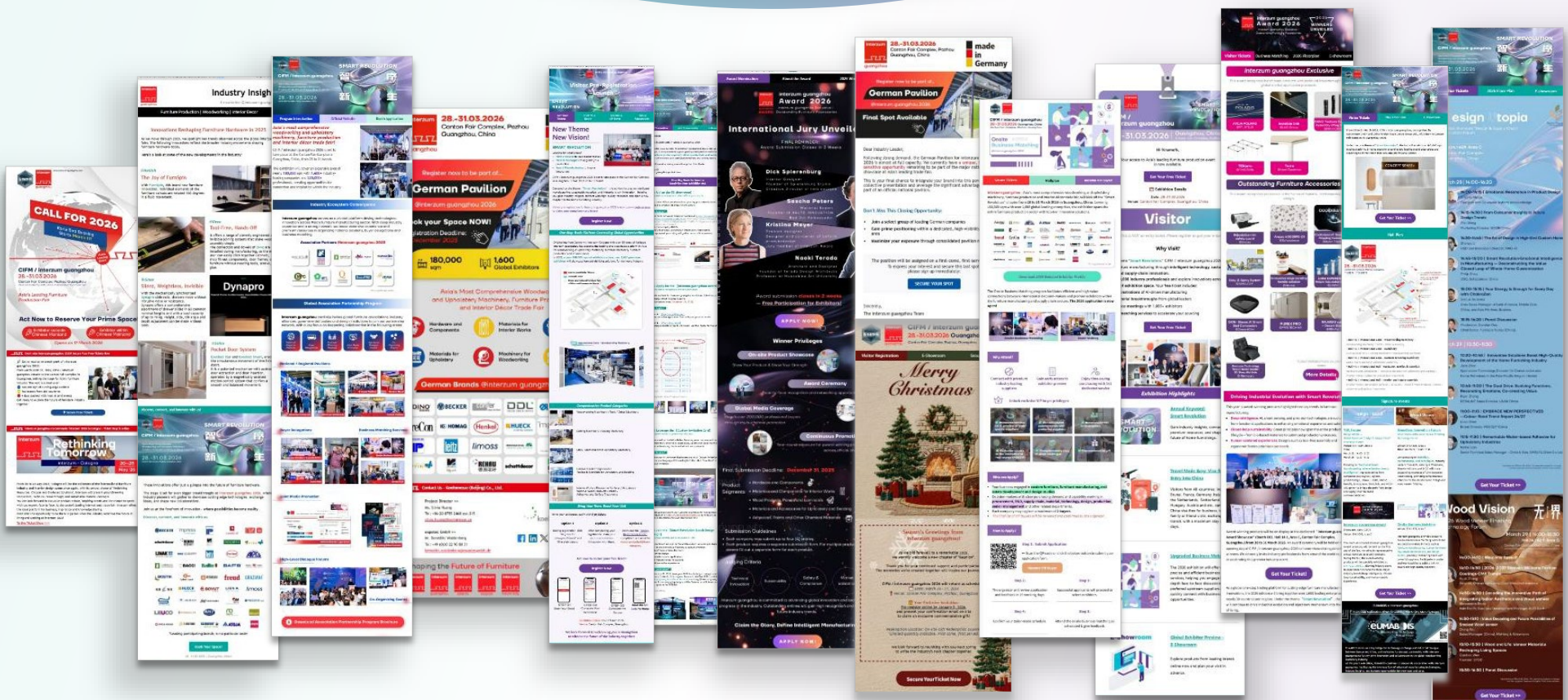
Visitors

Signature Events

Global Collaboration

Reaches Through Digital Marketing

1,611,881



Precision-driven digital marketing delivers over 1.61 million effective reaches with consistently high conversion rates.



Contact Us

China & International Participation

Project Director

Koelnmesse (Beijing) Co., Ltd.
Guangzhou Branch
Silvia Huang
Tel: +86-20-8755 2468-315
silvia.huang@koelnmesse.cn

Asia

Singapore

Koelnmesse Pte Ltd.
Rei Umehara
Tel: +65-6500 6706
rei.umehara@koelnmesse.com.sg

Taiwan, China

Koelnmesse Representative
Office Taiwan
Dolphin Wang
Tel: +886-2-7711 5051-597
d.wang@koelnmesse-taiwan.com.tw

Thailand

Koelnmesse Thailand
c/o Expolink Global Network Ltd.
Pansa Supakajornwanich
Tel: +66(0) 2 640 8013 #24
pansa@koelnmesse-thailand.com

Malaysia

Promo Era Sdn Bhd
Grace Tan
Tel: +603-20316686
grace.t@promo-era.com

North America

Koelnmesse Inc

Kasia Myzia
Tel: +1-773-326-9926
k.myzia@koelnmesse.us

Europe

Germany

Koelnmesse GmbH
Nadim Ledschbor
Tel: +49 821-2626
n.ledschbor@koelnmesse.de

Belgium, Denmark, Faroe Islands, Finland, Greenland, Iceland, Luxemburg, Norway, Sweden

Koelnmesse GmbH
Tobias Fliß
Tel: +49 821-2986
t.fliss@koelnmesse.de

Bosnia and H., Italy, Kosovo, Croatia, Liechtenstein, Malta, Montenegro, North Macedonia, San Marino, Serbia, Slovenia, Switzerland

Koelnmesse Srl
Carlotta Benardelli
Tel: +39-02-86961329
carlotta.benardelli@koelnmesse.it

Portugal, Spain

SGM Ferias y Servicios SL
Marit Jantzen
Tel: +34-91 359 84 55
m.jantzen@koelnmesse.es

Türkiye

AV - Türkiye tezulas fuar
danismanlik hizmetleri ltd. Sti.
Misket Cercel
Tel: +90-216-385 66 33
cercel@tezulas-fuar.com

Romania

Representatives in Romania and
Moldova for Koelnmesse
Roberta Straub
Tel: +40 31 409 41 76
roberta.straub@koelnmesse.ro



SEE YOU

28-31.03.2027

NEXT YEAR

CIFM / interzum guangzhou

Canton Fair Complex, Pazhou, Guangzhou, China

