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*Asia's Leading Furniture
Production Fair*

interzum guangzhou

中国广州国际家具生产设备及配料展览会



28.-31.03.2021 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 next edition in 2021 will occupy over 300,000sqm of exhibition space, bringing more than 1,600 companies from over 30 countries and regions. Over 100,000 visitors from 140 countries and regions will source at the exhibition.

展会概述

CIFM / interzum guangzhou自2004年由德国引入中国，源自具有61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。2021年展会规模将达300,000平方米，汇聚30多个国家和地区的超过1,600家企业参展，将吸引来自全球140个国家及地区的逾100,000名专业观众莅临参观。

Why Exhibit

- **Gain** more exposure from Koelnmesse's global interzum network of event marketing and promotion
- **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
- **Asia's leading** event in the woodworking machinery, furniture production and interior design industry
- **Meet** over 100,000 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

选择 CIFM / interzum guangzhou 的理由

- 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
- 与亚洲规模最大的家具展——广州国际家具博览会 (CIFF) 同期同馆举办，共享超过10万名专业买家资源
- 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
- 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





Visitor Profile

- Furniture Manufacturers
- Furniture Accessories Manufacturers
- Woodworking / Upholstery & Bedding Machinery Manufacturers
- Furniture Accessory & Machinery Traders or Representatives
- Wood or Plastic Product Traders or Representatives
- Furniture Wholesalers and Retailers
- DIY (Do-it-yourself) and BIY (Build-it-yourself)
- Interior Designers
- Institutions

Exhibit Profile

- Hardware and Components
- Materials and Components for Interior Works
- Machinery and Equipment for Upholstery and Bedding
- Materials and Accessories for Upholstery and Bedding
- Wood Products, Panels and Laminates
- Adhesives, Paints and Other Chemical Materials
- Machinery and Auxiliary Machinery for Woodworking and Furniture Production
- Organizations, Services and Media

观众范围

- 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 (自己动手做) 和BIY (自己动手建构)
- 室内设计
- 公共机构或贸易协会

展品范围

- 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
- 行业组织、服务机构及媒体

2020 Post Show Report 展后报告

2020 Facts & Figures 展会数据一览



16 Exhibiting Countries / Regions 参展商国家及地区

- Belgium
- Brazil
- China
- Denmark

- France
- Germany
- Hong Kong
- Italy

- Japan
- Portugal
- South Korea
- Switzerland

- Taiwan
- Turkey
- USA
- Vietnam

“ What Our Exhibitors Say 展商语录

I'm impressed with the number of exhibitors and the level of attendance is very healthy. It really offers a one-stop shop for everybody who wants to focus on the Asia-Pacific market, so I'm very pleased to be here.

Henkel Investment Co., Ltd.
Dr. Rajat Agarwal
Global Head of Lifestyle at
Henkel Adhesive Technologies

The number of visitors has exceeded our expectations and our booth is often packed. After this pandemic, the home furniture industry will undergo a round of reshuffle, but it has not affected our brand much. Pandemic control plans are well executed by the organizer.

ITALIANA Ferramenta
Ms. Angela Wu
Marketing Consultant

The show is busier than I actually expected it to be, and there are more people here than I thought. I am meeting many of our old friends here whom we haven't seen for a long time and catching up with existing customers. It's much busier than we expected, so I'm happy.

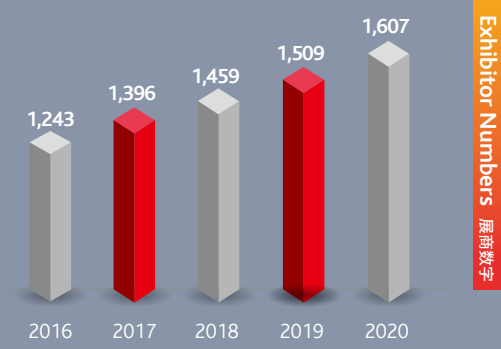
LINAK Actuator Systems Ltd.
Mr. Simon Jenkinson
President

The business matching live streaming experience was a delight. I have to commend the organizer who has done a very good job and provided the buyer with very detailed seller information, which worked well. My boss and I were very surprised by this. Generally speaking, I am very satisfied.

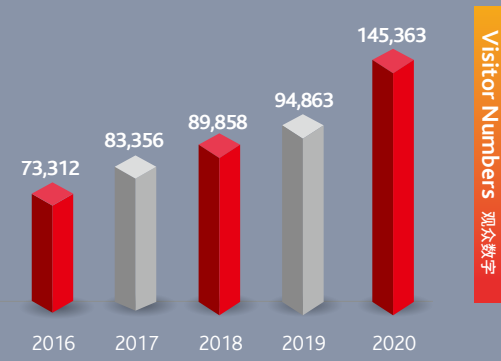
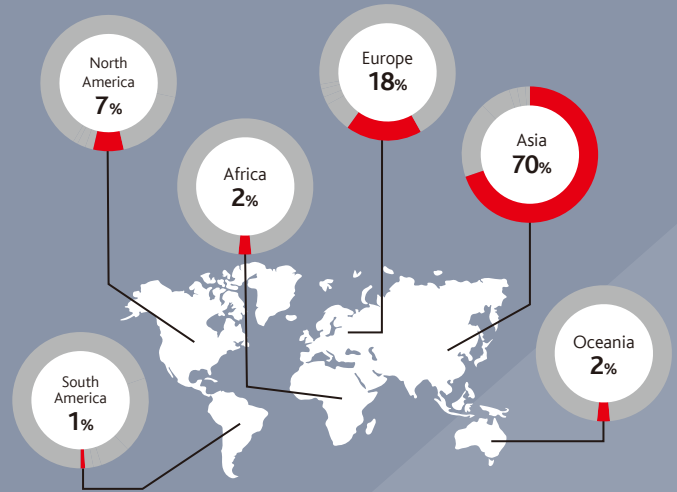
W.D.E.-MASPELL SRL
Ms. Cindy Liu
General Manager



Steady Growth Over the Past 5 Years
观众及展商数字增长趋势



Visitors by Origin
观众来源与占比分析



Top 10 Overseas Visiting Countries
海外观众来源国前十

- | | |
|-------------|----------------|
| 1. India | 6. Turkey |
| 2. USA | 7. South Korea |
| 3. Malaysia | 8. UAE |
| 4. Russia | 9. Ukraine |
| 5. Japan | 10. Vietnam |



“ What Our Visitors Say 观众语录

I come here every year. This is the most influential industry exhibition in China. The pandemic prevention measures have been very well organized.

Yimu Jiayuan Furniture Materials Co., Ltd.
Mr. Wang Shaohui

Poli-Film Co., Ltd.
Mr. Chen Zuqing
Sales Engineer

This is my first time visiting this exhibition. China has been particularly good at controlling the pandemic, so it has the ability to launch such exhibitions.

Marketing Department
Mr. Liu Kai
Marketing Dept.

This is our fifth time visiting interzum guangzhou, and we are here to source for interior decoration materials. This is a must-attend event for us every year. Virus prevention measures were executed with utmost care, and the exhibition was abuzz with business activity.

KAUB.TE Office Co., Ltd.
Mr. Ding Xiaobin
Manager



Exhibitors' Feedback 展商反馈



92%
of exhibitors met their target visitors at their booth

参展商表示在2020展会上遇到了目标客户

88%

of exhibitors would recommend participation to their partners

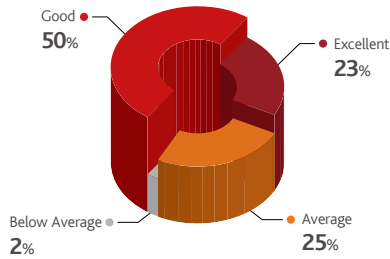
参展商表示会推荐同行来 interzum guangzhou 参展

86%

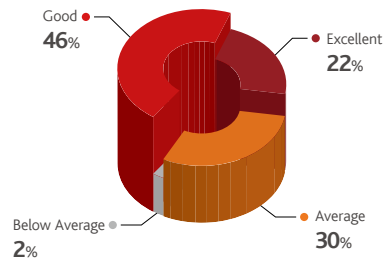
of exhibitors signed up onsite to participate again next year

参展商在现场已报名参加下届展会

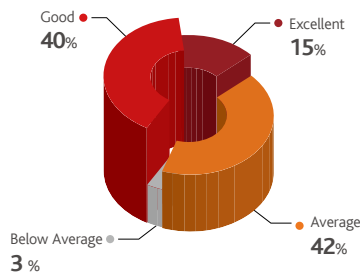
Overall Rating of Event 参展商对本届展会的总体评价



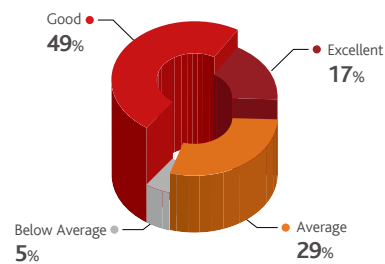
Success Rating of Strengthen Business Contacts 参展商对加强商业联系的满意度



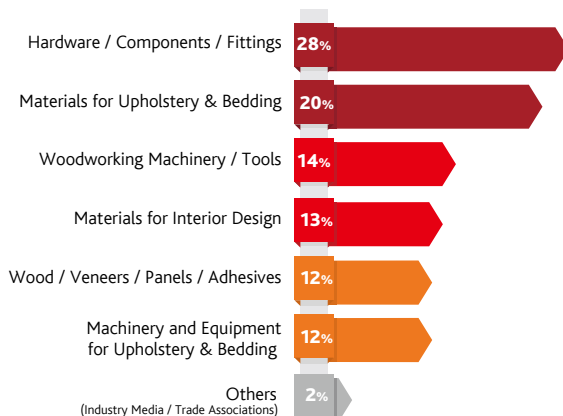
Rating of Visitor Numbers 参展商对观众数量满意度



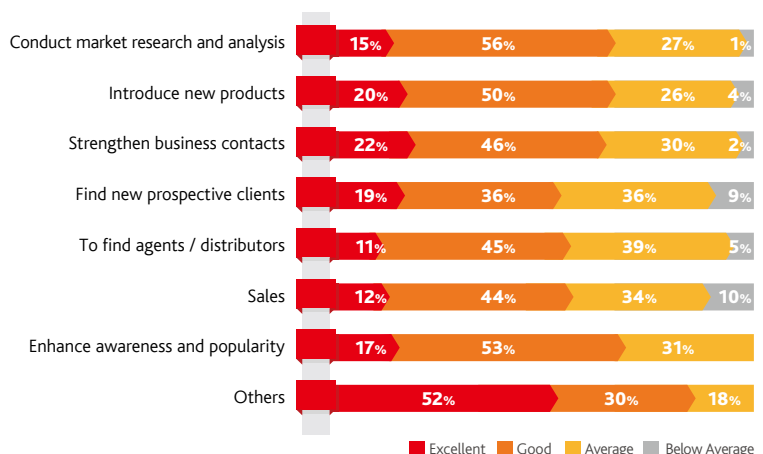
Rating of Visitor Quality 参展商对观众质量满意度



Exhibitors by Product Categories 参展商的产品类别



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

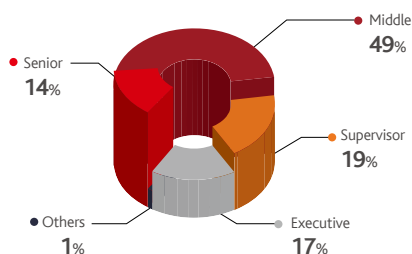


Excellent Good Average Below Average

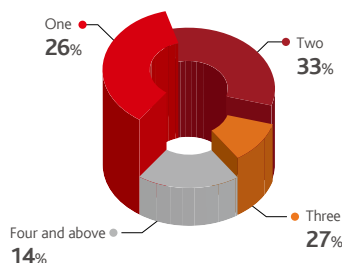
Visitors' Feedback 观众反馈



Visitors by Job Function 观众的职位



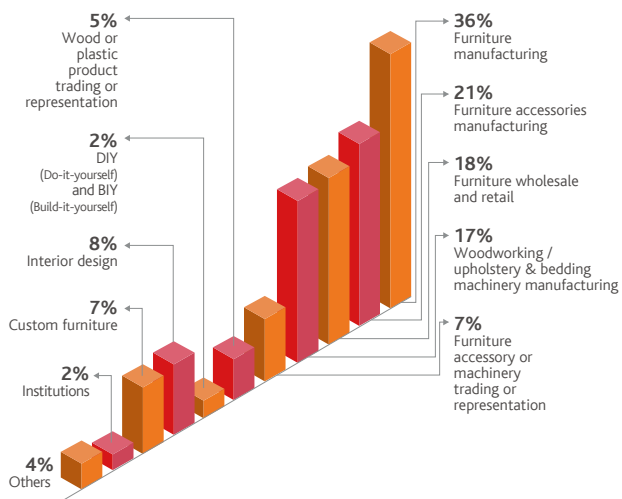
Number of times visitors have attended the Show 观众参观展会的次数



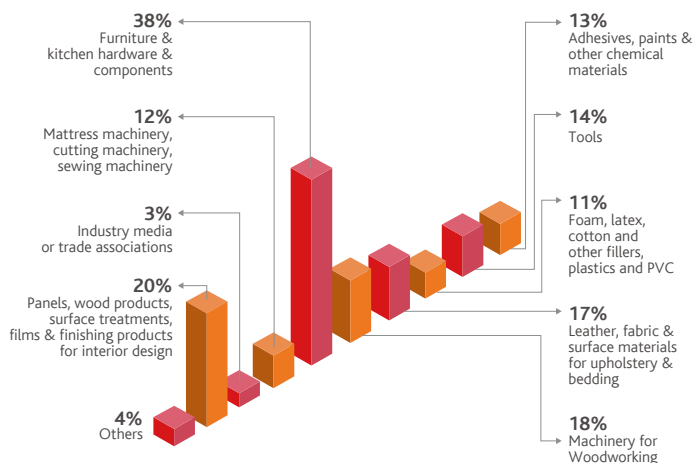
Objective for Visiting 观众参观目的



Visitors by Business Category 观众所属行业



Visitors' Product Interests 观众感兴趣的产品类别



Facts & Figures

- Show Date: 28 - 31 March 2021
- Venue: China Import and Export Fair Complex
- Organizers: Koelnmesse GmbH
China Foreign Trade Centre (Group)
- Event Frequency: Annual
- Year of Foundation: 2004
- Admission: Trade only
- Exhibition Space: 150,000 sqm
- No. of Exhibitors: 1,500+
- No. of Visitors: 100,000+

展会相关信息

- 展会时间: 2021年3月28至31日
- 展览场地: 中国进出口商品交易会展馆
- 主办方: 德国科隆博览会有限公司
中国对外贸易中心(集团)
- 展会周期: 一年一次
- 创办年份: 2004年
- 入场参观: 仅对专业观众开放
- 展会面积: 150,000平方米
- 参展商: 预计逾1,500家
- 专业观众: 预计逾100,000名

20 PLUS 20 Annual List



Business Matching



Online Business Matching

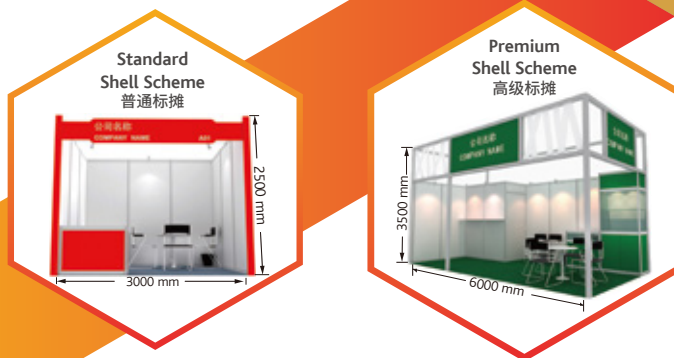


InnovTour



Cost of Participation

参展费用



Early-bird Price 早报名优惠价	Regular Price 合同价	
€260 / sqm ¥1,950 / 每平方米	€270 / sqm ¥2,050 / 每平方米	Space only (min. 18sqm) 光地(最小18平方米)
€310 / sqm ¥2,450 / 每平方米	€320 / sqm ¥2,550 / 每平方米	Space with standard shell scheme (min. 9sqm) 普通标摊(最小9平方米)
€330 / sqm ¥2,600 / 每平方米	€340 / sqm ¥2,700 / 每平方米	Space with premium shell scheme (min. 12sqm) 高级标摊(最小12平方米)

* Final participation fee will be reflected on the deposit invoice.
Early Bird price, valid until 15th Sept., 2020
2020年9月15日前提交展位申请的企业可享受早报名优惠。

Sign Up to Exhibit NOW! 现即报名参展

- Registration Deadline: 15 November 2020
- 参展报名截止日期: 2020年11月15日

Contact Us 联系我们

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Project Manager
项目经理

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