



第53届中国(广州)国际家具博览会  
The 53rd China International Furniture Fair (Guangzhou)

中 H I N A  
INTERNATIONAL  
家博 会  
FURNITURE FAIR  
G U A N G Z H O U  
广 州

中国家博会始终致力于倡导「绿色展会」探索家居行业「可持续」发展路径  
本册采用回收利用的再生纸制作，为环境保护贡献会展力量

CIFF has always been committed to advocating for "green exhibitions" and exploring the "sustainable" development for furnishing industry. This brochure is made from recycled and reused paper for environmental protection.

广州琶洲

民用家具展: 2024.3.18-21

办公商用展&设备配料展: 2024.3.28-31

📍 广交会展馆、保利世贸博览馆

GUANGZHOU · PAZHOU

HOME FURNITURE

March 18<sup>th</sup> -21<sup>st</sup>, 2024

OFFICE AND COMMERCIAL SPACE  
CIFM/interzum guangzhou

March 28<sup>th</sup> -31<sup>st</sup>, 2024

📍 Canton Fair Complex / PWTC EXPO

上海虹桥

2024.9.11-9.14

📍 上海虹桥·国家会展中心

SHANGHAI · HONGQIAO

September 11<sup>th</sup> -14<sup>th</sup>, 2024

📍 National Exhibition and Convention Center (Shanghai)

Welcome to

CIFF!



CHINA

INTERNATIONAL  
FURNITURE FAIR GUANGZHOU

设计引领  
Design Trend

内外循环  
Global Trade

全链协同  
Full Supply Chain

中国(广州/上海)国际家具博览会(简称“中国家博会”)创办于1998年,迄今已经连续举办五十二届。从2015年9月起,每年3月在广州琶洲、9月在上海虹桥举办,有效辐射珠三角和长三角两大最具活力经济圈,是全球规模最大、以全题材、全产业链为鲜明特色的大家居博览会,品质和影响力首屈一指。

Established in 1998, China International Furniture Fair (known as "CIFF") has been successfully held for 52 sessions. Since September 2015, it takes place twice yearly in both Guangzhou in March and Shanghai in September, two of the most vibrant commercial cities in China. Over the years CIFF has built itself as the world's largest home furnishing fair with the entire industry chain, playing an important role in global furnishing industry.



立足“设计引领、内外循环、全链协同”的展会定位,中国家博会(广州)每年于3月18-21日、3月28-31日在广州广交会展馆及保利世贸博览馆举办,展会规模83万平方米,参展企业超4000家,盛大展出民用家具、饰品家纺、户外家居、办公家具及商用空间、家具生产设备及配件辅料等全题材产品,吸引了来自200多个国家与地区超380000名专业观众到会。

中国家博会(广州)始终致力于引领家居行业发展潮流、实现全球家居贸易价值,成为“全球大家居设计引领、智能制造、商贸促进、消费提质的第一展”。

Positioned by "Design Trend, Global Trade and Full Supply Chain", CIFF Guangzhou is held annually in 18-21&28-31 March in Pazhou, Guangzhou. With an exhibition area of 830,000 square meters, CIFF Guangzhou hosts over 4,000 brands from China and abroad, comprising home furniture, home decor & home textiles, outdoor & leisure, office furniture, commercial furniture, hotel furniture, and furniture machinery & raw materials. The event draws more than 380,000 professional visitors from more than 200 countries and regions.

CIFF Guangzhou is dedicated to industry development and global trade, making it the foremost exhibition for "Design Trend, Intelligent Manufacturing, Trade Promotion, and Quality Consumption."



**主办单位:**

- 中国家具协会
- 中国对外贸易中心集团有限公司
- 红星美凯龙家居集团股份有限公司
- 广东省家具协会
- 香港家私装饰厂商总会有限公司

**承办单位:**

- 中国对外贸易广州展览有限公司

**Hosted by:**

- China National Furniture Association
- China Foreign Trade Centre Group, Ltd.
- Red Star Macalline Home Group Co., Ltd.
- Guangdong Furniture Association
- Hong Kong Furniture & Decoration Trade Association Limited

**Organizer:**

- China Foreign Trade Guangzhou Exhibition Co.Ltd

CIFF was well established and held twice a year, one in March and the other in September.

首届家具展成功举办  
一年两届,于三月、九月在广州举办

1998

2004

从广州流花展馆搬迁至广州琶洲展馆  
The fairground moved to the Canton Fair Complex in Pazhou from Liuhua.

2005

The March show of CIFF started to be held in two phases, the first phase on 18<sup>th</sup>-21<sup>st</sup> for home furniture and the second phase on 28<sup>th</sup>-31<sup>st</sup> for office & commercial furniture.

三月广州展首次分两期举办,  
一期民用家具,二期办公家具

2008

三月广州展规模扩大,两期均同时使用广州琶洲广交会展馆A、B区

The March show was enlarged and adopted both Area A and Area B of Canton Fair Complex for each phase.

2012

The March show was further enlarged and adopted Area A, B and C of Canton Fair Complex for each phase.

三月广州展规模再扩大,两期均同时使用广州琶洲广交会展馆A、B、C区

2015

3月展继续在广州琶洲举办  
9月展移师上海虹桥举办

The September show moved to Hongqiao in Shanghai from Pazhou in Guangzhou.

2016

CIFF Guangzhou was further enlarged by adopting Poly World Trade Center Expo for home furniture.

中国家博会(广州)启用保利世贸博览馆,展览规模迈向世界前列

2018

中贸展与红星美凯龙战略合作,同年9月“展·店联盟”首秀

The strategic cooperation agreement with Red Star was signed and CIFF started a closer cooperation with Chinese distribution mall.

2019

CIFF Guangzhou was further enlarged by adopting the Nanfung Complex for office show.

中国家博会(广州)办公环境展启用新馆,总体规模创新高

2020-2022

中国家博会(广州)重塑展会定位为“设计引领·内外循环·全链协同”,克服疫情困难,连续三年顺利举办

Repositioning itself as "Design Trend, Global Trade, Full Supply Chain", CIFF Guangzhou continued to be held successfully without interruption despite COVID-19 pandemic.

2023

CIFF Guangzhou is further enlarged by adopting the newly-built Canton Fair Complex as Area D, welcoming exhibitors and visitors from around the world to gather in Guangzhou again. The number of visitors reached 380763, hitting a record high.

三月广州展启用广交会展馆D区,迎来了全球展商齐聚羊城,专业观众到会人数创历史新高,达380763人



## Home Furniture 民用家具展

中国家博会(广州)民用家具展每年于3月18-21日在广交会展馆及保利世贸博览馆举办, 云集高端设计、套房家具、全屋定制、软体家具、软装饰品、家纺布艺、户外家居等题材的龙头品牌和潮流新品。为国内外买家和合作伙伴提供一站式选品采购平台。

Held annually from March 18<sup>th</sup> to 21<sup>st</sup>, CIFF (Guangzhou) Home Furniture gathers leading brands and trendy new products in various themes such as high-end design, suite furniture, whole-house customization, upholstery furniture, soft furnishings, home textiles, and outdoor living. It serves as a one-stop sourcing and purchasing platform for domestic and international buyers and partners.



### 设计 / 套房和软体生活展区

广交会展馆 A 区

面向国内外加盟商、设计师。  
集中展示设计两厅、套房家具、沙发及睡眠龙头品牌。

### Design / Suite and Upholstery Sector

Area A, Canton Fair Complex

Leading brands in design, suite furniture, sofas, and bedding products are on show for domestic and international franchisees and designers.



### 软体国际贸易展区

广交会展馆 B 区二、三楼

面向国际贸易、OEM/ODM、工程采购等。  
集中展示国内外优质沙发、床垫、床具、寝具等制造商及土耳其展团、马来西亚展团等国家展团。

### International Upholstery Sector

Area B, Canton Fair Complex

Targeting international trade, OEM, ODM, and project procurement, this sector focuses on showcasing manufacturers of high-quality sofas, mattresses, bedding, and bedroom furniture. Exhibitors are from home and abroad such as Turkey, Malaysia, and other nations specializing in the furniture and home goods industries.



### 户外家居展区(户外家具、遮阳系统及休闲用品展)

广交会展馆 B 区一楼

集中展示户外家具、遮阳产品、辅料配件、休闲用品等题材产品, 打造亚洲规模最大、专业度最高、影响力领先的户外家居类展览贸易平台。

### Outdoor Furniture, Sunshavde & Leisure

Area B, Canton Fair Complex

Aiming to build the largest and the most professional outdoor furniture exhibition in Asia, this sector fully covers outdoor product categories, including outdoor furniture, outdoor sunshade, raw materials and leisure products.



### 餐客厅家具展区

广交会展馆 C 区; 保利世贸博览馆 (E 区)

面向国际贸易、OEM/ODM、工程采购等, 携手餐客厅家具、现代家具品牌制造商打造规模全球领先、高品质的餐客厅展区。

### The Dining & Living Room Furniture Sector

Area C, Canton Fair Complex; PWTC Expo (Area E)

Targeting international trade, OEM, ODM, and project procurement, this sector collaborates with manufacturers in dining room furniture, living room furniture as well as modern furniture to build a globally leading and high-quality sector.



### 饰品家纺展区(软装美学设计展)

广交会展馆 D 区

涵盖整体软装、灯饰、装饰画、摆件、装置艺术、留声机、时钟、工艺礼品、流水、陶瓷、玻璃、家纺面料、窗帘、床品抱枕、地毯、花艺、绿植、花器、生活家居、潮玩 IP 等产品打造亚洲规模最大、品类最全的家居装饰品、家纺布艺类展览贸易平台。

### Homedecor & Hometextile

Area D, Canton Fair Complex

The Homedecor & Hometextile sector covers a wide range of products, including Overall interiors and decorations, lighting, paintings, installation art, clocks, craft gifts, Fountains, ceramics, glassware, home textile fabrics, curtains, bedding pillows, carpets, Flower, plants, vases, lifestyle home goods, and trendy IP products. It aims to build itself into the largest trade platform of its kind in Asia with the most comprehensive products.

### 饰品家纺展区

(软装美学设计展)

Area D: Homedecor & Hometextile

D

- 家居装饰品 Home Accessories ..... 17.1
- 陶瓷/摆件/留声机/时钟/流水 Ceramics/Ornaments/Gramophone/Clock/Fountain ..... 17.2
- 软装设计 Home Décor Design ..... 18.1
- 装饰画/艺术装置/花艺绿植/玻璃 Paintings/Sculpture/Flower & Plants/Glassware ..... 18.2
- 软装品牌 Home Décor Brand ..... 19.1
- 地毯/床品抱枕/窗帘/面料/皮革 Carpets/Bedding/Curtain/Fabrics/Leather ..... 19.2
- 灯饰/生活家居 Lighting/Household Items ..... 20.1
- 家纺面料 Home Textile - Fabrics/Leather ..... 20.2

### 民用家具展

HOME FURNITURE

### 民用家具展区

Area A: Home Furniture

A

- 设计馆 Design ..... 1.1-4.1
- 中国农博会·当代设计展 CIFF: Contemporary Design Fair ..... 5.1
- 沙发生活馆 (旗舰) Sofa (Flagship) ..... 1.2
- 沙发生活馆 (奢品) Sofa(Luxury) ..... 2.2
- 沙发生活馆 (精品) Sofa(Premium) ..... 3.2
- 睡眠生活馆 (精品) Sleep(Premium) ..... 4.2
- 智能睡眠主题展/睡眠生态/居家社区养老 Smart Home/Smart Sleep/Sleep Technology/Elder-oriented Home ..... 5.2

### 民用家具展区

Area B: Home Furniture

B

- 沙发质造馆 Sofa Export Hall ..... 9.2-11.2
- 睡眠馆 (制造) Mattress/Bed ..... 12.2-13.2
- 国际馆 International Pavilion ..... 9.3
- 沙发精品馆 HV- Sofa Export Hall ..... 10.3-11.3

### 户外家居展区

(户外家具、遮阳系统及休闲用品展)

Area B: Outdoor Furniture

Sunshade & Leisure

B

- 遮阳及辅料配件馆/户外家居馆 Outdoor Sunshade/ Materials/ Furniture ..... 9.1
- 户外家居馆 Outdoor Furniture ..... 10.1
- 户外家居馆/户外休闲馆 Outdoor Leisure/ Furniture ..... 11.1
- 户外家具设计馆 Outdoor Furniture Design ..... 12.1-13.1

### 民用家具展区·餐客厅

Area C & E: Home Furniture

C/E

- 餐厅设计馆 Dining Design ..... E1
- 餐厅空间馆 Dining Space ..... E2
- 餐厅家具馆 Dining Furniture ..... E3-E6
- 现代家具馆 Modern Furniture ..... 14.1-15.1
- 客厅家具馆 Living Room Furniture ..... 14.2
- 客厅设计馆 Living Room Design ..... 15.2
- 客厅空间馆 Living Room Space ..... 16.2
- 客厅/现代家具馆 Living Room/ Modern Furniture ..... 14.3-16.3
- 客厅/现代家具馆 Living Room/ Modern Furniture ..... 14.4-16.4







## CIFM/interzum guangzhou 设备配料展



中国国家博会(广州)设备配料展每年于3月28-31日在广州琶洲举办, 荟聚生产设备、家具辅料和五金配件等家具生产上游题材, 展示生产上游全链。

Held annually from March 28<sup>th</sup> to 31<sup>st</sup>, CIFM/interzum guangzhou covers the upstream of the industry, including manufacturing equipment, furniture accessories, and furniture hardware.



### 生产设备展区

生产设备题材打造生产制造智能化平台, 汇聚了全球顶尖家具智能生产技术, 展示数字化转型、智能化转型方案。以推进智能制造为主攻方向, 促进产业转型升级, 聚集国内外最全的家具生产制造设备品牌。

### Machinery

Targeting manufacturing intelligent platform, Machinery Sector showcases furniture manufacturing technologies for digital transformation and intelligent transformation solutions. With a focus on promoting smart manufacturing and industry transformation, the sector gathers comprehensive collection of top brands among the world to together build a grand event for the whole industry.

● 木工机械馆 ..... 9.1-11.1 Woodworking Machinery	● 软体机械馆 ..... 13.1 Mattress & Sewing Machinery	● 国际馆 ..... 14.1-15.1 International Hall
● 综合机械馆 ..... 12.1 Machinery	● 五金配件馆 ..... 12.2-13.2/9.3-11.3 Hardware	● 家具辅料馆 ..... 14.2-16.2/14.3-16.3/14.4-16.4 Furniture Materials

### 家具五金展区

五金配件题材构建供应链顶尖贸易平台, 以树立行业制造标杆, 赋能家居企业创新为目标, 以“功能创新”为引擎, 通过进一步加强全球化品牌的展示, 促进行业新产品、新技术的升级换代, 汇集知名品牌, 为家居行业高端家具及智能家居提供解决方案。

### Hardware

With "functional innovation" as its engine, Furniture Hardware Sector emphasizes on the display of global brands, new products and new technologies. Well-known brands in the industry are gathered with their high-end furniture material solutions and intelligent home solutions, together building a top trading platform for furniture supply chain and better supporting the industry's new development.

### 家具辅料展区

家具辅料题材搭建家居设计美学选材平台, 聚合软体家具材料及板式家具材料产业链, 在表面原创设计、材质创新应用、功能革新升级等多层面发力, 汇聚国内外知名品牌, 为空间及家居美学提供全方位上游解决方案。

### Furniture Materials

Aiming at top sourcing platform for home design, furniture Accessories Sector showcases upholstery furniture materials, plates and substrates. Renowned brands from home and abroad bring their original design, innovative material applications and functional upgrades, providing comprehensive upstream solutions for furnishing industry and jointly leading the future trend of home furnishing.



## Professional Visitors 专业观众构成

中国家博会(广州)吸引来自200多个国家与地区的超38万名专业观众到会参观采购,观众主要由专业贸易买家、设计师买家、工程渠道买家、制造商买家等构成,是国内唯一一个实现贸易渠道和设计渠道、内销渠道和外销渠道、传统渠道和新兴渠道全覆盖的展会。

CIFF Guangzhou attracts over 380,000 professional visitors from over 200 countries and regions to attend the fair. The visitors mainly consist of professional trade buyers, designers, project channels, and manufacturers. It is the only furnishing fair in China that comprehensively covers trade channel, design channel, domestic sales channel, export channel, e-commerce channel and emerging channels.



### “专客专圈”赋能计划 “3C” Program

中国家博会(广州)以“专客专圈”赋能观众群体,创设“3C”项目—CIFF设交圈、CIFF精英圈、InterBiz Club。同时,融合办展新模式,强化高效对接。外贸双线融合,线下重点打造巡馆选品及采购对接会,线上举办集中式对接会与常态化供采对接活动;内销全年互动,线下积极促进经销商、设计师与展商品牌之间的互动交流,线上通过“设计选品Go!”“商机板块”等平台促进常态化对接。

CIFF Guangzhou empowers visitors with “3C” Program: Designer Community, Elite Community, and InterBiz Club. Meanwhile, CIFF Guangzhou innovates by launching online and offline matchmaking events, creating year-round close interactions between exhibitors and visitors.

## 设计有光 | 设计之光对话碰撞



### Designer Community CIFF「设」交圈

CIFF「设」交圈是中国国家博会(广州)专门为设计师打造的线上线下交流互动生态圈。集流行趋势、自我展示、选品选材、网红打卡、社交互动、培训提升6大功能于一身,让更多优秀的设计力量在这里创造无限的设计价值。

Designer Community is a specialized interactive ecosystem, both online and offline. It integrates six major functions, including trend release, self-presentation, product selection, social media check-ins, social interaction, and training. It allows more outstanding design talents to create unlimited design value on this platform.



展会现场特别打造「设」交声量场,上百位设计大咖齐聚、上百场主题论坛及设计活动,思潮交汇,观点碰撞,形成“回声场”,放大设计创意声量。

At the exhibition venue, a specially designed “Design” Circle will host hundreds of renowned designers, along with hundreds of thematic forums and design activities. It will serve as a hub for diverse ideas, where thoughts converge and viewpoints collide, creating an “echo chamber” that amplifies the voice of design creativity.



## Elite Community CIFF「经」英圈

中国家博会(广州)「经」英圈联动流通平台、行业协会、权威媒体、在地机构等多方力量互动交流,多向对接,提供专栏资讯、专人客服、专属攻略、专业论坛的全方位、全周期专属服务,围绕选品策略、流行趋势、营销玩法、渠道拓展、门店管理、交流提升六个维度深度赋能。

Elite Community facilitates interactive communication and multi-directional connections among various forces, including home center, industry associations, media, and local institutions. Through exclusive services, Elite Community empowers the industry with six major functions including product selection, trend release, marketing method, channel expansion, store management, and daily interaction.

### 6大赋能 Six major benefits

选品策略、流行趋势、营销玩法  
渠道拓展、门店管理、交流提升  
Product Selection, Trend Release,  
Marketing Method, Channel Expansion,  
Store Management, Interaction

### 专属服务 Exclusive Services

专栏资讯、专属攻略  
专业论坛、专享礼遇  
Column News, Guide Book,  
Professional Forums, VIP Service

### 多方联动 Multi-party Collaboration

流通平台、行业协会、权威媒体、  
在地机构等互动交流,多向对接  
home center, industry associations,  
media, and local institutions



## InterBiz Club 全球商旅·礼遇羊城



InterBiz Club (International Business Club) 是中国国家博会(广州)专为200多个国家与地区的国际观众打造的服务生态圈,基于CIFF 26年全球市场的丰厚积累,多渠道融合助力构建家居外贸新生态。Interbiz Club以8天两期线下展会+全年365天线上对接,双线拓展全球市场渠道:展会期间打造多线路巡馆对接,举办贸易洽谈会,升级贵宾礼遇,以贴心服务力促全球客商来华拓展无限商机;全年打造“大湾区考察计划”,开辟云展厅,在线配对会,官网、海外社媒、EDM等全媒体矩阵,线上线下广拓国际贸易订单,助力供采双方精准对接,促进贸易成交。

InterBiz Club (International Business Club) is a service ecosystem specifically for international visitors from over 200 countries and regions. Drawing upon CIFF's 26-year global resources, it integrates multiple channels to help build a new ecosystem for home furnishing foreign trade. Interbiz Club employs a two-fold approach, consisting of 8-day offline exhibitions along with year-round online engagement, to expand global market channels. During the exhibitions, InterBiz Club facilitates multi-route pavilion interactions, trade negotiation meetings, VIP treatment and attentive services to empower global visitors to explore boundless business opportunities in China. Throughout the year, InterBiz Club takes a series of measures, both online and offline, to extensively expand international trade orders, including the "Greater Bay Area Factory" Tour, a virtual exhibition hall, online matchmaking meetings, an all-media matrix encompassing the official website, overseas social media, EDM, and more. This effort aims to facilitate precise connections between suppliers and buyers, thereby fostering trade transactions.



CMF趋势LAB CMFTrend LAB

D2M Lab

中国智能睡眠展 China Smart Sleep Exhibition

萤火虫博物馆儿童空间展 Firefly Museum Children's Space

## Themed Exhibition & Forum 特展论坛

中国家博会(广州)围绕趋势发布、设计展示、技术研讨等方向,重磅打造CMF趋势LAB、D2M设计样、萤火虫博物馆儿童空间展、中国智能睡眠展、中国睡眠产业峰会暨睡眠生态展、中国软装大会、环球花园生活节、OK生活展、办公环境主题馆等主题特展。

Under the themes of trend release, design display, technical discussion and the like, CIFF Guangzhou also holds different themed exhibitions, including CMF Trends LAB, D2M Lab, Firefly Museum Children's Space, China Smart Sleep Exhibition, China Sleep Industry Summit 8 Sleep Ecology Exhibition, China Interiors & Decorations Conference, Global Garden Life Festival, OK Life, and Office Environment Theme Pavilion.

中国家博会(广州)“会”与“展”深度融合,聚焦高质量发展专题,在潮流设计、办公商用、智能制造、首发首秀、社会福祉等细分领域展开产、学、研的深入研讨,进一步放大展会的溢出效应。第51届中国国家博会(广州)首次重磅推出“全球家居发展论坛”IP便引起行业热烈反响,又专题打造了“设交声量场”、“经英论道场”、“跨境英雄汇”、“产业首秀场”、“中国商业空间设计「新潮」大会”、“材料「源」创汇”六大主题系列论坛,引领行业高质量发展新思潮,初步形成“1+N”峰会论坛布局,为大家居行业搭建有效的高端对话平台。

The convention and exhibition of CIFF Guangzhou are deeply integrated, with conferences and forums held to further strengthen the spil-over effect of the fair. The newly launched "Global Furniture Industry Development Forum" in 2023 was well received. Other six series of forums also lead the high-quality development of the industry, including "Voice of Designer Community" Forum, Elites' Talks, Cross-Border Elite Gathering, New Product Launch, China Commercial Design+Conference and Creativity in Materials, building effective platforms for high-end dialogues among the industry.



# Self-media Matrix 自媒体矩阵

多维度搭建自媒体线上矩阵，覆盖国内外主流社交平台，攫取亿级线上流量曝光，为展会强势导流。

CIFF Guangzhou has already built a multi-dimensional self-media online matrix, covering mainstream social platforms both domestically and internationally and captured effective exposure from billions of online traffic.



# Media Lineup 媒体阵容



联动全球1100多家合作媒体，利用主流大众平台广泛传播展会形象，深挖专业媒体资源精准触达行业人士，全年365天大范围、高密度的报道覆盖近200个国家和地区，实现家博会新闻亮点多渠道、多形式同步宣发。

Coordinating with over 1100 partner media globally, CIFF Guangzhou achieves global promotion and taps into professional media resources to precisely reach industry professionals. Throughout the year, CIFF Guangzhou achieves extensive and dense media coverage in nearly 200 countries and regions, ensuring multi-channel, multi-format simultaneous release of news highlights.

