

Press release

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## CIFM / interzum guangzhou 2024 delivers exceptional results

CIFM / interzum guangzhou 2024 came to a close in its namesake city after a four-day run starting on 28 March. Set against the backdrop of China's ambitious drive to modernise its industrial base and accelerate the development of new production capacity, this year's event, with the apt theme of "Surpass", exceeded expectations in terms of scale, international impact and industry engagement, delivering substantial momentum to the furniture production and manufacturing sector.

### Record-breaking scale

At nearly 180,000 square metres, the exhibition area was 24.2% larger than in 2019 and hosted 1,586 companies showcasing new products, technologies and applications covering furniture woodworking machinery, upholstery machinery, hardware accessories, upholstery materials, interior design, wood products and panels, adhesives and more.

The event brought together 231 prominent international brands, further cementing CIFM / interzum guangzhou's role as a trailblazer and innovation hub for the furniture industry. Taking place alongside the second phase of the China International Furniture Fair (CIFF), the exhibition attracted 215,166 trade visitors from 178 countries and regions, a leap of 30.2% compared with 2019. Overseas participation also increased, skyrocketing by 63.6% to achieve a record-breaking high.

Looking back on the event, Grace Chen, Chairwoman of the Board of Leitz (China), a renowned German brand of woodworking tools, expressed optimism: "Both visitor turnout and order volumes surpassed expectations by approximately 20%. We are hopeful and confident about the outlook for the Chinese market."

Yongfeng Yang, President of CITIKING-RENOLIT, a leading brand of decorative films, echoed similar sentiments: "interzum guangzhou is a highly influential international furniture production trade fair. Industry-leading companies, designers and technical teams all participate. We are very pleased with the event."

### Various opportunities for engagement and innovative thinking

As a guiding light for the international furniture manufacturing industry, CIFM / interzum guangzhou showcases trends that serve as crucial insights for industry players seeking business opportunities.

Top international companies such as SCM, Paolino Bacci, Biesse, HOMAG, Leitz and Freud converged in Area B of the event venue (Halls 11.1, 12.1 and 13.1),



interzum guangzhou  
China International  
Furniture Machinery &  
Furniture Raw Materials Fair  
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establishing a hub for advanced furniture production. Their focus on precision, efficiency and first-class quality has led to the development of innovative solutions, characterised by data-driven approaches, digitalisation, visualisation and end-to-end coverage of the production cycle.

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Area C (Halls 14.1 and 15.1) featured an extensive array of furniture materials and accessories, highlighting innovations in sustainable materials and functional enhancements alongside sources of aesthetic inspiration for home interior design. International associations AHEC and AMSO, as well as global brands such as Aydin, Boyteks, Decospan, DewertOkin, DIC, GTA, Henkel, impress, Italiana Ferramenta, LamiGraf, limoss, LINAK, Munksjö, Rehau, Renolit, Schattdecor, SIGE SPA and SIMALFA, showcased high-quality upstream solutions, making a visit to Area C unmissable for furniture manufacturers and designers.

In addition to the exhibition, diverse concurrent events provided industry insights. For example, the Vitality of Sustainable Innovation to Life (VSIL) Forum focused on global home interior design and supply chains, while the Boundless Design Forum explored international edge banding technologies. Meanwhile, the interzum guangzhou Award recognised high-quality furniture accessories and components with a focus on sustainable development, digitalisation and innovative material applications.

### **Fostering global collaboration to achieve excellence**

The 2024 edition of CIFM / interzum guangzhou saw collaboration with the European Federation of Woodworking Machinery Manufacturers (EUMABOIS), the Egyptian Furniture Export Council (EFEC) and the Malaysian Furniture Council (MFC), among others, with the aim of connecting the resources of the global furniture industry and establishing an exclusive annual international event dedicated to furniture production and design.

Furthermore, the event hosted 200 on-site business matchmaking sessions as part of its efforts to provide exhibitors and buyers with top-tier communication platforms and professional services. Procurement representatives from prominent companies such as Appliance Furniture, BSL Furniture, Designcomefirst, Ellesime, Guxin, Jemaramas Jaya, MT Design, Multi, Multi M Group, SAI Solutions and Vifa engaged in productive face-to-face business meetings with their preferred upstream suppliers.

Li Peng, R&D Director at Vifa, praised the event: “This year’s on-site matchmaking sessions were exceptionally well-organised, precise and highly efficient. Subsequent discussions at the designated booths yielded fruitful outcomes. We commend the organisers for their professionalism and meticulous planning, and we eagerly anticipate the continued success of the trade fair.”

Sharing her insights after attending interzum guangzhou and participating in business matchmaking activities for the first time, Christy Tang, Creative Director at MT Design, said: “Attending interzum guangzhou 2024 has not only expanded our knowledge but has also strengthened our professional network, allowing us to stay abreast of the latest trends and innovations in the industry.”

Antonio Fincato, Area Manager for Italian hardware brand SIGE SPA, agreed, remarking that “the start of this year is very positive.”

As Fincato rightly notes, CIFM / interzum guangzhou 2024 marks a hopeful beginning to the season for the global furniture industry supply chain, nurturing channels for communication and cooperation and setting a positive course for the year ahead.

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CIFM / interzum guangzhou will return to the Canton Fair Complex from 28 to 31 March 2025. Registration for stands is now open.

To learn more about the trade fair, visit [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com).

## **About the organisers**

### **Koelnmesse GmbH**

Spanning almost 400,000 square metres of hall and outdoor space, the Koelnmesse city-centre exhibition venue in Cologne at the heart of Europe occupies the third-largest trade fair grounds in Germany and numbers among the top ten worldwide. Each year, Koelnmesse, which employs approximately 1,000 people, organises and manages around 80 trade fairs, visitor events and corporate functions in Cologne and in the most important markets around the world. Its portfolio attracts over 54,000 exhibiting companies from 122 countries and approximately three million visitors from more than 200 nations.

### **China Foreign Trade Centre Group, Ltd.**

The China Foreign Trade Centre Group, Ltd. is a highly qualified and experienced exhibition company. For more than 50 years, it has been organizing the China Import and Export Fair (also known as the Canton Fair), the largest trade fair in China. It is also the organizer of CIFF (China International Furniture Fair - Guangzhou), Asia’s biggest furniture trade fair.

### **Koelnmesse - Global Inspiration for Living, Contract and Public spaces**

Koelnmesse is the world’s top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside imm cologne and interzum, other event formats hosted at the Cologne trade fair hub such as ORGATEC, spoga+gafa, FSB and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, furniture and interior construction suppliers, the world of kitchens, all topics connected to the modern world of work, garden lifestyle as well as public spaces, sports and leisure facilities, along with saunas, pools and ambience.

In addition to the events in Cologne, Koelnmesse is strategically expanding its portfolio in key growth markets around the globe, such as the successful shows ORGATEC TOKYO in Japan, interzum guangzhou in China, interzum bogota in Colombia and interzum forum italy in Bergamo.

Further information: <https://www.interzum.com/en/trade-fair/interzum/industry-trade-fairs/>

**Upcoming events**

interzum bogota, Bogotá, 14 to 17 May 2024

interzum forum italy, Bergamo, 6 to 7 June 2024

interzum guangzhou, Guangzhou, 28 to 31 March 2025

interzum, Cologne, 20 to 23 May 2025

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**Note to editors:**

Photographs of interzum guangzhou are available from the “Photo Gallery” section at [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com). Press information is available at: [www.interzum-guangzhou.com/press-releases/](http://www.interzum-guangzhou.com/press-releases/).

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