



**TRADESHOW  
OVERVIEW  
VEPORT  
CIFF GUANGZHOU 2019**



## CIFF Guangzhou 2019 Overview

The China International Furniture Fair that ended recently in Guangzhou was almost certainly the largest and most attended office furniture show in history and it proved that the Asian furniture market continues to be more sophisticated than ever.

The four-day fair in Guangzhou, China brought in more than 200,000 visitors including 30,000 foreign attendees. Crowds, especially on the first two days of the show, were massive and filled the halls.

The components and furniture found there was better designed, better presented and better built than any previous iteration of the show. The office furniture market in Asia continues to exponentially develop and improve.

The Asian manufacturers are also more rapidly following Western trends in office design. They are getting better in segments where they were weak like ancillary and lounge furniture products and they are entering segments where they were not present before. As noted previously in this Veport, height adjustable component and finished product makers are getting bigger and more sophisticated. Though these products need some refinement, they are sure to make their way into the North American market soon.



Asian manufacturers are also diving more deeply into contract grade fabrics and much better mesh than found at CIFF in the past. Companies like Quama and Aikang Medical Furniture are not only making office furniture. The brands have added extensive lines of healthcare furniture as well.

And if you think these Asian manufacturers are content with serving their own domestic markets, think again. In an interview with Business of Furniture, Sunon founder Liangzheng Ni said his company is ready to go public and will use the proceeds to acquire office furniture makers both domestically and in North America and Europe. Sunon's five-year plan, he said, is to grow sales to \$1.5 billion US. Sales at Sunon are expected to grow in 2019 by 50 percent "at a minimum," according to Ni. Sales in 2018 were up 22 percent, even though he said the company lost 1 percent to 2 percent of sales because of the U.S. tariffs. Sunon has an office in Miami and plans to increase staff in the U.S.





Only a small fraction of the 4,300 exhibitors in the 8 million square foot hall complex pose a serious risk to the North American and European market. Still, that number is growing.

The event that just wrapped up in Guangzhou was the second phase of CIFF. The first, which covers the residential furniture market, was held two weeks prior.

This second phase of CIFF is dedicated to office furniture and seating, hotel furnishings, metal furniture, public space furniture and accessories, materials and machinery for the industry.

This is a general overview of the CIFF show, if you would like your own custom detailed VEPOR for a trade show in your industry or field, please don't hesitate to contact us today! [Tim@Veporting.com](mailto:Tim@Veporting.com) or +1 (616) 299-1697.

CIFF is held twice each year — a spring edition that was recently completed in Guangzhou and a fall edition that will be held in Shanghai in September 2019.

