



Beyond you imagine, More than ever

What's new in CIFF 2008

Fair Schedule Preview

21st China International Furniture Fair in March, 2008

First phase: March 18-21, 2008

21st China International Furniture Fair (Home Furniture)

Homedecor & Housewares China 2008 (March)

China International Outdoor & Leisure Products Fair 2008

Second phase: March 27-30, 2008

21st China International Furniture Fair (Office Furniture)

Hometextile China 2008 (March)

China International Woodworking Machinery & Furniture Raw Materials Fair2008 /
interzum guangzhou

China International Kitchen Furniture and Appliance Fair 2008

Address: China Import and Export Fair Pazhou Complex, Guangzhou, China

Website: www.ciff-gz.com

22nd China International Furniture Fair in September, 2008

Date: September 8-11, 2008

22nd China International Furniture Fair (Home Furniture)

Homedecor & Housewares China 2008 (September)

Hometextile China 2008 (September)

Address: China Import and Export Fair Pazhou Complex, Guangzhou, China

Website: www.ciff-gz.com

News Points

- **Doubled Size: A Grand Event of 450,000 SQM**
- **Seven Themes: All-in-One Whole-Home Destination**
- **Fresh Images: Upgraded Show Visual Identities**
- **New Dates: September to Drive More Sourcing Force**

News Manuscript:

China International Furniture Fair (Guangzhou)will obtain a magnificent progress in 2008, by insisting on the position of "Export Orientation" and the balance of the domestic and overseas market. The organizer spares no efforts and resources to strengthen the CIFF's leading status as the "Asia's Furniture Sourcing Center" and a world-wide-known brand for "Whole-Home Decor" exposition.

Thanks to the past ten years successful experience, CIFF is going to step into a new era and will provide the visitors with a better platform of at least Four Spectacular Features:

➤ **Doubled Size: A Grand Event of 450,000 SQM**

With the initial use of the 2nd phase of China Import and Export Fair Pazhou Complex, the largest exhibition center in Asia with the sophisticated facilities, CIFF will continue to be held on two phases respectively on March 18th-21st and 27th-30th, 2008, and become a grand event of over 450,000 SQM, twice as much as the size of 2007. CIFF will create the new historical record even in the Asian furniture exhibitions, which reveals the solid foundation for CIFF's higher ambition of playing the important role as the leading brand of furniture show in the world and the No.1 in Asia.

➤ **Seven Themes: All-in-One Whole-Home Destination**

In line with the "Whole-Home-Decor" concept, the exhibits profile of CIFF 2008 (March) will be extended with two new themes: China International Outdoor & Leisure Products Fair and China Kitchen Furniture & Appliance Fair, and grow to be the top integrated household show, covering seven themes: home furniture, home décor, outdoor & leisure products, office furniture, home textile, woodworking machinery & furniture raw materials and kitchen furniture & appliance. The comprehensive themes displayed under one roof will form a synergy effect and attract more brand enterprises to show themselves with more latest products and create better brand promotion.

➤ **Fresh Images: Upgraded Show Visual Identities**

With the outstanding experiences of past ten years, CIFF will never stop the pace of development and is heading to a higher goal and broader field. The LOGOs and VI of CIFF

were refreshed in August 2007. The color grey represents professionalism and harmony, while blue represents significance and pioneer. The fresh image speaks out the core values of CIFF: Professionalism, Trust, and Stylishness.

➤ **New Dates: September to Drive More Sourcing Force**

The autumn session of CIFF will switch from August to the new date: September 8th-11th in 2008. Because of the summer vacation of Europe and America in Augusts, which overlaps with the original show dates, the organizer of CIFF made a serious decision to adjust the dates to match the specific guests. More international buyers are expected to show up in CIFF and experience the grand event along with the excellent exhibitors.

In accordance with the booming scale of CIFF, the organizer carries out multimedia and systemized promotion to ensure the quality of the targeted buyers. Cooperating with domestic and abroad associations, trade councils, and over 60 professional trade magazines and websites, CIFF delivers the latest information to every corner of furniture and correlative industries in the world.

CIFF 2008! You can not miss!

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