The 59th China International Furniture Fair (Guangzhou)

2027.3.18-21
Home Furniture Exhibition

2027.3.28-31
Office and Commercial Furniture Exhibition & Furniture Machinery and Raw Materials Exhibition

Canton Fair Complex & Poly World Trade Center, Pazhou, Guangzhou

The 60th China International Furniture Fair (Shanghai)
The International Building & Construction Trade Fair 2027

2027.9.7-10

National Convention and Exhibition Center, Hongqiao, Shanghai

Follow CIFF on WeChat

Follow CBD on WeChat

Follow @CIFF Shanghai

Follow @CBD Shanghai

021-39880446 | ciff@ctme.cn | en.ciff-sh.com

185 0266 2678 | lihy@ctme.cn | www.cbdfair-sh.com

第58届中国(上海)国际家具博览会
THE 58th CHINA INTERNATIONAL FURNITURE FAIR (SHANGHAI)

2026中国国际建筑贸易博览会
International Building & Construction Trade Fair 2026

POST SHOW REPORT 2026

NATIONAL EXHIBITION AND CONVENTION CENTER (SHANGHAI HONGQIAO)

05-08 SEPTEMBER 2026

Exhibition Introduction

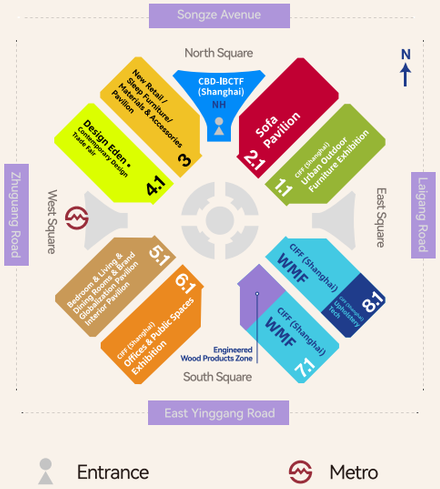
Founded in 1998, the China International Furniture Fair (Guangzhou/Shanghai), better known as CIFF, is a premier one-stop trading platform for the global furniture and home furnishings industry. As a flagship exhibition brand of China Foreign Trade Centre Group, CIFF has successfully staged 58 editions to date. Since September 2015, the fair has been held twice annually—in March in Pazhou, Guangzhou, and in September in Hongqiao, Shanghai—providing access to the Pearl River Delta and Yangtze River Delta, two of China's most dynamic economic regions.

CIFF Shanghai is one of China's most design-focused and brand-driven trade fairs for the furniture and home furnishings industry. By strengthening its role in stimulating domestic consumption and expanding exports, it aims to support the industry through a platform that connects domestic and international trade, with design at its core. Building on Shanghai's position as an international design capital and its strategic location in the Yangtze River Delta, CIFF Shanghai brings together high-quality resources from the global home furnishings industry and offers a comprehensive exhibition programme covering the entire value chain.

Through curated exhibitions, engaging industry programmes and targeted business matching, CIFF Shanghai continues to raise the profile of design and strengthen brand influence, helping China's home furnishings industry shift its focus from growth in scale to growth in value. With extensive exhibition space and a broad range of product categories, the fair covers the entire home furnishings value chain. Design-led home furnishings are at its core, with exhibits spanning upholstered sofas, sleep products, living and dining room furniture, office, commercial and hospitality furniture, outdoor furniture, furniture manufacturing machinery, home accessories and home textiles. Concurrent events include the CIFF Shanghai WMF International Woodworking Machinery Fair, CIFF (Shanghai) Upholstery Tech, CIFF Shanghai Design Eden – Contemporary Design Trade Fair, CIFF (Shanghai) Offices & Public Spaces Exhibition, CIFF (Shanghai) Urban Outdoor Furniture Exhibition and CIFF (Shanghai) Home Textiles & Accessories Lifestyle Exhibition. Since September 2026, the International Building & Construction Trade Fair (Shanghai) has also been held concurrently at the same venue.

Exhibition Overview

This edition of CIFF Shanghai was held alongside the International Building & Construction Trade Fair 2026 at the same venue. Under the theme “Design · Intelligence · Sustainability”, the two fairs reinforced their focus on “Design-Oriented,Dual Circulation”. Spanning 220,000 square metres and bringing together more than 1,400 brands from China and overseas, the event presented five key dimensions: integration, aesthetics, connectivity, expansion and intelligent innovation. These brought the furniture and building materials sectors closer together, celebrated the creative potential of original design, strengthened collaboration across the value chain from manufacturing to market, created new opportunities for brands to expand internationally and demonstrated how smart technologies are transforming the home furnishings experience.



Exhibition Area	Exhibiting Brands	Total Attendance
220,000 m²	1400+	93633 visits

Domestic Attendance: 76,976 visits
Overseas Attendance: 16,657 visits



Exhibition Highlights

Domestic & Export

Bringing Furniture and Building Materials Together

For the first time, CIFF Shanghai and the International Building & Construction Trade Fair (Shanghai) took place concurrently at the same venue, creating closer ties between the furniture and building materials sectors. The exhibitions brought together original design, sleep products, sofas, living and dining room furniture, office, commercial and hospitality furniture, manufacturing machinery, home accessories and textiles, outdoor furniture and materials, whole-home solutions, and wellness-focused living environments. Five key themes—integration, aesthetics, connectivity, expansion and intelligent innovation—were brought to life across the exhibition halls, creating a comprehensive showcase of the home furnishings value chain and encouraging greater collaboration and resource sharing between the two sectors.





Global Buyers Converge at Hongqiao

One of the most notable developments at this year's exhibition was its increasingly international atmosphere. Over four days, trade buyers from markets around the world explored the exhibition halls, discussed products with exhibitors, held business meetings and sought new opportunities through a series of business matching sessions. Overseas attendance rose by 40.29% year on year, reflecting the increasingly close ties and growing opportunities for collaboration between China's home furnishings industry and international markets.





New Product Launches, New Possibilities

More than 1,400 brands from China and overseas gathered at Hongqiao, bringing fresh energy and new design ideas to the exhibition. A total of 360 brands unveiled their latest products, with the new product launch rate in the Design Hall exceeding 90%. These debuts demonstrated the brands' keen understanding of design trends and evolving market needs, while reflecting the confidence and momentum driving China's home furnishings industry towards greater innovation, higher quality and a stronger international presence.

Brands Launching New Products

360

New Product Launch Rate in the Design Hall

Over 90%



Design with Purpose: Under the theme “Measured Abundance”, Design Eden brought together more than 40 design brands and nine curated exhibitions, demonstrating how design can create value for the industry.



Retail Reimagined: The New Retail Zone in Hall 3 featured more than ten established and emerging brands, highlighting the shi in home furnishings retail from product searches to immersive, experience-led shopping.



Premium Upholstered Furniture: Hall 2.1 brought together sofa brands from around the world, offering fresh perspectives on seating and comfort. Meanwhile, the sleep products section in Hall 3 featured leading domestic and international brands, with a focus on technology and wellbeing.



Outdoor Living: From garden furniture to camping solutions, the exhibition offered a comprehensive range of outdoor furniture for different settings, making it a convenient one-stop sourcing destination for international buyers.



Office and Commercial Spaces: The exhibition presented the latest developments in smart workplaces, featuring height-adjustable furniture, ergonomic seating and integrated workspace solutions designed to meet evolving office needs worldwide.



Living and Dining Spaces: Carefully designed room settings offered fresh interpretations of living and dining spaces, combining a wide range of styles with upholstered and solid furniture to meet the needs of international markets.



Smart Manufacturing: The CIFF Shanghai WMF International Woodworking Machinery Fair showcased advanced machinery and intelligent production lines from around the world.

Connecting Businesses with Global Markets

This year, the fair introduced the Global Home Furnishing Hub, offering businesses a one-stop resource for entering and expanding in international markets, with services ranging from market advice and buyer introductions to distribution channel development and overseas expansion support. CIFF Shanghai also established the CIFF Furniture Global Lab and, in partnership with MSC Consulting, released the 2026 Furniture Overseas Development White Paper, providing market insights and practical case studies to support companies looking to expand abroad. A series of business matching sessions covering key export-oriented product categories brought international buyer delegations and exhibitors together for focused discussions. The fair also hosted ""Together" — CIFF Shanghai & CARBINE International Guest Night", an exclusive networking dinner that brought together international buyers and industry leaders to exchange ideas, build relationships and explore business opportunities. From Hongqiao, CIFF Shanghai continues to connect the furniture and home furnishings industry with markets around the world.







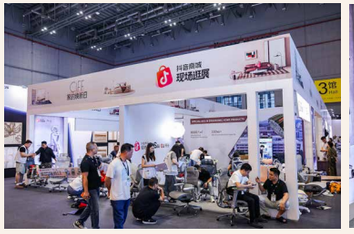




CONNECT
THE WORLD

Digital Innovation and Collaborative Progress

RoboNow Embodied AI Experience Show brought robots into realistic living room and bedroom settings, demonstrating how emerging technologies can become part of everyday life. Douyin Mall made its official appearance at the fair with a dedicated "Home Refresh Day" exhibition area, recreating aspirational living spaces and exploring new possibilities for home makeovers through design and carefully selected products. 2026 Home Furnishing New Retail Conference released Innovative Examples in Home Furnishings Retail, highlighting real-world approaches to the industry's changing retail landscape. During the fair, "CIFF Smart Companion" , an AI-powered customer service assistant, helped visitors find information quickly and efficiently through a range of intelligent enquiry services. From individual products and living spaces to the entire industry value chain, digital technology and AI are making the home furnishings industry more efficient and opening up new possibilities for innovation.











Data Analysis

Geographical Distribution of Exhibiting Companies

The two exhibitions in Shanghai brought together 1,337 exhibiting companies, including 1,295 domestic companies and 42 foreign-invested companies operating in China and overseas companies.



Domestic Enterprises
1,295

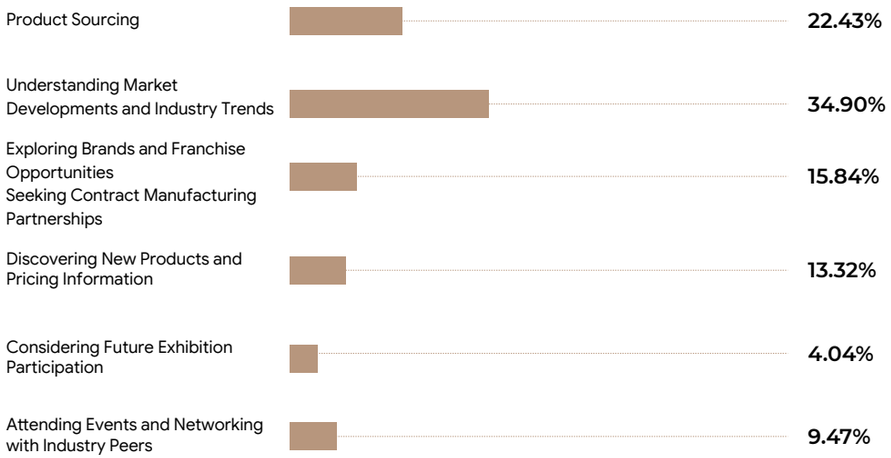
Foreign-Invested and Overseas Enterprises
42

387 companies from Guangdong Province
28.9%

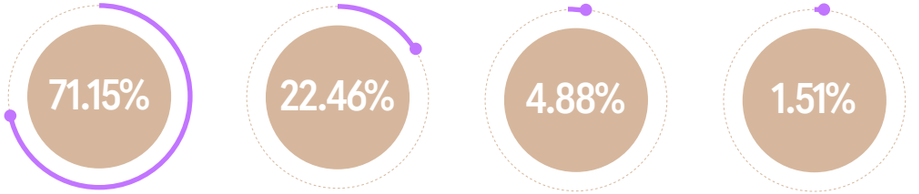
293 companies from Zhejiang Province
21.9%

615 companies from other provinces
46.0%

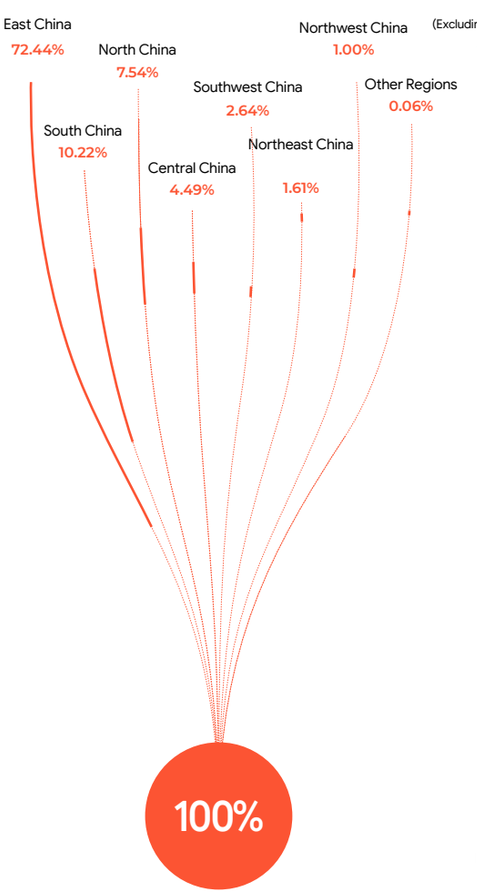
Visitor Objectives



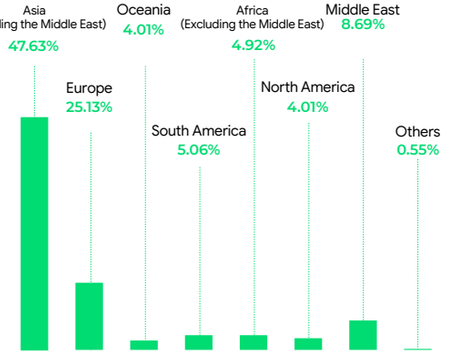
Trade Visitor Categories



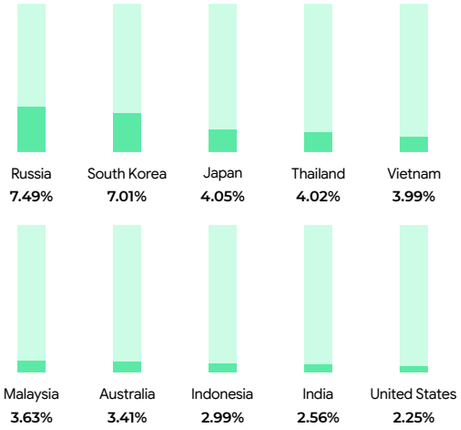
Geographical Distribution of Domestic Visitors



Geographical Distribution of Overseas Visitors



Top 10 Countries and Regions of Overseas Visitors



Thematic Exhibitions

The fair featured 17 special thematic exhibitions covering a diverse range of areas, including design, office and commercial spaces, smart technology, and wellness-oriented living. Design-focused exhibitions accounted for more than 60% of the programme and proved particularly popular with visitors.



HOTLINE - Joint Exhibition of Design Creators

Curated by emerging designer Zhang Zhongyu, the HOTLINE - Joint Exhibition of Design Creators brought together 18 groups of promising young designers to create an international platform for experimental design and brand development, with design services at its core. Their works reflected distinctive creative identities while striking a balance between craftsmanship, materials and commercial viability. The exhibition's curatorial vision and diverse, youthful creative approaches attracted furniture companies, distributors and designers, encouraging dialogue and potential collaboration. Beyond presenting visually appealing designs, HOTLINE demonstrated how creative expertise could be translated into practical design solutions and commercial partnerships.

Design Gravity

Under the theme "A Catalogue of Friendly Living" , this year's Design Gravity marked a new chapter in the exhibition's three-year evolution. The showcase brought together brands specialising in glass art, creative lighting, pet-friendly furnishings, children's furniture, tea spaces, emotionally comforting home accessories and contemporary furniture for younger consumers. Together, they explored more thoughtful relationships with ourselves, with others and with the spaces we inhabit. The exhibition also served as a platform for brand development, featuring both established companies with more than 20 years of industry experience and emerging design brands at earlier stages of growth. With design as its driving force, the exhibition helped established brands find fresh relevance while giving younger brands room to develop. Through a range of carefully curated living environments, it presented a catalogue of contemporary lifestyles and explored how design can enhance living spaces and reshape everyday relationships.



The Design & Imagination Contemporary Design Exhibition

Curated by Jiang Baiming and Sun Wentao, the "Design Perspectives" , the Design & Imagination Contemporary Design Exhibition used nine distinct settings to explore different aspects of contemporary life, including solitude, social gatherings, work, relaxation and sensory experiences. Each setting reflected a recognisable way of living, with furniture, lighting, textiles, objects and artworks arranged to reflect real spatial proportions, circulation and everyday use. Built around the number nine, the exhibition set out to break down conventional brand boundaries and bring individual products together into cohesive living environments. Combining furniture from nine brands with a wide range of decorative furnishings, it created nine sophisticated yet practical interpretations of contemporary living, addressing genuine needs rather than presenting unattainable design ideals.



Where the North Sits Down —— RSM Nordic Collective Exhibition

Jointly organised by Red Star Macalline, CIFF Shanghai and CBD Fair (Shanghai), and curated by Fangshan Cunyue Architectural Design, it brought together nearly 20 Nordic design brands. Drawing on the natural environment, materials, light, the human body and everyday lifestyles, the exhibition explored the relationship between design, contemporary living and urban environments through the lens of Nordic design. It also revisited the cultural influences and traditions that have shaped Nordic design over time.











East Design Show

Curated by designer Zhu Xiaojie, the East Design Show provides a platform for young designers to present original work, with the aim of turning good design into commercial success. Having helped launch the careers of independent designers year aꢀer year, the exhibition has become an established incubator for emerging design talent in China. This year's theme, "Breathing", explored how design can bring a gentler rhythm to the pressures of modern life, offering comfort and a sense of restoration through everyday experiences.

CIFF×COOMO International Soꢀ Furnishing Zonet

At CIFF Shanghai 2026, COOMO presented a 3,000-square-metre international home styling and design exhibition, offering an exploration of the aesthetics of future living. Under the theme "Boundless Connections: The Art of Mortise and Tenon" , the CIFF×COOMO International Soꢀ Furnishing Zone drew on the centuries-old Chinese tradition of mortise-and-tenon joinery, alongside the natural beauty and relaxed coastal lifestyle of Monaco. Blending Eastern architectural philosophy with an international approach to contemporary living, the exhibition explored connection, coexistence and freedom from boundaries, imagining a home where people, nature, space and time exist in harmony. Mortise-and-tenon joinery is more than a construction technique; it reflects an Eastern understanding of relationships and balance. Its strength lies in precise connections rather than unnecessary additions, and in quiet craftsmanship rather than outward display. COOMO translated this philosophy into spatial design through the rhythm of timber structures, natural materials and contemporary forms, exploring a deeper sense of belonging within the modern home. Inspired by the openness and ease of life on the Monaco coast, the space incorporated references to the sea, sunlight, natural landscapes and outdoor living, blurring the boundaries between indoors and outdoors to create a home that connects nature, art and everyday life. The exhibition also marked the debut of COOMO's outdoor home styling collection. Working with leading international home design brands and more than 30 supply chain partners, COOMO created an international destination for experiencing contemporary living and design. Through its combination of Eastern craftsmanship and global design sensibilities, COOMO offered a holistic vision of the future home, where every space creates a meaningful connection between people and the way they live.

Grand Tea Gala

Under the theme "Life in Full Bloom: Dreams Amid Mountains and Waters" , this year's Grand View Tea Ceremony drew inspiration from the vitality of summer flowers and the serenity of traditional Chinese landscapes. Together, these reflected the tea ceremony's spirit of renewal, simplicity and quiet elegance. As one of China's leading immersive tea culture experiences, the exhibition centred on the relationship between tea, space and lifestyle. Combining traditional tea culture and landscape aesthetics with contemporary Eastern design, it featured tea brands, teaware, thoughtfully designed tea spaces and a recreation of a Song Dynasty marketplace. The result was a multifaceted cultural experience bringing together tea tasting, social interaction, exhibitions and creative products, offering urban audiences a fresh perspective on a more poetic way of living.

Limited IN

Curated by Kong Deyan, Limited IN 2026 explored the theme "X" as a symbol of the unknown, a point of intersection and an expression of limitless possibilities. While retaining the sense of rarity and individuality associated with limited editions, the exhibition challenged established boundaries, bringing different materials, design approaches, cultures and ideas together to interact and form new connections. Each "X" represented an opening into the unknown and an invitation to explore the future of design.



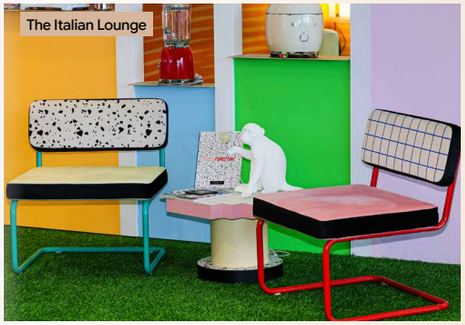
DDS × LT – AI Awakening: Rediscovering the Home

In 2026, DDS joined forces with LT to present “AI Awakening: Rediscovering the Home”, a special exhibition exploring the growing role of artificial intelligence in the home furnishings industry. Moving beyond conventional exhibition formats and celebrity-led promotions, the event introduced a team of “AI colleagues” working in realistic settings, demonstrating applications ranging from spatial design to customer relationship management. It also brought together home furnishings brands committed to original design and quality craftsmanship. Through practical demonstrations, the exhibition showed how AI can streamline repetitive, time-consuming tasks, support industry professionals and help well-designed products reach a wider audience, offering a glimpse into the industry's digital transformation and its implications for everyday living.



Garden Life Experience Center & CIFF International Buyers' Lounge

The Guangdong Outdoor Furniture Association (GOFA) created a dedicated Garden Life Experience Center & CIFF International Buyers' Lounge for this year's exhibition. Featuring natural greenery and realistic garden settings, the immersive space brought together new and standout products from outdoor furniture companies, recreating a variety of terrace, patio and garden living environments. The project served two main purposes: as an industry showcase, highlighting premium outdoor furniture, innovative materials and new designs; and as a business hub, providing domestic and international trade buyers with a comfortable setting for relaxation, meetings and networking. By allowing visitors to experience contemporary outdoor living first-hand, the space encouraged meaningful exchanges between brands and buyers, supported business development and promoted a greater appreciation of outdoor living and design.



The Italian Lounge

The Italian Lounge brought together brands, designers, organisations and industry professionals, encouraging cultural exchange between Italy and China while creating new opportunities for business collaboration. Designed as a welcoming, multisensory environment, the lounge combined design, hospitality and brand storytelling. Materials, colours, textures and sensory details worked together to create an engaging atmosphere, enriching the visitor experience while giving each product and brand a distinctive identity. This year's programme placed particular emphasis on hospitality, dining and the culture of the table. By bringing together design, tableware, food and wine, it celebrated the Italian spirit of conviviality—the pleasure of sharing meals, conversation and good company.



Fashion Office Carnival

Shanghai served as the main venue for “A Tale of Two Cities: Fashionable Offices in Shanghai and Xi'an”, offering both an inspiring look at contemporary workplace design and a platform for lifestyle brands. The exhibition explored the role of the office as more than a place to work, presenting it as a setting for everyday life and social interaction. Built around the concept of an “Urban Living Room”, the shared design theme connected the two events and gave participating brands a stronger collective identity. The exhibition stand was designed as a miniature urban lounge, incorporating local cultural elements and showing how office furniture can be combined with art, greenery and café-style seating to create welcoming spaces with a sense of belonging. Coffee, soft romantic music and carefully chosen fragrances completed the atmosphere.

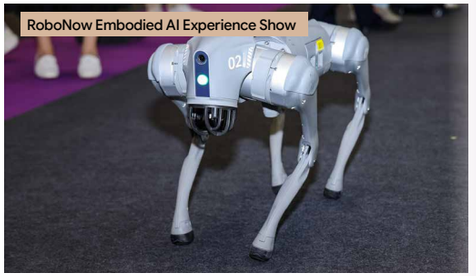
Commercial Space Salon Exhibition

Under the theme “36°C”, this year's Commercial Space Salon Exhibition sought to move relationships between manufacturers and distributors beyond short-term transactions towards lasting partnerships built on shared interests. The theme emphasised the human side of business, advocating genuine collaboration rather than purely transactional relationships. Through realistic product settings and targeted business matching, the exhibition helped manufacturers and distributors better understand each other's needs and overcome communication barriers. It also hosted themed forums, in-depth discussions and product evaluations focused on building strategic partnerships. Together, these activities encouraged a shift from transactional business to collaborative value creation, enabling manufacturers to refine their products through distributor feedback while helping distributors strengthen their competitiveness through reliable manufacturing and supply chain partnerships.



RoboNow Embodied AI Experience Show

Jishizu introduced a new interactive technology experience to the furniture exhibition through its Robotics-as-a-Service (RaaS) rental model. Designed for smart home exhibitions, the company's one-stop humanoid robot rental service covered equipment deployment, customised movements and on-site technical support, enabling exhibitors to incorporate robotic demonstrations without the cost of purchasing the equipment outright. The robots could welcome visitors, attract foot traffic, support interactive activities and demonstrate products, helping home furnishings brands create more engaging technology-led exhibition stands. With flexible rental arrangements suited to short-term trade fairs, the service reduced the barriers to experimenting with robotics and opened up new possibilities for integrating robots into home environments.



Wellness Space Exhibition

Led by a team headed by Yao Jun, CEO of Jiwu Architectural Design, the Wellness Space Exhibition brought together six cross-disciplinary co-curators and leading industry brands to explore how nature-inspired environments can create meaningful restorative experiences, even within limited spaces. The curatorial team included prominent designers, artists, wellness specialists, architects and exhibition curators. Participants included Zhang Fuli, a senior executive at CCD and a specialist in bespoke design; Wu Wenxiong, founder of Shanghai Leqile Home, director of LER SPACE and board member of Guangdong Yue Living; Dr Liu Yitong, founder of Xinjing Sound Healing Health Technology; Zhang Xihui, founder of Shanghai Yueyi Architectural Design, architect, specialist in traditional Chinese architecture and Class 1 Registered Architect; Song Tao, artist, designer and curator; and Wang Boqiao, curator and founder of Digital Art China.





Douyin Mall

CIFF Shanghai partnered exclusively with Douyin Mall to create a dedicated exhibition area connecting the on-site visitor experience with online content and engagement. Content creators and visitors alike were invited to take part, with opportunities to gain online exposure and enjoy exclusive benefits.



MEGA-E Smart Electric Oasis Special Exhibition

Jointly initiated by the International Building & Construction Trade Fair (Shanghai) and Red Star Macalline, the MEGA-E Smart Electric Oasis Special Exhibition was co-curated by Tang Lin, founder of LT Creative Integration, and Jiang Guocheng, Design Director of CP.Atelier. Moving beyond the conventional appliance exhibition format of products displayed on shelves, the exhibition transformed its space into a “Future Living Laboratory” exploring a variety of lifestyles. MEGA-E represented a significant step in the development of Red Star Macalline's Smart Electrical 2.0 initiative within its 3+ Star Ecosystem, introducing an innovative retail concept built around immersive experiences, interconnected services and nationwide expansion. Rather than asking how to sell more appliances, the exhibition explored a different question: how should exhibitions evolve when electrical appliances become an integral part of intelligent living? MEGA-E reimagined seven areas—Ecolife, sports and wellbeing, people and pets, gaming, kitchen living, outdoor green energy and contemporary electronics—bringing them together in realistic interpretations of modern homes and urban lifestyles. Visitors were invited not simply to view products, but to explore what their future homes could look and feel like.

2026 Golden Creation Award Annual Product Design Competition Awardees

Initiated by the Jintang Award and presented exclusively at CIFF Shanghai, the Golden Creation Award is a respected design award in China's home furnishings industry, recognising advances in product value through design. This year's competition received 226 entries from 139 designers and 49 brands, spanning product design and exhibition curation. Following a rigorous review and extensive deliberation by the judging panel, nine entries received awards in the exhibition design category and 32 in the product design category. The Golden Creation Award is increasingly recognised as a benchmark for outstanding design and a platform for bringing innovative ideas to market.

Product Design Category

Best Product Design of the Year


HIGOLD / CALLA DINING SET


Zhao Weixin / THICK-THIN CHAIR

Best Quality of the Year


HIK VEIJ / Half-Day Leisure Tea Table


Milon

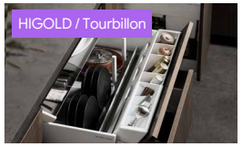
Annual Innovation Design Breakthrough Award


Linsy / Tipsy Series Functional Sofa


TRANSPAREN / TRANSPAREN

Best Product Design of the Year Nomination Award

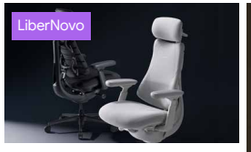

HC28 maison / FLOW

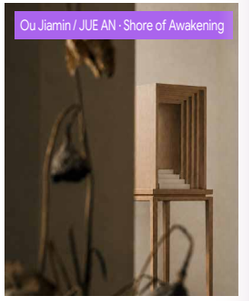

HIGOLD / Tourbillon


SUZOO DECOR / Mentol


wellife design studio

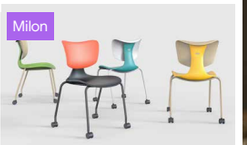

Jiying Furniture / Qiankun Mobile Tea Cart


LiberNovo


Ou Jiamin / JUE AN - Shore of Awakening


Zhang Jun / Baicao Cabinet


Guolulu Studio


Milon

Outstanding Product Design Award of the Year


HC28 maison / HAMADA


COOMO / Luna Collection


Yinzhuo

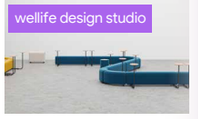

Carbine /carbine furniture


CAMPO DE' FIORI / BLOOM


HIGOLD / ALICO

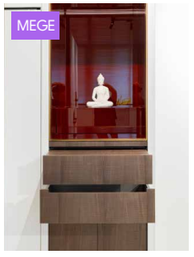

CHAOQU & gogowo


MOMOLAND / Column 90 Sisal S cratching Post

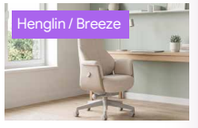

wellife design studio

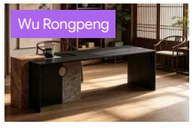

Meiyaxin / Lily


SUZOO DECOR / FADE Leisure chair

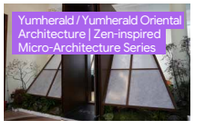

MEGE

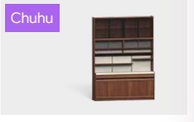

COUTURE Jardin / GOOD TIMES


Henglin / Breeze


Wu Rongpeng

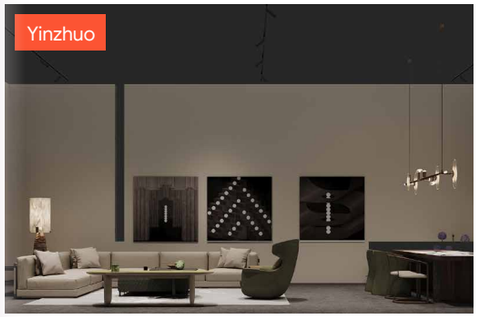

COSMOMOBILI / CUBD


Yumherald / Yumherald Oriental Architecture | Zen-inspired Micro-Architecture Series


Chuhu

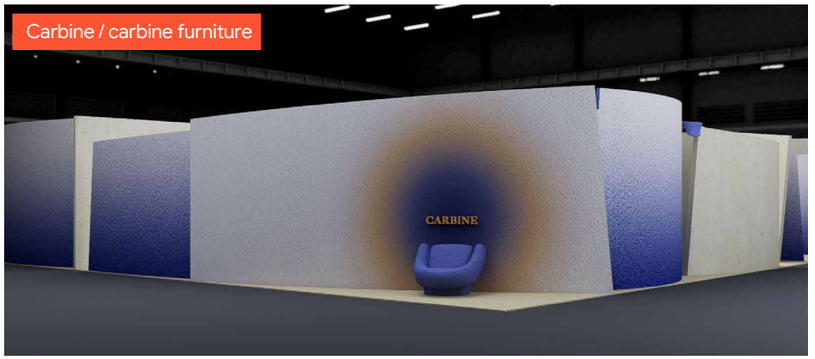
Exhibition Design Category

Best Brand Booth Design Award


Yinzhuo


HC28 maison / Quiet Luxury, Reimagined

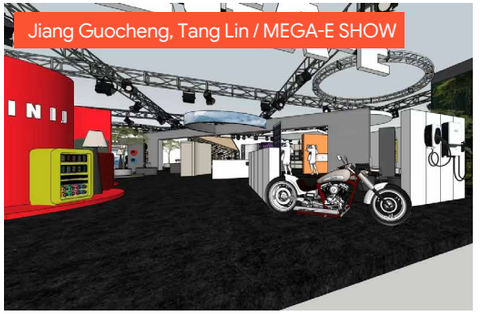
Outstanding Booth Design Award of the Year



Carbine / carbine furniture

Curator of the Year


Xie Fangjie / RSM NORDIC COLLECTIVE EXHIBITION


Jiang Guocheng, Tang Lin / MEGA-E SHOW

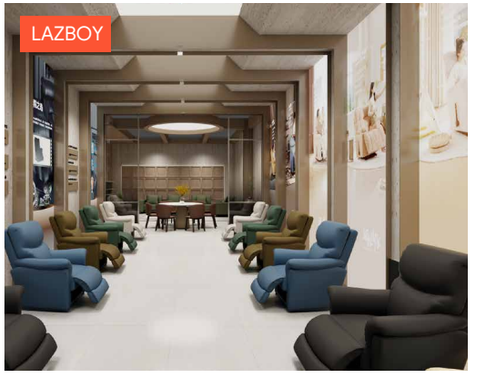


Linsy

Green Exhibition Stand Award of the Year



wellife design studio / Design Gravity


LAZBOY


Woo Art Design / RENICELUTION

International Promotion

CIFF Shanghai continued to strengthen its support for international trade by developing a comprehensive range of services to help exhibitors connect with global markets.

International Media Promotion

CIFF Shanghai established close partnerships with dozens of international media outlets and distributed press releases worldwide in six languages: Italian, Russian, French, German, English and Arabic, reaching major overseas furniture markets. The fair also strengthened its presence across Facebook, Instagram, LinkedIn, TikTok and WhatsApp, alongside expanded promotion through Google Search. Its official website underwent a comprehensive upgrade, with content made available in Chinese, English, Spanish and Arabic. Together, these initiatives created a multilingual, multi-channel international communications network, raising the fair's global profile and strengthening its voice within the industry.





Global Roadshows

Under the theme “Going Global · Design-Led”, CIFF Shanghai launched a series of international roadshows in Kuala Lumpur, Malaysia; Almaty, Kazakhstan; and Istanbul, Türkiye, reaching key markets across Southeast Asia, Central Asia and Eurasia. The programme established strategic partnerships with local industry associations and launched recruitment initiatives for trade buyer delegations, turning international outreach into opportunities for participation and business collaboration at the exhibition.

Supporting International Market Expansion

The exhibition introduced the Global Home Furnishing Hub for the first time, providing businesses with market advice, buyer introductions, distribution channel connections and international expansion services through a single dedicated platform. In partnership with MSC Consulting, CIFF Shanghai also established the Furniture Global Lab to provide ongoing analysis of overseas market developments, regulatory changes and opportunities across product categories. The initiative launched the 2026 Furniture Overseas Development White Paper at the fair, offering practical guidance on market selection and entry strategies. Together, these initiatives aim to help Chinese home furnishings companies move beyond exporting individual products towards a more integrated international approach encompassing brands, design and supply chains, reinforcing CIFF Shanghai's role in connecting businesses with global resources and opportunities.



Professional Buyers' Feedback

HARISH CHANDRA BALONI — United Arab Emirates

LALS GROUP
Head of Buying Department

“This year's exhibition was exceptionally well organised. The hospitality services were particularly impressive and made things much easier for large retailers like us. Our purchasing team placed orders worth over US$1 million with several exhibitors during the fair. We hope to see even more exhibitors and a wider selection of products at the next edition. We look forward to seeing everyone again at CIFF Shanghai!”



MOHIT RAVI KAPOOR — India

Futuristic Concepts
CEO

I have been attending CIFF Shanghai for many years and make a point of visiting every year. Over that time, I have watched the fair grow from strength to strength, with an increasingly diverse product range and a growing presence of high-quality Chinese furniture brands. I first met most of my long-term furniture suppliers at CIFF, and those connections have developed into lasting business relationships. In my opinion, CIFF Shanghai is one of the best furniture trade fairs in China, if not the world. I am grateful for the opportunities it has given me over the years to find reliable suppliers and grow my business.

HASHEM DAHABREH — United States

BEST BUY FURNITURE
BUYER

My export markets are the United States and Pakistan. The fair offered an excellent variety of products, and I have already placed orders worth more than US$400,000 with several exhibitors.



Fulvio Carrieri — Italy

MAFLALLC
General manager

This was my first visit to CIFF Shanghai, and I was impressed by the wide variety of products on display. More importantly, I found that many of the furniture and home furnishing designs were particularly well suited to the US market. During the fair, I placed an initial order worth US$100,000 for bedroom furniture to test market demand. I also discovered a Chinese furniture brand with strong potential in the United States and signed a distribution agreement with the company. Its premium furniture will be displayed and sold in my US showroom. I am especially grateful to CIFF Shanghai for its excellent VIP hospitality. I also thoroughly enjoyed the international networking dinners and the diverse range of activities held during the fair, which helped me build valuable connections and uncover new business opportunities in China.

Arevik Margaryan — Armenia

Intermall Furniture

I was delighted to find such a wide range of products at CIFF Shanghai that meet the needs of our market, including living and dining room furniture, beds, mattresses and sofas. We have already placed orders for six containers of goods with six exhibitors. The impressive variety of products made our sourcing trip extremely productive, and I will certainly return to CIFF Shanghai in the future.



Mr.Ichiro Kobayashi — Japan

Maruichi selling inc.
President

It was a pleasure to attend this year's fair. I was struck by the number of international visitors, which was far greater than I had expected. Beyond the products themselves, I noticed a significant improvement in the overall quality of the exhibition, from the way products were presented to the spatial design and communication of design concepts.

Designers' Feedback

12SQUARE

Twelve Square Manufacturing

Participating in CIFF Shanghai was a highly rewarding experience for us. As a Wuhan-based brand specialising in original industrial-style lighting and furniture, we used the fair to connect with designers, interior styling companies and other brands. We were particularly encouraged by the Shanghai market's appreciation for metal materials and industrial-style products with a strong structural aesthetic.

During the fair, we observed two clear trends. First, lighting is increasingly valued as a sculptural element within interior spaces rather than simply a source of illumination. Second, customers are showing greater appreciation for original designs that are both creative and practical to produce.

The exhibition gave us an opportunity to introduce original designs from Wuhan to a national audience while learning from other outstanding brands and designers. It also provided fresh ideas for future product development. We look forward to continuing our collaboration with CIFF Shanghai and bringing more original industrial-style lighting products to market that combine fine craftsmanship with structural elegance."

The exhibition was a great success. HOTLINE provided an effective platform for connecting designers with businesses, while also offering comprehensive support before the event, including exhibition setup, publicity and promotion. I sincerely appreciate the organisers' thoughtful planning and dedication throughout the process, and look forward to taking part in more high-quality industry events in the future.

uova

Founder of Uova.Studio

ZHAO WEIXIN

Four of my designs were showcased at this year's fair, and all received positive feedback. To my surprise, the "Kuan Zhai Chair" won the Best Product Design Award at this year's Golden Creation Awards and attracted considerable interest from visitors, many of whom stopped to try it out. Drawing on Chinese calligraphy, ergonomics, the philosophy of yin and yang, and influences from the Ming and Song dynasties, its distinctive design encourages an upright, composed sitting posture and left a lasting impression on visitors. Several furniture brands expressed a clear interest in collaboration during the fair, fulfilling HOTLINE's goal of "connecting design services, product development and commercial application".

Medias' Feedback

青舍 QING HOUSE

Hall 4.1 at Design Eden is witnessing a growing differentiation among China's leading design brands. After a period of hype and rapid change, the brands that have remained in the market are becoming increasingly clear about their identities. Their design approaches, understanding of the market and distribution strategies may differ, but each is pursuing its own direction with conviction. These differences stem from the founders' genuine passion for design and their commitment to their individual visions. For established brands, differentiation is perhaps the greatest value that design can offer, and a necessary step as the industry moves beyond marketing hype and returns to innovation-led growth. Complementing these leading brands, three special exhibitions—Design Gravity Field, HOTLINE and the Contemporary Design and Living Exhibition—formed a continuous visitor journey, exploring how design can contribute to the industry through brand incubation, access to design services and home furnishings sourcing. Described by industry observers as having the spirit of Milan's SaloneSatellite, these exhibitions offered three distinct perspectives on how design can create value across the industry. While established brands represent the present of commercial design, the special exhibitions offer a glimpse of its future. Together, they tell the story of CIFF Shanghai as China's leading trade fair for commercially driven design.

今日家居 FurnitureToday

This year's CIFF Shanghai demonstrated how rapidly the home furnishings industry is moving towards new retail models, design innovation and greater global integration. The fair offered valuable insights into emerging product categories and experience-led displays, while continuing to provide a platform for original design and emerging creative talent. The significant increase in international visitors also opened up new opportunities for Chinese home furnishings brands to expand overseas, highlighting CIFF Shanghai's growing international appeal and strong market vitality.

YOUHAA

This year's CIFF Design Eden – Contemporary Design Trade Fair brought together original design brands, established export-oriented furniture companies, distinctive specialist brands and high-quality global suppliers, creating a comprehensive platform connecting design, industry and the market. The exhibition stood out for its professional focus and the richness of its content. Nine special exhibitions explored themes ranging from material experimentation and spatial storytelling to commercial strategies and cultural interpretation. Among them, "South of the North" approached Nordic design through its cultural heritage and lifestyle, placing greater emphasis on design expression than on individual brand identities. By bringing different eras and design languages into dialogue, it opened up new possibilities for connecting international design with the Chinese market.

edimotion

The 58th China International Furniture Fair (Shanghai) received extensive positive coverage from international media, with particular attention given to original design, new product launches and the global expansion of Chinese brands. Chinese brands meeting international standards, along with exhibitions exploring international design cultures, were among the standout highlights. The growing presence of overseas visitors and media representatives further reflected the fair's increasing global influence. Media partners praised the efficient hospitality services and professional press centre, and expressed their hopes of seeing more international design brands and emerging design talent at the 60th China International Furniture Fair (Shanghai) next year, further strengthening the fair's international appeal and market vitality.

Contact Us

Exhibition Category	Contact Person	Telephone	Email
New Retail	Mr. Jiang	188-5101-7662	jiangrc@ctme.cn
Sofas	Mr. Ye	188-1409-8908	yegm@ctme.cn
Sleep Products	Mr. Jiang	188-5101-7662	jiangrc@ctme.cn
CIFF Shanghai Design Eden – Contemporary Design Trade Fair / International Pavilions	Mr. Pan	185-2133-4405	panlj@ctme.cn
CIFF (Shanghai) Offices & Public Spaces Exhibition	Ms. Li	156-0161-6912	liyy@ctme.cn
CIFF (Shanghai) Urban Outdoor Furniture Exhibition	Ms. Yang	180-2100-8472	yangsy@ctme.cn
CIFF (Shanghai) Home Textiles & Accessories Lifestyle Exhibition	Mr. Wang	139-2215-1031	wangl@ctme.cn
Living and Dining Room Furniture	Mr. Xu	138-1759-0759	xujh@ctme.cn
CIFF WMF International Woodworking Machinery Fair CIFF (Shanghai) Upholstery Tech	Mr. Wu	188-1933-9676	wujh@ctme.cn
CIFF Furniture Materials and Accessories Exhibition	Mr. Zhang	182-1763-8817	zhangzh@ctme.cn
China International Building Decoration Fair (Shanghai)	Mr. Li	185-0266-2678	lihy@ctme.cn
Domestic Visitor Enquiries	Ms. Wang	136-3668-3386	wangsz@ctme.cn
International Visitor Enquiries	Ms. Liu	021-69830237	ciff@ctme.cn
Media Enquiries	Ms. Huang	021-39880440	huangf@ctme.cn

China Home Furnishing Chain Exhibition Platform

中国家博会(广州)
CIFF(Guangzhou)

2027.3.18-21
Home Furniture Exhibition

2027.3.28-31
Office & Commercial Exhibition & interzum guangzhou

Canton Fair / PWTC

Exhibition Consultation
020 - 89128076

Visit Consultation
020 - 89128034

中国建博会(广州)
CBD Fair (Guangzhou)

2027.7.8-11

Canton Fair

Exhibition Consultation
020-89128156

中国家博会(上海)
CIFF(Shanghai)

2027.9.7-10

National Exhibition and Convention (Shanghai)

Visit Consultation
185 2133 4405

Visit Consultation
131 2765 6020

中国建博会(上海)
CBD-IBCTF (Shanghai)

2027.9.7-10

National Exhibition and Convention (Shanghai)

Visit Consultation
185 0266 2678