

CiFF furniture

THE CHINA INTERNATIONAL FURNITURE FAIR MAGAZINE

The Business of Furniture | SPECIAL EDITION

BoF

We Speak Furniture.
join us at the

China International Furniture Fair



WELCOME TO CIFF

Welcome to China International Furniture Fair! Founded in 1998, CIFF (Guangzhou/Shanghai) has been successfully held for 43 sessions and creates **the world's most preferred one-stop trading platform for product launch, domestic sales and export trade in the furnishing industry.**

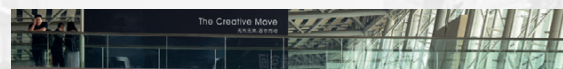
China is definitely a crucial market, increasingly more open to trade and to collaboration agreements, particularly with Europe and the United States.

An unusual market, certainly complex, but fascinating and unique, where companies grow very quickly and where consumer taste and choices increase at the same rate as consumer purchasing power.

Having attended CIFF for many years, it is clear that companies are growing not simply in terms of quality, but also in terms of the very conception of products, which are increasingly designed as elements of a system, as part of a collection that can furnish and make a real contribution to living and working well. Products are created along these lines, products that interpret a lifestyle, which can easily be customized in order to adapt to different markets and needs. Furniture created by talented young Chinese designers, but also by international designers, particularly European and American. Synergic elements that can construct different zones for different times of the day in the panorama of the modern office.

Today more than ever before, CIFF and its exhibitors are ready for a new phase, no longer marked simply by price, but by factors related to the **service provided, quality, design and to reliability.**

Both editions of CIFF, the **March edition in Guangzhou** and the **September edition in Shanghai**, the two most dynamic commercial centers in China, host the **home furniture, homedecor & hometextile, outdoor & leisure, office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials sectors** and, together, represent the most significant and influential exhibition system in all Asia.



Index

2

The Shanghai edition
8-11 September 2019

2

Facts & Figures

3

The Guangzhou edition 加盟
18-21 and 28-31 March 2020

3

Facts & Figures

4

CIFF Shanghai 2019
A Paradigm for Global Living

6

2019 Highlights

16

The office furniture in China

18

Guangzhou, Shanghai
Welcome to our cities!

18

Guangzhou
8 places to visit in Guangzhou

22

Shanghai
8 places to visit in Shanghai

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BETTER WORK
BETTER LIFE

Better Life Better Work is not a slogan or a mantra, but rather a leitmotiv affirmed and pursued by CIFF. In effect, people, and people alone, are in the spotlight. People formed by needs, people who must be stimulated, but who are capable of great and fabulous things. This explains the attentiveness in terms of choosing decor that is high-performance and beautiful, but that can also furnish and allow people to live well. Quality furniture incorporating high-level ergonomics and comfort, together with colors and finishing details, and that therefore infuses life with style.

Understand the market in order to de-codify trends, providing solutions and products that are perfect in terms of style, quality and price for people. Products for living and working that interpret a lifestyle, that can be easily customised in order to adapt to different markets and requirements. And intelligent furniture items, able to change the habits of those who utilise them, and to make it increasingly more simple people's work and life!

This approach has allowed CIFF to become an international reference point in the furniture sector, growing and modernising in order to offer both exhibitors and visitors the best possible services.

The Shanghai edition

8-11 September 2019

Young, and with a strong desire to grow, able to provide large spaces: the **National Exhibition & Convention Centre in Hongqiao** is the world's largest exhibition complex.

The opportunities provided by the availability of this enormous space has made it possible to host all the sectors for the furnishing industry and develop unique events which every year enchants visitors wishing to discover the potential of the quality Chinese product, the value of emerging designers and the new market trends.

With the theme of “**A Paradigm for Global Living**”, the next edition of CIFF Shanghai will attract over 1,500 exhibitors and more than **140,000 professional operators** are expected from more than 200 countries and regions.

Facts & Figures

Date of the event 8-11 September 2019

Organizer China Foreign Trade Macalline Exhibition Co. Ltd. (CTME)

Venue National Exhibition & Convention Centre (Shanghai | Hongqiao)

Sectors Home Furniture, Homedécor & Hometextile, Outdoor & Leisure, Office Furniture, Machinery & Materials

Opening times daily from 09:00 a.m. to 06:00 p.m.

Visitors Target Every type of furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators

Contact Mr. Li Zhi liz@fairwindow.com.cn



The Guangzhou edition

18-21 and 28-31 March 2020

CIFF was born in Guangzhou, and a good 39 editions have been held in the city. Deemed a historic fair for this city, every year is definitely a very animated affair; just think that because of the extremely high number of applications to exhibit, the March edition was divided into two phases, divided by product group.

The first phase, from 18 to 21 March 2020, therefore hosts home furnishing, outdoor and leisure furniture, home décor and home textiles; while the second phase, from 28 to 31 March 2020, hosts office furniture, hotel furnishings, accessories, metal furniture, and furnishings for public spaces and reception areas, as well as materials and machinery for the furniture industry.

Facts & Figures

Date of the event	Phase One: 18-21 March 2020 PhaseTwo: 28-31 March 2020
Organizer	China Foreign Trade Exhibition General Corp.
Venue	China Import & Export Fair Complex + PWTC Expo + Nan Fung International Convention & Exhibition Center
Sectors	1 st phase: Home Furniture, Homedécor & Hometextile, Outdoor & Leisure 2 nd phase: Office Furniture, Hotel Furnishing, Metal Furniture, Furniture for Public Spaces and Waiting Areas, Accessories, Materials and Machinery for the Furniture Industry
Opening times	daily from 09:00 a.m. to 06:00 p.m.
Visitors Target	Every type of furniture and furnishing specialist trade, specialist bed retailers, interior designers, architects, designers, planners, joiners, carpenters, interior decorators
Contact	Ms. Jasmine Chen chenjw@fairwindow.com.cn



CIFF Shanghai 2019

A Paradigm for Global Living

The outstanding success of the last exhibition boasted a record 37% increase in attendance. There is therefore great anticipation for the 44th edition of CIFF taking place at the National Exhibition & Convention Center in Shanghai Hongqiao from 8th to 11th September 2019 due to its extraordinary range of furnishing solutions.

CIFF Shanghai 2019 represents the **entire furniture supply chain** and therefore offers a full scale event capable of attracting and engaging producers, buyers, retailers, designers and, of course, the media. **Over 1500 exhibitors** have been selected to represent the theme '**A Paradigm for Global Living**'. They will offer visitors new concepts for living and working while being surrounded by high quality products and new business opportunities.


The fair will be organized by **China Trade Macalline Exhibition Co. Ltd.**, a company which was jointly founded by China Foreign Trade Guangzhou Exhibition General Corporation, main Asian trade fair organization that has always organized the fair, and by Red Star Macalline Group, undisputed leader for the distribution of furniture in China. These two companies have created a new organization model called '**Exhibition and Store Alliance**' which is capable of offering extraordinary advantages both for exhibitions and for commerce. Moreover, attracting thousands of foreign visitors every year, CIFF Shanghai demonstrates its **strong international vocation** and, thanks to these results, it provides a golden opportunity for Chinese export companies to showcase their products.

The objective of CIFF is to make foreign markets more aware of the quality and variety of Chinese design. This is the concept behind the four main exhibition areas where the fair is organized.

Pavilion 4.1, 'Contemporary Design Hall', will incorporate innovative modern design brands for home furnishings. It will also present a range of exciting design events offering an in-depth insight into contemporary Chinese design trends, providing inspiration for the many high-end interior designers expected in Hongqiao. The fifth edition of the **EAST Design Show** will be hosted here. This marvelous exhibition is promoting high-end Asian design while combining creative and business perspectives.

The second edition of the **Design Dream Show (DDS)** is a much anticipated event that offers the most innovative trends and highlights the credibility of Chinese design while promoting the international competitiveness of Chinese industry.





During this event held at the **Pritzker Architecture Prize Forum**, the renowned Portuguese architect Alvaro Siza will hold a discussion about his incredible career and will provide an insight into contemporary design as an acclaimed architect.

Pavilion 3 'International & Lifestyle' will focus on international design. Numerous world renowned brands will present new innovations and trends and introduce collections to take advantage of the extraordinary opportunity offered by CIFF to enter the prosperous Chinese market. Individual brands and groups of companies from Germany, Turkey and other countries will guarantee a very cosmopolitan display of products. In addition to the presence of lifestyle brands, the **M + China Top Interior Design Award** is a journey through high-end interior design projects for the Chinese lifestyle and the **ATG-Macalline Life Space**. This space is rendered even more attractive because it presents different lifestyles and defines future life scenes.

The **North Hall** will be dedicated to lighting in response to the current demand from the Chinese middle class for high quality lamps. **'International Lighting'** will bring together international lighting brands which makes it the first truly international professional lighting show in China.

Pavilion 6.1, will be divided between outdoor furniture, fabrics and home accessories, giving life to **'Outdoor & Leisure, Homedecor & Hometextile'**.

On the second floor of the exhibition center, **pavilion 5.2 'Sleep Center & Dining Room / Living Room'**, **pavilion 6.2 'Sofa'** and **pavilion 8.2 'Fashion Office'** will offer complete solutions for export to international markets ranging from home to work environments.

In conjunction with CIFF Shanghai 2019, the second edition of the **Shanghai International Furniture Machinery & Woodworking Machinery Fair** will take place in pavilions **7.1 and 8.1**. This fair was created by a partnership between CIFF and WMF; all the main production technologies and all types of process machinery will accentuate the appeal of this fair.

2019 Highlights

Workplaces solutions providing high-performing **acoustic** and **privacy**, have small meetings and work independently



Informal furniture concepts that brings together the private and the collaboration, working alone and meetings, the individual and the group.



performances, where you can find **concentration** far away from the noise.



Flexible and functional furniture systems that make it easy to create modern workspaces and includes a variety of **configurations** that represent the perfect answer to **collaboration, concentration and sharing.**

2019 Highlights





A working life should be unfolded in all of its **vitality** and **colors**: spaces, seating and systems able to arouse good mood and the pleasure of working.



2019 Highlights



Swivel chairs, but also chairs for public spaces, height-adjustable desks, monitor holders; **ergonomics** systems with a minimalist design and maximum flexibility, intuitive to use and adaptable to the needs of the new work culture.





2019 Highlights

The freedom to work everywhere allows people to bring a bit **environments** in which working is pleasant and stimulating.



In a changing world where the **nomad working** system allows employees to gain levels of freedom, having individual containers in which to store personal items becomes fundamental.



of home at the office, creating **cozy**



2019 Highlights

Versatile executive desks that celebrate **new elegance** concepts denoted by soft lines, organic forms and exquisite materials.



Informal seating systems

allowing the creation of meeting places, relaxation areas and even private islands in a workspace. They structure space for a spontaneous get-together and encourage staff to interact.



of freedom and creativity, sensuousness and self-esteem,



The office furniture in China

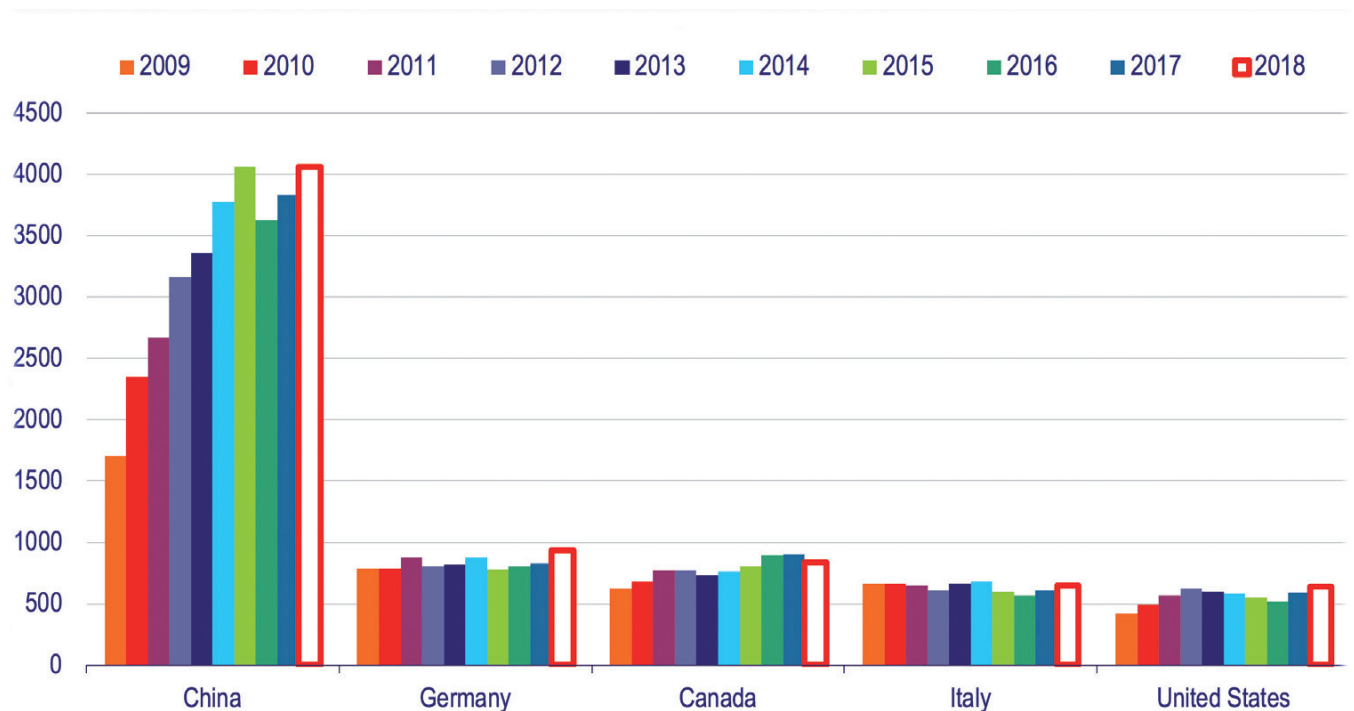
by Mauro Spinelli, CSIL Centre for Industrial Studies – Milan, Italy
(www.worldfurnitureonline.com)

China is the leading office furniture manufacturer and exporter at a world level. Currently Chinese production exceeds US\$ 16 billion, increasing by 10% on average in the last decade and representing 30% of the world office furniture output.

China, which increased its share from 24% in 2009 to 36% in 2018 (USD 4.0 billion) of the global exports is the main supplier for the United States, Japan, France, the United Kingdom and Japan. The United States is the main customer, with USD 1.3 billion it represents about 33% of the whole Chinese office exports.

OFFICE FURNITURE EXPORTS. FIVE MAJOR EXPORTING COUNTRIES, 2012-2018.

Current US\$ million



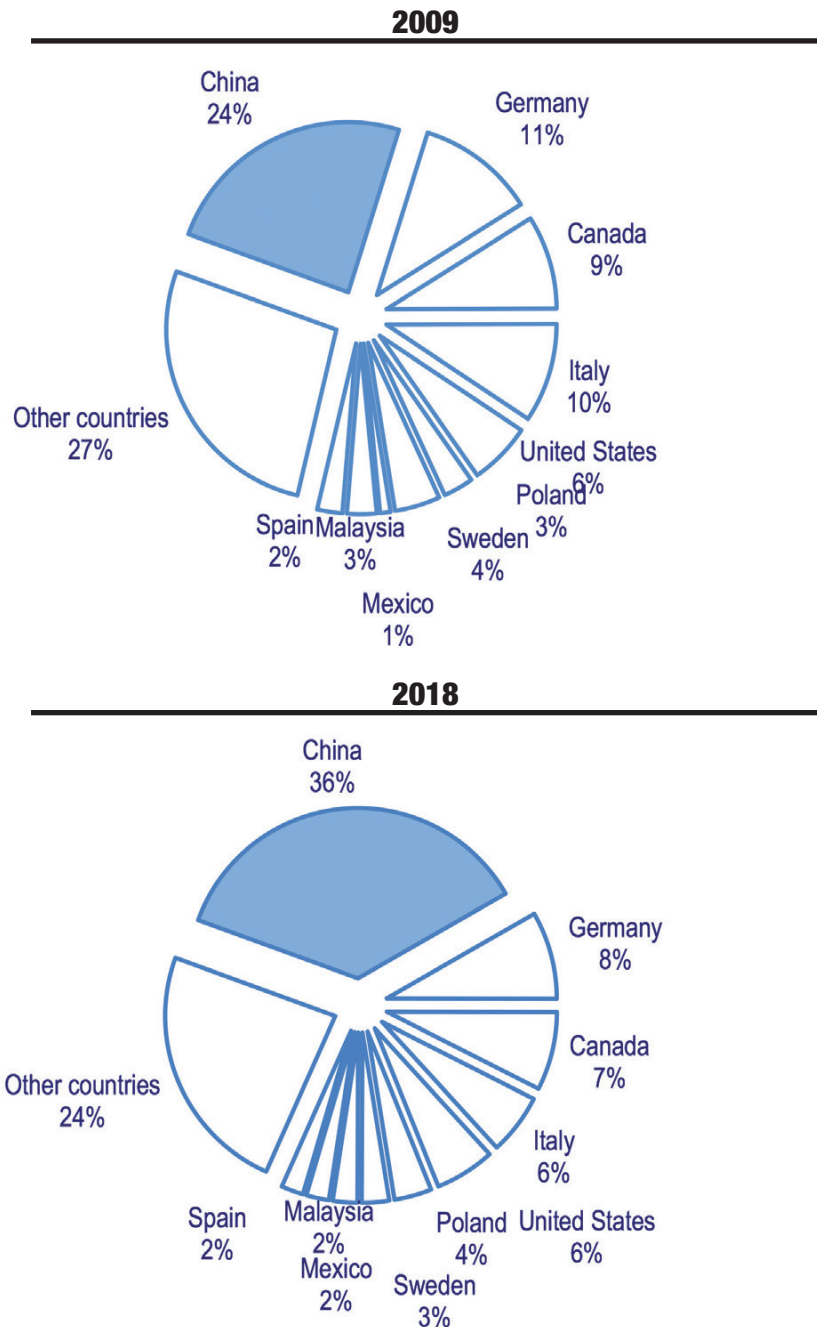
Source: CSIL from industry and official data

China showed the most impressive increase in terms of office furniture consumption over the last decade reaching US\$ 12.2 billion in 2018. Considering the enormous capacity of the local market, apparent office furniture consumption is estimated to continue to increase also in 2019 and in 2020, although at a more moderate rate. The country's large production capacity enables it to fully satisfy domestic demand, leaving very little space for imported products that account for a negligible quota of 0.8%. To be considered that the top five office furniture players in China range from about USD 200 million to around USD 400 million turnover, followed by an enormous amount of medium-small local competitors. There is still no real "dominance" of the market but a persistent level of fragmentation. However, the largest players are increasing in dimension and huge amount of investments are dedicated to factory expansion, construction of new facilities (also in other countries) and, to set up of effective distribution network especially in second and third Tier cities.

We expect a possible future step to be the start of a M&A phase, among Chinese players of course, but most importantly the acquisition of some international competitors and probably this strategy will be accelerated if the tariffs tensions will persist.

In terms of products the Chinese office sector still shows a dichotomy with traditional office furniture and contemporary workplaces, but we believe the market is starting a strong transformation phase which will becoming more evident within the next five years when “millennials generation” will flood the market at the managing positions.

PERCENTAGE BREAKDOWN OF OFFICE FURNITURE EXPORTS, 2009 AND 2018



Sources: UN, Eurostat, CSIL
2018: preliminary estimates

Guangzhou and Shanghai

Welcome to our cities!

Two fairs in two of the most prominent cities in China. Two contexts that are different and synergic in terms of energy and vocation. Just like the two editions of CIFF, which has transferred the September edition from its historic Guangzhou location to a new venue in Shanghai, in order to provide new opportunities and something different. Here is a very brief introduction to these two captivating cities, where you will be welcomed with open arms and where your work trip will be enriched by new emotions and experiences.



Ever since its birth, Guangzhou has been an inclusive city. Diversified cultures converged here and friends from all over the world keep gathering in this megalopolis.

Guangzhou not only embodies the traditional Cantonese culture, but is also the pioneer of

China's reforms that has resulted in its unique way of lifestyle, modernization, liberal ideas, distinctive cuisine and tremendous wealth. Guangzhou represents a combination of traditional and modern, eastern and western cultures.

8 places to visit in Guangzhou



Zhujiang New Town is the modern Central Business District of Guangzhou organized around Huacheng Square - one of the best skyscraper-connected urban spaces in the world, that serves as economic heartland of the city.

All the major buildings, including administrative, residential, financial, cultural and shopping, mean to impress and are designed by world-class architects known for their bold, forward-looking and state-of-the-art creations. Symbolic landmarks of Zhujiang New Town are the 2 city's tallest skyscrapers: the Guangzhou CTF Finance Centre (530 meters high) and the Guangzhou International Finance Center (439 meters high), the Guangzhou Opera House, the Guangdong Museum and the Guangzhou Library.

Canton Tower

A 610 meters high TV tower, is the tallest building and the symbol of Guangzhou, second tallest building in China, and the fourth tallest free-standing structure in the world. Built from steel and cement, it has three observation decks and a number of incredible attractions: the Bubble Tram, a panoramic Ferris Wheel rising up to a height of 455 meters; the Sky Drop, a 30-metre freefall drop, from a height of 485 meters; the Spider Walk, an external staircase between the 32nd and the 64th floors, whose 1,028 steps, some of which are transparent, make it one of the longest in the world. An unforgettable experience, particularly at night time.



Beijing Lu

This is the main shopping thoroughfare, a pedestrian street where most stores are open from 9 am to 10 pm. There is a wide range of shops available, from a large modern-style department store to shops selling the latest fashions for young people, to the ultra-cheap shacks hawking t-shirts, jewellery and knick-knacks. In the centre of the street there is a display of the original road from the Song Dynasty (960-1279).

3



Dafo Temple

The “Big Buddha Temple” is one of the five renowned Buddhist temples in Guangzhou with a history of more than one thousand years: it was built by Emperor Liu Yan in the Southern Han dynasty (917–971). Later it was destroyed and rebuilt many times.



Li Wan

Liwan District has lots of attractions and historical sites. You can see the traditional Cantonese architecture from the Qing Dynasty and an interesting blend of Eastern and Western cultures.

4



Ancestral Temple of the Chen Family

With a history of more than 100 years, it's also called Chen Clan Academy and was a place in both for offering up sacrifices to ancestors and for study. Now it serves as Guangdong Folk Arts Museum to show the most characteristic Guangdong architecture.



Shemian Island

This Island has a great historic significance since it served as an important port for Guangzhou's foreign trade during Song and the Qing Dynasty. It was an English and French enclave from the middle of the 19th century, and still maintains the appearance of a European town, offering enjoyable strolls among old European buildings and gardens in a more relaxed and quite atmosphere where streets are partly pedestrian only.



Shangxiajiu Pedestrian Street

The street is notable for its unique Lingnan architectural style, Xiguan folk customs, commercial and cultural ambience, featuring the characteristics of European and Chinese styles. As one of the most famous commercial centres in Guangzhou, it has 250 shops and is a showcase of traditional Cantonese architecture, especially pretty at night when lit up.

Yuexiu Park

China's biggest park covers an expanse of 90 hectares; it is made up of three artificial lakes and seven hills of Yuexiu Mountain. It is a perfect combination of cultural relics and ecological tourism, reputed for its pretty water and hills. The main places of interest include the stone sculpture of the Five Rams.

5



Sun Yat-sen Memorial Hall

Located at the southern foot of Yuexiu Mountain, Sun Yat-sen Memorial Hall is the biggest hall in memory of him all over the world, with an area of 6.6 hectares. It's also one of the landmark buildings in Guangzhou. Paying a visit, you can enjoy not only the exhibitions about Sun Yat-sen but also the beauty of the building plus the famous ancient trees.





Temple of the Six Banyan Trees & Flower Pagoda

First constructed in 537, this Buddhist temples in Guangzhou is one of the most silent places in this frenetic city; it has been rebuilt a number of times and has also been given different names through the ages: the most recent of these is “Temple of the Six Banyan Trees”.

6

Baiyun Mountain

It’s a great place to relax and enjoy a day among lush and rolling hills, to see people enjoying nature, playing games and doing sport. There are many places to rest and refreshments are available along the way. From long time ago, Baiyun Mountain has been one of the most famous spots of natural beauty, and it’s still known as the First Spectacular Scene of Guangzhou.



Nengren Temple

It was first built during the reigns of Xian Feng and Tong Zhi, emperors of the Qing Dynasty. The temple contains a number of historic sites, including the “Tiger” inscription, the Sweet Spring Water, the Jade Rainbow Pond, the “Floating Clouds over the Moon” sight and the ancient bridge.

Yuan Xuan Temple

This Taoist temple is modelled after the Temple of Heaven. This dignified architecture with a symbolic layout and design enjoys peaceful and quiet surroundings.

RedTory

This district of abandoned industrial factories, traditionally built from red bricks, has been completely redeveloped and is now a cultural zone, a veritable artists district. Here it is pleasant to stroll around and have lunch in one of the small restaurants lining the streets, browse through the quirky shops and visit the art galleries.



7



Guangdong Science Center

Located in Guangzhou Higher Education Mega Center, is a state-level key project with 120,000 square meters of interior construction area. With the slogan of “Get close to Science, Embrace the Future”, the science centre sets the goal of becoming the largest and most advanced science and technology museum in Asia.

8

Shanghai

Shanghai has been called “Queen of the Orient.” Rich with history, Shanghai first opened its door to foreigners for trade in the 1840’s. The resulting international community contributed to its unique character, architecture, fashion and food. Today Shanghai is China’s most cosmopolitan city and is regarded as the economic powerhouse of

mainland China.

The atmosphere of freedom, of endless possibilities, together with its frenetic dynamism, make this metropolis unique; visitors will find it hard to forget! Always looking to the future, is a city where tradition and modernity blend together here in an equilibrium formed by contradictions.



Its name means “above the sea”: although the city center is approximately 80 km from the coast, Shanghai actually faces out onto the East Chinese Sea. To complete the day and return with your suitcase full of emotions, in addition to exploiting business opportunities you can also visit the city have the experience of a lifetime! Shanghai is an enormous metropolis, with a population of approximately 25 million people, and spread out over a surface area of

approximately 6,300 square kilometers. It is divided into 2 large areas: Puxi to the east of the Huangpu River, the oldest part of Shanghai, and is a wonderful combination of traditional and cultural Chinese elements with 20th-century European influences; and Pudong to the west, true symbol of Chinese dynamism and economic development, farmland until 1990, and now the most modern heart and soul of the city, and also its commercial and financial center.

8 places to visit in Shanghai



Lujiazui

Lujiazui is the central business district of Shanghai and one of the financial powerhouses of China. Called the “Wall Street of China”, it’s the largest financial zone in mainland China, with more than 400 banks and financial institutions, including the Shanghai Stock Exchange, and thousands of giants companies from both home and abroad.

In Lujiazui, the charm of the city as an international

metropolis is unfolded to the largest degree. One can admire the modern skyscrapers along Binjiang Avenue as well as various buildings of different architectural styles across the Huangpu River. When night comes, all the buildings are decorated with shining colorful lights, presenting a gorgeous scene. Lujiazui is also home to countless high-end restaurants and hotels.



Oriental Pearl TV Tower

The iconic three-legged Oriental Pearl TV Tower, completed in 1994, is the symbol of the city. The futuristic-style tower, 468 meters high, has various observation levels. The lowest is at 263 meters, while the highest is at 351 meters. Inside the tower there is a revolving restaurant, at 267 meters, an exhibition area, a small shopping center and the Shanghai History Museum.

Jin Mao Tower

With its oriental design influenced by the Western Gothic style, at 421 meters tall, Jin Mao Tower, was for years the tallest building in China, equipped with a no-stop elevator from ground level to the 88th floor, where there is a magnificent “belvedere” viewpoint. The spatial scansion of the entire building is based on the number 8, a traditionally lucky number for the Chinese.

Shanghai World Financial Center

The Shanghai World Financial Center, better known as “the corkscrew”, because of its shape, is 492 meters and 101 floors high, being the second tallest skyscraper in Shanghai; The tower features three separate observation decks which constitute the floors above and below the aperture opening. Breathtaking views can be had from the Sky Walk observatory on the hundredth floor.

Shanghai Tower

Shanghai Tower embodies a new prototype for tall buildings. The new 632-metre and 128-story tower rises high above the skyline, its curved façade and spiraling form symbolizing the dynamic emergence of modern China. Opened in 2016, it is the second tallest skyscraper and one of the most eco-sustainable buildings in the world. From the Top of Shanghai Observatory, on the 118th floor of the tower, you can enjoy a breathtaking 360-degree view of Shanghai. The world’s fastest elevator will take you up to 546 meters in just 55 seconds.





Jing'an Temple

The original temple was built in 1216 during the Song Dynasty; converted into a plastic factory and emptied of all its statues during the Cultural revolution, it has now been completely restored and stands out in surprising contrast with the modern architecture of West Nanjing Road; golden and shining, truly an enchanting sight in the evening. Inside, important statues like the 15-ton silver Big Buddha, almost 9 meters tall, and the 5-ton statue of Guanyin carved from a thousand-year-old camphor tree.

4

French Concession

Typified by low buildings, here you can breathe in the atmosphere of old Shanghai. It is a very extensive area, with many tree-lined avenues, lovely colonial villas, small shops, elegant galleries but also restaurants and cafes. A must-do activity is a walk to **Xin Tian Di**, an example of urban reconstruction, testament to the traditional mud brick buildings. The 1st National Congress of the PCC was held here, and it is now a pedestrian area where you can stroll around, listen to music, drink, eat and go shopping in the wonderful shops, which are some of the most expensive in the city. Similar to Xin Tian Di, more closely linked to local traditions and less artificial, **Tianzifang** is a district that is distinctive for its extremely narrow lanes and 1930s buildings, a place where you can stroll around or have something to eat in one of the many elegant small restaurants.



The Bund

The Bund, which is the district lying along the Huangpu River, from the Puxi side looking onto the spectacular Pudong skyline. In perfect contrast with the ultramodern skyscrapers on the other bank of the river, here you can admire most of the art deco and neoclassical buildings, at one time considered the Wall Street of Shanghai, and which recount the last 100 years of the city. A sunset walk is something not-to-be-missed, without forgetting that the most attractive and glamorous bars and restaurants in Shanghai are located right inside these wonderful buildings.

5





Nanjing Road

Very long, approximately 6 km, of which just more than 1 km is pedestrian precinct, it cuts the Puxi area perfectly into two parts. Hypnotic, with its thousands of neon signs, always swarming with people, here you can really find anything and everything; shopping malls, restaurants, world famous brands, traditional Shanghai stylists and Chinese street food.

7 Yuyuan Gardens & Bazaar

These “Gardens of Happiness”, dating back to the second half of the 16th century, were created in 18 years by the Pan family, which belonged to the Ming Dynasty. They consist of reflecting pools of water and streams, large rocks, dragon-decorated walls, gates and zigzag bridges to confuse the spirits. Beside the gardens lies Yuyuan Old Street, an ancient and extremely well conserved lane, lined with more than 200 silk, tea and jade shops. Nearby is God’s Temple, a Taoist temple dedicated to the City God.



Zhujiajiao

Located 29 miles west of downtown lies the Venice of Shanghai, Zhujiajiao. This ancient water town saw its heyday during the Ming Dynasty, when its success as a commercial hub resulted in the construction of its picturesque waterways. Unique old bridges across bubbling streams, small rivers shaded by willow trees, and houses with courtyards attached all transport people who have been living amidst the bustle and hustle of the modern big city to a brand-new world full of antiquity, leisure and tranquility.



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**SHANGHAI
8-11 September 2019**

**GUANGZHOU
18-21 March 2020
28-31 March 2020**