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CIFM / interzum guangzhou 2025 closes with strong synergies driving industry progress across Asia

From 28 to 31 March, CIFM / interzum guangzhou once again took centre stage at the Canton Fair Complex in Guangzhou, China. As Asia's premier trade platform for the upstream furniture manufacturing industry, the exhibition brought together over 1,500 exhibitors from nearly 30 countries, spanning an impressive 180,000 square metres. Held in conjunction with the second phase of the China International Furniture Fair (Office and Commercial Space), the event welcomed 220,932 trade visitors, a 2.68% increase compared to 2024. Among this audience, overseas visitors grew by 3.66% year-on-year, setting a new benchmark for international engagement.

A platform for collaborative innovation

Centred around the theme "Play Bigger", this year's edition served as a powerful showcase of global synergies, offering a dynamic blueprint for the future of the furniture industry. Over 240 leading international brands participated, with a strong presence from the European Federation of Woodworking Machinery Manufacturers (EUMABOIS). Exhibitor delegations from Germany and Turkey, along with organisations such as the American Hardwood Export Council (AHEC), American Softwoods, Quebec Wood Export Bureau (QWEB), and the Malaysian Timber Council (MTC), returned in large numbers. Together, they showcased cutting-edge technologies, premium hardware, innovative materials, high-performance fabrics, sustainable adhesives and engineered panels, demonstrating the full spectrum of next-generation furniture manufacturing.

The trade fair's professional atmosphere and strong commercial outcomes received great praise from the exhibitors. "At the American Hardwood Export Council, we promote a wide range of American hardwood species for furniture manufacturing and design. AHEC has exhibited at interzum guangzhou more than ten times in recent years, and we've been consistently satisfied with the experience," said the organisation's regional director for Southeast Asia and Greater China, John Chan. "We've found it to be a valuable platform for supporting the growth of our industry, and we certainly hope to return again next year."

Xinxin Gao, general manager of the Guangzhou branch of Schattdecor China, echoed these sentiments: "Since its establishment, the Schattdecor Group has consistently participated in the interzum editions hosted in Germany. This year marks Schattdecor China's 17th participation in interzum guangzhou. During the trade fair, we attracted a great deal of interest from Chinese customers and engaged with numerous clients from Southeast Asia, the Asia-Pacific region and countries in the Belt and Road Initiative. We are truly grateful to interzum for providing such a valuable platform. It was a pleasure to reconnect with old acquaintances, forge new business relationships and identify potential customers



interzum guangzhou
Asia's Most Comprehensive
Woodworking and Upholstery
Machinery, Furniture
Production and Interior
Décor Trade Fair

28-31 March 2025
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at the trade fair.”

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Throughout the event, over 200 tailored business matching sessions established valuable connections between exhibitors and targeted buyers from China and beyond. Companies such as Admira, Airland, Alian Furniture, Aukey, Bell Laminates, Dynamic Furniture, Ellesime, Goldinjaya, homechoice, Hup Chong Furniture, Indofitting, Interior D, Kelisen, LA-OR, Muar Industries, Pan Timur, Sibling Home, SIRO, TKL Gallery, Triple W Furniture, United Woodwork, vifa and Wood Solid (PIANO) connected directly with hand-picked suppliers and explored opportunities for collaboration. Delegations from the Malaysian Furniture Council (MFC), Rede PRÓ (Brazil), and various chambers of industry from Guangdong province also attended and firmly endorsed the trade fair’s forward-thinking technologies, product diversity and unrivalled networking potential.

“interzum guangzhou 2025 exceeded our expectations,” said Kishan Kaila, managing director of Bell Laminates from India. “The well-organised event, combined with the high calibre of the exhibitors and attendees, made it a worthwhile investment of our time and resources. We are eagerly anticipating future collaborations with the suppliers we met and are looking forward to attending the next edition of interzum guangzhou.”

Similar views were expressed by Eeling Chong, executive director of SIBLING Home & Kitchen from Malaysia: “The business matching session was a great addition to the event. It strengthened our ability to connect with potential partners and significantly increased our chances of establishing new collaborations. The structured meet-ups enabled deeper discussions, helping us to better understand each other’s needs and explore meaningful opportunities for future partnerships. In addition, interzum guangzhou was an excellent platform for networking and strategic exchanges, offering valuable insights into market trends and fostering stronger relationships with key stakeholders.”

Ideas that spark change

Alongside cutting-edge product showcases, a rich line-up of forums and feature events broadened perspectives and fuelled fresh thinking. This year’s interzum guangzhou Award recognised 15 outstanding innovations, selected by an international jury and presented in a dedicated display area. Their achievements in technological innovation, design and material applications provided inspiration for future furniture development.

The VSIL Forum, presented under the theme “Design Utopia”, returned to the event with a renewed focus on “New Reality, New Solutions”. By fostering an open dialogue between international designers and pioneering players in the supply chain, the forum explored practical avenues for integrating design into manufacturing in order to drive high-quality industry growth.

Also hosted during the trade fair, the Boundless Innovation Forum highlighted innovation in decorative panel surface design, bringing together experts, designers and manufacturers from around the world. The discussions in the forum addressed emerging trends in surface technology and the evolving needs of the decorative panel segment, offering in-depth insights into the entire value chain, from production to applications.

The success of CIFM / interzum guangzhou 2025 marks a pivotal moment as Asia's furniture manufacturing industry continues its transition from volume-based output to innovation-driven, sustainable development. Looking ahead, the trade fair remains committed to building a global platform that drives resource integration, exchanges of ideas and value creation.

The next edition of CIFM / interzum guangzhou will be held from 28 to 31 March 2026 at the Canton Fair Complex in Guangzhou. For the latest updates, please visit the trade fair's official website: www.interzum-guangzhou.com

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About the Organisers

Koelnmesse GmbH

Koelnmesse generated more than 400 million euro in revenue worldwide in 2019 and has a workforce of more than 1,000 people. As a city trade fair location in the heart of Europe, it is home to the third-largest trade fairgrounds in Germany and ranks among the top ten in the world, with approximately 400,000 m² of hall space and outdoor area. Each year, Koelnmesse organises and manages around 80 trade fairs, guest events and special events in Cologne and in the most important markets all over the world.

www.koelnmesse.com

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 the new trade fair duo imm cologne and interior design days cologne (idd cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa and aquanale are among the most internationally renowned and established industry gatherings.

These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include La Feria De Diseño Medellín - powered by imm cologne in Colombia, the shows of the ORGATEC brand family with ORGATEC TOKYO in Japan, ORGATEC India in Mumbai and ORGATEC WORKSPACE Saudi Arabia in Riyadh, as well as the trade fairs of the interzum brand family: interzum guangzhou in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Bergamo. The "Living, Contract and Public Spaces" portfolio also includes the FSB Sports Show Riyadh in Saudi Arabia.

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

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Upcoming events:

interzum, Cologne, Germany, 20-23 May 2025
interzum jakarta, Jakarta, Indonesia, 24-27 September 2025
interzum guangzhou, Guangzhou, China, 28-31 March 2026
interzum bogota, Bogotá, Colombia, 12-15 May 2026
interzum forum italy, Bergamo, Italy 4-5 June 2026

Note to editors:

interzum guangzhou photos are available in our online image database at:
www.interzum-guangzhou.com.
Press information is available at: www.interzum-guangzhou.com/press-releases

If you reprint this document, please send us a sample copy.

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