



SHENZHEN FURNITURE ASSOCIATION

SZFA has built a reputation as being highly effective in satisfying the marketing and service needs of its 850+ manufacturing & service members. Six subsidiaries, launched over the course of the last 20 years cover the entire industrial supply chain and answer the market needs of SZFA members and our clients in the domestic furniture industry. Now, SZFA uses its vast resources and established networks to serve foreign decoration/furniture brands that seek to expand their brand position into China.

- Shenzhen Furniture Design Institute
- Shenzhen Furniture Education Institute
- Saide Quality Control Center
- Shenzhen FDI Media Group
- Industrial Developments
- Exhibitions



SHENZHEN
CHINA

SHENZHEN

Shenzhen is China's premier innovation hub. It is the first "Special Economic Zone" designated by Deng Xiao Ping to develop the integration of China's economy into the world system. These reforms and practices served as the backbone to China's development over the past 35+ years. Strategically located within the Pearl River Delta region of Guangdong Province, Shenzhen shares a border with Hong Kong and is part of the economic golden triangle of Hong Kong, Macau, and Guangzhou. This region produces more goods and services than any other region in the world.

Shenzhen is the trendsetter with more patents filed, home to more PhD's, and has the highest GDP per capita in all of China. Although short on history (est. 1979), Shenzhen maintains an incredible entrepreneurial spirit and high standard of living.



SHENZHEN AT A GLANCE

Shenzhen Population:	10.72 mil.
Shenzhen Metro Population:	18+ mil.
GDP:	275.2 billion (USD)
GDP/Capita:	25,675 (USD) Highest in China





SHENZHEN CREATIVE WEEK

Shenzhen Creative Week consists of 3 large trade exhibitions and collaboration with OCT Design Park. These trade events serve as the gathering point of industry professionals and buyers during the most important furniture exhibition season in China. The March market season is the most attended time in Guangdong with visitors from all over China attends to satisfy the domestic market.

Shenzhen Creative Week showcases the most design focused, up-market products during these events and maintain the reputation as the largest event for premier furniture and decoration related designer products in China.

SIFE
NIH3

DESIGN
DOME

OCT
LOF

decoexpo



SHENZHEN CREATIVE WEEK

CONCURRENT TRADE EVENTS

- Shenzhen International Furniture Exhibition (SIFEChina)
- Shenzhen Decoexpo
- Design Dome

ORGANIZERS

Shenzhen Creative Week

- Shenzhen Municipal People's Government,
Economic Trade & Information Technology Commission
- Shenzhen Creative Design Alliance
- Shenzhen Furniture Association

VENUES

- Shenzhen Convention & Exhibition Center
- OCT Loft Design Park

OPERATOR

- Shenzhen Desy Exhibition Co., Ltd.

STRATEGIC PARTNER

- Studiolabo (Milano)

SHENZHEN INTERNATIONAL FURNITURE EXHIBITION

Dates: March 19-22
Frequency: Annual
Venue: Shenzhen Convention & Exhibition Center

Organizer: Shenzhen Furniture Association
Operator: Shenzhen Desy Exhibition Co., Ltd.

Opening Time: March 19-21 10:00AM – 5:00PM (Trade Only)
March 20 10:00AM – 2:30PM (Open to Public)

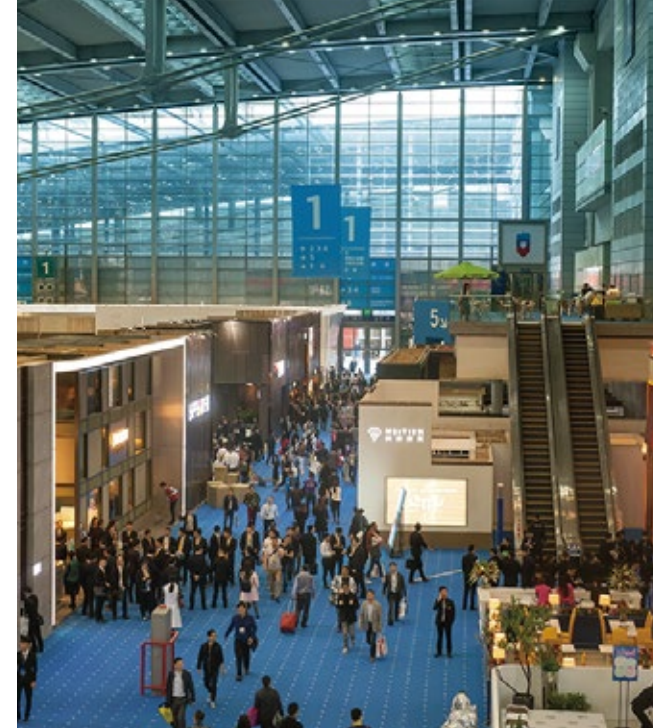
Gross SQM: 160,000

Exhibitors: 289
Visitors: 60,218 (Domestic)
1,119 (International)
61,337 TOTAL

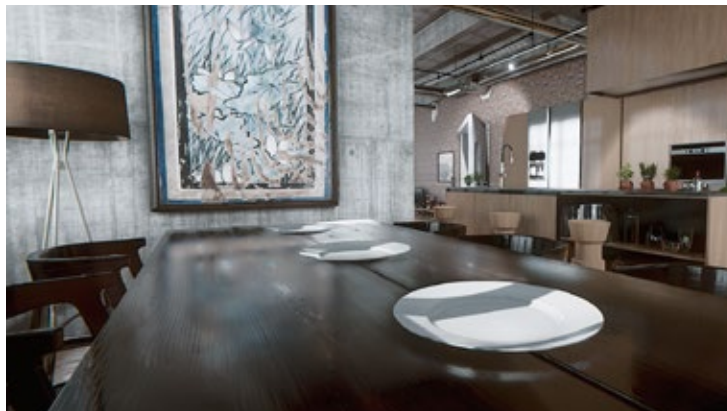
LOCATIONS

SHENZHEN CONVENTION & EXHIBITION CENTER





OCT LOFT DESIGN PARK



CONTENTS

2016.3.19-22
深圳会展中心
展览面积: 160,000 m²

色彩·深圳
I LOVE SHENZHEN · DESIGN



SZFA
dada

主办单位:
深圳市家具行业协会
深圳家具设计开发院

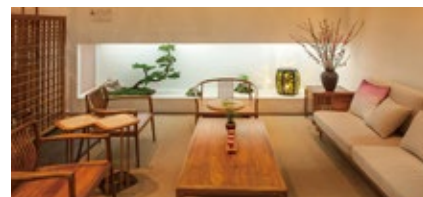
Desy

承办单位:
深圳市德商展业有限公司

3 深圳
1 国际
家具展
暨深圳国际
家居饰品展
SIFES | decsexpo



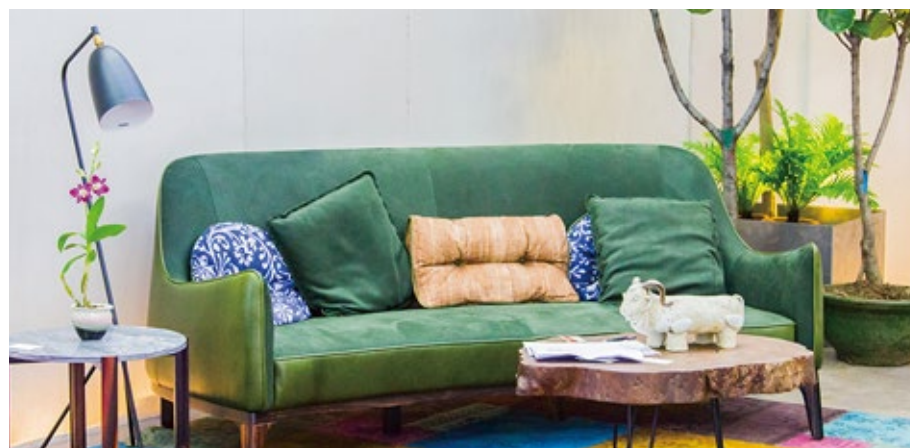
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第6届深圳国际家居饰品展
暨第31届深圳国际家具展
同期举行

深圳会展中心 2016.3.19-22

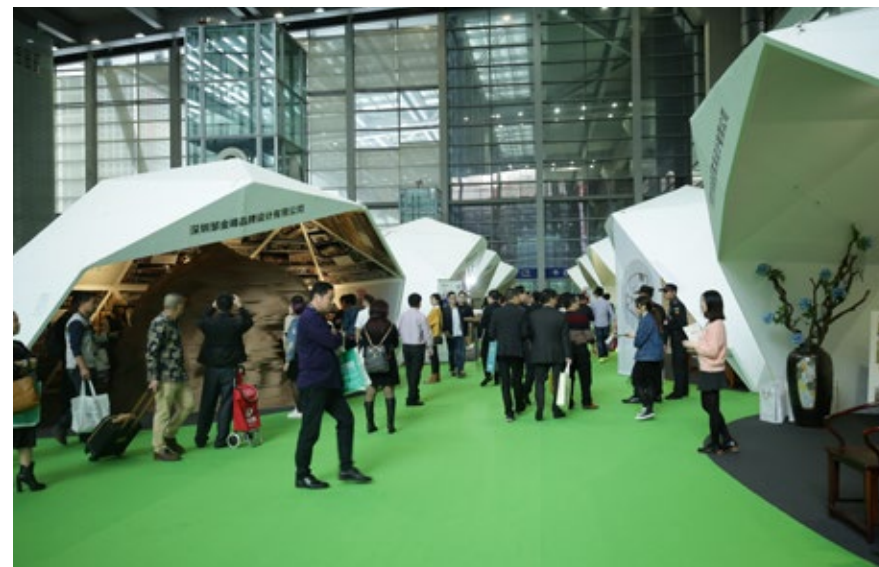


寻找设计 家具产业链设计机构联展
服务机构 DESIGN DOME 5|6号馆 2楼

GREEN IS THE NEW PINK

31 深圳
国际
家具展
暨深圳国际
家居饰品展

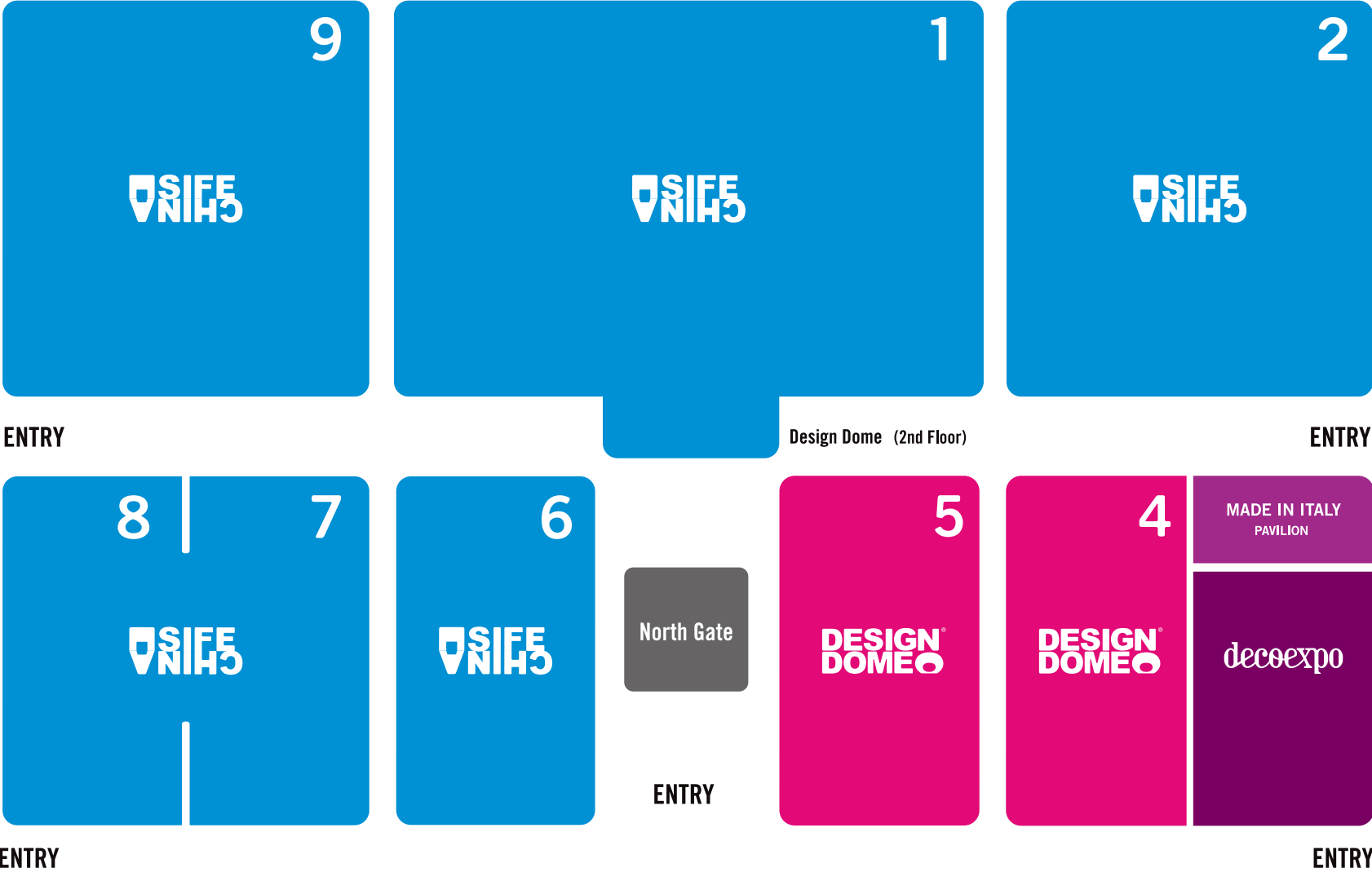
DESIGN
DOME
设计巨蛋



MAP

MADE IN ITALY PAVILION

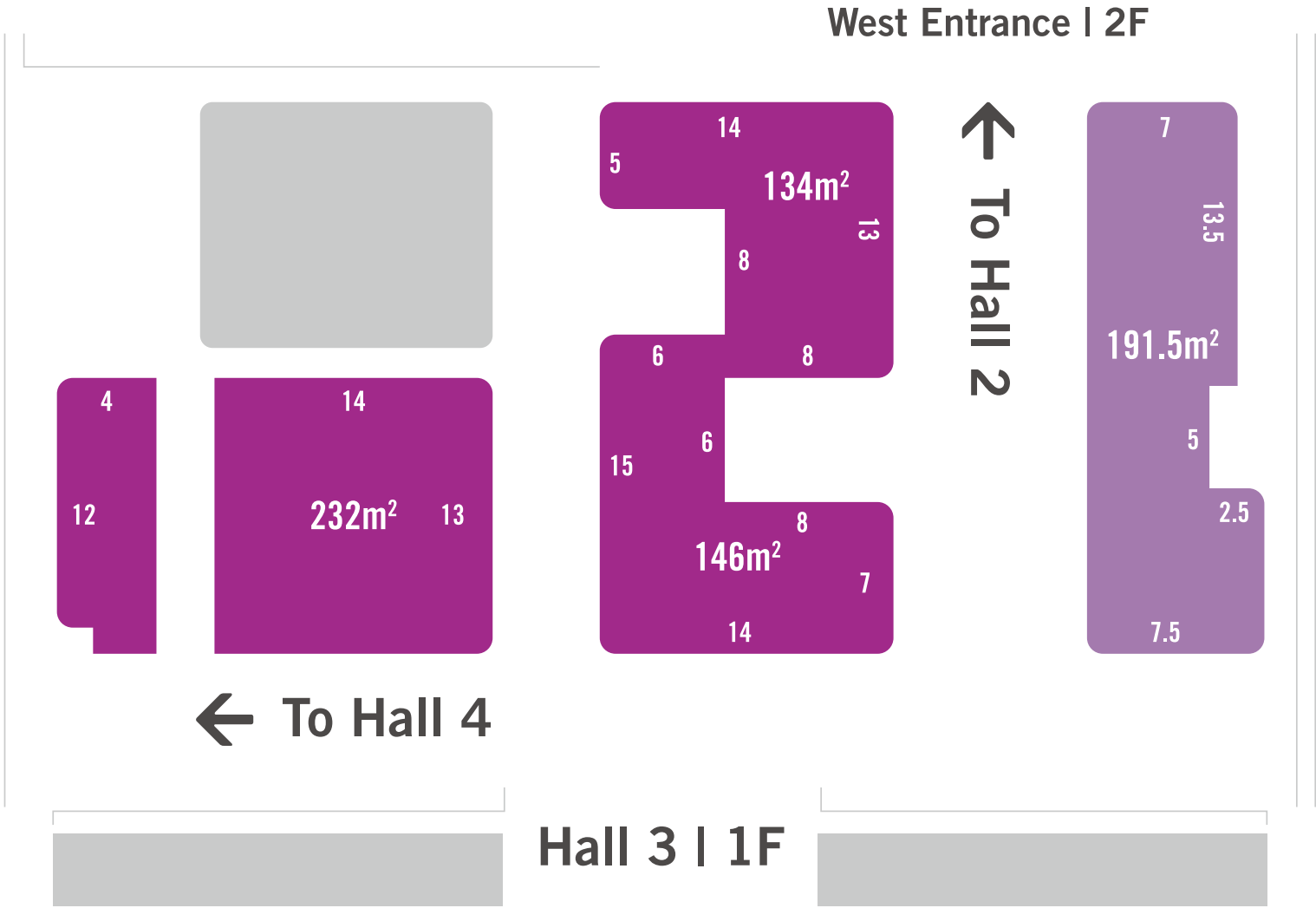
BOOTH LOCATION



MADE IN ITALY PAVILION

LAYOUT

PHASE 1 PHASE 2





EVENTS





STATISTICS 2016

You will be connected fast to China's entire furniture networks including: top wholesalers, retail groups, gallery owners, architects and designers. The market is moving NOW as consumers demand higher quality decoration and furniture. SZCW positions you to access the growing high-end market by providing creatively marketed pavilions to SZCW's 60,000+ trade visitors.



31ST SIFECHINA VISITOR ANALYSIS





2016

TOTAL VISITORS

61,337

DOMESTIC

60,218

FOREIGN

1,119

MEDIA

532

2016



VISITORS BY LOCATION

TOP 15 DOMESTIC CHINA

SHEN ZHEN	LIAO NING
GUANG DONG	HU BEI
ZHE JIANG	BEI JING
JIANG SU	SHANG HAI
SHAN DONG	SHAN XI
SI CHUAN	
HE NAN	
HE BEI	
FU JIAN	
HU NAN	

TOP 10 INTERNATIONAL

HONG KONG
TAI WAN
INDIA
THAILAND
SINGAPORE
MALAYSIA
INDONESIA
TURKEY
RUSSIA
U.A.E



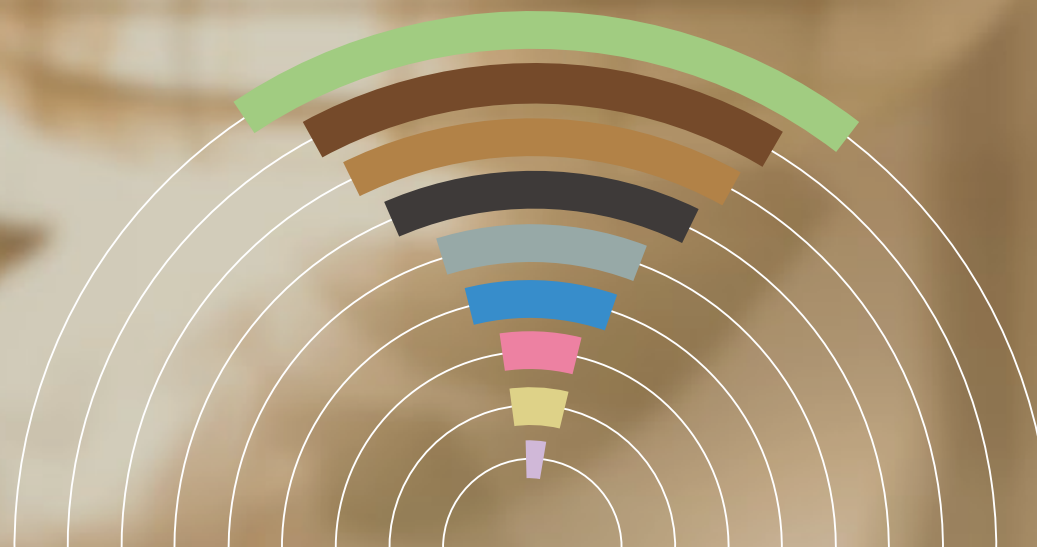
30TH SIFECHINA

EXHIBITOR BREAKDOWN

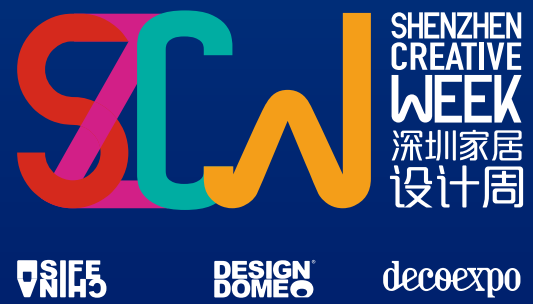
2016

TOTAL EXHIBITORS

289



HOME ACCESSORIES / DÉCOR	19.81%	<div></div>
SOLID WOOD	16.40%	<div></div>
UPHOLSTERED / LEATHER SOFA	15.32%	<div></div>
INTERIOR & PRODUCT DESIGNERS	13.74%	<div></div>
PANEL	10.60%	<div></div>
EUROPEAN / AMERICAN STYLE	9.16%	<div></div>
NEW CHINESE STYLE	6.11%	<div></div>
MATTRESS / BEDDING	5.86%	<div></div>
CHILDREN'S/YOUNG ADULT	3.05%	<div></div>



SIFE

DESIGN
DOME

decoexpo