

2024

**FURNI
TURE
CHINA
2024**

第二十九届
中国国际家具展览会
FURNITURE CHINA 2024

正当时!

POST-SHOW REPORT



同期
举办



MAISON
— Shanghai —
摩登上海时尚家居展

主办
单位



上海博华展览

EXHIBITION OVERVIEW

At 3:00 PM on September 13, the 29th China International Furniture Expo & FMC CHINA 2024, along with the Maison Shanghai 2024, successfully concluded at the SNIEC and SWEECC in Pudong, Shanghai.

With a clear positioning of focusing on internationalization and trade, the China International Furniture Expo (also known as Furniture China) and Maison Shanghai aimed at new retail and lifestyle. The expo delivered on its promise, achieving dual engagement with professional buyers and new retail buyers. Despite reducing the event from 5 days to 4 days, it attracted a total of 167,205 visitors, including 28,644 overseas visitors, a 11.9% year-on-year increase.

With the exhibition theme "UP, is just in time ", and the core strategy focusing on "dual circulation of export and domestic sales, online and offline new retail," the expo broke records with a total exhibition area exceeding 350,000 square meters and over 3,000 exhibitors. The event showcased new quality productive forces within the furniture industry and released new momentum for global furniture trade, reinforcing the connection between domestic and international markets.

The 350,000 square meters of the two exhibition venues transformed into a fashion hub for clothing, dining, living, trends, pets, and entertainment, becoming a center for design innovation, lifestyle trends, and leading home consumption.





Gathering leading brands and service providers that represent "New Design, New Materials, New Craftsmanship, and New Technology" for a better life, the Furniture China 2024 & Maison Shanghai 2024 delivered high-quality furniture supply chains to the global market, covering the entire industry chain. The expo featured original designs, entire-home customization, smart sleep solutions, hybrid office, trendy outdoor furniture, artistic décor, innovative materials, and creative lighting.

The venue SNIEC was filled all 18 indoor halls and 26 outdoor halls, with over 30,000 square meters dedicated to international exhibitors. The venue SWEECC utilized H1, H2, and H4 halls, covering 60,000 square meters, with over 500 premium exhibitors.

Additionally, the expo hosted 40+ professional forums, 20+ themed exhibitions, and 6 major industry awards, introducing the innovative nighttime sessions like the Global Buyers' Night and Designers' Night. These sessions focused on key industry topics such as buyer economy, brand globalization, new home consumption, business model innovation, channel expansion, marketing innovation, lifestyle and technology integration, material innovation, design trends, environmental sustainability, supply chains, and material applications. Over 200 global industry leaders shared insights, fostered innovation, and encouraged collaboration, helping industry professionals break through information barriers and gain a more precise understanding of market trends and opportunities.





350,000+
Exhibition Areas

3,000+
High-quality Suppliers

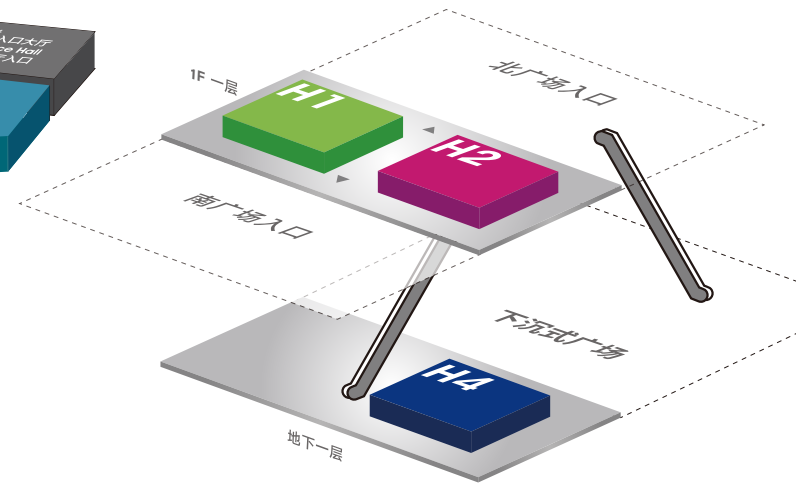
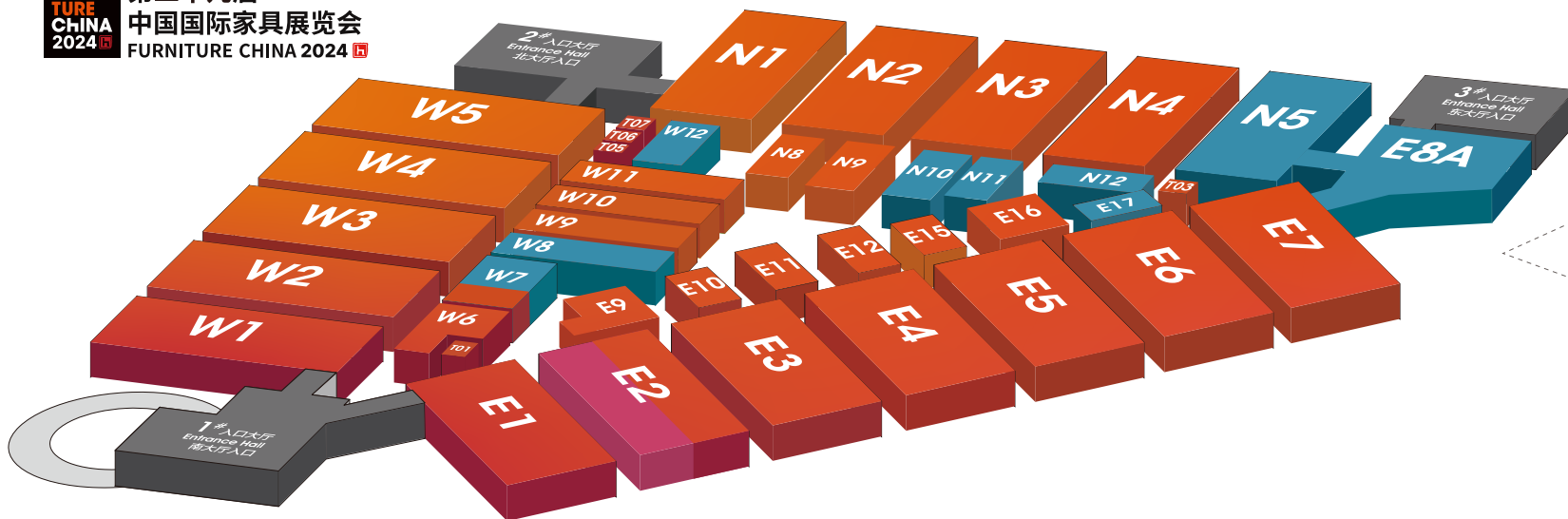
167,205
Global Traders

Exhibition Overview

Exhibition Date:
10-13 September, 2024

Organizers
China National Furniture Association (CNFA)
Shanghai Sinoexpo Informa Markets
International Exhibition Co., Ltd.

Venue:
Shanghai New International Expo Centre (SNIEC)
Shanghai World Expo Exhibition & Convention Center (SWEECC)



Delivering high-quality furniture supply chains to the global market, spanning both the upstream and downstream sectors of the industry.

FURNITURE CHINA @ SNIEC

E1/E2/E9/W6/T01
- International Brand

E2/E3/E4/E5/E9/T05/T06/T07
- Contemporary Furniture

E10/E11/E16/N8/N9
- Contemporary Furniture

E6/E7
- Brand Design

N10/N11/N12/E17/W7/W8/W12
- FMC China

W1/W2/W3/W4
- Upholstery Furniture

W4
- Cross-Border E-Commerce

W5
- Living Plus / Bedroom Plus

W7/W9/W10/W11
- Upholstery Furniture

N5/E8A
- FMC Premium

E5/E12/E15
- Office Furniture

N1/T03
- Sleeping Plus

N2
- Outdoor Furniture

N2/N3/N4
- Table & Chair

MAISON SHANGHAI @ SWECC

H1
- **Maison Essential**
Lifestyle Design Brands/ Crafts / Lamps / Carpets / Diffusers / Trendy Toys / Fabric & Tabletop Products / Floral / Decorative Paintings
REdesign / Deconstruction and Reconstruction / Aesthetics Show / The Museum: SET1 / Outputs / D2ziran Craftsman Exhibition

H2
- **New Retail Home Show & Design of Designers (DOD)**

Maison Link Fair / Maison Buyers Festival / Xiaohongshu Design Homeware Exhibition / Future Life / Home Life / Her Life / Pets Life / Healing Life / Licensing Expo Shanghai X Maison Design Week / Egg Friends Touch Party

H4
- **The Lifestyle Show (Autumn)**

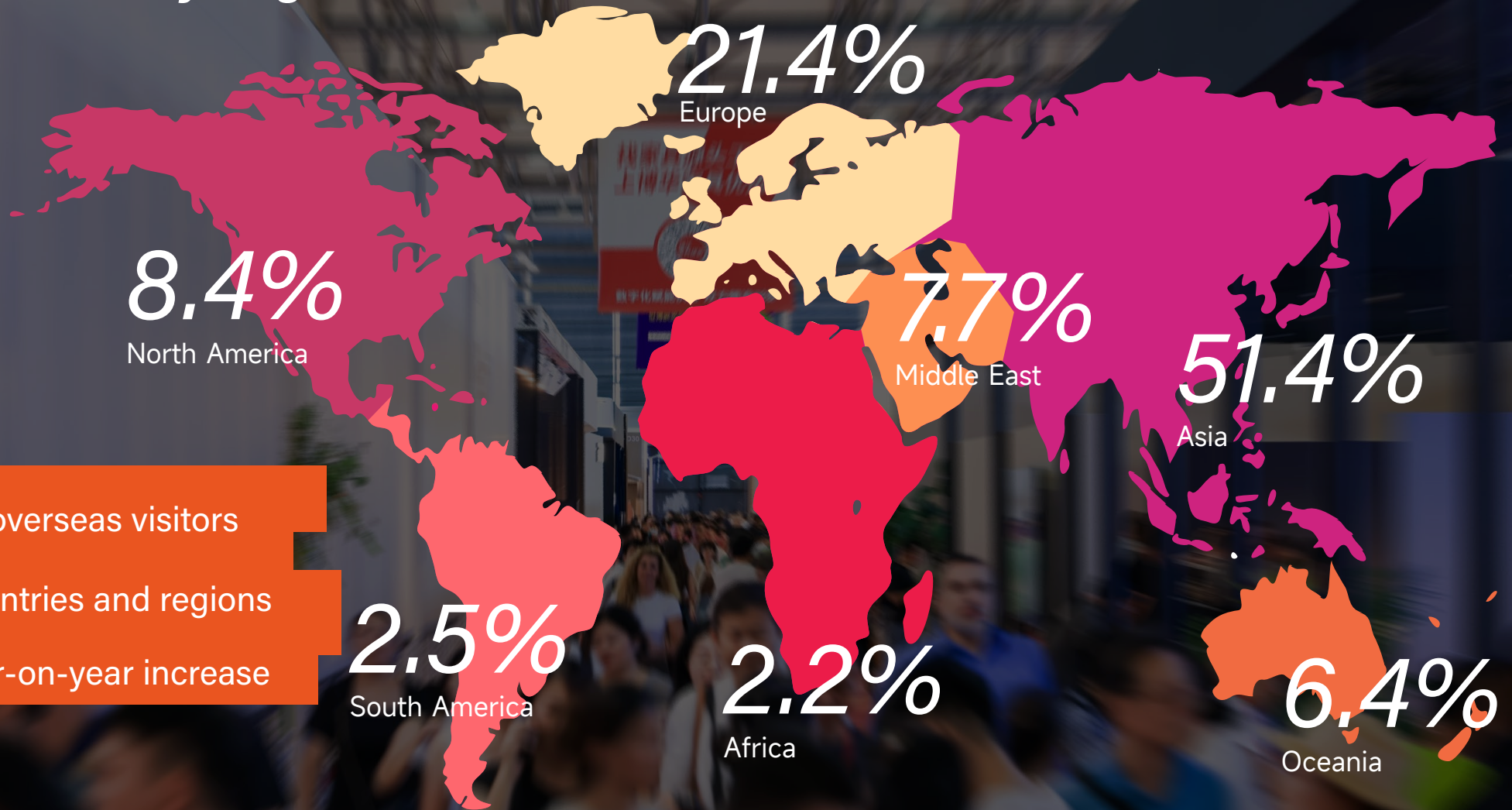
Trendy Lifestyle / Healing Lifestyle / Outdoor Lifestyle / Pets Lifestyle / BKA Post-Dimensional Trend Exhibition / Toy Heart Expo / Trendy Coffee Festival / Aesthetics of Life Pavilion / China Coffee Roasting Championship

Visitor Profile

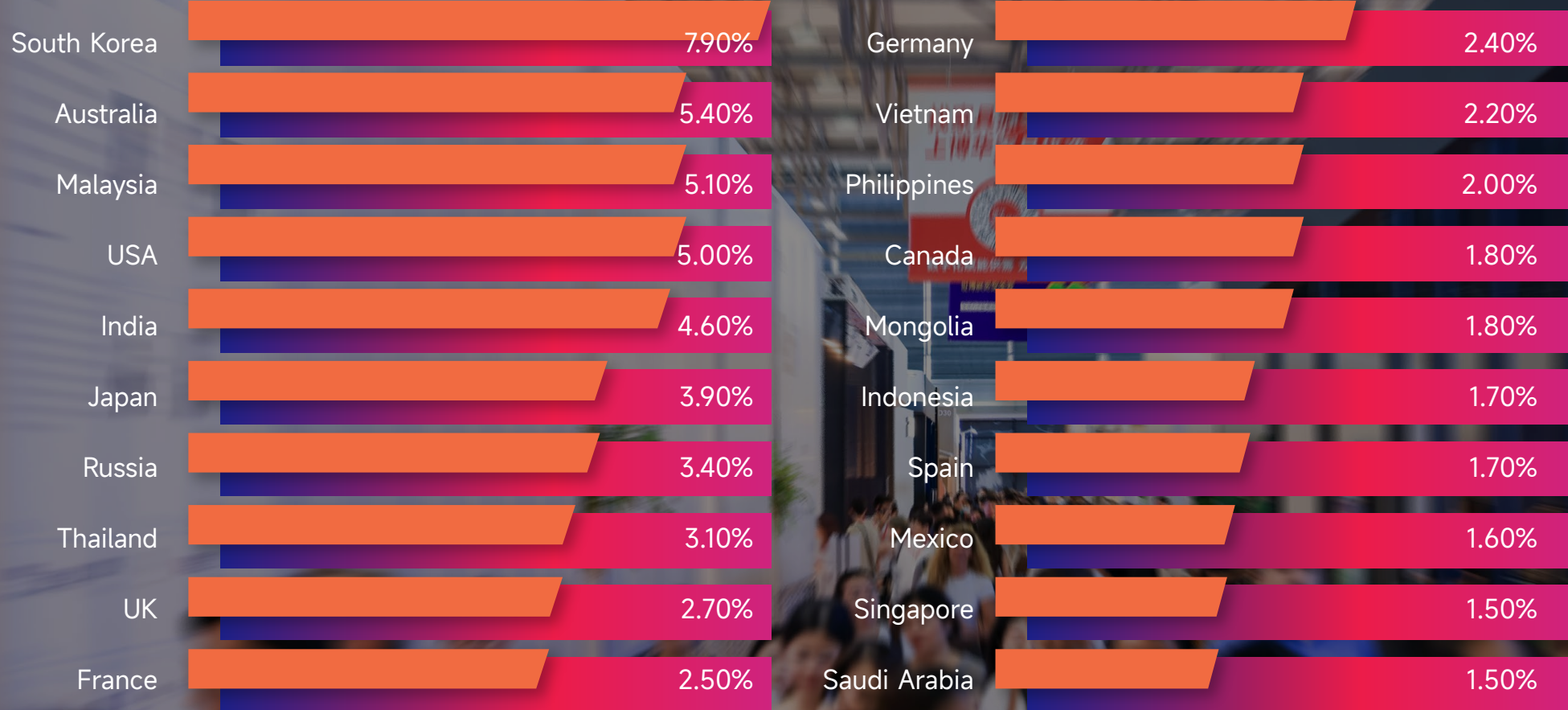


Overseas Visitors by Region

28,644 overseas visitors
from 153 countries and regions
11.9% year-on-year increase



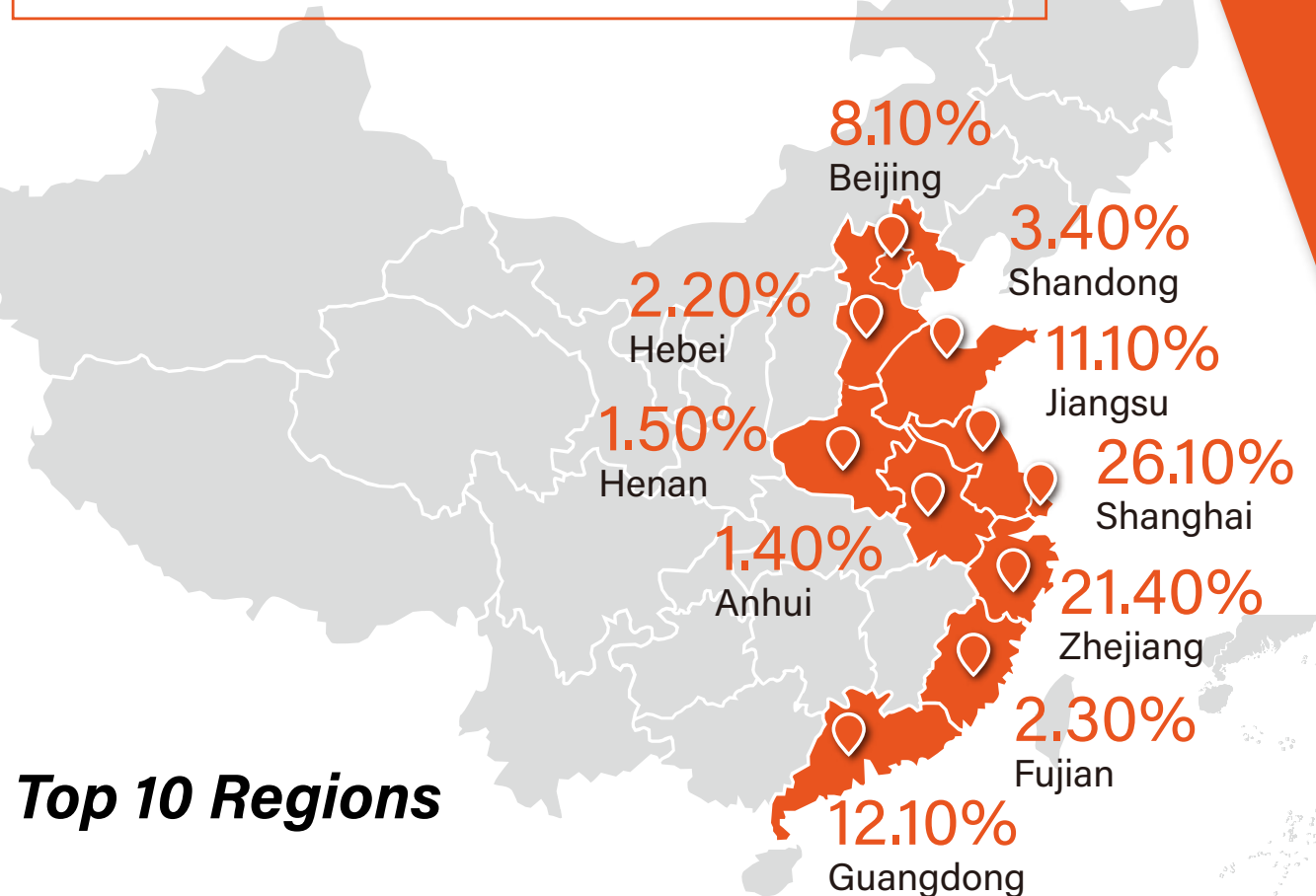
Top 20 Countries of Overseas Visitors



TOP 20 COUNTRIES

Domestic Visitor Distribution

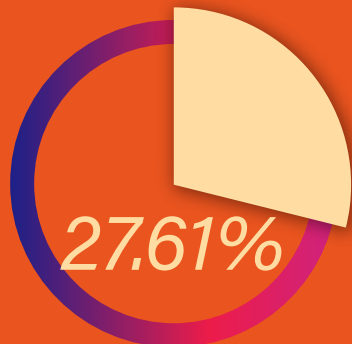
138,561 domestic visitors attended the expo
3.57% increase compared to last year



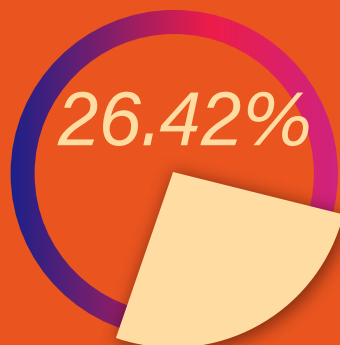
Top 10 Regions



Visitor Objectives



Looking for
suppliers/distributors/business
partners



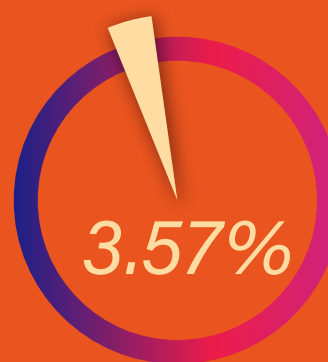
Collecting market
information



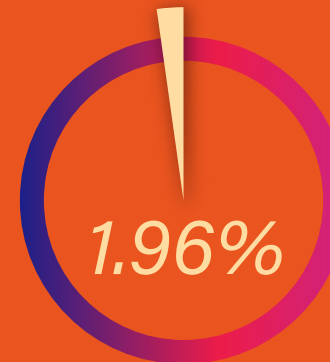
Searching for new products
and industry trends



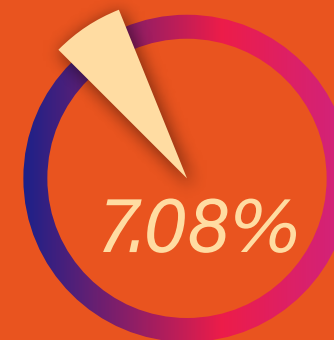
Purchasing
products/placing orders



Evaluating the possibility
of participation



Strengthening relationships
with business partners



Others

Professional Buyers **47.04%**

Procurement/Group Purchasing/Supply Chain Management	21.15%
Furniture Retailers/Stores/Offline Outlets	3.90%
Agents	3.64%
Import/Export Traders	3.44%
E-commerce Platforms/Cross-border E-commerce	3.31%
Wholesalers/Retailers/Distributors	3.19%
Furniture Manufacturers	2.85%
Custom Furniture End-users	1.95%
Design Companies	1.72%
Real Estate/Contractors/Developers	0.58%
Restaurants/Bars/Entertainment Venues/Cafés	0.53%
Hotels/Clubs/Conference Centers	0.22%
Buyers/Influencers/Bloggers	0.20%
Inspection/Maintenance Companies	0.16%
Airports/Hospitals/Cinemas/Sports Facilities	0.09%
Financial Institutions	0.05%
Government Agencies	0.05%
Decoration/Renovation Companies	0.01%

Designers/Architects **24.54%**

Interior Designers	8.30%
Decoration & Soft Furnishing Designers	7.61%
Product Designers	5.04%
Architects / Engineering Designers	1.58%
Packaging/Illustration/Animation/Advertising Designers	0.99%
Public Art/Landscape/Exhibition Designers	0.57%
Lighting Designers	0.23%
Urban Planning Designers	0.22%

Media **1.23%**

Editors	0.51%
Photographers	0.30%
Publishers	0.22%
Journalists	0.20%

Visitor Profiles



General Audience **27.19%**

General Public	26.23%
Academic Institutions/Research Organizations	0.96%

Visitor Comments



Aimee Griffiths (Buyer, Australia)



This is such a huge exhibition. I think it's hard to imagine this scale unless you're really here. I love coming to Furniture China, the quality is great. You know that the workmanship is there, and I feel it's getting better and better every year.



Mutea Zghier (Buyer, Pakistan)



Every year we have many things many new items, and everything's perfect. We thank Chinese people who organized this exhibition.



Topaz Stewart (Buyer, New Zealand)



This fair present really good. Having many suppliers here to cross reference and negotiate pricing in person is really helpful in being able to negotiate. I've already found a couple of really good suppliers for a couple of things I was looking for. That's really positive.



HASMUKH SHAH (Designer, India)



I've visited all the stores and I'm really, really happy to see the latest design, latest trends and innovation products over here. I will take the good memories of design furniture to India, and look forward to do business with China for the furniture trade.



DENIS CHAREST (Buyer, Canada)



It's a very well organized show and many exhibitors. And we also like the fact that we can see hardware manufacturer and distributor. So it's a one-stop show that you can basically see anything you need from the manufacturing standpoint.



Pooja Ahuja (Interior Designer, India)



It's really nice, very different products, amazing furnishings, very good exhibition.



Melina & Melita (Marketing Manager, Indonesia)



I thought it's very diverse, all the products here. There are not just furniture, but also many other products, which I found very interesting. So it's definitely recommended to come here, and explore many different products.

Visitor Comments

非凡DESIGN
OBJECTS 设计,
匠心MADE
ASTE

Exhibitor Quotes



Hu Gang, General Manager
MENOIR

The China International Furniture Expo provides us with an excellent platform, a valuable opportunity to exchange and compete with peers both domestically and internationally. This is a grand event that our furniture company looks forward to every year. I wish the expo continued success and growth.



Li Wentao, Manager
Zunmoo Home Technology (Foshan) Co., Ltd.

The China International Furniture Expo has been a great connection point for us. As the expo approaches its 30th anniversary, we've seen incredible results. We hope for more success in the future, as we continue to innovate and align ourselves with this platform.



Liang Zhengguang, General Manager
Kadio Furniture Co., Ltd.

For many years, we've regarded the China International Furniture Expo as a key business platform. Our participation every year has brought significant success, and we look forward to further strengthening our partnership with this exhibition.



Zhu Yizhen
Beijing Young Lion Trends Home, Ltd.

We've been long-time friends of Furniture China. It has allowed us to connect with many new and old clients, and we've gained significant results here.



Yang Zhongquan, CEO
Creative Classic

We are very satisfied with the results of this exhibition. With the optimization of our craftsmanship and design, we attracted global professional buyers, especially in-depth exchanges with clients from Italy, Germany, and other European countries.



Wang Zhen, Design Director
Shanghai Expocasa Furniture Co., Ltd.

We attracted many overseas buyers, especially from the Middle East and Europe. I believe they come to China not just for affordable products but also for designs with a certain aesthetic. Many domestic designers have shown interest in collaborating with us. I hope the expo will provide an even better platform for Chinese brands to go abroad.



Wang Weishan, Product Designer
Ningbo Jiwu Home Furnishing Co., Ltd.

We are very grateful to the exhibition for providing this platform. The traffic and attention we received were beyond our expectations. People showed great interest and enthusiasm for Jiwu's naturalist materials and styles.



Zheng Tie, Design Director
Shanghai Chouqin Furniture Co., Ltd.

We had many customers visit, including long-time clients. Our new brand 'CLICK CLACK' was very well received. We are confident in continuing to collaborate with Shanghai Sinoexpo Informa Markets and look forward to further partnerships.



Aico Teo, Engineering Dept. Director
RICCIONE (GUANGDONG) FURNITURE
CO., LTD.

I hope Furniture China will continue to lead the global furniture industry. Our responsibility as exhibitors is to ensure excellent product quality and design, so customers have a higher evaluation of our brand.



Liu Chao, Brand Marketing Director
Foshan DOB Furniture Co., Ltd.

This year's products and our brand received great feedback. We look forward to Furniture China 2025, hoping to provide even more satisfaction for our global customers.



Kristan Cassina, General Manager
Limoss

This exhibition held in China provided an excellent opportunity and platform, offering great benefits to foreign companies. Small and medium-sized enterprises find it easier to come to China and showcase their products here. This is equally beneficial for our local counterparts, friends, and competitors in China. It's an extremely valuable opportunity, and the platform is truly impressive. We are very grateful to the organizers for giving us the chance to participate in this year's exhibition.



Wang Jian, Director
XUN

Our booth received high attention, and many people were interested in our brand and projects.



Wang Liang, Brand Director
Dongguan Basha Smart Home
Products Co., Ltd.

We met many foreign buyers from different countries, cities, and fields, including traders, retailers, and designers. The traffic was well beyond our expectations.



Bai Hailong, Founder
Shanghai Le-Wood Culture
Technology Co., Ltd.

We gained many new customers, and they were very satisfied with our new products. I hope to continue collaborating with the expo.



Ye Liang, Founder
Everlink Furniture Ltd. / NS Furniture

We are very pleased with this year's exhibition. We saw many old clients and made new connections.



Cheng Hongyi, Founder
Artie Garden International Ltd.

The visitor flow was fantastic, especially in the outdoor halls. Our booth welcomed 2,200 visitors on the first day alone, boosting our confidence in the Chinese outdoor furniture market.



Zhang Chunong, Brand Manager
XiangHe WanYou Furniture Co., Ltd.

This year's exhibition attracted a huge crowd, and our booth was packed with visitors. It's great to see everyone so enthusiastic about learning from the beauty of home furniture. We look forward to the next 30 years of the China International Furniture Expo.



Qi Kun, Founder and Design Director
KUNDESIGN

The customer turnout and quality were excellent. Our clients have shown great recognition of our brand. We hope the entire furniture industry can develop healthily, and we look forward to the growth of future exhibitions.



Liu Zhengkun, Brand Director
BOTHSIDES

The audience has increased significantly compared to previous years. We've gained many clients from Europe, America, Australia, and major domestic cities, particularly designers. We're excited about the potential future collaborations and hope Furniture China grows even better.



Wang Xiaoya, Co-Founder
Shanghai One Week Furniture Design Co., Ltd.

The furniture market feedback has been great, especially in outbound sales. There's also been a notable increase in designer visitors compared to previous years, and our products have garnered attention. We hope for even more success at future exhibitions.



Penny, Brand Director
Foshan Shunde District Joseph
Aesthetics Furniture Co., Ltd.

We're thrilled to meet many old foreign trade friends again. Every year, we're able to meet here. This year, we have even higher expectations from Furniture China. We hope to see more designer brands, creative products, and young designer participation.



Jiang Zhifen, General Manager
ColorLava SerLindo

This is our first year attending Furniture China, where we connected with many professional overseas and domestic clients. We hope the exhibition keeps growing better each year.



Thomas Foster
Henry Millet

This was our first time at Furniture China, and everything went smoothly. The fair was bustling with buyers, and we connected with several key potential customers.



Han Xiao, Founder
FAR SIDE

This is our first time attending the Maison Shanghai 2024. We were thrilled to connect with valuable resources. The exhibition had a very professional atmosphere, and we gained great insights into different industry trends.





Awards

Awards



Gold Idea Design Award

The Gold Idea Design Award (GIDA), a key part of the China International Furniture Expo, is jointly launched by the China National Furniture Association, Shanghai Sinoexpo Informa Markets, and ELLE Decoration magazine. Aiming to create a world-class design prize similar to the "Red Dot" award, the GIDA focuses on redefining what constitutes "good design" across multiple fields such as architecture, interior, and industrial design, through a diverse, international lens of expertise and excellence.



This year's panel for the GIDA includes (from left to right): founder of CCD Hong Kong, Mr. Zheng Zhong; editor-in-chief and publisher of ELLE Decoration, Yan Mi; founder and brand ambassador of the Red Dot Award, Prof. Dr. Peter Zec; founder of YANG DESIGN and one of Forbes China's most influential industrial designers, Jamy Yang; co-founder of Memphis and founder of CIBIC WORKSHOP, Prof. Aldo Cibic; and founder of NONG STUDIO, Assistant Professor from Tongji University Wang Changxing.



金斧 GOLDAXE

GOLDAXE China Household Products Innovation and Materials Innovation Competition 2024

GoldAxle initiated by the China Furniture Association Design Committee, was first held in 2006 and has become a prestigious national competition for designers, entrepreneurs, and experts. It represents the highest industry standards, with participation from universities and businesses nationwide. In 2024, the Gold Axle competition comprises Product Innovation and Material Innovation, featuring 10 categories. Awards include Annual Innovation, Craft, and Brand, recognizing outstanding works and companies, and showcasing the future trends in material and process development. The award ceremony took place at the 29th China International Furniture Expo.





Genie Award

The Genie Award is a prestigious design competition focusing on soft furnishing aesthetics, organized by the Maison Shanghai. It aims to uncover emerging talent and excellence within the industry. The 2024 edition marks the second year of the award, where 400 entries were received and reviewed. Seven top-tier awards, 35 gold awards, and 68 excellence awards were ultimately selected across seven categories, recognizing the creativity and innovation in the soft furnishings and interior design sectors.

Exhibitor Loyalty Award

Exhibitor Loyalty Award in 2024 recognized 106 companies participating in the Furniture China and Maison Shanghai fairs. Among them, 60 companies received the Ten-Year Exhibitor Award, 30 companies received the Fifteen-Year Award, and 16 companies were honored with the Twenty-Year Award, setting a record for the event. These awards have been recognizing the continuous innovation and growth of the Chinese furniture industry since 2010. In total, 560 companies have received the Ten-Year Award, 164 the Fifteen-Year Award, and 23 the Twenty-Year Award.



Green Building Award

Green Building Award for 2024, in line with China's "Carbon Peak, Carbon Neutrality" goals and Informa's "FASTER FORWARD" initiative, was themed "Leadership, Accumulation, Continuation - Green and Low Carbon." The award implemented the distribution of two documents: a "Green Initiative" and a "Commitment Letter" to exhibitors and contractors, urging them to practice green exhibition concepts. Additionally, a "Green Exhibition Forum" was held, and the "Sustainable Green Exhibition Progress Award" was introduced to encourage ongoing improvements in green exhibition practices.





Exhibitions & Events

GLOBE
BUYERS NIGHT

全球买家之夜

10

New Products & New Brands New Trends & New Ecosystems

Future Life FIEF

This area showcased cutting-edge smart home technology, blending virtual reality, AI, and sustainable materials to create an immersive futuristic experience. Featured brands included HUAWEI, Herman Miller, Materialiance and other leading tech names like BrainCo and Shinesho, offering attendees a vision of future living possibilities.



Return Original Design Exhibition

The exhibition aimed to link architects and interior designers with brand projects, helping to create seamless loop from design to project to redesign. Participating brands included JUJU HOME, UFOU, A-Zenith, UVO, archimedes, AMBITION, HAWORTH, lightSapce, and telbooth.



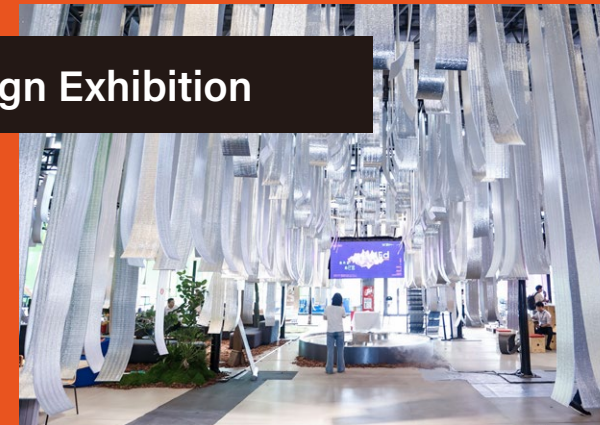
BUFF Recharge Station

"BUFF Recharge Station" is designed as an energy recovery zone tailored for home enthusiasts. It creates various energy spaces, including e-sports entertainment, private cinemas, coffee book corners, and lion and dragon-themed lounges. These spaces aim to help visitors relax, recharge lost energy, and find inner calm after engaging in their favorite activities.



REd Contemporary Design Exhibition

This edition of REd Exhibition was co-curated by Sun Wei, designers Zheng Mengli and Ge Lujia, and commercial furniture brands including Shanghai VISION Furniture, AURORA, BBGM Tiantan Furniture, MAGIC PLACE, and MLESUN, collaborated in blending creative design with industry foresight. It explored and showcased the boundless possibilities of future office spaces.



MOXI Healing Art Festival

MOXI Healing Art Festival, co-curated by FEWMOUNT® founder Sun Yaxin and the Maison Shanghai, presented a unique "stress relief magic" at the exhibition. Visitors could explore diverse sensory products, and immerse in holistic healing experiences rooted in Eastern culture, including OH card-drama sessions, harmonious pastel therapy workshops, and personalized eco-tea ceremonies. This blend of sensory interactions greatly provided emotional skincare and therapeutic artistry.



PETS LIFE: LOVE & PET Exhibition

In collaboration with JOYBOOX and several other well-known pet household furniture brands, a sustainable and diversified pet lifestyle concept was presented at the event.

On-site, media and influencers such as JOYBOOX organized a series of salon activities: Pet-friendly Home Design Salon, Sustainable Fashion Workshop, Cat Architecture – The Home of a Cat, and Pet Lifestyle Salon. There were also trend-sharing events on the integration of cross-industry pet economies.

These events explored sustainable pet clothing design, pet home design, pet product design, and trends in the pet economy, highlighting the perspectives of both pet owners and designers to investigate the realities of a harmonious life between pets and their human friends.



The MUSEUM: SETI

RUPHUSSTEN STUDIO created interactive alien fields and multidimensional life forms through art and experimentation. By customizing life, geographic landscapes, spiritual fields, and multidimensional animations, they have built a world full of life that encourages human visitors to interact with the digital species, systems, and fields within.

The Museum SETI collaborated with artists from ROU GALLERY, engineers from MIXWORLD, architects, robotics experts, and musicians to form an extraterrestrial exploration group. Together, they explored perceptions of life and the vast universe, creating "The Museum SETI."

Trendy Lifestyles Favored by Young People

Trendy Lifestyles Favored by Young People

Xiaohongshu Design Homeware Exhibition



This year's Maison Shanghai reached a strategic cooperation with Xiaohongshu Homeware&Furniture. More than 40 selected brands were showcased both online and in a stunning offline exhibition, bringing a double feast of visual experiences for the visitors.

OUTPUTS New Lifestyle Exhibition

Innovating through "play," creating through "home," this lifestyle IP—OUTPUTS "PLAYER"—was jointly created by multiple well-known brands and collaborators in the eastern region. This was the first time that a main personified innovation was being exhibited, focusing on a crossover exhibition. Through immersive exhibition area design, blending of online and offline experiences, IP crossover marketing, and interactive themed activities, the concept of "four-in-one" was formed, allowing brands and users to engage in two-way interactions.

Maison Livestreaming Marketplace

This space gathered brands that were eager to try new retail methods, bringing them together in a venue where they could showcase their products. By shortening the supply chain, it created direct connections with sources, utilizing the format of "livestreaming marketplaces." Notable influencers, such as influencers of Xiaohongshu and KOLs, demonstrated and sold products live. From beauty products to equipment, they guided viewers into purchasing trends, bringing in exposure and traffic for brands. This helped them achieve one-stop transactions while leveraging influencers' reach to boost the brand's voice at the exhibition.



Soft Decoration Aesthetics & Interior Design

China Brand Exhibition

Focused on design, quality and innovation, the Exhibition took furniture as a medium to convey Chinese cultural concepts through five thematic sections: Heaven and Earth, Friends, Nature, Life, and Reunion. Participating brands included ZUOYOU, Sunon, TITAN, ONLEAD, CHANGJIANG, Fengyang, Yonghua, QIANJIN HOME and Blue Bird.



Her Life

Her Life in collaboration with the curator Cheng Yi, took "The Power of Breaking Free" as its theme. Leveraging multi-layered design and three intertwined themed areas, it broke through the closed and rigid forms of traditional exhibitions, using flexible spatial planning and design. The exhibition contrasts the hard exterior of industrial steel with the soft interior of textiles and silks, creating a space where nature, social interaction, and quality of life collide. It presented diverse and bold expressions of women's lifestyles, demonstrating their fresh and multifaceted approach to life, free from predefined boundaries.



Aesthetics Showcase

Joined hands with the Home Color Research Institute of the China Fashion Color Association and Zhang Ye Architects, this year's Aesthetics Showcase explored global color trends for 2024/25, featuring 12 color-themed spaces based on these trends. Designers Zhang Ye, Xie Huiling, Wang Gangyue, Wu Juanjuan, Cheng Huihang, Qin Ru, Fan Chengcheng, Su Canyi, Li Ming, Zhao Ming, Luo Junlan, Liu Ke and 12 other prominent designers were invited to present their unique interpretations of spatial expression and aesthetic decor in these soft furnishing designs.



High-End Manufacturing / New Materials / New Processes

Deconstruction and Reconstruction: Furniture Materials Exhibition

This exhibition's art zone invited emerging artist duo Wang Xuehan & Liu Mingze, who used unique acrylic mechanical installations to redefine the aesthetics of materials. The exhibition recombined furniture materials, integrating art installations with furniture materials to explore the often-overlooked "interior" of furniture, giving the materials a new "artistic life." Over twenty brands including REGAL, SINOMAX, KAIDI, Linuo, QIANBAIHUI, IPD and others were actively involved.



These brands showcased new materials ranging from profiles and hardware, and filling sponges, to electric accessories and fabric materials. Through artistic presentations, the exhibition highlighted the design and aesthetics of modern lifestyles, as well as the limitless possibilities and unique charm of materials in modern design and art.

Channel Innovation



Maison Buyers Conference

In response to the shift towards innovative retail models and buyer economics at Maison Shanghai, the 2024 Maison Buyer Conference brought together leading e-commerce platforms like Xiaohongshu, furniture retailers, lifestyle collection stores, design parks, buyers, and top designers, as well as brand representatives.

In total of 21 speakers had discussions on topics such as the development of new retail channels, multi-channel upgrades, and the trends for product releases in 2025, to help brands, buyers and retailers stay ahead in the evolving marketplace. Additionally, the conference delved into the transformation trends within the home furnishing industry, providing insights into the new growth opportunities for furniture brands.





Global Buyers' Night

The first-ever night market format for buyers, "Global Buyers' Night," features a special event for Middle Eastern buyers. During the day, it focuses on trade talks, and by evening, it evolves into in-depth conversations and interactions, allowing companies and global buyers to communicate and exchange ideas. Overseas buyers can also experience Chinese culture, participate in activities such as lacquer painting, incense-making, and tea ceremonies, creating an immersive social environment. In a relaxed and joyful atmosphere, attendees can enjoy gourmet food and music, enhancing the experience with a sense of ease and pleasure.



Scenario Innovation



Designers' Night



Designers' Night, held at the SWEECC, concluded in a grand, immersive manner. Over 200 renowned designers gathered to witness the launch of China's home design industry and the announcement of winners for the 2024 China Furniture Gold Idea Design Award, the 2024 Genie Award—Aesthetics Space Design Competition. Additionally, the C.A.D design team gave a stunning musical performance, creating an atmosphere of interaction and celebration during the cocktail reception.

Digital Platform



官方数字平台 Official Digital Platform



DTS APP

博华
家具优选



博华优选小程序

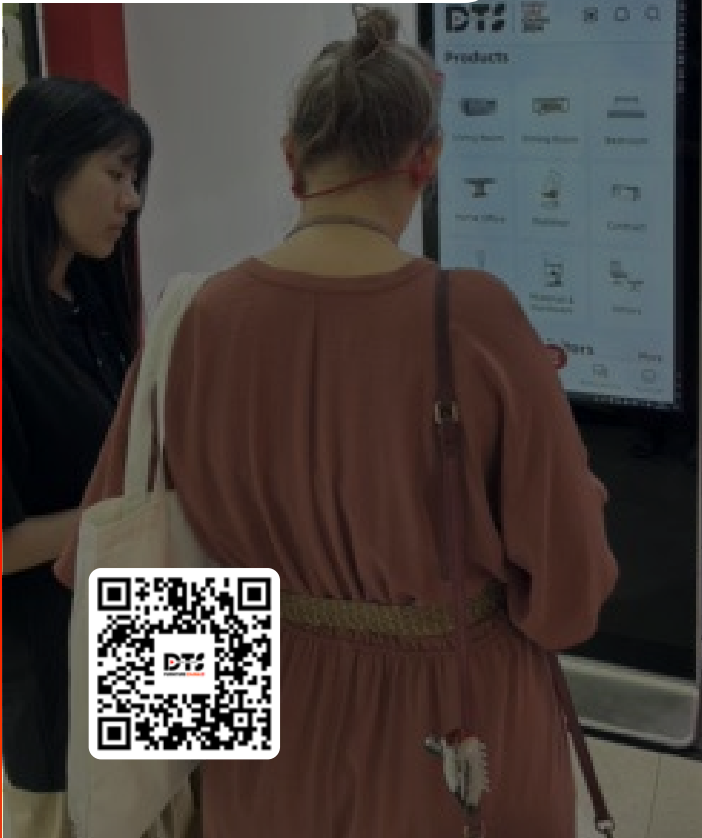
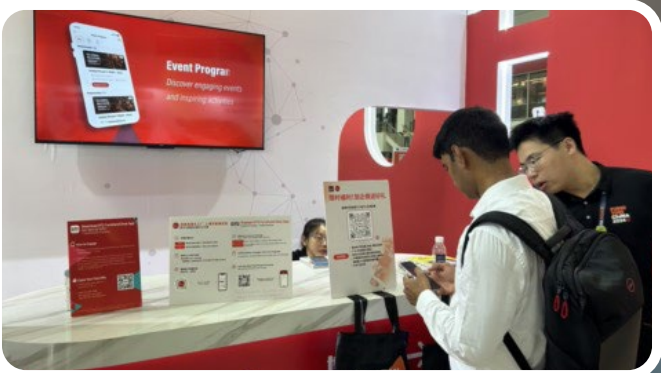


DTS is the online foreign trade platform for the China International Furniture Expo, aiming to promote efficient international furniture trade connections through innovative technology and convenient tools, offering a seamless online and offline one-stop sourcing experience.

The newly launched English version of the DTS FurnitureChina APP integrates functions such as product inquiries, business card exchanges, intelligent search, exhibition hall navigation, meeting scheduling, electronic catalogs, and lead scanning to meet the needs of overseas and professional buyers.

The platform gathers high-quality exhibitors and a wide range of product choices, helping buyers easily find products that meet their needs, while also providing companies with promotion and data analysis support.

DTS has successfully served a wide variety of registered exhibitors and buyers, attracting international furniture buyers, designers, and traders seeking business opportunities.



DTS Registered Buyers:

6,700+

Suppliers/Companies

2,400+

Products

30,000+



DTS APP Registered Buyers

1,100+

Countries and Regions

97

Percentage of Buyers & Designers

79%

Impressions

1,080,000+

App Downloads

26,000+

Pageviews

100,000+

Visits/Active Users

23,000+



**FURNI
TURE
CHINA
2025**



**第三十届
中国国际家具展览会
FURNITURE CHINA 2025**

***See You in Pudong
Again Next Year!***
September 10-13, 2025

Concurrent Event:  **MAISON**
DESIGN

Date

September 10-13, 2025

Location

Shanghai New International Expo Centre (SNIEC)
Shanghai World Expo Exhibition & Convention Center (SWECC)

主办单位
Organizer



sinexpo 上海博华展览
Informa Markets