

Postponement Notice of the 27TH China International Furniture Expo and Maison Shanghai

Dear Exhibitors, Visitors, Partners and Fellows,

Given the recent COVID-19 outbreaks in Shanghai and across China, the government has revised its guidelines to eliminate large-scale gatherings unless they are of significant necessity. Unfortunately, given that update, organizers of the 27TH China International Furniture Expo (Furniture China) and Maison Shanghai 2021, originally scheduled to be held 28 – 31 December 2021 at Shanghai New International Expo Center, have made the decision to officially postpone the fairs to the third week of September 2022. Furniture China will now take place 13-17 September, and Maison Shanghai 12-15 September.

We apologize for any inconvenience caused by this rescheduling, however, your health and safety remain our top priority. We have faith that in following government guidelines to postpone the event, we can connect and do business in a safer and more effective environment in September. In lieu of the physical event, we will be providing all attendees with new opportunities to generate business growth. From 28 December onwards, a series of webinars will take place, including “Products Launch 2022 *The Power of Change*” and “New Year Welcoming Purchase Season”. These will accompany regional physical and digital trade shows in Eastern, Central, Northern and Southwestern China, to build effective platforms for our community during this time.

Thanks to our sustaining efforts on building an integrated digital and physical presence, our self-built B2B platform has reached 52,952,799 page views. Additionally, we have a digital fair focusing on exporting trade services, and EZBUY (a professional sourcing service) available on the platform at www.jigle.com. To enjoy customized sourcing service all year round, scan the QR code at the end of this announcement to connect with the team.

We will stay in close contact with our community over the coming months as we prepare for an even better Furniture China and Maison Shanghai in 2022, carrying on our mission of “Leading the Industry, Expecting the Future”. We express our heartfelt thanks to everyone for their continued support during this challenging time, and we look forward to seeing you in Shanghai in September to help shape the future of our industry.



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