

FURNITURE CHINA 2010

The 16th China International Furniture Expo

Post Show Report

7-10 September, 2010

Shanghai New International Expo Centre

Concurrently with:



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1. Press Release (Shanghai September, 2010):

Furniture China 2010 – Drew Great Attention By the World Furniture Industry

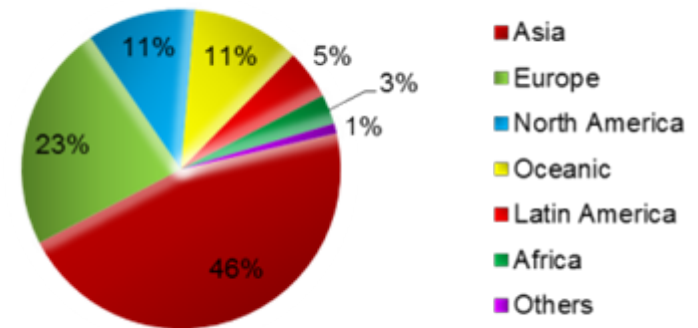
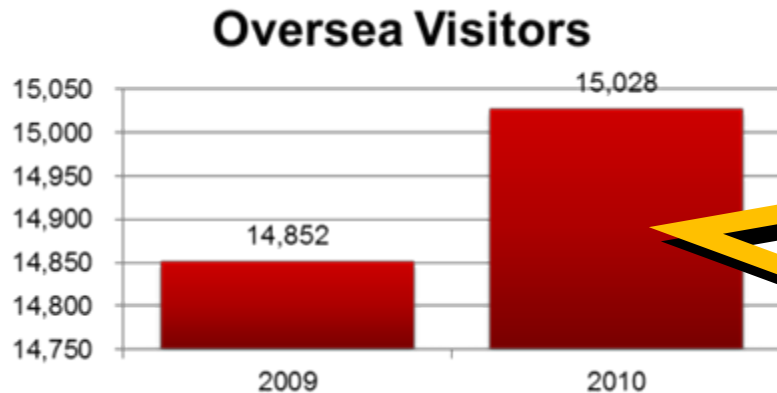
The 16th China International Furniture Expo (hereinafter refer it to as 'Furniture China'), staged at Shanghai New International Expo Centre (SNIEC), closed on 10th September after 4 days. Establishing its position as one of the top three furniture exhibitions in the world. The exhibition lasted 4 days with over **1,925 exhibitors** displaying the furniture products in all categories, includes home furniture, office furniture, kitchen & cabinet, furnishing and furniture machinery & supply. It's worth mentioning that there were 130 international exhibitors took part this year, an increment of 15% compared to last year.

As the must-attended exhibition of furniture industry and great opportunity for business exploration, *Furniture China 2010* successfully attracted **62,387 visitors** from **147 countries** & regions (including **15,028 from overseas**). The Top 30 visitor countries/regions were: *Australia, Hong Kong SAR, Taiwan, USA, Japan, Malaysia, Canada, Korea, India, France, Thailand, Germany, New Zealand, Russia, UK, Italy, Spain, Brazil, Netherlands, South Africa, Turkey, Mexico, Belgium, Indonesia, Philippines, Vietnam, Singapore, Iran, Denmark and Ukraine.*



Post Show Report

15,028 overseas visitors (14,852 in 2009, 1.19% increment) purposely come to Shanghai for *Furniture China 2010*. In addition, 15,028 visitors are consist of **46%** Asian (including the Middle East), **23%** European, **11%** North American, **11%** Oceanic, **5%** Latin American, **3%** African and **1%** from the rest of the world.



Furniture China 2011 will be held from 14-17 September, 2011. For more information please log on to www.FurnitureInChina.com.



2. Fact Sheet

Furniture China 2010	International Fair for: Bedroom Furniture, Living Room Furniture, Kitchen Furniture, Children's Furniture, Outdoor, Antique and Reproduction Furniture
Furnishings, Fabrics and Lightings China 2010	International Trade Fair for: Accessories, Pictures, Lighting and Carpets
Furniture Manufacturing & Supply China 2010/ FMC Premium China 2010	International Trade Fairs for: Furniture Manufacturing Technology, Furniture Supply and Raw Materials
Kitchen & Cabinet China 2010	International Trade Fair for: Integrated Kitchen & Cabinet, Board
Date & Venues	7-10 September, 2010, Shanghai New International Expo Centre
Space	300,000 m ² (the third-largest furniture show in the world)
Exhibitors	1,925 (local: 1,795 international: 130)
Visitors	62,387 visitors (including 15,028 visitors from 147 countries and regions)
Organizers	China National Furniture Association Shanghai UBM Sinoexpo International Exhibition Co. Ltd.

3. Events

Furniture China 2010 featured an exquisite set of satellite events, targeted at local and international furniture professionals. The show hosted the 2010 Summit Design Forum attended by China's Furniture Business Entrepreneurs, the 2nd Furnitureinchina.com Buyers Sourcing Event, Furniture Manufacturing Equipment and Furniture Materials & Components, The 12th China Furniture Design Competition Awarding Ceremony and Office Furniture China 2010 Special Event: I CEO OFFICE 2010

Activities & Events	Time	Location
2010 Summit Design Forum attended by China's Furniture Business Entrepreneurs	7th Sept, 2010 13:30-17:00	E2-M18, Shanghai New International Expo Center
The 2 nd Furnitureinchina.com Buyers Sourcing Event	7th Sept, 2010 14:00-17:00	E1-M13, Shanghai New International Expo Centre
Furniture Manufacturing Equipment and Furniture Materials & Components	8th Sept, 2010 14:00-17:00	E5-M30, Shanghai New International Expo Centre
The 12 th China Furniture Design Competition Awarding Ceremony	8th Sept, 2010 17:30-18:30	The South Entrance of Shanghai New International Expo Centre
Office Furniture China 2010 Special Event: I CEO OFFICE 2010	7-10 Sept, 2010	E4-B26, Shanghai New International Expo Centre

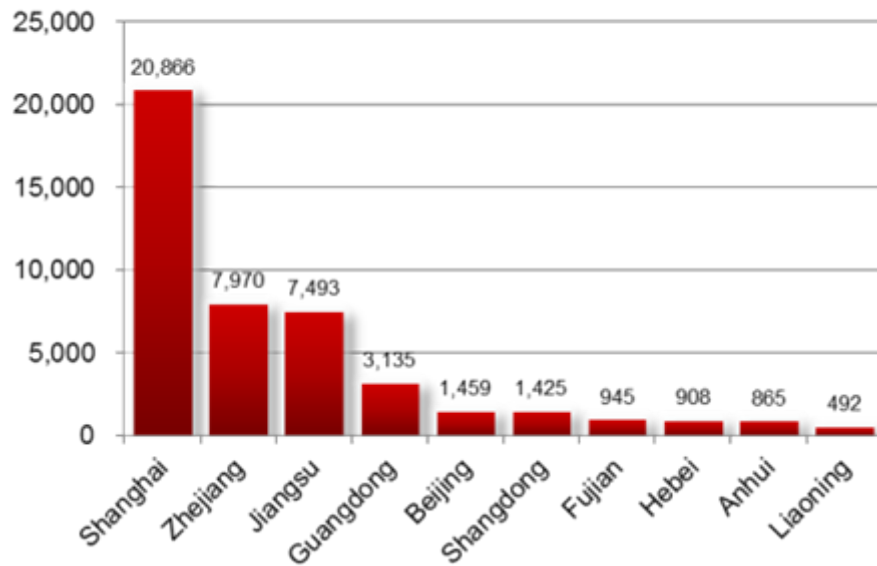
4. Visitors' Profile

4.1. By country/region of origin

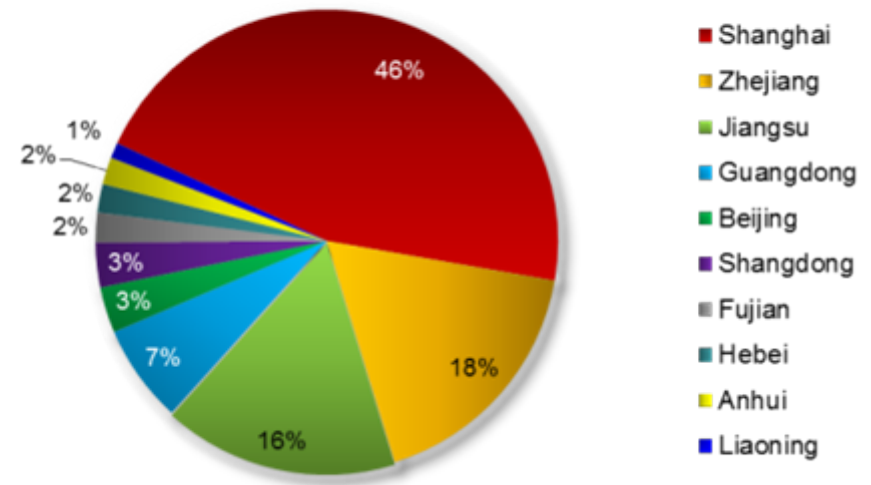
4.1.1. Local visitors

A total of **47,359** domestic visitors attended *Furniture China* from 31 Chinese provinces. The strongest attendance was registered from the coastal provinces of China.

Local Visitors (by Province)



Local Visitors



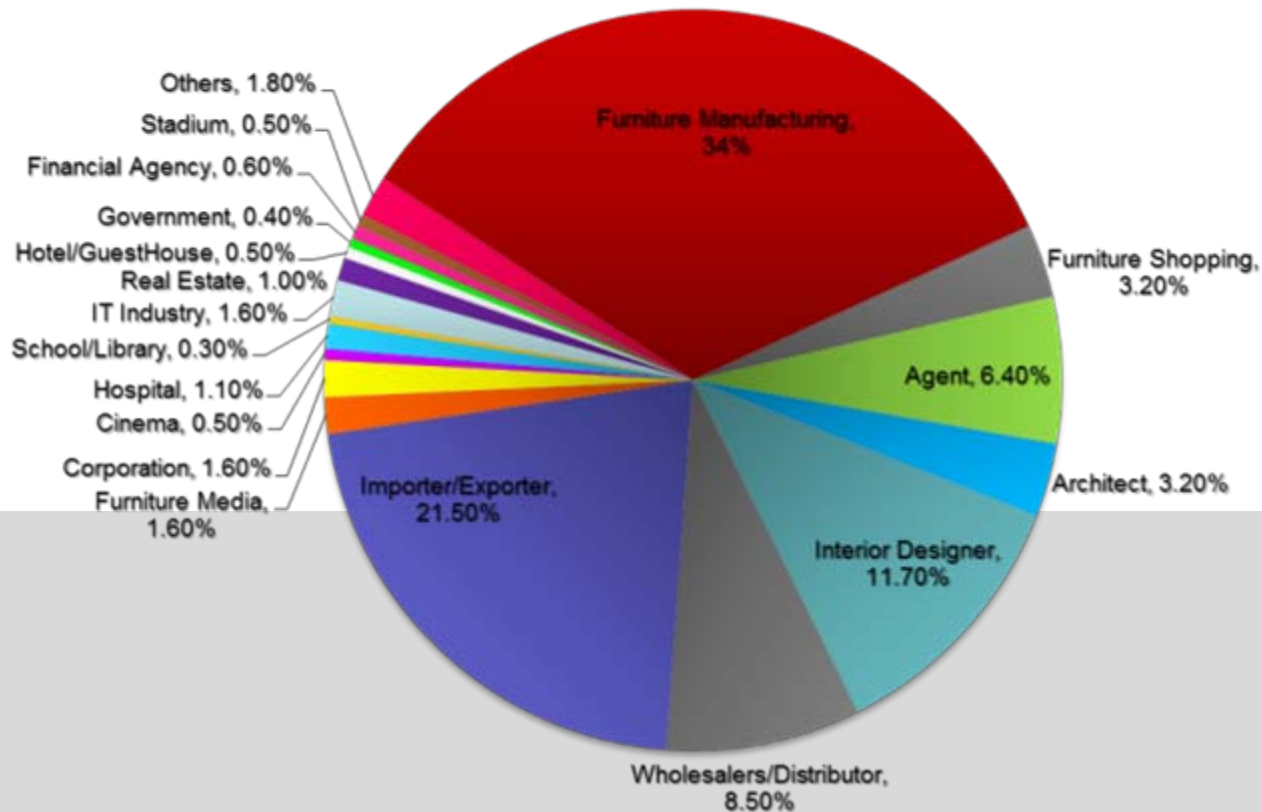
4.1.2 International visitors

Again, *Furniture China* has proven its leading position in the industry by the increment visitors from all over the world despite of the increment travel cost that caused by the concurrent international event – *Shanghai Expo 2010*. A total of **15,028** visitors from **147** countries and regions have visited *Furniture China 2010*. The top 30 best represented countries are shown below:



The 3 largest parts of the business scope were Furniture manufacturing which occupied 34%, the rest are 21.50% of Importer/Exporter and 11.70% of interior architecture

By Business Scope



4.3. Visitor feedback & demographics

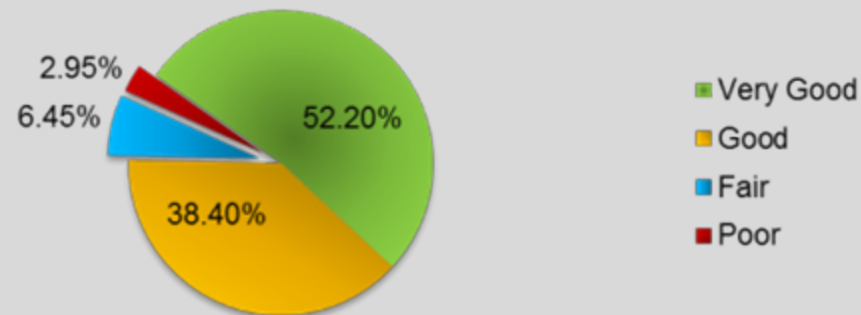
Since the *Furniture China* is specially conducted for the world professional and trade buyers which are normally the decision makers, high grades and opinions were given by them.

- 86.5%** of the visitors were the trade visitors;
- 77.17%** of the visitors were satisfied with the quality & number of the displayed products;
- Furniture China* attracted vast amount of new businesses: **41.5%** of the interviewed visitors were attending the show for the first time
- Out of all surveyed visitors, **83.78%** of them had good opinions that *Furniture China* is one of the world best furniture exhibition.
- 90%** of the visitors stated that they could get many useful contacts from the expo;
- 95.27%** of them stated that they consider coming again next year;

Most of the visitors are happy and satisfied with *Furniture China 2010*, whereby 52.5% of them rated “Very Good”, 38.4% rated “Good”, and 6.45% rated “Not as good”.



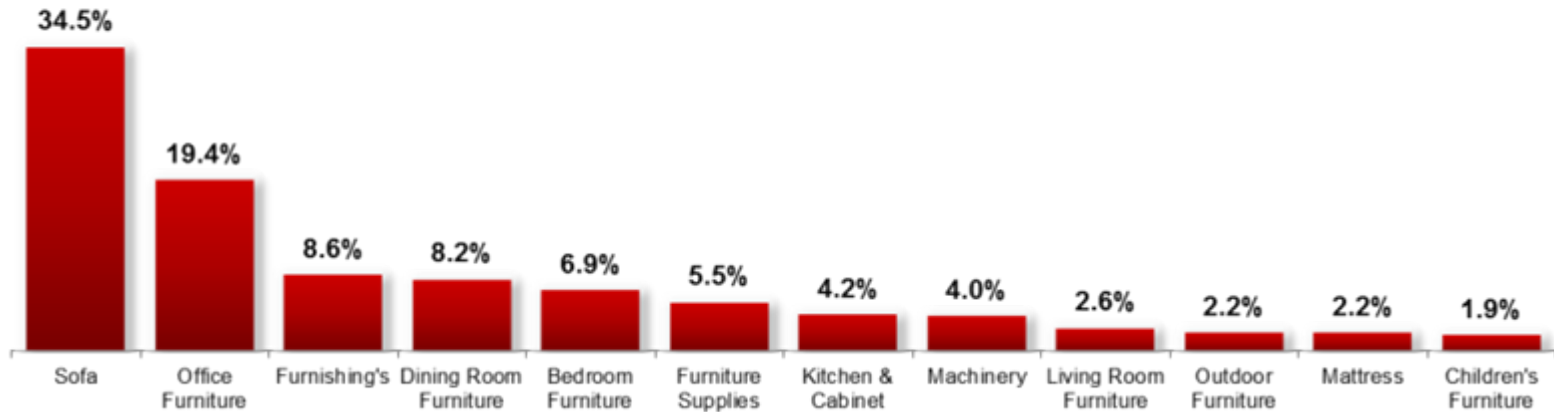
Visitors' Rating



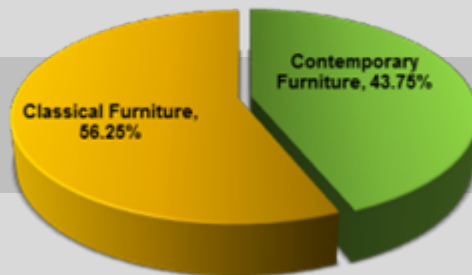
4.4. Products of interest

Home furniture, office furniture and manufacturing technology and supply were getting high attention from the visitors:

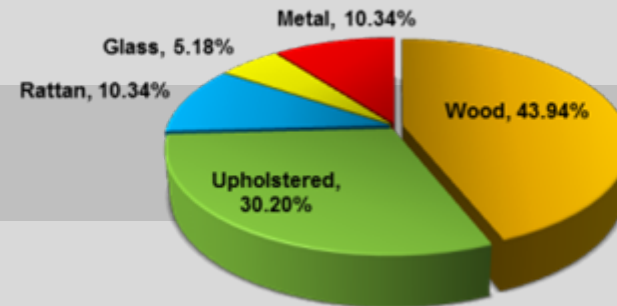
Products of Interest



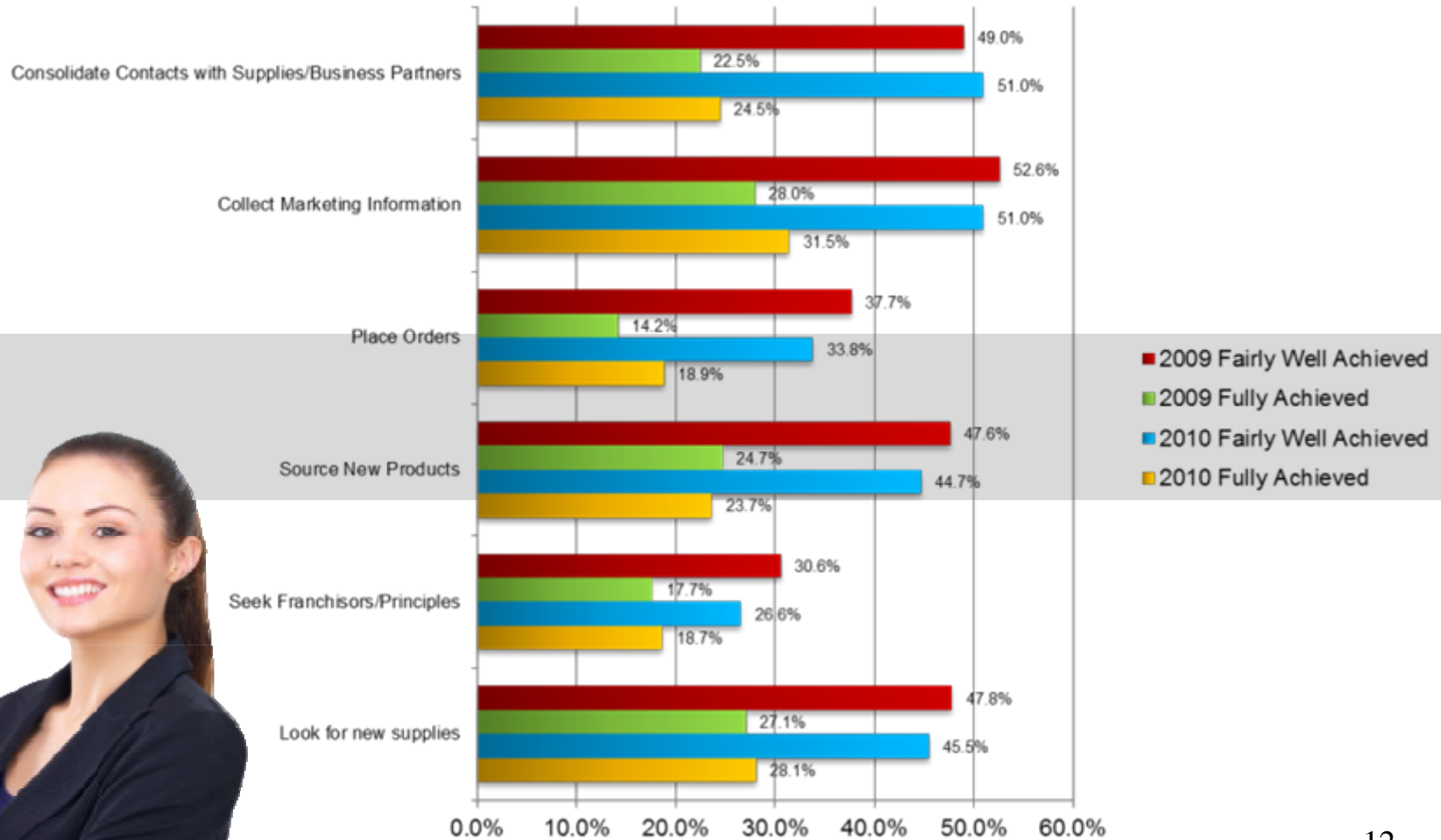
Furniture Style



Furniture Materials



Purpose of Visit:



Visitors' degree of satisfaction:

Satisfaction with the Organizer	Satisfied	Quite satisfied
Information before the Event	37.40%	55.11%
Information during the Event	34.96%	56.30%
On-site services	41.02%	50.47%
Signage and Decoration	42.44%	49.61%

Satisfaction with the Exhibits	Satisfied	Quite satisfied
Quality of Products	25.63%	68.15%
Variety & Quantity of Exhibits	24.73%	61.41%
Product Price	21.45%	58.83%

4.5. What visitors said

- **Matt Taylor, Blacktown Timber Pty Ltd-Australia:** “Fantastic event. Very professional organized. Not to be missed for anyone involved in the furniture industry. [...]”.
- **Rodrigo Branco Tavares, R.B Imports-Brazil:** “ Wonderful organization, Friendly people and A lot of Business Opportunities [...]”.
- **Divas Jain, ENVOGUE-India:** “We are really surprised to see such a big platform for buying & selling furniture products and supplies[...]”.
- **NGUYEN Duy Tuan, NTN Co., Ltd- Vietnam:** “This is the biggest fair that we have ever known. There are many beautiful products displayed here. All of them are suitable for the modern apartments and villas”.
- **Scott McMurray, Mariner Trading Company Inc.-USA:** “Great selection of the furniture products-something for every buyer [...]”.



BTIMBER.COM.AU



ENVOGUE



Mariner Trading Company, Inc.
Wholesale Importer of Fine Asian Furniture and Accessories

5. *furnitureInChina.com* – Your B2B contacts and industry resources

As the official B2B website for *Furniture China*, *furnitureInChina.com* offers a cost-effective and interactive online business platform for suppliers and buyers.

furnitureInChina.com presented brand-new upgrades during *Furniture China 2010*:

- The 2nd **'Face-to-Face with Professional Buyers Sourcing Event'** was welcomed by both buyers and suppliers. More than 20 buyers held negotiations with over 50 registered enterprises in a three-hour long session.
- 1,520** trade visitors did the registration directly onsite and became the members of *furnitureInChina.com* (863 for overseas trade and 657 on the domestic's).



6. Exhibitors' Feedback

6.1. Furniture China 2010 - Strong despite challenges faced

In despite of the total increased travel cost for visitors due to the *Shanghai World Expo 2010*, *Furniture China 2010* still attracted many visitors, trade individual buyers and group from all over the world.

A total of **130** international companies witnessed huge buying interest. International exhibitors also reported strong Chinese demand for medium to high-end overseas-made furniture.

6.2. Exhibitors' Satisfaction

81.51% of Furniture China's exhibitors rated the show as "excellent" and "satisfactory", and the rest of them said that their targets are reached. Based on the survey, **91.17%** of the interviewed visitors had a good opinion on the show and they are willing to make a visit again.

"This is our 3rd year participation with 8 companies with very strong and fashion brands. Apparently, the high quality of domestic and foreign visitors had been increasing each year which is very important to us and to the market. I also noticed that many French visited the show as well, and I hope our French Companies can do well here."

Ms. Roussin Stephanie-Project Manager from GEM (A group of French furniture exporters) stated

7. Onsite impressions of Furniture China 2010:



8. Preview of Furniture China 2011

The 17th edition of Furniture China will be staged from 14-17 September, 2011. Based on the success of the previous events and continuous demand from exhibitors, the show will grow further.

Company that intends to take part is advised to make application soon. More information is available at www.furnitureinchina.com. The majority of exhibitors are listed and can be contacted through their online showrooms as well.

For further information/ enquiries contact:

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THANK YOU!

See you in Furniture China 2011