

No. 14 / 2023, Cologne  
#interzum

## CIFM/interzum guangzhou 2023 opens its doors again from 28-31 March 2023 - showcasing new awards, special zones and forums

Asia's largest and most influential show for furniture production, woodworking machinery and interior furnishing, CIFM/interzum guangzhou 2023 starts today just right after the borders in China were recently reopened.

With 330,000 square meters of exhibition space, CIFM/interzum guangzhou 2023 is being held in conjunction with Phase II of the China International Furniture Fair (CIFF) for office and commercial spaces.

The exhibition welcomes nearly 1,000 high-quality furniture manufacturing brands from China and abroad, including 200 international leading enterprises. Visitors will have the opportunity to witness the latest innovations, technologies, processes, and materials from adhesives to hardware, wood products to tools and machinery.

Among the many renowned brands exhibiting at CIFM/interzum guangzhou 2023 are AHEC, American Softwoods, ARPICO, CoolisT, DECOSPAN, DewertOkin, FGV, Freud, GTA, Nantong Healthcare, Henkel, Hueck, impress, Interprint(IP), Jowat SE, King Slide, Kleiberit, LamiGraf, Lehmann, Leitz, Leuco, limoss, LINAK, MTC, Munksjö Group, QWEB, Reggar, REHAU, Repon, Robatech, Schattdecor, SCM, Shang Gong Group, SIMALFA®, SUGATSUNE, Swiss Krono and Kronospan.

### Award for outstanding innovations

CIFM/interzum guangzhou 2023 is not only a platform for presenting the latest products and technologies in the furniture industry, but also a stage for awarding innovations and outstanding ideas.

The trade fair kicks off with the presentation of the interzum guangzhou Award, which annually honours special companies in the industry that promote technological innovations, product research and development. This annual selection, born out of the influential interzum Award, highlights the latest trends and advancements in the industry.

Mr. Keith Tsui, Managing Director of Koelnmesse (Beijing) Co., Ltd. expressed his gratitude for the support and cooperation from the industry: "Thanks to the tireless efforts of all sectors, we have marked the beginning of a new era this year. The fair has successfully attracted the global furniture elite to South China and enabled the industry to come together and network. With the power of the interzum guangzhou



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www.interzum.com

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platform, we will continue to support innovation and sustainable development within the industry."

Page  
2/3

Mr. Tsui also predicts that the interzum guangzhou Award will serve as a barometer for new trends in the application of furniture materials in the next 3 to 5 years and will guide the development of the global furniture manufacturing industry. This underscores the show's commitment to driving innovation and promoting the sustainable development of the industry.

The international jury of the award consists of the internationally renowned designer and creative director of the imm cologne, Dick Spierenburg, as well as the well-known material expert in Europe and Red Dot Design Award jury member Hon. Prof. Dr. Sascha Peters. They expressed optimism about the innovation and use of new materials in this year's nominated products and believe that this will provide the furniture industry with further ideas for the development of environmentally friendly, energy-saving, high-quality and intelligent products.

The award-winning products will be on display for the next three days in the special interzum guangzhou Award area, offering the opportunity to experience new technologies, new processes and new applications at first hand.

### **On the pulse of industry trends**

The VSIL Forum, a highly anticipated event, will begin on the afternoon of 28 March with high-level representatives from industry leaders such as Philip Zhou, CSO of Schattdecor, Matthias Haasler, Chairman REHAU North East Asia (NEA) cum Head of Division Furniture NEA of Rehau, Chunshan Jin, General Manager of Sugatsune (Guangzhou), Oana Bodea, CEO of Kronospan, Lin Hsinju, Senior Trend Specialist of WGSN, and Dick Spierenburg, Founder of Spierenburg Studio. They will share their insights on diverse topics such as full interior customisation, industrial integration, product research and development, and trends in interior furniture product design. The aim of the event is to provide participants with an in-depth analysis of the development and trends in the furniture manufacturing industry.

In addition to the thematic forums, the VSIL Gallery features a Sleep Zone with the theme "WAKEFULNESS". The area guides visitors through objects and rooms and offers high-quality sleep recommendations by adjusting temperature and lighting to explore user-centred product design.

Another attraction is the VSIL Forum on 29 March, which will focus on sleep economics, the circular economy of eco-friendly materials and furniture intelligence, with exciting insights from Ryan Trainer, President of the International Sleep Products Association (ISPA), Hon.-Prof. Dr. Sascha Peters, Founder and Owner of HAUTE INNOVATION, Aifu Che, PD Manager APAC, Lifestyle of Henkel Adhesive Technologies, Simon Jenkinson, President of LINAK China and Jochen Schanbacher, General Manager China of SIMALFA China.

In the Boundless Design Forum in the afternoon, Stanislas Joly, Partner & Design Director of Joly Design, Lixia Qin, Deputy General Manager of Bella Home, and Ai

Xiao, Sales Director of Lectra Furniture, will discuss the development trends in upholstered furniture, sofa colour trends for 2023 and the opportunities for upholstered furniture companies to break digital boundaries.

Page  
3/3

To learn more about the exhibition and these events, visit [www.interzum-guangzhou.com](http://www.interzum-guangzhou.com).

**Koelnmesse - industry trade fairs for suppliers to the furniture sector:**

Koelnmesse is the world's top trade fair organiser in the furnishings, interiors and design segment. Hosted at the trade fair grounds in Cologne/Germany, the leading international trade fair interzum is an established, central industry gathering that showcases the latest trends and innovations from global suppliers to the furniture industry. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio with international trade fairs in key growth markets around the globe, including interzum bogotá in Colombia and interzum guangzhou in China.

Further information: <https://www.interzum.com/trade-fair/interzum-home/industry-sectors>

**The next events:**

interzum guangzhou - Asia's leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2023

interzum - Furniture Production Interiors, Cologne 09.05. - 12.05.2023

interzum guangzhou - Asia's leading Furniture Production Fair, Guangzhou 28.03. - 31.03.2024

**Note for editorial offices:**

interzum photos are available in our image database on the Internet at [www.interzum.com/imagedatabase](http://www.interzum.com/imagedatabase) in the "Press" section. Press information is available at: [www.interzum.com/Pressinformation](http://www.interzum.com/Pressinformation)

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