

## **CIFF-Office Show 2012** **the world's largest office furniture trade fair**

*190 thousand square metres of exhibition area, more than 900 exhibitors and 50 thousand qualified visitors: these are the numbers of the world's largest trade fair in the office furniture and service sector.  
The appointment is in Guangzhou, China, next 27-30 March 2012.*

Facts and numbers make it clear. CIFF-Office Show is the largest trade fair in the world for the sector, and the only one in Asia that is specialised in complete solutions for the supply and interior design of offices, hospitality structures and public spaces.

It is a response to the new needs of the tertiary sector, **a qualified international platform** for qualified international visitors – more than **45% of the decision makers** of major companies who have come from every part of the globe, **13% from Europe** - who propose a range of integrated products and solutions that is absolutely unique.

Hot news for the 2012 edition: the number of participants increases to **over 900 exhibitors** (the 650 of the last edition have all reconfirmed their presence), and there is an increase in the exhibition surface area that will expand to over **190 thousand square metres**, already completely booked. The sector dedicated to **office furniture** by itself occupies a space covering no less than **150,000 square metres**. The exhibitors present will show integrated furnishing solutions: furniture and systems, chairs and accessories, lighting and structures for holistic work environments.

**20,000 square metres** are dedicated to **the hotel sector** and hospitality in general, where the main trends of the sector will be presented.

In line with the growth trends of the segment of **furniture for public spaces**, the space dedicated to schools, laboratories, theatres, lounges, hospitals and public spaces will be enlarged up to **20,000 square metres**, offering new visions and opportunities.

At the CIFF-Office Show the environment is also important: since 2010, the trade fair event in fact proposes the **Office Environment Theme Pavilion**, the area dedicated to environmental-sustainability with the precise objective of improving the conditions of the working environments in China. In light of the great consensus gathered by industrial entrepreneurs and visitors, the organisers take advantage of the qualified consulting of the greatest experts in the field of production and supply of office furniture.



### **CIFF-Office Show 2012**

China Import and Export  
Fair Complex  
Guangzhou, China  
March 27-30, 2012

[http://  
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CIFF-Office Show meets the needs of the Chinese economy that, in continuous and rapid development, is creating a vast demand of new buildings that are destined to house offices. The statistics, gathered by CIC Consulting (the most important research institute of the Chinese industrial sector) confirm that **in 2010 alone, more than 188 million square metres of office space has been sold**, a **+21.9%** growth rate compared to 2009.

In just a few short months (from March to July 2011) **73 new hotels** of the 4 and 5 star categories were inaugurated **in China**, and the business is in continuous strong growth.

This great development has stimulated the Chinese producers to search for new concrete solutions to the new demands and to raise the qualitative standards as well by taking advantage of European and American designers.

### Where

CIFF-Office Show takes place within one of the most functional, modern and attractive exhibition centre in the world: China Import and Export Fair Complex, Guangzhou, China.

The Guangzhou trade fair is easy to reach with direct flights from the major international airports. An efficient public transportation network includes a stop directly within the trade fair.

<http://officefurniture.fairwindow.com>

