

## Furniture China 2011 Hits New Record High

Furniture China 2011 was successfully concluded in Shanghai on 17 September 2011. The exhibition lasted four days, with 2,600 exhibitors, including 1,400 for home furniture, office furniture, kitchen & cabinet and furnishings at Shanghai New International Expo Centre (SNIEC); 750 for woodworking machinery and raw materials at Shanghai World Expo Exhibition & Convention Center (SWEECC); and 450 for China National Furniture Expo at JSWB. What an amazing exhibition, with a total exhibition space of 600,000 sq m!

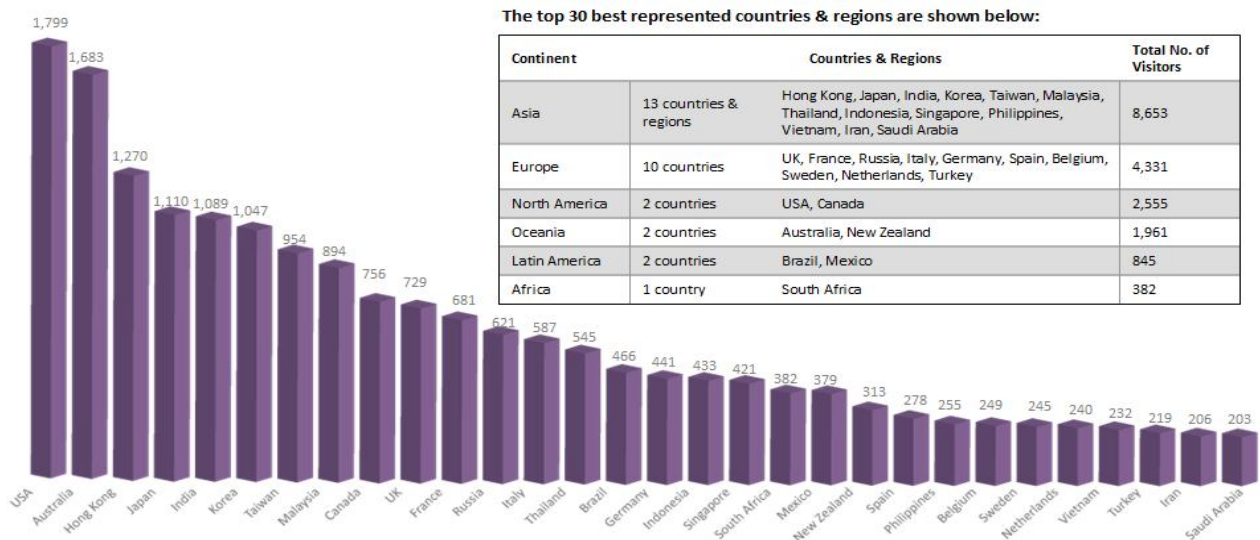
The exhibition was fully appreciated by professional visitors from all around the world. "It was a very successful show, and very well organised", said Mr Meiwes, Product Manager from Finke Das Erlebnis-Einrichten GmbH & Co. KG, Germany. "We are happy to say that the exhibition this time was more organised and specific, too. We met many new suppliers and saw many new designs which are very suitable for our marketing in Europe & Asia." Madam Ong, Administration Manager from RRR Company Limited, Thailand appreciated the exhibition very much. The great exhibition also satisfied Mr Chuluunbold, Director of Mebeltown, Mongolia: "Year to year our business is developing and Mongolian customers trust the leading Chinese furniture producers' product quality. I am very appreciative of the great achievement of the organiser of Furniture China, which brought all of the world's leading furniture producers together at one time and in one place. We found many good suppliers and better understand the market trends and design concepts for the next few years. This exhibition is more convenient for foreign traders like us. Guangzhou Shenzhen and DongGuan fairs have more of a domestic character." Madam Harjama, Brand Director from Pentik Oy, Finland expressed her intention to visit Furniture China again next year.



As one of the biggest international furniture exhibitions in the world, Furniture China has already become the must-attend exhibition for the world furniture industry. Because of the yearly improvements in quality and quantity by the organiser, and the huge potential markets of China and Asia, Furniture China 2011 has hit a new record high. This year the exhibition attracted 74,564 visitors, including 51,972 local visitors and 22,592 from overseas, an increase compared to last year of 9.74% and 50.33%, respectively.

22,592 international visitors from 155 countries and regions made a special trip to Shanghai for

Furniture China 2011. In total, 43.29% of the international visitors came from Asian countries (including the Middle East), 26.25% from Europe, 11.31% from North America, 8.79% from Oceania, 6.44% from Latin America and 3.92% from Africa. The Top 30 best represented countries/regions for international visitors were: the U.S., Australia, the Hong Kong SAR, Japan, India, Korea, Taiwan, Malaysia, Canada, the UK, France, Russia, Italy, Thailand, Brazil, Germany, Indonesia, Singapore, South Africa, Mexico, Spain, New Zealand, Belgium, the Philippines, Sweden, the Netherlands, Vietnam, Turkey, Iran and Saudi Arabia.



This year, FMC China 2011 staged in Shanghai World Expo Exhibition & Convention Center (SWEECC) for the first time with larger exhibition space to display woodworking machinery and raw materials. The quantity and quality of visitors has been improved significantly. During the four-day exhibition, 30,327 visitors visited FMC China 2011, including 4,521 international visitors from 111 countries & regions. Moreover, 11,483 visitors from decision-maker levels attended ‘FMC Premium 2011’, a show for high-end suppliers of Furniture Components and Raw Materials.

**More Business And News On B2B Website**

As the official B2B website for Furniture China, [www.furnitureinchina.com](http://www.furnitureinchina.com) has already established its status in E-business of furniture industry as an important direct way for furniture enterprises to find more business opportunities around the world.

Up to end of September 2011, [www.furnitureinchina.com](http://www.furnitureinchina.com) has more than 50,000 registered buyers from 120 countries and regions, including China, Europe, USA, Canada and other Asian countries. Over 2,097 global suppliers display more than 32,000 high-quality products online. Every month the no. of request for quotation reaches 2,000 pieces and nearly 500,000 page views, which has a 50% increase compared with last year.

## **Outlook – Furniture China 2012**

Furniture China 2012 will be held for five days from **11 – 15 September 2012**.

The organiser will keep strengthening the unique advantages of Furniture China and raise both scale and quality to meet the demands of more and more visitors from all over the world.

Each exhibition hall will still be given a clear product focus. Meanwhile, four more new exhibition halls will be used in 2012, with more quality design and selected products from global furniture companies.

**(For more information, please visit [www.furnitureinchina.com](http://www.furnitureinchina.com))**



**Shanghai UBM Sinoexpo International Exhibition Co. Ltd**

A Chinese-foreign co-operative enterprise between Shanghai Sinoexpo International Exhibition Ltd (established in 1992) and UBM China Ltd, it is the arm of UBM Asia responsible for all the mainland China businesses. It combines UBM Asia's global strength and experience with Sinoexpo's local network and expertise to stage 34 large-scale international events every year in China.

***Furniture China is organised by the China National Furniture Association and Shanghai UBM Sinoexpo International Exhibition Co. Ltd.***

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