

FURNITURE CHINA 2009

The 15th China International Furniture Expo

Post Show Report

9-12 September, 2009

Shanghai New International Expo Centre

Concurrently with:



Contents

1.	Press Release/Introduction	3-4
2.	Fact Sheet	5
3.	Events	6
4.	Visitors' Profile	7
4.1.	By Country/ Region of Origin	7
4.1.1.	Local visitors	7
4.1.2.	International visitors	8
4.2.	By business scope	9
4.3.	Visitor feedback & demographics	10
4.4.	Products of interest	11-13
4.5.	What visitors said	14
5.	FurnitureInChina.com	14
6.	Exhibitors' Feedback	15
6.1.	FC2009-Strong Demand in spite of the Global Weak Economy	15
6.2.	Exhibitors confirm their satisfaction	15
7.	Picture for Furniture China 2009	16
8.	Preview of Furniture China 2010	17

1. Press Release (Shanghai September, 2009):

Furniture China 2009 - Huge buyer demand in the industry in China

The 15th China International Furniture Expo, staged at Shanghai New International Expo Centre (SNIEC), closed on 12th September after four days. Establishing its position as one of the top three furniture exhibitions in the world, the show has expanded its total floor space to **400,000 sqm.** (including the sub-venue of Redstar Macalline). The total number of **exhibitors reached 1,906**, including **125** overseas exhibitors from **22** countries and regions (not including the exhibitors from the sub-venue of Redstar Macalline) which is an increase of 12.7% compared with 2008. This year's show attracted **61,057** visitors from **160** countries and regions (including 14,852 from overseas). The opening was attended by the **ten** biggest participating countries and received wide media coverage in more than **60** nations.

As a worldwide leading furniture exhibition, Furniture China 2009 drew visitors from 160 countries and regions, ten countries more than last year. The TOP 20 visitor countries/regions were: Australia, USA, Hong Kong SAR, Japan, Canada, Taiwan, Malaysia, India, UK, France, Korea, Italy, Singapore, Russia, Thailand, Germany, Vietnam, Spain, Netherlands and New Zealand. In total more than 42% of the overseas visitors came from Asian countries (including the Middle East), 26% from Europe, 14% from North America, 10% from Oceania/Australia, 4% from Latin America, 3% from Africa and 1% from the rest of the world.

The geographical diversity and spread of visitors mark a new milestone in the internationalization of Furniture China. Even though the global economy had been hit by the financial crisis and the Chinese export market faced huge pressures and decreased orders from overseas, 14,852 overseas visitors made the special trip to Shanghai to visit Furniture China 2009, which represents a 9.2% increase compared with the 13,600 overseas visitors last year and is just 400 less than the 15,250 overseas visitors in 2007, which was the year in which the Chinese export market peaked. It shows and evidences that Furniture China plays a crucial role in the recovery process of Chinese economy.

Exhibitors reported huge buying interest at Furniture China. As furniture stocks ran low in North America, Europe and other developed markets, Furniture China presented a timely opportunity to source quality products, replenish stocks for the coming 2010 season and to brace for the projected surge in post-recessionary demand. International exhibitors also reported strong Chinese demand for medium to high-end overseas-made furniture.

Furniture China 2010 will be staged from 7-10 September, 2010. Further information and regular updates on Furniture China 2010 can be found at: www.FurnitureInChina.com.

2. Fact Sheet

Furniture China 2009:

International Fair for: Bedroom Furniture, Living Room Furniture, Kitchen Furniture, Children's Furniture, Outdoor, Antique and Reproduction Furniture

Office Furniture China 2009:

International Fair for: Office Furniture, Hotel Furniture, School, Public and Hospital Furniture

Furnishings, Fabrics and Lightings China 2009

International Trade Fair for: Accessories, Pictures, Lighting and Carpets

Furniture Manufacturing & Supply China 2009/ FMC Premium China 2009

International Trade Fairs for: Furniture Manufacturing Technology, Furniture Supply and Raw Materials

Kitchen & Cabinet China 2009

International Trade Fair for: Integrated Kitchen & Cabinet, Board

Date & Venues

9-12 September, 2009, Shanghai New International Expo Centre
Shanghai Redstar Macalline Global Furnishing Trade Centre

Space : 400,000 sqm (the third-largest furniture show in the world)

Exhibitors: 1,906 (local: 1,781 international: 125)

Visitors: 61,057 visitors (including 14,852 visitors from 160 countries and regions)

Organizers

China National Furniture Association
Shanghai UBM Sinoexpo International Exhibition Co. Ltd.

3. Events

Furniture China 2009 featured an exquisite set of satellite events, targeted at local and international furniture professionals. The show hosted the 11th China Furniture Design Competition, the 5th Session of the 4th Enlarged council of CNFA, 2009 China Furniture Development Forum - “Financial Crisis Developments & Challenges for China’s Furniture Industry” Forum and 2009 China Office Furniture Development Forum.

Activities & Events	Time	Location
2009 China Furniture Development Forum - Financial Crisis "Development & Challenges for China's Furniture Industry"	9th Sept, 2009 13:30-17:45	Multi-Functional Conference Centre, Yongda International Tower
2009 China Office Furniture Development Forum - Market Opportunity for New Office Times	11th Sept, 2009 9:00-11:30	E5-M300 meeting room, SNIEC

4. Visitors' Profile

4.1. By country/region of origin

4.1.1. Local visitors

A total of 46,205 domestic visitors attended Furniture China from 31 Chinese provinces. The strongest attendance was registered from the coastal provinces of China.

NO.	PROVINCE	TOTAL
1	Shanghai	21,709
2	Zhejiang	6,076
3	Jiangsu	5,737
4	Guangdong	4,614
5	Beijing	1,731
6	Shandong	1,627
7	Fujian	776
8	Liaoning	770
9	Hebei	726
10	Henan	492

4.1.2 International visitors

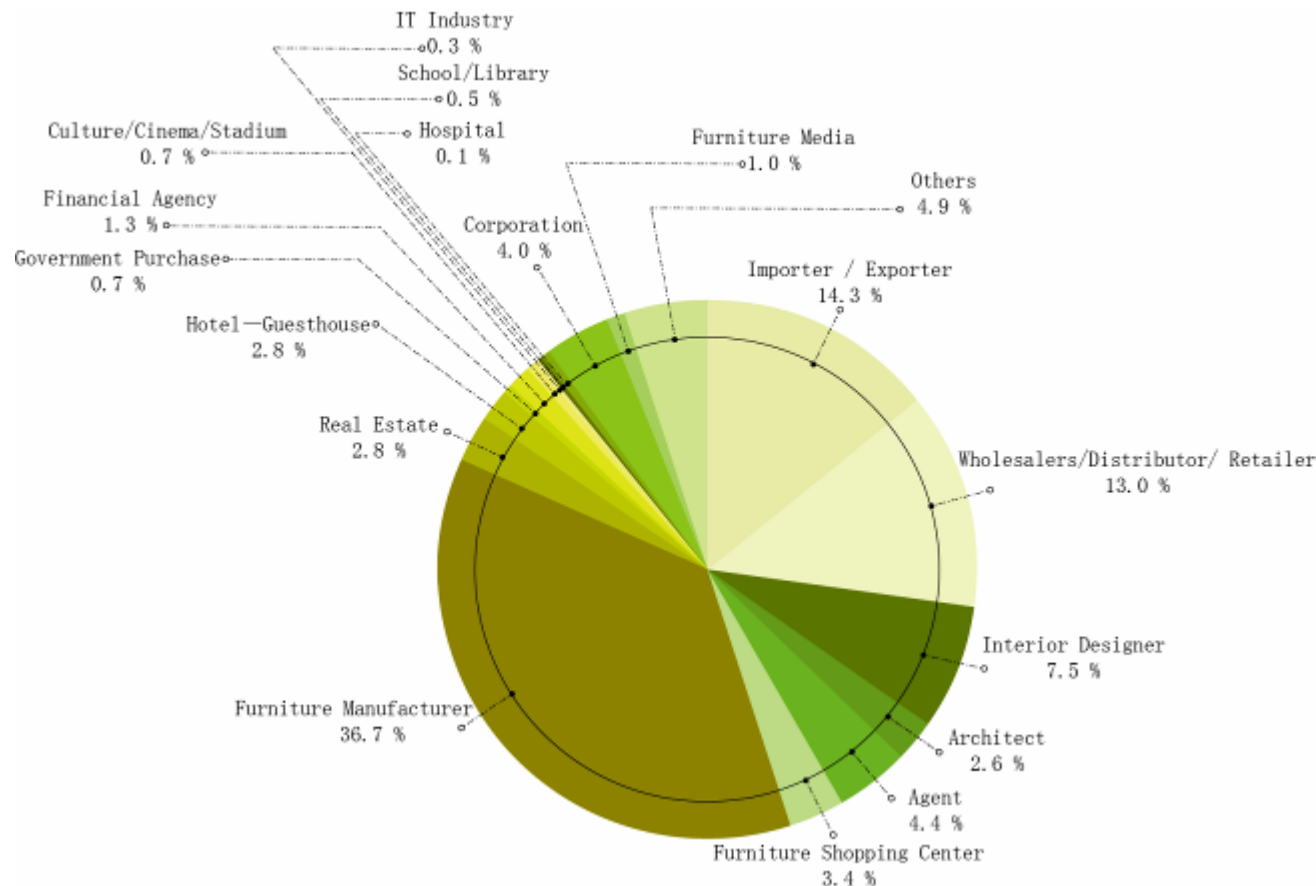
Again Furniture China has proven its predominance in international visitor attendance despite the financial crisis hitting the global economy. A total of 14,852 visitors from **160 countries and regions** have visited Furniture China 2009, ten countries more than last year, up 9.2% from the 13,600 international visitors last year. The top 20 best represented countries are shown below:

NO.	COUNTRIES/ REGIONS	TOTAL
1.	Australia	1,233
2.	USA	1,184
3.	Hong Kong	861
4.	Japan	854
5.	Canada	849
6.	Taiwan	768
7.	Malaysia	643
8.	India	603
9.	UK	602
10.	France	505

NO.	COUNTRIES/ REGIONS	TOTAL
11.	Korea	398
12.	Italy	364
13.	Singapore	332
14.	Russia	298
15.	Thailand	290
16.	Germany	287
17.	Vietnam	242
18.	Spain	232
19.	Netherlands	226
20.	New Zealand	187

The detailed business scope of Furniture China is well balanced between trade, making up some 31.7% of the total, manufacturing corresponding to 36.7%, design and interior architecture representing 10.1% and a healthy set of contractual end-users, accounting for 15.6%.

Visitors Business Profile

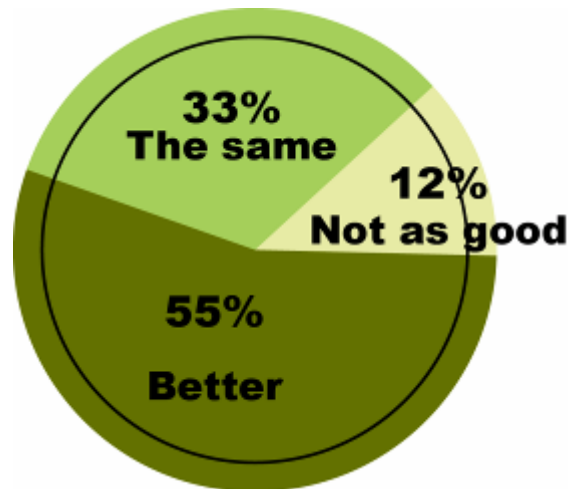


4.3. Visitor feedback & demographics

The audience of Furniture China is one of decision makers, due to a successful professionals-only policy, implemented by a combination of targeted visitors marketing and entrance fees (not common in China)

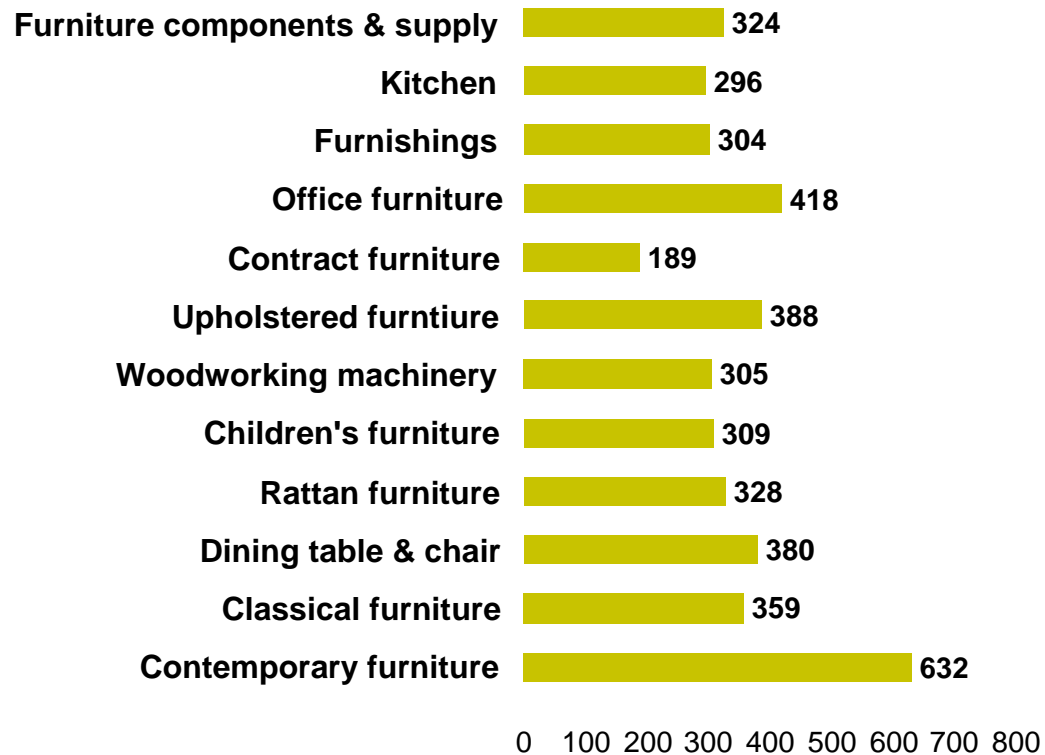
- 89% of visitors were trade visitors
- 80% make purchasing decisions or recommend purchasing decisions
- Furniture China attracts massive new business: 43% of the questioned visitors were attending the show for the first time
- Out of all surveyed visitors 95% state that Furniture China is one of the most worthwhile to visit.
- 90% of the visitors stated that the show brought them very useful contacts
- 95% stated that they would come back next year.

Visitors expressed their satisfaction with the 2009 Exhibition compared with the previous editions, with 55% rating the show as “Better”, with 33% rating the show as “the same” and 12% rating the show “Not as good”



4.4. Products of interest

The main products of interest were home furniture, but also office furniture and manufacturing technology and supply was in demand:



Visitors' purpose of attending Furniture China 2009:

	Fully achieved	Fairly well achieved
Looking for new suppliers	27.1%	47.8%
Seeking franchisors / principals	17.7%	30.6%
Sourcing new products	24.7%	47.6%
Placing orders	14.2%	37.7%
Collecting market information	28%	52.6%
Consolidating contacts with suppliers/business partners	22.5%	49%

Visitors' satisfaction with the exhibitors and organizer:

Satisfaction with the Organizer	Extremely satisfied	Quite satisfied
Information before the fair	42.5%	50.1%
Information during the fair	36.1%	54%
On-site services	29.2%	54.6%
Signage and decoration	26.4%	60%

Satisfaction with the Exhibitors	Extremely satisfied	Quite satisfied
Quality of exhibitors	27.2%	61.2%
Quantity of exhibitors	29.9%	57.8%
Service of exhibitors	22.1%	59.5%
Product range	25.7%	56.2%
Product price	13.5%	58.1%

4.5. What visitors said

Daniel Zabala, Argentina: “The fair is excellent! We are very pleased with everything that we have seen here: the quality, the prices are fair too. [...]”

Rosa Morabito, Australia: “We’ve seen quite a lot that is useful. There’s too many to get through, even in four days, so I really have to be focused about what I am looking for [...]”

Karan Singh Thakur, India: This is not my first time to visit the fair. I like the fact that it is growing and growing. The show has always been excellent; this to me is the premier show in China[...].”

5. FurnitureInChina.com – Your B2B contacts and industry resources

As the official B2B website for Furniture China, FurnitureInChina.com offers a wide range of company and product information allowing visitors and exhibitors to be better informed and a platform for them to continue contact throughout the year, creating business opportunities for furniture enterprises around the globe.

FurnitureInChina.com presented brand-new upgrades during Furniture China 2009:

- The 1st ‘Face-to-Face with Professional Buyers Sourcing Event’ was well-received by both buyers and suppliers. More than 20 buyers held negotiations with over 50 registered enterprises in a three-hour long session.
- 964 pieces of valid purchase information were collected onsite and will be published in the “Supply and Demand Information” column online following verification.
- A special CD containing the products of quality members and the exhibitors list of Furniture China 2009 was published by FurnitureInChina.com.

6. Exhibitors' Feedback

6.1. Furniture China 2009 - Strong Demand in spite of the Weak Global Economy

Despite the global economic slowdown, Furniture China 2009 successfully attracted buyers from all across the globe, including various trade delegations and buying mission groups.

A total of 125 international companies witnessed huge buying interest at Furniture China. As furniture inventories are running low in North America, Europe and other developed markets, Furniture China presented a timely opportunity to source quality products, replenish stocks for the coming 2010 season and to brace for the projected surge in post-recessionary demand. International exhibitors also reported strong Chinese demand for medium to high-end overseas-made furniture.

6.2. Exhibitors confirm their satisfaction

A total of 80% percent of Furniture China's exhibitors rated the show as excellent to satisfactory, with another 20% stating that they had reached their targets. Exhibitors also confirmed that Furniture China was the most worthwhile show in China, which is certainly one reason why over 95% confirmed their interest to participate again.

Danish Trade Commissioner, Dr. Mette Knudsen, was surprised to see high-quality products from all over the world at Furniture China and intends to introduce Scandinavian furniture design and interior professionals to the show. "The Chinese people love Scandinavian design – it is time to introduce a greater array of quality products to Furniture China." Other consulates and trade offices from Germany, France, Italy, Canada and the USA praised the show for its good selection of medium to high-quality products, the excellent stand designs, and the huge attraction it is for domestic and overseas visitors.

7. Onsite impressions of Furniture China 09:



8. Preview of Furniture China 2010

The 16th edition of Furniture China will be staged from 7-10 September, 2010. Based on the success of the previous events and continuous demand from exhibitors, the show will further grow. The organizers expect to welcome 2,000 participating companies. Companies wishing to participate are recommended to apply early. Further 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:

Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

Tel: +86 21-64371178 x 178

Fax: +86 21-64370982

Ms. Rachel Huang

rachel.h@ubmsinoexpo.com