



中国广州国际家具生产设备及配料展览会
China International Furniture Machinery & Furniture Raw Materials Fair (Guangzhou)



interzum guangzhou



市场远景 纵览于此

2018 Post Show Report 展后报告



28 - 31. 03. 2018 Guangzhou, China
Held concurrently with China International Furniture Fair

2018 Post Show Report 展后报告

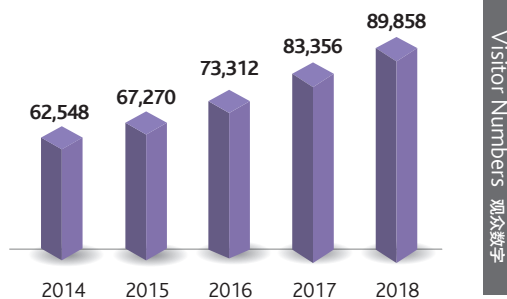
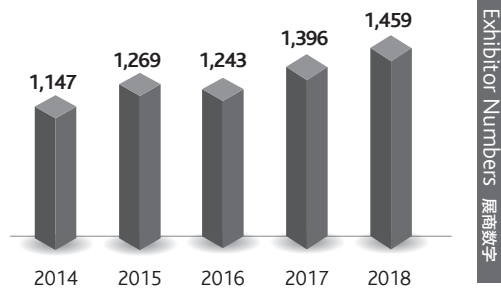
2018 Facts & Figures 展会数据一览



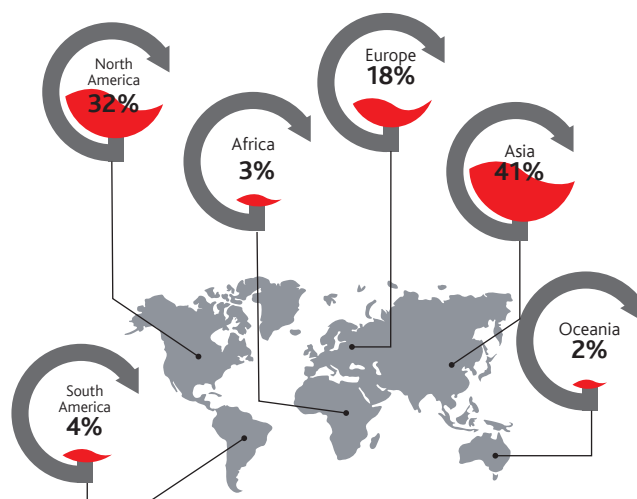
38 Exhibiting Countries / Regions 参展商国家及地区

- | | | | | |
|------------------------|-----------|-----------|-----------------|---------|
| Australia | Estonia | Italy | South Korea | Turkey |
| Austria | Finland | Japan | Spain | UAE |
| Belgium | France | Latvia | Sri Lanka | UK |
| Bosnia and Herzegovina | Germany | Malaysia | Saudi Arabia | Uruguay |
| Canada | Hong Kong | Poland | Switzerland | USA |
| Chile | India | Portugal | Taiwan | Vietnam |
| China | Indonesia | Russia | Thailand | |
| Denmark | Israel | Singapore | The Netherlands | |

Steady Growth Over the Past 5 Years 展会过去五年各项指标平稳增长



Visitors by Origins 观众来源与占比分析



Top 5 Overseas Visiting Countries 海外观众来源国前五

- | | |
|-------------|------------|
| 1. USA | 4. Russia |
| 2. Canada | 5. Germany |
| 3. Malaysia | |

What Our Exhibitors Say 展商语录

“It’s our first time participating in interzum guangzhou. It’s an international exhibition with many more visitors than I had expected. Most of them are furniture manufacturers, and there is also no lack of representatives from big brands. This year, our booth is in the Custom Furniture Suppliers Zone and I very much agree with this concept. interzum guangzhou is a very important platform for our promotion in Asia. We will continue to exhibit next year.”



CINETTO F.lli S.r.l.
Mr. Erik Camani
Area Manager

“The quantity of visitors this year is good. I think we’ll get quite good results. We come here aiming not only for the Mainland China, but also Asia market. The visitors are from many countries, including Malaysia, Singapore, India and Turkey. We only participate in this exhibition in China, as it is the most important show in the furniture and hardware industry.”



Zimmer GmbH Daempfungssysteme
Mr. Martin Steurer
Sales Manager

“We have been taking part in interzum guangzhou for many years. In general, the quantity of visitors has remained the same, while the quality has improved. We are satisfied with the visitors. So far, we have chosen interzum guangzhou as the only exhibition to promote our products and have not been participating in other exhibitions in China, and we are always happy with the organization and the contact with the clients.”



Latexco NV
Mr. Sander Claessens
Managing Director – APAC

“We have been participating in the exhibition for a long time, which has helped us a lot to reach our target customers in China, and our business is also expanding. We found our general agent in China some years ago at interzum guangzhou; it was a fantastic outcome.”



Kastamonu
Mr. Enes CAN
Export Specialist

What Our Visitors Say 观众语录

“It’s my first time visiting this show, which is quite international. I am interested in office furniture and looking for hardware suppliers. I really enjoy the activities and services provided by the organizer, especially the PIAZZA lounge. It’s a great place for relaxing, and I appreciate it very much. I will definitely pre-register online to visit the 2019 edition.”



CDS Creative Enterprises
Mr. Kamesh Velayudham
Visualizer

“This is my first time to China, and to interzum guangzhou. We are here to purchase raw materials and kitchen cabinet machinery. We are quite satisfied with the fair and we found so many suppliers here which make our trip fruitful.”



COTOPAXI
Mr. Blasco Chacón
Sales & Marketing Manager

“It is my second visit to interzum guangzhou. I am satisfied with the services from the Organizer and the sophisticated atmosphere. The scale of the show totally meets my expectation. I have closed a lot of deals and built relationships with new suppliers during these few days.”



BPS Milcom Company Limited
Mr. Phuwanat Kurawong
Assistant Manager

“This is my fourth visit to interzum guangzhou. This exhibition was recommended to me by my peers a few years ago. The exhibits here are very comprehensive and it’s possible to find the right manufacturers for basically any products. There are also numerous new products featured every year, which help us understand the latest trends in the industry.”



Hafele Engineering & Trading, Ltd
Mr. Louis Rong
Engineer



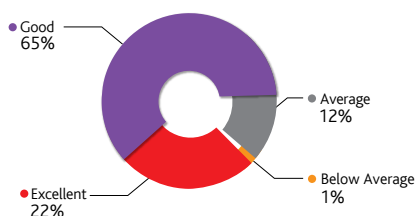
93% of exhibitors met their target visitors at their booth
参展商表示在2018展会上遇到了目标客户

95% of exhibitors would recommend participation to their partners
参展商表示会推荐同行来interzum guangzhou参展

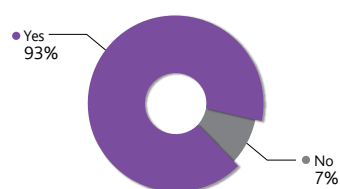
85% of exhibitors signed up onsite to participate again next year
参展商在现场已报名参加下届展会

Exhibitors' Feedback 展商反馈

Overall Rating of Event
参展商对本届展会的总体评价



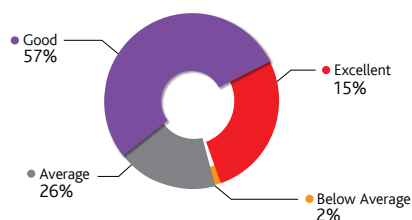
Exhibitors Who Met Their Target Overseas Visitors
参展商目标海外观众遇见率



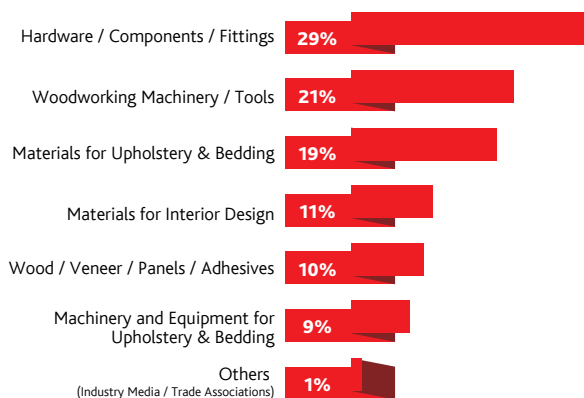
Rating of Visitor Numbers
参展商对观众数量满意度



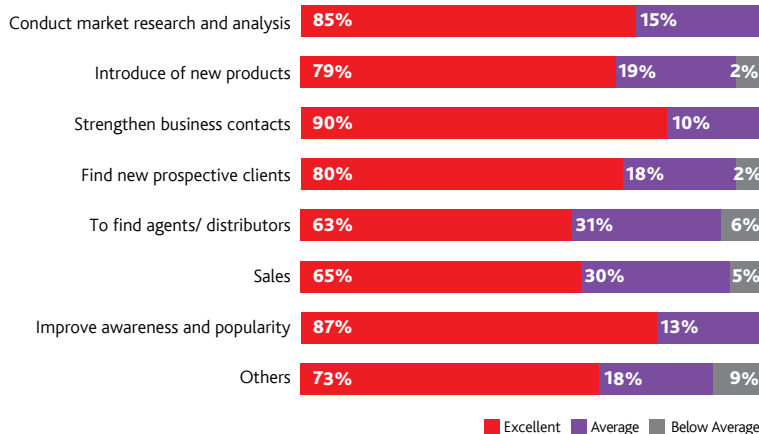
Rating of Visitor Quality
参展商对观众质量满意度



Exhibitors by Product Segment
参展商的产品类别



Success Rating Related to Stated Objective
参展商对展会各项指标的满意度



Excellent Average Below Average

97% of visitors would recommend participation to their partners
观众表示会推荐同行来参观下届展会

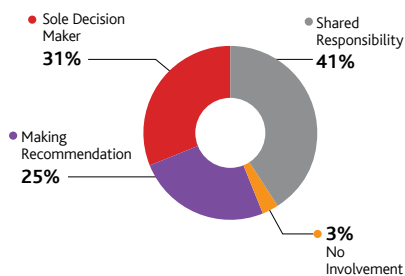
95% of visitors plan to visit again in 2019
观众表示会继续参观2019年展会

97% of visitors are involved in the procurement of products
观众涉及采购环节

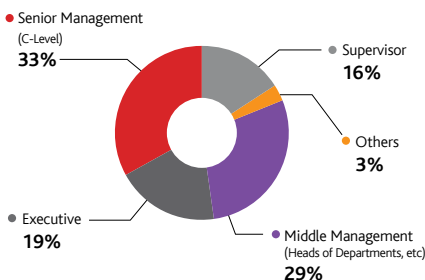
88% of visitors rated the show "good" or "excellent"
观众对展会的评价为满意或非常满意

Visitors' Feedback 观众反馈

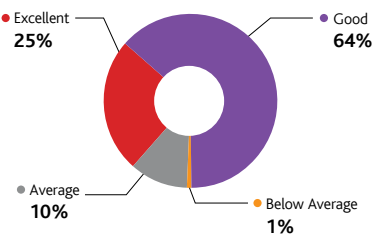
Role in the Purchasing Process
观众在采购环节中的地位



Visitors by Job Function
观众的职位



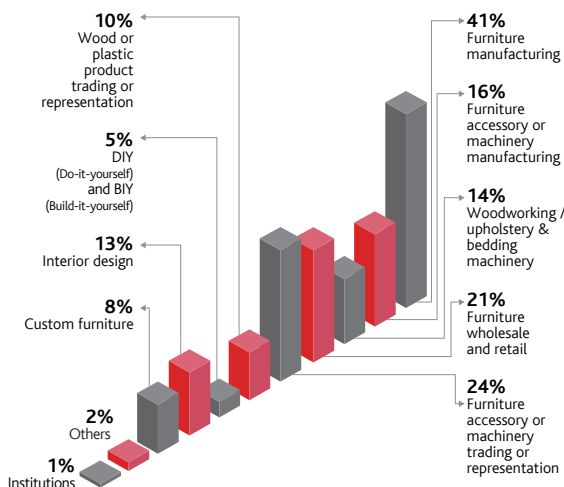
Success in Search for New Suppliers
观众对寻找新供应商的满意度



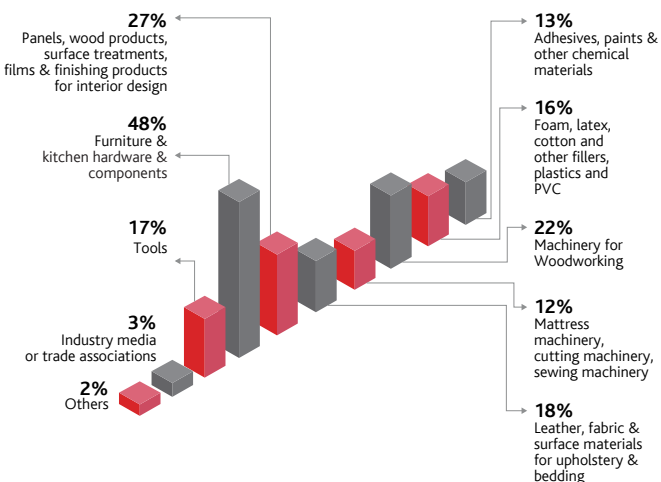
Objective for Visiting 观众参观目的



Visitors by Business Category
观众所属行业



Visitors' Product Interests
观众感兴趣的产品类别





Business Matching



20 PLUS 20 Annual List



Networking Happy Hour



APAC Buyer Delegation



Seminars



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