



interzum guangzhou



CIFM

中国广州国际木工机械、家具配料展览会
CHINA INTERNATIONAL WOODWORKING MACHINERY & FURNITURE RAW MATERIALS FAIR (GUANGZHOU)

2013 Post Show Report



CIFM / interzum guangzhou 2013 concluded 10 solid years with resounding success, reaffirmed top industry event position in Asia

- ▶ *The marketplace for sole decision-makers*
- ▶ *National and international reach*
- ▶ *Enormous purchasing power*

9 Country / Regional pavilions at CIFM / interzum guangzhou 2013:

- Chilean Pavilion by PROCHILE
- German Pavilion
- Italian Pavilion
- Malaysian Pavilion by Malaysian Timber Council
- Spanish Pavilion
- Taiwan Pavilion
- Turkish Pavilion
- USA / Canadian Pavilion
- AHEC (American Hardwood Export Council) Pavilion

Exhibiting Countries / Regions

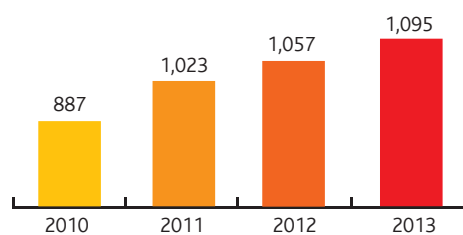
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|------------------|---------------------|-------------------|
| 1. Australia | 10. Indonesia | 19. Spain |
| 2. Belgium | 11. Israel | 20. Sweden |
| 3. Canada | 12. Italy | 21. Switzerland |
| 4. China | 13. Japan | 22. Taiwan Region |
| 5. Chile | 14. Malaysia | 23. Thailand |
| 6. Denmark | 15. The Netherlands | 24. Turkey |
| 7. Germany | 16. Russia | 25. UK |
| 8. Hong Kong SAR | 17. Singapore | 26. Uruguay |
| 9. India | 18. South Korea | 27. USA |
| | | 28. Vietnam |

Facts and Figures 2013

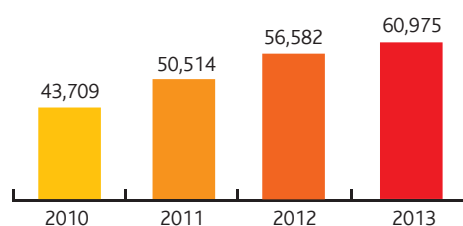
Exhibitors	
Number of exhibitors	1,095 companies
Number of international exhibitors	251 companies
Number of countries and regions	28 countries and regions
Floor space occupied	130,000 sqm
Visitors	60,975 attendance <small>(combined with the China International Furniture Fair – Office Show segment)</small>

Steady Growth of CIFM / interzum guangzhou Over the Past 4 Years

Exhibitor Numbers



Visitor Numbers



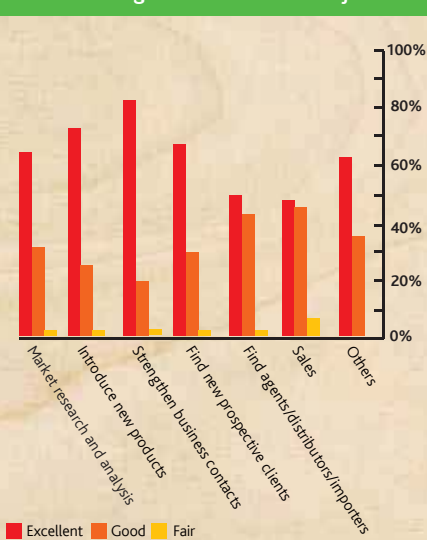
Exhibitors' Feedback

97% of exhibitors rated the prospects of follow-up business as being "excellent", "good" or "fair"

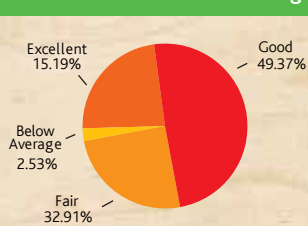
97% of exhibitors rated the general outcome as being "excellent", "good" or "fair"

94% of exhibitors rated the visitor quality as "excellent", "good" or "fair"

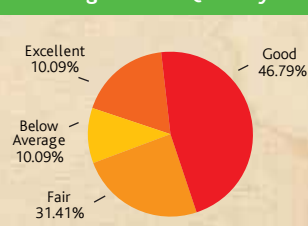
Success Rating Related to Stated Objectives



Exhibitor Overall Success Rating



Rating in Visitor Quantity



What Our Exhibitors Said

"We participate here to promote the US hardwoods. interzum guangzhou brings in so many potential and existing customers for the members of the American Hardwood Export Council. This show gives us an opportunity to be exposed to a lot of potential customers. It is very encouraging to see a lot of traffic just for the first morning. Our exhibitors here are all busy and satisfied with the visitor flow."

Mr. Dean Alanko
Vice President Sales and Marketing
American Hardwood Export Council (AHEC)

"It's the fifth time we participate in interzum guangzhou. For the first day, the visitor flow is very strong and we had some major furniture and kitchen manufacturers visiting our booth. These years, people are looking for some higher quality products and the Chinese buyers have become our biggest customers. We're building the China market, so interzum guangzhou is the most suitable exhibition for us."

Mr. Dale L. Birkland
Sales Director
Titus

"interzum guangzhou is the biggest, most important and must-attend show in the China furniture industry. 30% of our existing customers are in South China. interzum guangzhou is the only show we participate in China and the one all our potential customers are visiting."

Mr. Hans J. Ferchland
Managing Director
IMA (DongGuan) Int'l Trading Co., Ltd.

"We've always been participating in interzum guangzhou because it is one of the most important fairs in the industry. The show attracts high quality visitors from all over the world and visitor traffic is good."

Mr. Andy Li
Sales Director
Henkel (China) Investment Co., Ltd.

"It's the first time we are participating in interzum guangzhou. We are satisfied with the visitor quantity and quality of this show, in which we found that 60% of our booth visitors are manufacturers and the rest are traders, which means quite a lot of potential leads. We think that interzum guangzhou is a must-attend show for us. We are planning to attend this show next year and will have a bigger booth area."

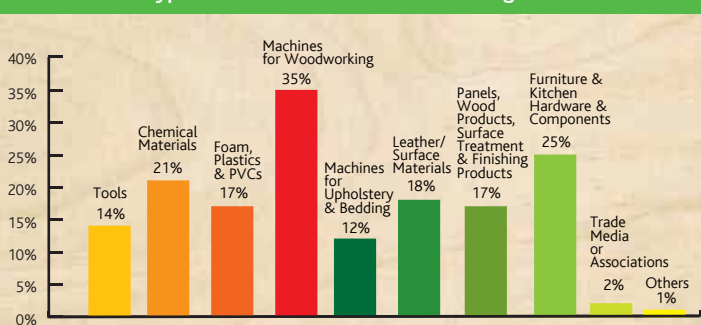
Mr. Nattapat Nithituthai
Director
Laytex (Thailand) Co., Ltd.

Visitors' Feedback

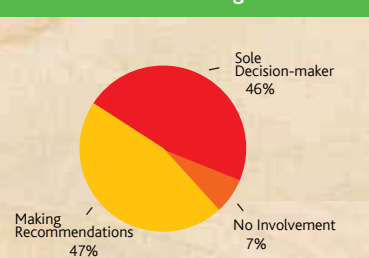
93% of attendees are involved in the purchase of products or services for their company

69% of attendees are presidents, owners, CEOs or heads of management

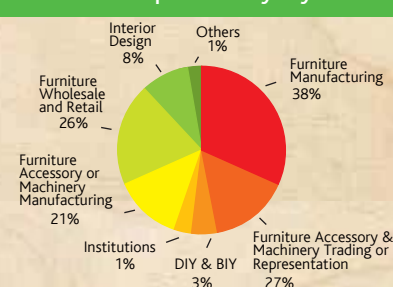
Types of Products Visitors Were Sourcing for



Role in the Purchasing Process



Sectors Represented by Buyers



See You in 2014!

New Show Date from 28 March to 1 April

Project Management

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