



Shanghai International Furniture Machinery & Woodworking Machinery Fair

SYNERGIZING SUSTAINABLE INNOVATION

2024.9.11-14

NECC

Hongqiao, Shanghai

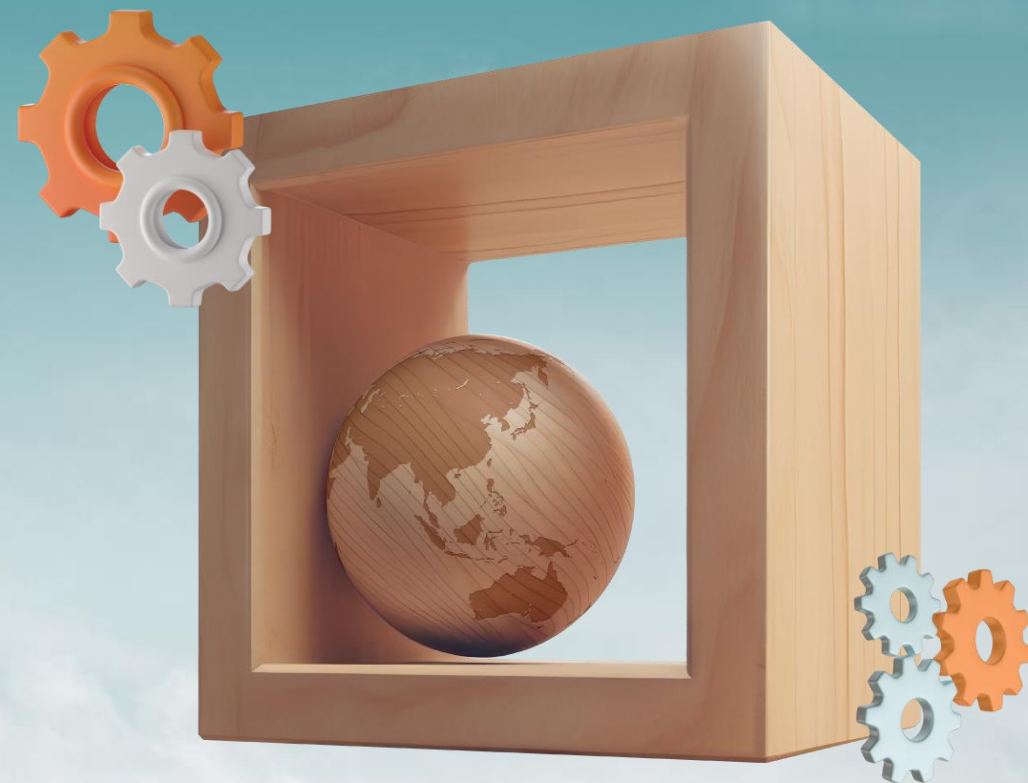
Concurrent Exhibition:



CIFF (Shanghai)



Shanghai International Exhibition on Upholstery Technology for Home Furnishing





Step into the Future with WMF 2024 International Woodwork Fair

In the face of challenges in the home furnishing industry, WMF 2024 has been committed to driving the industry to strive forward, leading the intelligent and innovative home furnishing production technology. The exhibition will showcase how new technologies and applications make furniture production more precise, efficient, environmentally friendly, and meet consumers' demand for personalization.

Discover Cutting-Edge Full Line Solutions

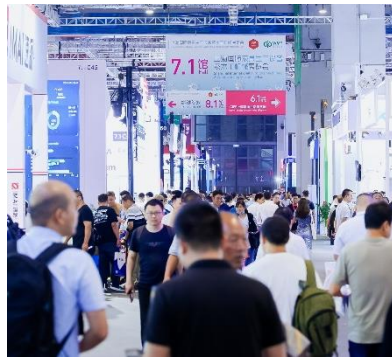
As an important hub for home furnishing full line solutions and materials, WMF gathers crucial process links in the industrial chain, from initial wood processing, panel board, panel furniture, solid wood, surface treatment, finishing technologies, to home furnishing materials. Discover, learn, and understand how these innovations can be practically applied in real-world settings.

Collaborate and Innovate

With 'Synergizing Sustainable Innovation' as our theme, WMF emphasizes the importance of collaboration among furniture companies, material suppliers and machinery and equipment makers. We aim to be a platform where industry participants can connect, share, collaborate, and innovate, driving the industry's development together.

Be Part of the Change

We are inviting you to be part of this journey. Join us at the WMF 2024 International Woodwork Fair, witness the evolution of the furniture industry, and play your part in creating a better future!



Organizing Committee



China Foreign Trade
Guangzhou Exhibition Co., Ltd.



中国林业机械协会
CHINA NATL. FORESTRY MACHINERY ASSN.

China National Forestry
Machinery Association



Adsale Exhibition Services Ltd.



China Foreign Trade Macalline
Exhibition Co., Ltd.

Co-organizers/Supporters



Qingdao Woodworking
Machinery Association



Foshan Shunde Lunjiao
Woodworking Machinery
Association



The organizers of CIFF (Shanghai)
-----the organizers of the renowned **Canton Fair and **CIFF (Guangzhou)****



中国对外贸易广州展览总公司

CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.



中国进出口商品交易会
CHINA IMPORT AND EXPORT FAIR
Since 1957



Joining forces:
Co-organizing with CIFF(Shanghai)
Creating a grand event for the Complete Industry Chain



2023 Total Scale





340,000 sqm
Exhibiting Area




1,500
Exhibitors

93,474
Professional Buyers

Overseas buyers 8,863








*Combined statistics of the 2 exhibitions in 2023

 SINGAPORE 1976		 德国柏丽·定制家居	
 爱依瑞斯 — 我的时尚家 —	慕思 CALIA SOFART	 曼华控股 (HK 01999)	 美国蕾丝床垫
	 左右睡眠	 保护脊椎的床垫	 — 智能床开创者 —
	 斯可馨家居	 乐德飞雕	

			 梵美思休闲家具
	 比雅斯	 迪欧家具集团	 Where dreams become reality
	优坐 UZUO	 WU YUE	
 联柔机械	 恒林家居 恒林家居股份有限公司		 — Yehungmingpin HomeText —



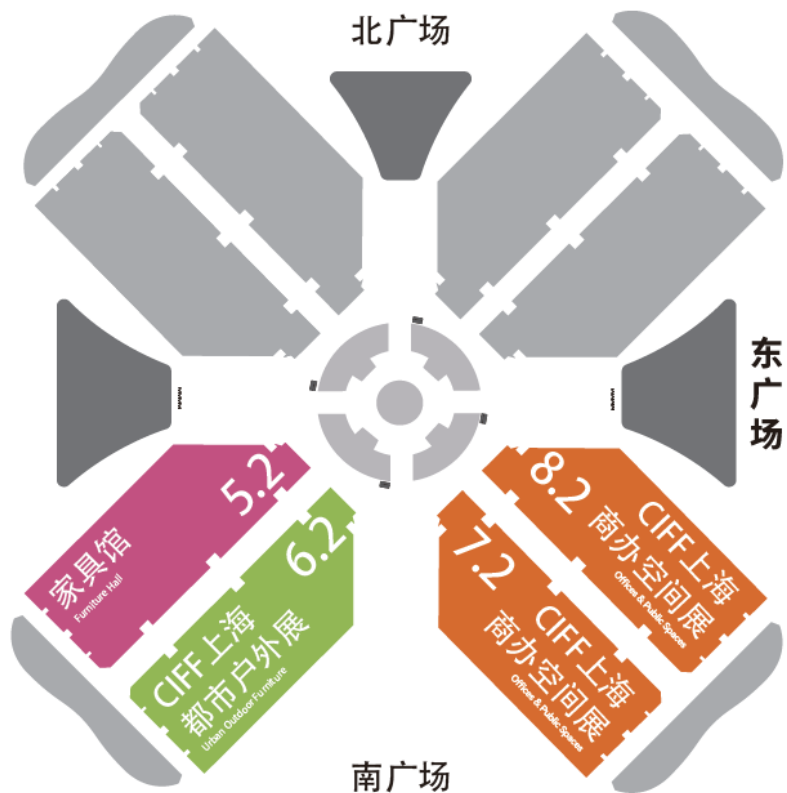
		 茶家居生活方式
	 绘生活	
		 百年铜艺世家
	JANE.&N. 简·奈	 国瓷永丰源

			
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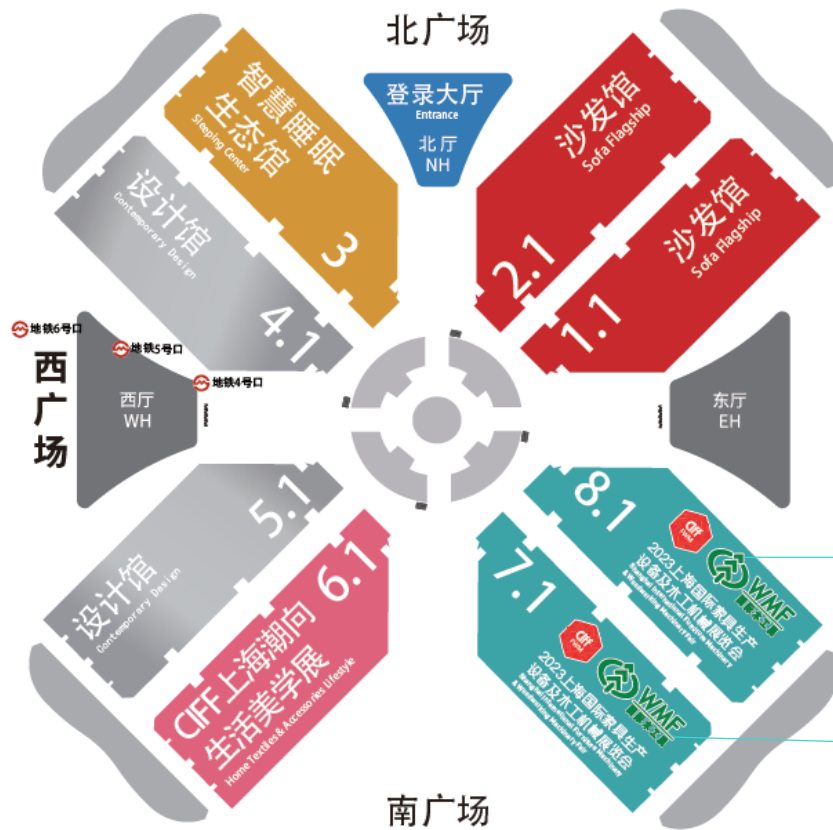
二层展馆示意

Hall Layout on the Second Floor



一层展馆示意

Hall Layout on the First Floor



Hall 7.1 Hall 8.1



Hall 8.1



软体家居技术展
UPHOLSTERY TECH

Shanghai International
Exhibition on Upholstery
Technology for Home Furnishing

软实力 Empowering Upholstery with Flexible Intelligence 创智造



2024
09/11-14

NECC(Hongqiao, Shanghai)
国家会展中心(上海·虹桥)

Hall 8.1馆

上海国际
软体家居生产技术及产业链展

Shanghai International Exhibition on
Upholstery Technology for Home Furnishing

www.woodworkfair.com/UpholsteryTech

同期展会:
Concurrent Exhibition



中国家博会(上海)
CIFE (Shanghai)

Concurrent Exhibition:

Shanghai International Exhibition on Upholstery Technology for Home Furnishing

2024. 9. 11-14
NECC (Hongqiao, Shanghai)
Hall 8.1

Empowering Upholstery with Flexible Intelligence

The global consumption market for upholstered furniture has reached a staggering \$80 billion as of 2023, representing approximately 15% of the overall furniture market. China, as the leading global producer of upholstered furniture, accounts for 46.4% of the market's production value and 30.7% of its consumption rate. As this booming market continues to expand, diversification, intelligence, and fashion have emerged as key trends that are driving the advancement of intelligent manufacturing in China.

In line with this, UPHOLSTERY TECH 2024 (Shanghai International Exhibition on Upholstery Technology for Home Furnishing) acts as a premier platform for professionals in the upholstery industry to showcase their products and exchange innovative ideas. By fostering global collaboration and influence, the expo seeks to shape the future of the upholstered furniture sector.

www.woodworkfair.com/UpholsteryTech



Full Access to Cutting-edge Furniture, Building Materials and Wood Products Production Technology

Major Exhibits

- Tools and Machinery for Custom and Mass Production
- Machine Components and Automation Technology
- Surface Treatment Technology
- Wood-Based Panel Production
- Wood Primary Processing, Sawmill Technology, Energy from Wood
- Wooden Architecture Technology
- Forestry Technology
- Green Production & Safety Control
- Wood Products Packaging
- Raw Materials & Accessories for Wood Production
- Knives, Blades, Machinery Accessories and Hand Tools
- Engraving Machinery
- Upholstery Machinery and CAD/CAM Technology
- Digital Printing Technology
- Timber, Wood based panel, Wooden Door, Floor & Moulding, Wood Chemical Auxiliary

50,000 sqm
Exhibition Area



370+
Exhibitors

30,000+
No. of Visits





3 New Exhibition Zones

Fully Upgraded!



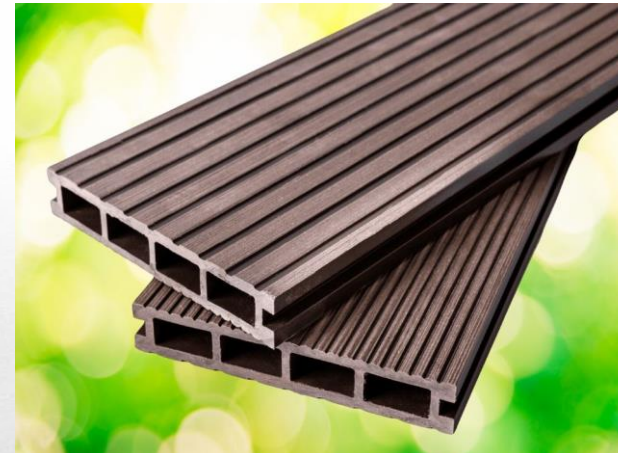
Home Furnishing Material

- FURNITURE HARDWARE ACCESSORIES AND CONSUMABLES
- HOUSE PANELS DECORATIVE MATERIALS
- SOLID WOOD MATERIAL
- NEW INDOOR MATERIAL
- UPHOLSTERED FURNITURE

Zone Partner:



Wood Primary Processing and Plywood Production Technology



Sustainability Zone

- WOOD-PLASTIC COMPOSITE
- RECYCLED NEW MATERIAL
- SUSTAINABLE & SMART TECHNOLOGY



2024 Concurrent Events Leading Industry Breakthroughs

Themes

"Prefabricated Interior" Supply Chain Development Conference

Upholstery Trend Forum

New Development Forum of Wood Plastic in China

Surface Treatment Forum

Plywood High-quality Development Forum

The 21st National Panel-Board Industry Development Seminar

Comprehensive Professional Buyer Resources

Renowned Delegations in China

Anhui Wood-Based Panel Association

Guangxi Forestry Industry Association

Jiangxi Ecological Board Association

Ninghai County Furniture Industry Chamber of Commerce

Zhangjiagang Timber Industry Association

Cao County Zhuangzhai Town Wood Industry Association

Shandong Timber and Wood Products Association

Jiangsu Provincial Furniture Association Whole Wood Home Furnishing Special Committee/Wuxi Wood Industry Association

Shanghai Timber Industry Association

Ganzhou Nankang District Furniture Association

Hubei Furniture Association/Wuhan Furniture Industry Association

Xuzhou Furniture Industry Association/Customized Home Furnishing Professional Committee

Zhejiang Chair Industry Association

Zhengding County Panel Furniture Industry Association

Jiawang Furniture Chamber of Commerce, Xuzhou, Jiangsu Province

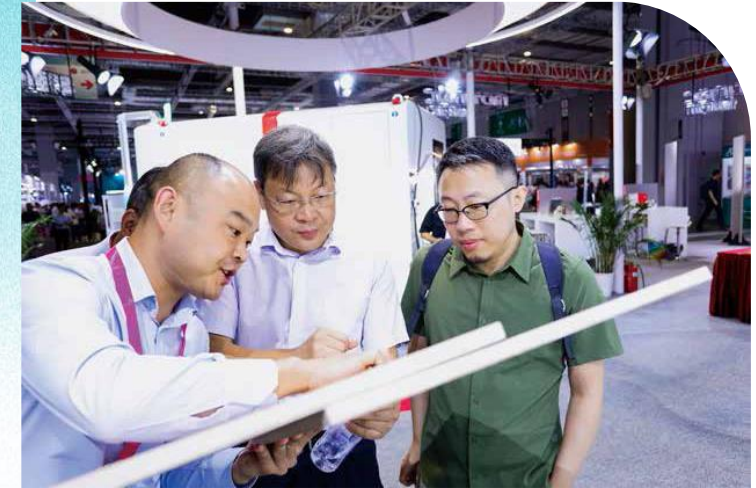
Wuxi Furniture Industry Association

Yancheng City Customized Home Furnishing Association

Nantong Home Furnishing Industry Chamber of Commerce

Highlighted Overseas Chambers of Commerce and Association Countries

- Malaysia
- Sabah
- Indonesia
- Thailand
- Peru
- Vietnam
- Belarus
- Russia
- Egypt
- South Korea





Visitor Satisfaction

99%



Unanimous praises from buyers



Overall Exhibition Performance



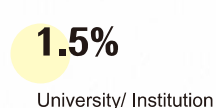
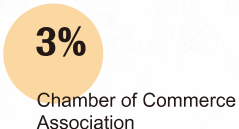
Exhibitors & Exhibits Quality

A comprehensive fair of the entire home furnishing industry chain!

There were many participating brands and the entire industry chain from upstream to downstream was represented. Visiting the exhibition is not only beneficial for understanding the latest market trends and product innovations but also for networking and collaborating with industry peers.

Suofeiya Home Collection Co. Ltd. (Luo Zi Gang - Process Manager)

Business Nature of Organization



A fruitful journey of advanced CNC + automation technologies!

WMF is our must-visit place every year for the latest woodworking furniture technology information! It focuses on two major industry trends - digitalization and automation, which greatly meet the needs of our furniture production and provide us with efficient, high-quality, and safe manufacturing solutions!

Xuzhou Furniture Industry Association Customization Professional Committee (Chen Wei Liang - Secretary-General)

Connect global business from pre to post show via O2O services



Concurrent Event

Professional forums +
theme zones

- Forum+Display
- Conference



Business Matching

Online meetings
& factory visits

Online Expo

Pre and post show
communications

Media Exposure

Live interviews, video and social
media promotion



2023 Concurrent Event

Technology Foresight x Solving Industry Pain Points

2023 Show Report : <https://www.woodworkfair.com/WMF24/downloadcentre/eng>



The WMF 2023 Opening Ceremony cum Main Forum: Global Development Outlook: Insights into Smart & Sustainable Opportunities

Under the leadership of the show organizers - Mr. Liu Qun, the President of China National Forestry Machinery Association, Mr. Parry Chung, General Manager of Adsale Exhibition Services Ltd., Mr. Yang Huawei from CIFF (Shanghai), and Mr. Wei Jian, Secretary-General of China National Forestry Machinery Association, a great deal of distinguished local and overseas delegates participated in the opening ceremony.

2023 Innovative Technologies & Materials driving Sustainability and Healthy Life in the Wood-working Industry

The seminar was jointly organized by the China Forestry Machinery Association and WMF International Woodworking Exhibition, with special support from Tiger New Materials. Over 12 industry-leading experts were invited to discuss 10 hot topics. The conference was guided by the theme of "innovation" and focused on aesthetics, design, green practices, and sustainability, sparking insightful discussions and ideas.



2023 Show Report : <https://www.woodworkfair.com/WMF24/downloadcentre/eng>

WMF " Excellent Exhibit Award " Ceremony

To promote intelligent and green manufacturing of wooden furniture, the China Forestry Machinery Association has established the "Excellent Exhibit Award" and has received enthusiastic participation from exhibitors.



Woodworking & Furniture Industry " Synergy Award " Ceremony

The "Woodworking & Furniture Industry Synergy Award" recognizes outstanding collaborative efforts between machinery makers and furniture manufacturers. The award aims to drive industry innovation, creativity, and sustainable development. The awarded companies include "HOLD & AIJIA", "MOTIMAC & A8", "WEINIG & TUSEN", "SANDAR & ZBOM", "YUTON & TATA" and "NANXING & TUBAO".



The 20th National Symposium on Advancing the Wood-Based Panel Industry

The seminar brought together over 500 professionals from industry associations, forestry universities, research institutes, artificial wood-based panel board production, machinery and equipment for secondary processing, decorative materials, and auxiliary material manufacturing companies. 29 experts and company representatives delivered speeches, conducting analysis and exchanging ideas on industry development policies, market supply and demand, competitive landscape, and future prospects.



Excellent Promotion Opportunities with Industry-Aligned Concurrent Activities

The show organizers are closely aligned with industry trends and have held numerous seminars on sustainable development, material innovation and smart manufacturing. These events have provided companies with a professional platform for promotion and an excellent opportunity to engage with other woodworking experts.



2023 Exhibitors (Partial List)





Shanghai International Furniture Machinery & Woodworking Machinery Fair

Reserve your Booth NOW

HONG KONG (852) 2516 3519

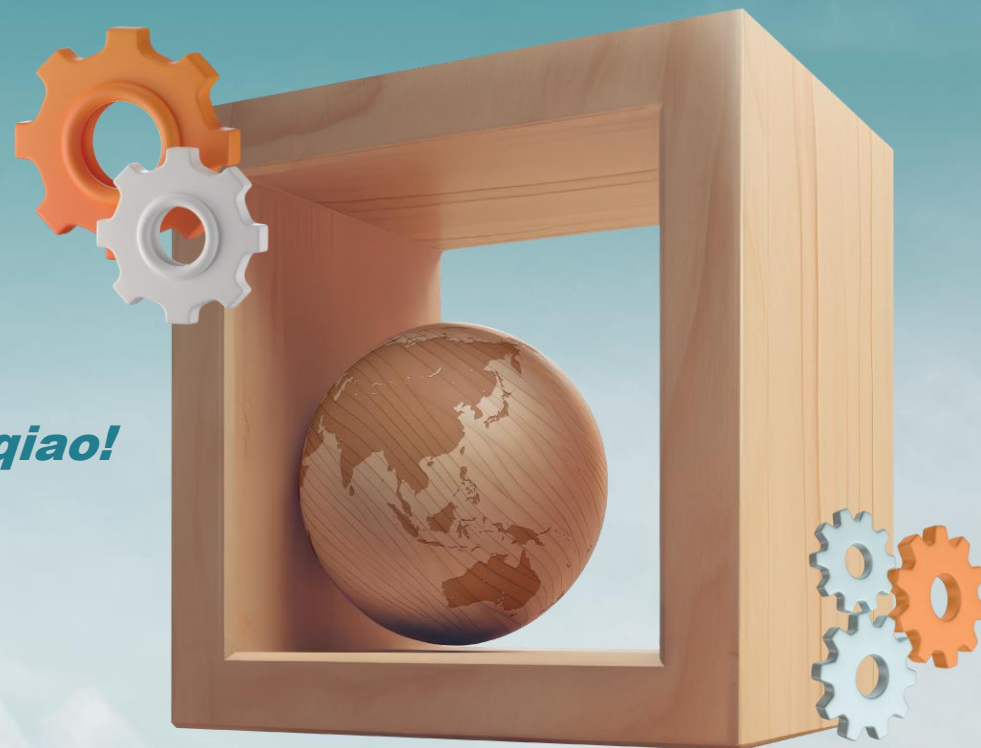
SHANGHAI (86 21) 5187 9766 (EXT 636)

 **wood@adsale.com.hk**

2024.9.11-14

NECC Hongqiao, Shanghai

See you in Hongqiao!



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