



China International Furniture Machinery &  
Woodworking Machinery Fair (Shanghai)

*Tech-Driven Mastery,  
Connecting Globally*

**20  
25 / 09.09-12**

**NECC (Shanghai, Hongqiao)**

Concurrent Expo



CIFF (Shanghai)



UPHOLSTERY TECH



[www.Woodworkfair.com](http://www.Woodworkfair.com)

WMF 国际木工展

## Empowering Change, Crafting the Future Together

The global home furnishing industry has undergone transformative challenges in recent years. From pandemic disruptions to fierce market “involution” and the revival of globalization, every step brought both pressures and opportunities. Amidst this backdrop, China's woodworking and furniture manufacturing industries showcased remarkable resilience, breaking barriers and driving innovation through transformation.

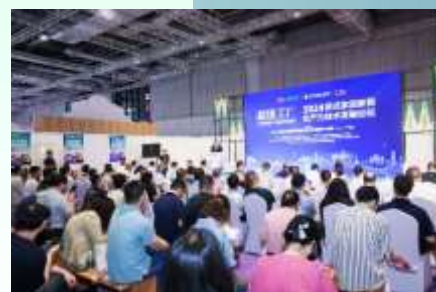
At WMF 2025, with the theme “**Tech-Driven Mastery, Connecting Globally**”, we unite the industry's power to address challenges head-on. Focusing on **Machinery, Materials, and Components**, WMF highlights how cutting-edge, efficient, and sustainable technologies unlock cost-effective solutions, empowering businesses to shine on the global stage.

*This is more than just an exhibition  
—it's where transformation begins:*

- **For businesses** - It's a bridge to overcome limits and reach global success.
- **For buyers** - It's a gateway to experiencing the excellence of China's manufacturing.
- **For the industry** - It's a milestone in collaboration, shaping a more interconnected future.



We warmly invite you to join us at this grand event, to explore the pathways to breaking barriers amidst “involution” & embrace the new future of globalization through collaboration.





## *Intelligent Machinery*

Smart, digitalized, and flexible woodworking and furniture production equipment, including panel production lines, solid wood processing lines, surface treatment solutions, and machinery for upholstery production.

- Optimize production efficiency for enterprises
- Reduce production costs
- Accelerate smart manufacturing transformation



## *Green Materials*

Highlighting new eco-friendly and high-performance materials, such as engineered wood panels, upholstery materials, and sustainable resources.

- Showcase sustainable solutions for production processes
- Meet enterprises' needs for innovative manufacturing

# WMF2025: Focused on "Machinery · Materials · Components" for Full Industry Chain Value



## *Precision Components*

A comprehensive offering of tools, furniture hardware, cutting tools, and automated accessories, designed to enhance production efficiency and improve the quality of end products.

- Deliver comprehensive component support
- Empower furniture manufacturers to enhance product competitiveness





## Organizing Committee



China Foreign Trade  
Guangzhou Exhibition Co., Ltd.



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**



**2024 Total Scale**

**300,000** sqm  
**Exhibiting Area**

**1,300**  
**Exhibitors**

**89,433**  
**Professional  
Buyers**







Overseas buyers 10,486

\*Combined statistics of the 2 exhibitions in 2024

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 顾家家居	 ZUOYOU 左右睡眠	 喜临门 保护脊椎的床垫	 MPE 智能床 —— 智能床开创始者 ——
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 CAMERICH 锐驰	 Uhome 绘生活	 南谷 LANDWOOD
 HC28 都汇里	 GERODI	 朱炳仁·铜 百年铜艺世家
 TREASURE 传世	 JANE&N 简·希	 auratic 固瓷水手画

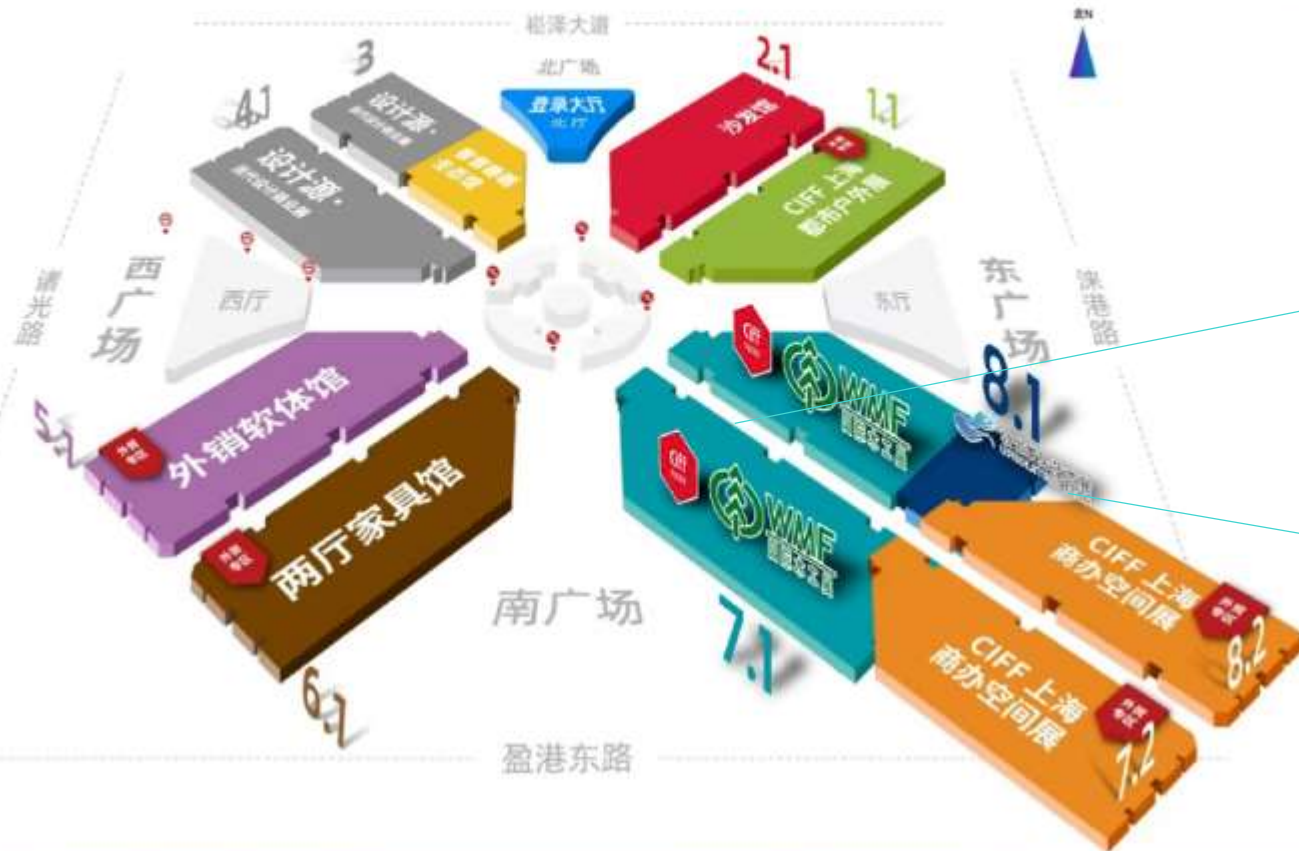


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 LIAN ROU 联柔机械	 HENG LIN 恒林集团 恒林集团控股有限公司	 CANADA FORCE	 鼎尚名品家居 Dingshang Home
 MILOM CASA	 MODA LOFT	 璞睿	 arflex
 A.R.T. ARTISTART	 环美家居	 WOODEN ART 木九十家居	 CASTILIAN 卡斯特兰
 COSMO	 red apple 红苹果	 荣麟 ROLING	 VISUAL COMFORT
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上海·虹桥 NECC 国家会展中心 7.1, 8.1H 2025.9.9-12



Hall 7.1

Hall 8.1



Hall 8.1



Shanghai International Exhibition  
on Upholstery Technology for  
Home Furnishing



# 软实力 创智造

Empowering Upholstery with  
Flexible Intelligence



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](http://www.woodworkfair.com/UpholsteryTech)

同期展会:  
Concurrent Exhibition



中国家具展(上海)  
CIFF (Shanghai)

Concurrent Exhibition:

## Shanghai International Exhibition on Upholstery Technology for Home Furnishing

**2025. 9. 09—12**  
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 2025 (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](http://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
- Bamboo & Wood Processing Technology

**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

Zone Partner:



- SOLID WOOD MATERIAL
- NEW INDOOR MATERIAL
- UPHOLSTERED FURNITURE



## Wood Primary Processing and Plywood Production Technology



## Sustainability Zone

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



## 2025 Concurrent Events Exploring Breakthrough Technologies

- 22nd National Symposium on Wood-based Panel Industry Advancements
- 2025 Synergy Awards Ceremony
- Super Factory 2025: Innovation and Productivity in Panel Furniture Manufacturing
- WMF 2025: Advancing Green Growth - Wood-Plastic Production Equipment Special
- WMF Top Picks 2025



活动内容如有更改，恕不另行通知。



# Furniture & Woodworking Associations Buyers Delegation Connecting Global Resources

## China

- Zhangjiagang Timber Industry Association
- Hubei Furniture Association / Wuhan Furniture Industry Association
- Ninghai Furniture Industry Chamber of Commerce
- Ganzhou Nankang District Furniture Association
- Luban Media Group
- Zhejiang Chair Industry Association
- Guangxi Forestry Industry Association
- Wenzhou Furniture Chamber of Commerce
- Wuxi Furniture Association
- Qingdao Home Furnishing Association
- Hunan Furniture Association
- Linyi Decorative Panel Chamber of Commerce
- Changzhou Furniture Association, Jiangsu
- Nantong Redwood Furniture Association
- Yuhuan Furniture Association
- Whole-House Custom Home Committee, Jiangsu Furniture Association
- Zhengding Panel Furniture Industry Association
- Yancheng Custom Home Association
- Harbin Furniture Association
- Suzhou Home Furnishing Association
- Sichuan Furniture Import & Export Chamber of Commerce
- Eastern Furniture Industry Association
- Jiangsu Furniture Industry Association
- Engineered Wood Delegation
- Xuzhou Custom Home Committee, Furniture Industry Association



## Overseas

### Vietnam

- Binh Duong Furniture Association Vietnam (BIFA)
- VIFOREST
- B.I.F.A JSC BINH DUONG VIETNAM
- Vietgate

### Russia

- Association of Furniture and Woodworking Enterprises of Russia (AMDPR)
- Sreda LLC Russia

### Belarus

- Lintera

### Indonesia

- Indonesian Furniture and Craft Industry Association (HIMKI)
- Indonesia Furniture Industry & Handicraft Association (ASMINDO)
- KADIN Central Java

### Thailand

- Thailand Furniture Association (TFA) + Event 88

### Mexico

- Jalisco Furniture Manufacturers Association (Afamjal)

### Egypt

- Chamber of Wood Working & Furniture Industries (CWWFI)
- Egyptian Furniture Export Council (EFEC)

### Uzbekistan

- Association of Exporters of Uzbekistan (Exportuzb)

### Philippines

- Philippine Wood Producers Association (PWPA)

### Malaysia

- Malaysian Panel-Products Manufacturers' Association (MPMA)
- Sabah Timber Industries Association (STIA)

### Korea

- Veteran Messe



# 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



# Overseas Promotion - Comprehensive Upgrade

## Overseas Exhibition Promotion

Collaborating with overseas exhibitions and exchange projects to maximize visibility across various international exhibitions.  
Increasing global awareness and attention toward WMF.



Participating Exhibitions	Country
Dubai Woodshow	UAE
Manila Fame	Philippines
Lesdrevmash	Russia
HAWA Expo	Vietnam
VIFA Expo	Vietnam
Smart Furniture Solutions Vietnam	Vietnam
Thailand International Woodworking & Furniture (TIWF)	Thailand
Indonesia International Furniture Expo (IFEX)	Indonesia
IFMAC WoodMAC Indonesia	Indonesia
Export Furniture Exhibition	Malaysia
Malaysia International Furniture Fair	Malaysia

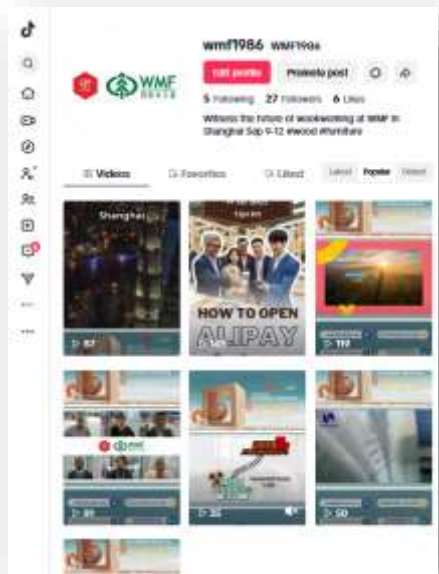


## Overseas Social Media

Platforms: Leveraging platforms such as Facebook, LinkedIn, and Twitter (X) as the primary channels, with additional presence on platforms like TikTok and YouTube.

### Content Strategy:

- Periodic release of exhibition news, visitor services, and market trends.
- Highlight industry pain points, promotion updates, and market buzz to gain greater exposure.







## 2024 Concurrent Events

### Witnessing the Power of Synergy: Honoring Outstanding Partnerships in Woodworking and Furniture Manufacturing

WMF 2024 Woodworking & Furniture "Synergy Award"



Since 2023, WMF has introduced the "Woodworking & Furniture Synergy Award," where exhibitors nominate a close furniture manufacturing partner to receive joint recognition, with interviews conducted at the partner's factory.

In 2024, WMF partnered with a renowned media platform to launch an exclusive interview series, spotlighting collaborations between woodworking machinery manufacturers and furniture makers along China's East Coast. The series delivered high-quality insights on industry synergy, celebrating successful partnerships and highlighting achievements in woodworking and furniture manufacturing.

## Pre-Event Promotion: Building Buzz with Unique Brand Stories

9 Original  
Themed Videos

1.15M+  
total views

10 Original  
Themed Articles  
430,000+  
total views



## On-Site Award Ceremony







## 2024 Concurrent Events



### Promoting High-Quality Production for the Panel Board Industry

**21st National Symposium on Wood-based Panel Industry Advancements**

Organized by the China Forestry Machinery Association and the China National Forestry Industry Association, this seminar in Suzhou gathered nearly 500 industry representatives. Focusing on "High-Quality Production," 31 experts and industry leaders discussed innovations in smart manufacturing and sustainable practices, laying a foundation for knowledge sharing in alignment with WMF 2024's commitment to sustainable development.



### Shaping the Future with Plastic Wood, Energy Efficiency, and Automation

**Plastic Wood Drives Green Development – Plastic Wood Equipment Focus**

With a focus on green and recyclable plastic wood materials, this event invited experts and companies to explore green development opportunities in plastic wood machinery. Discussions covered energy-efficient and automated production, carbon-neutral technologies, and fiber-reinforced applications, advancing sustainable practices within the non-metallic materials sector.



*"Fiber for Wood: Preparation, Molding, and Application of Fiber-Plastic Composite Materials Derived from Waste Textile Fibers"*  
– Professor Wu Chifei, East China University of Science and Technology



# 2024 Concurrent Events

## Joining Forces with Exhibitors & Furniture Brands Partnering with Online Influencers to Ignite New Media Strategies

### The 2024 China Home Furnishing New Media Innovation Conference

The conference was hosted by the WMF 2024 and the Pan Home Influencer Union. Co-organizers included the Suzhou Home Furnishing Association, Qingdao Home Furnishing Industry Association, Zhejiang Doors Industry (Custom Furnishing) Association, and the China East Furnishing Base.

This conference brought together entrepreneurs, managers, and influential content creators from the light luxury and high-end customization sectors to discuss trends, build founder branding, and explore collaborative innovation. It provided fresh insights for the industry and sparked new media strategy inspiration.



7 Themed live streams

20 Guest speakers

200,000 Online Viewers







## 2024 Concurrent Events

# Innovation Drives the Future : Outstanding Exhibits Lead New Trends in Woodworking and Furniture

### WMF Top Picks 2024

The China National Forestry Machinery Association and Adsale Exhibition Services Ltd. organized the "WMF Top Picks 2024" where 21 companies and 24 exhibits were recommended to the industry. These award-winning products showcase exceptional innovation and market expansion potential. We believe they will play an essential role in shaping the future of woodworking and furniture manufacturing.



# The Exhibitors

## Showcasing Innovation and Success at WMF

WMF provided an excellent platform for showcasing our innovation, helping us boost our brand visibility. The event's organization and on-site services allowed us to effectively present our new products. We look forward to further collaboration!

Mr. Qu Huajian  
Sales Manager, Giantway

## Exceeding Expectations: A Truly Beneficial Experience

The exhibition exceeded expectations, and the organizer's thoughtful arrangements allowed us to enjoy an exceptional experience. This collaboration has enhanced our growth momentum for the future, and we look forward to continued partnership!

Mr. Cao Xitao  
Sales Manager, Qianchuan

## Innovation and Sustainability: WMF Sets the Benchmark for the Industry

WMF's focus on global innovation and sustainable development aligns with Siempelkamp's values. This platform offered business opportunities and helped drive industry progress. Looking forward to WMF 2025!

Ms. Chen Yuxue  
Marketing Manager, Siempelkamp

## Exhibitor Satisfaction



Organizer Services

Very satisfied



98.3%



Visitor Quality

Very satisfied



93.5%



Event Promotion

Very satisfied



92.5%

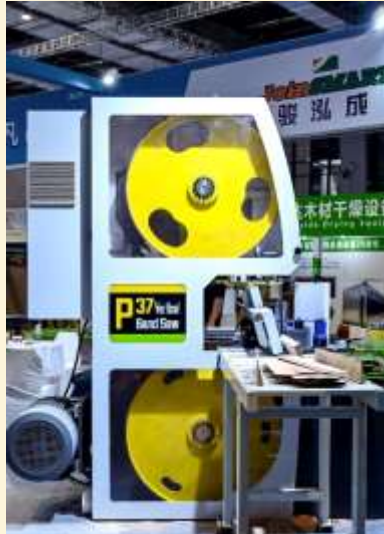


385  
Exhibitors



11  
Exhibiting countries  
and regions

Austria, Belgium, Germany, Italy, China,  
Russia, Taiwan, Thailand, United Arab  
Emirates, United States, Vietnam





# Hear What Our 2024 Visitors Have to Say!



## Innovative Equipment, Outstanding Experience

WMF is the go-to event for China's panel manufacturing industry, and we make it a priority to attend each year. The range of advanced equipment is impressive, and the organizer's thoughtful setup, including engaging activities, made this year's experience especially rewarding.

**Ningfeng Group**

## Comprehensive Display, Strong Approval from Members

This was the first year our association organized a group visit to WMF. The extensive equipment showcase, from international to local brands, was a big hit with our members. We're eager to return next year!

**Wenzhou Furniture Chamber of Commerce**

## Seamless Global Networking

As first-time visitors, we were amazed by WMF's scale and diversity. The business matching service helped us connect efficiently, and translation support made communication easy.

**Interiors by Design (UK)**

## Effective and Targeted Business Matching

The business matching service was excellent. We connected with almost 90% of our target companies, and nearly all were highly relevant to our needs.

**ARTASIA (India)**





# Booth Reservation and Inquiry

20  
25 / 09.09-12

National Exhibition and Convention Center (NECC)  
Hongqiao, Shanghai



[wood@adsale.com.hk](mailto:wood@adsale.com.hk)

Hong Kong : (852) 2516 - 3519  
Shanghai : (86 21) 5187 - 9766 (Ext 636)

Concurrent Expo



CIFF (Shanghai)



UPHOLSTERY TECH



***See you in Hongqiao!***

[www.Woodworkfair.com](http://www.Woodworkfair.com)

