



WMF
国际木工展

40 匠艺创新40年
YEARS OF CRAFT & INNOVATION

China International
Furniture Machinery &
Woodworking
Machinery Fair (Shanghai)

CONNECTING GLOBAL MARKETS WITH
SMART INNOVATION

2026. 9 .5-8

NECC (Shanghai, Hongqiao)

National Exhibition and Convention Center (Shanghai), China

www.WoodWorkFair.com



W M F 2 0 2 6

Concurrent Exhibitions



中国国家博会(上海)
CIFF(Shanghai)



软体家居技术展
UPHOLSTERY TECH





Furniture Tech Week
家居智造周

WMF 2026 - A Professional Platform to Insight into Trends, Connect with Needs, and Drive Comprehensive Upgrades Across the Furniture Manufacturing Supply Chain

As global furniture manufacturing shifts from capacity expansion to a new phase of efficiency improvement, craftsmanship enhancement, and low-carbon transformation, companies across the supply chain — from machinery and materials to components — are seeking clearer visibility into: **the next technology pathways, the next wave of market opportunities, and the next generation of real purchasing demand.**

Guided by the concept of “**The Smart Balance of Manufacturing**”, WMF presents systematic upgrade directions across **smart manufacturing, process innovation, and sustainable materials** — from complete production lines and standalone machines to materials and components — helping manufacturers achieve a new balance between **efficiency, quality, cost control, and sustainability**.

With the vision of “**Connecting Craftsmanship to Global Markets**”, WMF links emerging international markets including **Central Asia, Russia, and the Middle East**, enabling Chinese furniture manufacturing technologies and woodworking value to reach a broader global stage.

Here, discover real demand across the entire furniture manufacturing value chain
— and the next global growth opportunities.

Technology Exhibition × Process Exchange × Manufacturing Upgrade

An Integrated Ecosystem Platform

WMF brings together key technologies across the entire manufacturing process
— from initial processing to complete production lines — to support manufacturers in their next stage of upgrading.



See the Direction of Manufacturing Upgrades

Gain insights into **industry-leading technologies and development trends**, and understand where furniture manufacturing is heading next.



Identify Solutions That Match Real Production Needs

Discover **technology pathways aligned with actual factory requirements**, helping enterprises move from exploration to implementation.



Stay Competitive Amid Industry Trends

Anticipate market shifts and **strengthen long-term competitiveness** through informed technology and investment decisions.



Connect Deeply with Professional Buyers

Engage directly with **qualified buyers and decision-makers**, and build high-quality, long-term business partnerships.



Manufacturing is Undergoing Profound Transformation

Driven by **digitalisation, sustainability, and process innovation**, manufacturing is entering a new stage of development.

WMF is more than a trade fair.

It is an industry platform that helps manufacturers **understand trends, identify technology pathways, and connect with high-quality buyers.**



Understand Industry Trends

Gain clarity on market direction and emerging opportunities.



See Technology Pathways

Identify practical solutions that drive manufacturing upgrades.



Connect with Quality Buyers

Engage directly with professional buyers and decision-makers.



Industry Trends 2026



Digital Factories Become the Standard

Flexible, efficient, and traceable production systems are increasingly adopted across furniture manufacturing.



Green Manufacturing Accelerates

Low-emission materials, eco-friendly adhesives, and energy-efficient equipment gain stronger market focus.



Rising Process Complexity

From curved forms to multi-material combinations, manufacturing demands greater precision and craftsmanship.



Multi-Regional Market Growth

Diversified global demand creates new growth opportunities across emerging markets.



Why Choose WMF

Six Core Values for Exhibitor Success



Direct Access to
Decision-Makers



Technology-Focused
Exhibition Environment



High-Quality
Onsite Networking



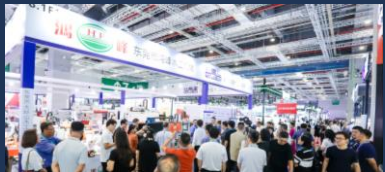
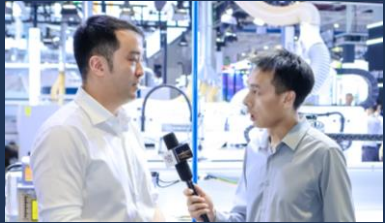
Multi-Channel
Content Exposure



Cross-Regional
Market Reach



Industry &
Application Insights





**Customized & Mass
Furniture Manufacturing
Technologies**



**Engineered Wood Panel
Production Technologies**



**Upholstered Furniture
Manufacturing
Technologies**



**Surface Finishing
Technologies**



**Cutting Tools, Components &
Hand Tools**



**Primary Wood
Processing & Panel
Production
Technologies**



**Furniture Manufacturing
Materials**



Primary Wood Processing & Engineered Panel Production Technologies Zone



- Log processing equipment
- Veneer processing technologies
- Wood drying technologies
- Pressing & laminating technologies
- Finishing technologies
- Supporting equipment & components



Furniture Manufacturing Materials



- Furniture hardware & fittings
- Whole-panel & decorative boards
- Decorative surface materials
- Solid wood materials
- Interior & decorative molded materials
- Upholstery & soft furniture materials



Wood-Plastic Composite (WPC) Technologies Zone

- WPC extrusion & molding equipment
- WPC production lines
- Co-extrusion & surface treatment technologies
- WPC formulations, additives & auxiliary materials
- Molds, tooling & supporting equipment
- WPC decking, wall panels & outdoor applications

Partner:



2026 Concurrent Events

Leading Industry Breakthroughs



- ▶ WMF Top Picks 2025
– Recommended Exhibits
- ▶ Overseas VIPs Matching
- ▶ Business Matching
- ▶ 2025 CNFMA Wood-based Panel Machinery Annual Meeting
cum Non-wood-based Panel Development Forum
- ▶ Buyer's Connect – Business Exchange & Networking
- ▶ WMF 2026 WoodTech Atelier





Association Buyer Delegations: Your Gateway to Global Wood & Furniture Resources



Partial Delegation List (In No Particular Order)

Renowned local delegations (Partial)

- Eastern Furniture Industry Association
- Harbin Furniture Association
- Hubei Furniture Association / Wuhan Furniture Industry Association
- Changzhou Furniture Chamber of Commerce
- Whole-House Custom Furniture Committee of Jiangsu Furniture Association
- Jiangsu Furniture Association
- Linyi Decorative Panel Chamber of Commerce
- Lubanyuan Media Group
- Ninghai Furniture Industry Chamber of Commerce
- Suzhou Home Furnishing Association
- Wenzhou Furniture Chamber of Commerce
- Wuxi Furniture Association
- Customized Home Furnishing Committee of Xuzhou Furniture Industry Association
- Yancheng Customized Home Furnishing Association
- Yuhuan Furniture Association
- Zhangjiagang Timber Industry Association
- Zhejiang Chair Industry Association
- Zhengding Panel Furniture Industry Association
- Jiawang Furniture Chamber of Commerce, Xuzhou
- Ningjin Furniture Association

Renowned overseas delegations (Partial)

Iran

Barsaz Rooydad Pars Company (BRP Co.)

Czech

Cluster of Czech Furniture Manufacturers (KCN)

Vietnam

Handicraft & Wood Industry Association of HCMC (HAWA)

Binh Duong Furniture Association (BIFA)

VietGate

B.I.F.A Trading Service Joint Stock Company (BIFA JSC)

LIEN MINH GROUP

Brazil

Chinese Chamber of Commerce of Brazil (CCCB)

Egypt

Chamber of Woodworking & Furniture Industry (CWWFI)

Egyptian Furniture Export Council (EFEC)

Russia

Association of Furniture and Woodworking Industry

Enterprises of Russia (AMDPR)

KAMI

Nostrem

Belarus

Lintera

Minsk Branch of the Belarusian Chamber of Commerce and Industry (TPPM)

Philippines

Chamber of Furniture Industries of the Philippines (CFIP)

Thailand

88 Events

Thailand Furniture Association (TFA)

Bosnia & Herzegovina

Chamber of Economy of the Federation of Bosnia and Herzegovina (KFBIH)

Indonesia

The Indonesian Furniture and Crafts Industry Association (HIMKI)

Middle East

Sequoia

India

Association of Furniture Manufacturers & Traders (AFMT)

Korea

Veteran Messe





What Exhibitors Say

WMF is not just a trade show — it amplifies industry value

At WMF, we realized it is far more than a conventional equipment fair. It is an ecosystem that truly responds to enterprise needs and connects industry insights. WMF amplifies the value of our products and brings us closer to the right customers. Its ability to benefit exhibitors while driving industry progress is what makes WMF uniquely powerful.

— Zhao Fucheng, Manager, Xicheng Weiye

Strong traffic, even stronger buyer quality

This year, WMF saw a clear rise in both visitor numbers and overseas buyer participation, with noticeably higher professionalism. Despite market pressure, this proves the organizer's sharp market judgment and effective promotion. On-site operations were smooth from setup to dismantling, allowing us to focus purely on our product showcase and business discussions. As a local exhibitor, we look forward to continuing with WMF and exploring more business opportunities through this platform.

— Rong Xie, Marketing Manager, ULI-CNC



A bridge connecting technology, customers, and the future

WMF brings together cutting-edge technologies and top industry resources. We gained inspiration through in-depth exchanges and received strong recognition during our product showcases. The high visitor traffic and professionalism greatly strengthened our brand visibility and customer engagement. With efficient interactions and attentive support from the organizer, the show exceeded expectations. We look forward to returning with even more innovation.

— Li Weishuang, REBO

Beyond showcasing products— a clear view of where the industry is heading

WMF is not only a platform for product showcasing — it is a real driving force for innovation. The technical trends, craftsmanship insights, and the overall exchange environment at the show helped us clearly understand where the industry is heading, while creating meaningful business opportunities. It is a trade fair we look forward to returning to.

— Li Na, Sales Manager, Excitech





WMF Value Proven by Industry Feedback



10 years with WMF — our top platform for industry upgrade.

As a long-term partner of WMF for over a decade, we organize companies and designers to attend every year. WMF brings together advanced global equipment and technologies, serving as a key platform for procurement and technical upgrading.

With digitalization and automation accelerating, WMF's showcases align closely with industry needs, supported by professional on-site organization. We will continue expanding our delegation and help more companies leverage this platform for equipment enhancement and quality growth.

— Harbin Furniture Industry Association



An immersive view of cutting-edge technologies that guides industry upgrading.

During our group visit to WMF, members gained an in-depth view of advanced global woodworking machinery and innovative solutions. From efficient and eco-friendly equipment to digitalized systems and customization technologies, WMF's showcases aligned with key upgrade trends and offered actionable insights for solving production bottlenecks.

For companies seeking clear technical direction, WMF is an invaluable industry guidepost.

— Zhengding County Panel Furniture Industry Association





Authentic Feedback from Global Buyers

▶ My first WMF visit — impressed by the exhibitors' professionalism

This was my first time visiting WMF. Exhibitors here were far more proactive and detailed in their explanations, making the experience much more productive.

Sofro (Ukraine) | Grabilin Yuriy, Owner



▶ My first Asian trade show — and the experience surpassed many in Europe.

My first Asian trade show, and WMF's professionalism and business matching surpassed many exhibitions I've attended in Europe.

KARIŠIĆ ENGINEERING (Serbia)



▶ The pace of innovation at WMF exceeded expectations.

At WMF, I saw innovations that went beyond my expectations and reshaped how I plan future production.

Artasia (India)



▶ WMF revealed the strong responsiveness of Chinese suppliers.

At WMF, we clearly experienced the fast responsiveness of Chinese suppliers, which is a major advantage in overseas markets.

Aglomacol Ltda (Colombia) | CEO

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



Comprehensive Overseas Promotion Upgrade

Priority Overseas Buyer Invitation Program

- Invite buyers with strong purchasing potential through email and direct outreach.
- Organize onsite business matching sessions, including 1-to-1 buyer-exhibitor meetings.



Participated Enterprises	Country / Region
Interiors by Design Ltd	United Kingdom
Russia Forest Products (RFP)	Russia
LLC Ergodesign	Russia
LINTERA	Belarus
OJSC Ivatsevichdrev	Belarus
Iida Group	Japan
Farsad Sanat Alborz Co	Iran
ARTASIA	India
Furniture and More	India
Red Dragon Timber	Sri Lanka
100 Express LLC	Russia
Yilian Group & Museum of the Future	Portugal
Sepa Ruke Trade	Iran
Aman	United Arab Emirates
CEVETA	Poland
Jasmine Alliance International	Canada
Hugjiliin Tech. LLC	Mongolia
Doan Vietnam Import & Export	Vietnam
Faktajaya	Indonesia



Overseas Media Promotion

- Collaborate with high-value international media partners, including online and offline advertising, press releases, e-newsletters, and event listings on media platforms.
- Work with media outlets across multiple countries and regions, such as Russia, the United States, Singapore, South Korea, and Vietnam, to expand global reach.

Media	Country
AMJ	Australia
EcPlaza	South Korea
KOFURN	South Korea
FDM Asia	Singapore
Hatton Brown	United States
Wood and Panel	United States
SSK Inform	Russia
Furniture World	Russia
Lesprominform	Russia
ProDerevo	Russia
Total Expo	Russia
CENS Furniture	Taiwan, China
NewsWin	Taiwan, China
Betimmer	Portugal
GoViet	Vietnam

Comprehensive Overseas Promotion Upgrade

Overseas Exhibition Promotion

Partner with overseas exhibitions through **project exchanges and collaboration**, maximizing WMF's exposure across international markets and attracting greater attention from global audiences to visit and engage with WMF.

Participated Expo (Partial)	Country
Dubai Woodshow	United Arab Emirates
Manlia 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

Social Platforms

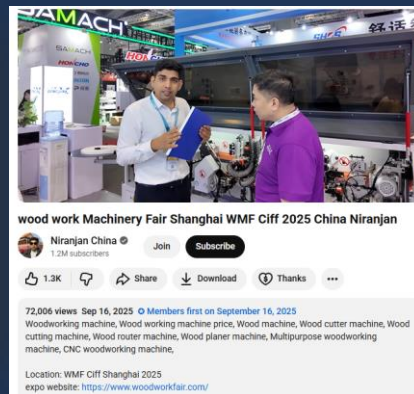
Focused on **Facebook, LinkedIn, and X (Twitter)**, while expanding into **video platforms** such as **TikTok and YouTube** based on regional market preferences.

Content Strategy

Promote exhibitions through **high-frequency platforms** most used by target buyers

Publish **regular exhibition updates**, visitor services, and market insights

Release **promotional videos and industry content** to maximize exposure and engagement





WMF Top Picks – Recommended Exhibits



To advance high-quality development in the woodworking machinery industry and highlight innovation in furniture manufacturing and smart home-furnishing technologies, the China National Forestry Machinery Association and Adsale Exhibition Services Ltd. held the "WMF Top Picks - Recommended Exhibits" .

Approximately 30 selected products across major sectors—woodworking machinery, furniture production, and home-furnishing intelligence—are unveiled onsite, enabling visitors to identify quality solutions efficiently and gain clear insights into the latest technological trends.



(按单位名称字母先后顺序排列)



2025 Participated companies:



WoodTech Atelier

A Collaborative Exhibition Platform for Technology · Process · Lifestyle

WoodTech Atelier is a collaborative showcase that integrates **wood craftsmanship, smart manufacturing, and home applications** within **real-life lifestyle scenarios**. Rather than presenting standalone machines or materials, it demonstrates **how technologies are actually applied in real-world furniture making**, helping the market clearly understand their practical value.

Activity Objectives

From Equipment & Material Capabilities



To Clearly Understandable Craft Outcomes

Through lifestyle-based scenarios, WoodTech Atelier connects **furniture design and usage** with **manufacturing and process solutions**, transforming technology from **technical specifications** into **solutions that can be understood, evaluated, and chosen**.

Five Lifestyle Scenarios × Smart Wood Manufacturing Collaboration



Smart Home Wood Applications

Modular structures · Customization · Intelligent manufacturing



Senior-Friendly Wood Solutions

Safe structures · Comfort-oriented design



Sustainable Materials Workshop

Recycled wood · Bamboo · Wood-Plastic Composites (WPC)



Pet-Friendly Wood Furniture

Scratch-resistant · Easy to clean · Human-pet shared living



Child-Friendly Home Furniture

Non-toxic materials · Rounded forms · Safety-focused design

Who Should Participate?

- Woodworking machinery & smart equipment suppliers
- Material, accessories & surface processing solution providers
- Furniture brands / high-end custom furniture / application-driven companies
- Design studios & R&D institutions

Why is it Worth Participating?



Precise Business Matching

Directly connect with **WMF x CIFF professional visitors**, including furniture manufacturers and decision-makers.



High-Quality Exposure

Scenario-based displays supported by **official content promotion and industry media attention**.



Lightweight Participation

Unified display structure provided by the organiser, enabling **easy participation with controlled costs**.

KEY CRITERIA

Craftsmanship · Technology · Proven Application Value



Participation Methods

Display Format

Showcase **1–3 representative finished pieces** that clearly demonstrate craftsmanship and technological capability.

Provided by the Organiser

Exhibition structure · overall planning · unified visual presentation · promotion support.

Best Suited For

Exhibitors seeking to **present higher technical value with lower investment**, rather than traditional large booths.

WoodTech Atelier is not just another booth.
It is a way **for your technology to be truly understood**.

CNFMA Wood-based Panel Machinery Annual Meeting cum Non-wood-based Panel Development Forum



In 2025 keynote session, six industry experts delivered presentations on topics such as R&D and application of bamboo-fiber composite materials, innovations and development in non-wood panel production, new composite surface technologies and equipment, industrialized processes for non-wood panel manufacturing, global trade trends of wood-based panels, and technological innovation and practical application of reed particleboard.



In addition, representatives from multiple research institutes and enterprises shared their perspectives, followed by open exchanges among attendees on market demand and future prospects for non-wood and composite green materials. The session provided valuable insights into emerging technologies and opportunities for sustainable material development.



About WMF

5-8th September, 2026

National Exhibition and Convention Center (Shanghai, Hongqiao) - Hall 7.1 & 8.1



Concurrent Expo



CIFF(Shanghai)



软体家居技术展
UPHOLSTERY TECH

Shanghai International Exhibition on
Upholstery Technology for Home
Furnishing

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





Strong Alliance

Co-hosted with CIFF (Shanghai)

Building a **Full Industry Chain Platform**
for Furniture Manufacturing & Technology

Furniture Tech Week
家居智造周

2025 Combined Show Scale

300,000 m²

Exhibition Space

1,500+

International
Exhibitors

92,709人

Local 80,836 + overseas 11,873
Total Attendance

WMF 2026 Expected Scale

50,000 m²

Exhibition Space

370+

International
Exhibitors

30,000+

Attendance

A promotional banner for the 2026 World Furniture Machinery Fair (WMF). The banner features a teal background with a central graphic of a wooden box containing a globe, flanked by blue gears. Text on the banner includes the event title, dates, location, and logos for sponsors and co-organizers.

WMF 国际木工展
40 匠心创新40年
China International Furniture Machinery & Woodworking Machinery Fair (Shanghai)

CONNECTING GLOBAL MARKETS WITH
SMART INNOVATION

2026. 9 .5-8
NECC (Shanghai, Hongqiao)
National Exhibition and Convention Center (Shanghai), China
www.WoodWorkFair.com

Concurrent Exhibitions
CIFF 中国家具展(上海) CFF(Shanghai)
软体家居技术展 UPHOLSTERY TECH

2026.9.5-8

Join WMF 2026

Explore the Next Chapter of
Furniture Manufacturing Together
Let Technology and Innovation Meet Here

5-8th September, 2026

National Exhibition and Convention Center (Shanghai, Hongqiao) - Hall 7.1 & 8.1

For inquiries about booths, partnerships, media, and more details



www.woodworkfair.com



wood@adsale.com.hk