

International Furniture Fair Dongguan China
中华国际家具(东莞)展览会



International
Furniture
Fair
DONGGUAN
CHINA

会 刊
Buyer Guide

March 14-17, 2002

Dongguan International Exhibition Center of China





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International Furniture Fair Dongguan China



第一章 贺文

Chap.1 Message of Blessing

- 1、美国北卡罗莱纳州政府亚太办事处贺文
State of North Caralina,Asia-Pacific Office
- 2、欧盟家具制造业联合会贺文
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Federation**
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Trade Association**
- 6、台湾区家具工业同业公会贺文
Taiwan Furniture Manufacturers' Association



中华国际家具(东莞)展览会
International Furniture Fair Dongguan China



贺文 Message of Blessing

贺 文

本人谨代表美国北卡罗莱纳州政府恭祝「中华国际家具(东莞)展览会」圆满成功，为中国的家具业带来新境象。

我们确信贵展览会在家具业一直努力不懈，不少的厂家都以在此展出为荣。谨函致贺，藉表敬意。

美国北卡罗莱纳州政府亚太办事处

主任：赵伟斌

Message of Blessing

With great pleasure I send you the greetings from the State of North Carolina wishing the International Furniture Fair Dongguan China a successful show and take the Chinese furniture industry to a new prospect!

We convince that you are making a great effort for the furniture industry, and so many furniture factories are proud of presenting at your fair. I wish you a very positive outlook and a success of your fair.

Mr. William W. Chu
Director
State of North Carolina,
Asia-Pacific Office



贺文 Message of Blessing

贺 文

谨此代表欧盟家具制造业联合会向中华国际家具（东莞）展览会表示祝贺，祝展会圆满成功。

我们祝贺台湾区家具工业同业公会（TFMA）和中华国际家具（东莞）展览会（IFFD）能携手合作，共同组织此次展会。

几个世纪以来，贸易在团结各民族的同时，更激励着他们去共同奋斗，我想这将是又一次双赢之举。

欧盟家具制造业联合会

主席：Mr.Jurgen Engels

Message of Blessing

With great pleasure I send you the greetings from the European Furniture Manufacturers Federation wishing the International Furniture Fair Dongguan China a successful show!

We congratulate the TFMA and the IFFD on the fact that have succeeded in organizing this furniture-fair together.

Trade has through centuries united people and motivated and inspired them to cooperate. This is another good example and I am convinced that it will be to your common benefit.



Mr. Jurgen Engels

President

European Furniture Manufacturers' Federation





贺文 Message of Blessing

贺 文

欣闻台湾区家具工业同业公会(TFMA)和中华国际家具(东莞)展览会(IFFD)联合举行第一次家具展览会,在此表示衷心的祝贺。

近年来,中国大陆出口到日本的家具产品取得了令人瞩目的增长,特别是在2000年和2001年,木质家具和钢制家具与前几年相比,几乎增长了50%。我们认为这一显著的进步是TFMA和IFFD共同努力的结果。

我们已经获知,中华国际家具(东莞)展览会颇具特色,比如,家具出口潜力大,国际名牌家具的市场广阔,而且汇聚高质量的精品家私。

我们认为达到这一点,需要TFMA和IFFD以及政府的通力合作。我们希望贵展会能在国内外到得更大的成功。

日本国际家具产业振兴会

主席:小菅康正

Message of Blessing

Greeting from Chairman of International Development Association of the Furniture Industry of Japan (IDAFIJ)

It is our great pleasure that we offer you our sincere congratulations on the opening of the first furniture fair organized by Taiwan Furniture Manufacturers' Association (TFMA) and International Furniture Fair Dongguan (IFFD).

Recently the export amount of furniture from Mainland China to Japan has shown the remarkable increase in the figures of not only wooden furniture but also of metal furniture by almost 50% every year especially in the year of 2000 and 2001 compared with every previous year. We believe that this significant development of furniture business in Mainland China is nothing else than the result of collective efforts and creative initiatives of the collaboration of both of TFMA and IFFD.

We have heard that there are many features in the International Furniture Fair Dongguan such as large possibility of furniture export, ideal place for world-famous imported furniture and the gathering of approved well-known furniture of high quality. We understand that these are realized by the mutual co-operation of TFMA and IFFD as well as of the governments. We are expecting much that on these features you can achieve the high level of furniture trade both inland and overseas.

We wish you a very positive outlook and a good success of your furniture business.

Mr. Yasumasa Kosuga

President

International Development Association of the Furniture Industry of Japan

贺文 Message of Blessing

贺文

“中华国际家具（东莞）展览会”即将开幕，谨代表国际家私装饰业（香港）协会表示热烈的祝贺！

随着中国经济的迅猛发展，民众生活水平的大幅提高，中国家具业呈现快速发展的态势，中国家具市场一派生机勃勃的景象。因而，随之顺应行业发展的家具展览亦如山花烂漫、遍山红透。首届中华国际家具（东莞）展览会，整合同业之优势，尽显业内时尚风采，开拓中华家具品牌，促进家具经贸流通，是绽放的又一朵鲜花，一定会灿烂辉煌！

国际家私装饰业（香港）协会，汇合港人同业精英，打造“香港”品牌家具，是业内最为团结、最具影响的团体。祈望今后加强合作，共同铸造中华家具市场！

国际家私装饰业（香港）协会

主席：



Message of Blessing

International Furniture and Decoration (Hong Kong) Association warmly congratulates the International Furniture Fair which is at hand.

With Chinese economy developing rapidly and people's living standard improving greatly, Chinese furniture industry also develops with great speed, as well as being a vast scene of vitality. Therefore the furniture exhibitions are like flowers blooming all over the mountains. The 1st International Furniture Fair which integrates superiority of the same trade, manifests the fashion of the industry, sets up the "Chinese Furniture" brand and promotes the industry circulation, will be another exotic flower in the brilliant future.

International Furniture and Decoration (Hong Kong) Association which many furniture masters gather and build "Hong Kong" brand, is the most united and effective organization in furniture industry. We wish we will join forces in future to explore the Chinese furniture market.

Mr. Junjie Yang
President
International Furniture and Decoration (HK) Association





中华国际家具(东莞)展览会
International Furniture Fair Dongguan China

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贺文 Message of Blessing



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我们相信中华国际家具(东莞)展览会在东莞的召开,必将为推动两岸三地家具业的进一步合作,共同拓展国际市场提供一个良好的机遇。在此,本人谨代表香港家私装饰厂商总会对展会的召开表示热烈的祝贺。

预祝展会取得圆满成功!

香港家私装饰厂商总会

主席 张文忠

Message of Blessing

Greetings from Hong Kong Furniture & Furnishings Manufacturers' Federation

It's our great pleasure to sent you the greetings from Hong Kong Furniture & Furnishings Manufacturers' Federation wishing the International Furniture Fair Dongguan China a success. It's sure to enhance the cooperation among Mainland China, Hong Kong and Taiwan. And it will offer us another opportunity to exploit the international market together.

We wish you a good success of IFFD.

Mr.Wen zhong Zhang
President
Hong Kong Furniture & Decoration Trade Association



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2000年中国家具总产值达150亿美元，外销占36亿美元，其中25亿美元是由台商所创造，而美国、日本更是中国外销出口的前一、二名，充分展现中国家具产业的潜力与影响力。2002年中国大陆及台湾陆续加入WTO，伴随而来的关税降低，对两岸市场的开放无非又是一大利多，这种种显示着国际产业整合时代的来临，象征两岸家具产业互动将更加活络与开放。

本人期望藉由此次展览能拓展两岸及国际家具产业实质交流，并提升国际形象，携手打造21世纪家具王国。也谨代表台湾家具产业的所有厂商，敬祝本次展览大会

海内外群起回响，中华展圆满成功！

台湾区家具工业同业公会

理事长:陈燕木

Message of Blessing

In 2000, the total output value of furniture reached up to 15 billion US\$ in China, 3.6 billion US\$ for export, including 2.5 billion US\$ made by Taiwan manufacturer. U.S.A. and Japan are the top two imported countries from China, which represents China furniture industry is of great potential and influence. In 2002, Mainland China and Taiwan entered into WTO, together with the decrease of the tariff, that is another great benefit to both sides of the Strait. This means the advent of international industry integrity and represents the industry interactive of both sides of the strait.

I hereby wish that we can develop the furniture industry in both sides of the strait and all the other countries' communications, increasing our international image, cooperating to make the furniture kingdom of 21st century. Also, with great pleasure I send you the greetings from the Taiwan Furniture Manufacturer's Association wishing the International Furniture Fair Dongguan China a successful show and take the Chinese furniture industry to a new prospect!

Mr. Jack Chen
Chairman

Taiwan Furniture Manufacturers' Association





中华国际家具(东莞)展览会
International Furniture Fair Dongguan China





第二章 序言

Chap.2 Foreword



序言 Foreword

当中国正式成为世贸组织成员国，当21世纪第二个新年的钟声响起，中华国际家具（东莞）展览会在东莞这块神奇的土地上隆重开幕了。

作为国际制造业名城的东莞，家具制造业十分发达，市内云集两岸三地2000多家家具企业，共同参与国内国际两个市场的激烈竞争。

中国正式成为世贸组织成员国之后，中国的家具市场将再无国界之分。大量在设计、质量、价格、绿色特性等方面极具竞争力的国外家具产品将进入中国市场。中国家具业面临严峻的考验。中国家具要保持应有的市场份额和竞争力，必须明确目前业内的新形势，重新制定行之有效的竞争策略。

中华国际家具（东莞）展览会的诞生，正是为了向中国业界提供一个拓展国际市场以及国际家具业进入中国市场的最佳的有效的专业途径。

定位以出口为主、进口为辅的“中华展”是由海峡两岸以及国际家具行业组织第一次携手合办的引人注目的行业盛会。50多家外销大中型企业首次同台展出。25家意大利知名企业和品牌，15位国际顶尖家具设计师的加盟使本届展会的国际性特点十分鲜明。“跨世纪国际设计时尚馆”、“中国大涌红木家具馆”、“中国现代设计馆”的同台展出，相互交流，6位国际家具设计师关于产品开发策略，设计管理以及市场营销和策略联盟的专题演讲，必定会为推动中国家具设

计、品质、管理、营销等方面的进步，推动中国家具企业国际竞争力的进一步提高，提供良好的借鉴作用和学习机会。

为将中华家具展的精彩瞬间作一历史性描述，同时给参展商、买家、观众、读者留下一份丰盛的理论佳肴大餐，主办单位特编辑出版本届展会会刊。

本刊参照国际家具专业刊物编辑思路和艺术形式，风格独创、内容丰富、特色鲜明、信息量大、专业性强，具指导意义和收藏价值。

刊中“市场分析”、“学术论坛”、“主题馆介绍”、“家具人”等章节荟萃了国内外专业机构、业内专家、学者的精辟文章，对中国家具、国际家具的市场走势，传统、时尚家具流派及家具产品营销、企业管理等作了深刻的极具远见的剖析和透视。

值此展会开幕之际，本刊编委会、编辑部谨向热心参与和支持中华国际家具（东莞）展览会的各界人士表示衷心的感谢！祝中华国际家具（东莞）展览会取得圆满成功，祝卖家生意兴隆，买家满载而归！

With bells still lingering around our ears, the new year 2002 will see the grand opening ceremony of International Furniture Fair Dongguan China (IFFD) just after China's accession to the World Trade

Organization (WTO).

Dongguan, a land full of wonders, boasts an internationally-known processing & manufacturing center. 2,000 furniture manufacturers here have played an active role in the competitions in domestic as well as overseas markets.

China's WTO entry means that tariff barriers for furniture market will be gradually eliminated and foreign furniture companies with advantages in design, quality, prices and environment-protection will throng to China with a level playing field. China's domestic furniture market will be confronted with fierce challenges. To sharpen competitive edge and expand market share, furniture producers will have to keep a keen eye on the development orientation and come up with effective strategies.

IFFD vows to establish an additional channel for China's furniture industry to explore global market and, of course, to provide overseas furniture makers a convenient & special access to Chinese furniture market.

As the first successful cooperation of the furniture associations across the Strait and other international trade organizations, IFFD will be a conspicuous gathering. Focusing on export-

promoting, IFFD will see some 50 large export-oriented enterprises go on the same stage. And 25 Italian famous companies and 15 international top furniture designer will show off their well-known brands and masterpieces. Inter-national level Design Trend Area, Chinese Design Trend Area, Chinese Traditional Mahogany Furniture Area offer you a better understanding of Chinese potential market. Lectures and symposiums given by six international level furniture designers will cover product developing strategy, design control, marketing and strategical alliance. This is sure to present a significant take-off opportunity to China's furniture sector in the aspects like design, quality, management and distribution, enhancing competitiveness and confidence of domestic furniture makers against impending drastic competitions from home and abroad.

This brochure, as a witness to this historic moment, aims to offer the exhibitors, purchasers, visitors and readers a feast of wonderful concepts and striking ideas.

Featuring unique style, colourful contents, resourceful information, the brochure is compiled in accordance with the world recognized professional style for