



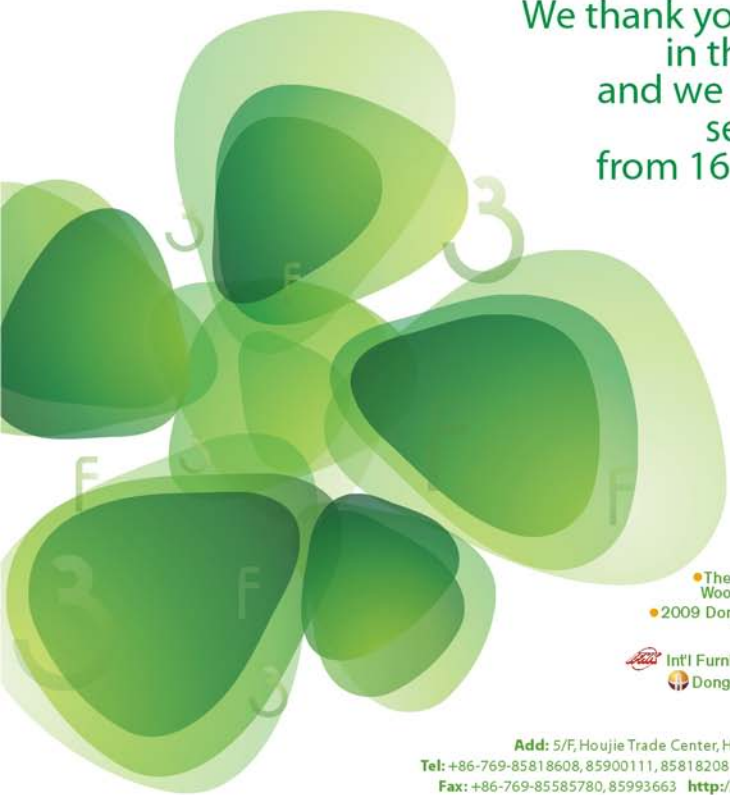
21st

INTERNATIONAL FAMOUS FURNITURE FAIR (DONGGUAN)

16-20 March 2009
Houjie, Dongguan, China

THANK YOU!

We thank you for visiting us
in the past 10 years
and we look forward to
seeing you again
from 16-20 March 2009



Concurrent With:

- The 21st International Famous Furniture Woodworking Machinery & Material Fair
- 2009 Dongguan Home Accents Fair (Spring)

Organized by:

- Int'l Furniture & Decoration (HK) Association
- Dongguan Famous Furniture Association

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The 20th International Famous Furniture Fair (Dongguan)

6th-10th September 2008 www.3f.net.cn
Held at: Guangdong Modern International Exhibition Center, Houjie, Dongguan, China

POST SHOW REPORT

The 20th 3F: All about Design and New Product Introductions

➔ Against all the odds, the 20th International Famous Furniture Fair (Dongguan) beats expectations and closes on 10th September after 5 days race of orders writing, together with two concurrent events - the 20th International Famous Furniture Woodworking Machinery and Materials Fair and 2008 Dongguan Home Accents Fair (Autumn). Design and new product introductions are trump cards by 830 exhibitors from Hong Kong, Taiwan, Mainland China as well as overseas countries on a gross floor space of 2.58 million square feet to win over buyers from all over the world, a total of 50,000 of them, among who 7,000 plus are international trade buyers.

(To be continued at Page 5)



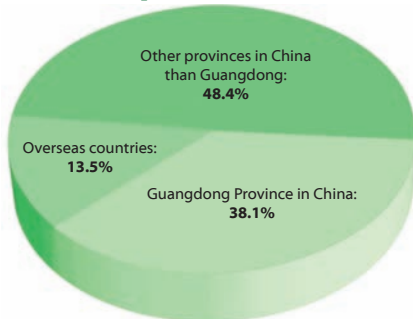
Visitors Profile

The September 3F is the first show to be shifted to a September date after successfully running for 10 years, 21 days later than previous editions which fall in August. By doing so, visitors from Europe and America are now able to visit 3F after having a relaxing summer vacation. The change date decision is followed by efforts to inform the potential buyers about the new date in all possible ways including direct mail and electronic direct mail, using pre-registration, advertising on trade publications, websites and internet, working with trade associations, attending overseas trade shows as well as visiting calls on VIP buyers.

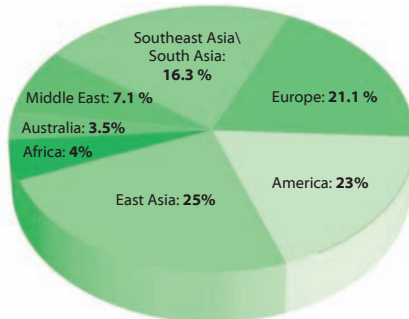
Over 50,000 trade visitors visit the September 3F. Among them, 7,000 are from overseas. There is a drop in figures compared with those from the fall show in 2007. The harsher macro-economy is imposing a negative influence on the furniture industry.

89.5% of the surveyed international visitors indicate that they are currently buying from China and 70.5% of them are decision makers while another 19.8% are influencers. 49% of them are satisfied with the price quoted by the exhibitors.

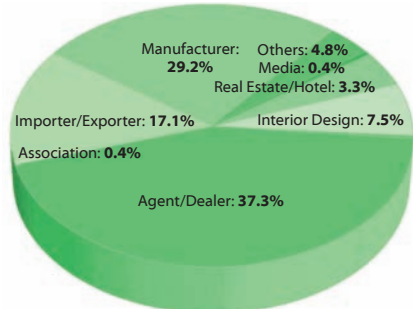
Visitors' profile



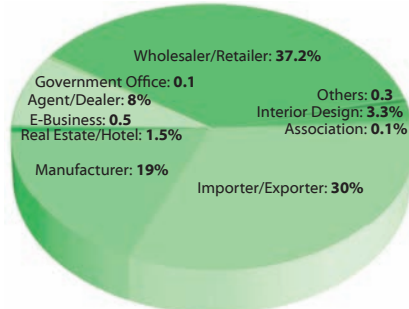
Visitors by geographic location



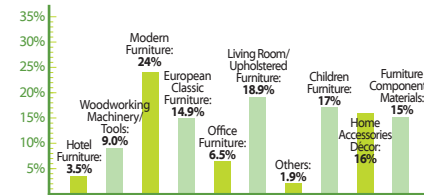
International visitors by geographic location



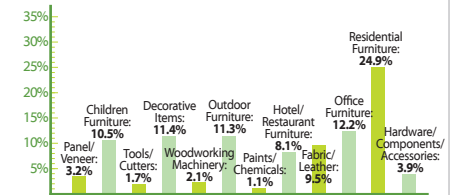
Domestic visitors by nature of business



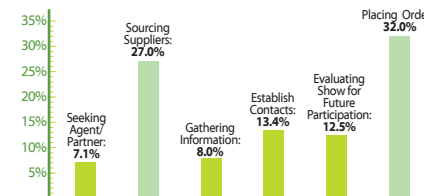
International visitors by nature of business



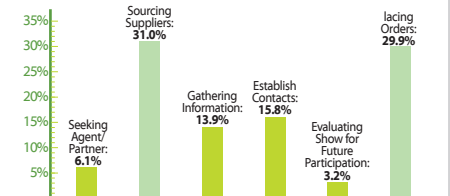
Domestic Visitors by products of interest



International Visitors by product of interests



Domestic Visitors by purpose of visit

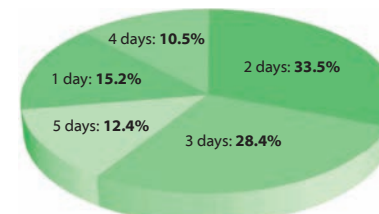


International Visitors by Purpose of Visit

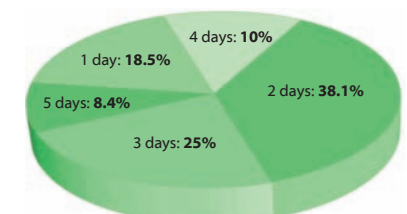
Visitors spend an average of 3 days on visiting 3F

The days visitors stayed at 3F continue to increase – an average of 3 days this September.

According to the visitors survey conducted on-site, large size, more variety and high quality are what visitors looking at when selecting trade shows to visit. 3F is representing the best of Chinese furnishings industry, unifying under its name more than 70% of the leading furniture manufacturers from Hong Kong, Taiwan and mainland China. All the latest and the best are showcased in 3F and this factor alone is enough to make 3F the most anticipated trade show in China. Furthermore, 3F is held right at Houjie – the manufacturing center of China's furniture industry. Most exhibitors have their factories and showrooms in close vicinity to 3F's show campus. Visitors can conveniently inspect potential suppliers' factories after seeing the products showcased in the exhibition stand. This unique format saves international visitors lots of time and efforts and is highly appreciated by global players who can do more in one trip. The value-priced international standard hotels, fine cuisines and colorful entertainments are other factors contributing to the longer stay of visitors at 3F.

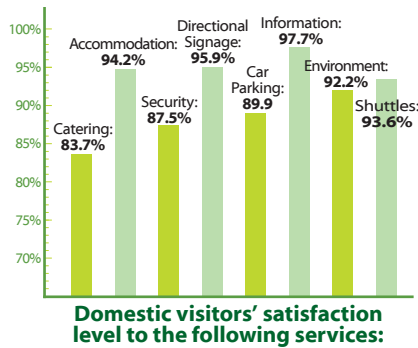


Domestic visitors



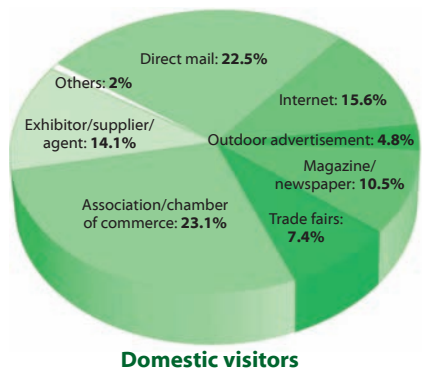
International Visitors

Ever improving services



Visitors' ways to know 3F

From the figures, it is clearly to see that visitors are using many channels to get information on 3F. For domestic visitors, internet, association/chamber of commerce and supplier & agents are main means while internet, direct mail/email and friends are important ways to know about 3F for international visitors. The fact that through friends is one of the important ways shows that 3F is truly loved by international furniture professionals who are enjoying sharing it to their business associates.



(Continue from cover page)

"2008 is not an easy year for furniture industry players in China," commented Mr. Yin Chengzhi, the President of Dongguan Famous Furniture Association, one of the organizers. "However, I am very glad to see that so many exhibitors take the challenges head on by participating vigorously at 3F and introducing more new products. I think this is the fundamental reason why 3F can draw in and keep crowd in a difficult time like today."

"I am happy with the trade buyer figures, although it is 15% less than what we had in August 2007. What makes me even happier is the fact that almost all the VIP buyers who buy large quantity are here," he went on to say.



The same sentiment of joy is shared by many exhibitors. "I think the change to a September show date is a wise decision. By doing so, 3F is now a key component in the September furniture show circuit in China.

I am very happy with the show traffic and what we have achieved so far," commented Mr. Chen Yingtai, the Marketing Director for Jade Furniture, a big name in the making of furniture from rattan. To Mr Chen, following the design concept of "Close to Nature" is the right way to future. As usual, Jade introduced several new designs using environment friendly materials like greensward and pine-wood, including several new pieces of children furniture under the brand name of "Jade Baby".

Zhejiang Sunwin is another exhibitor who manages to draw in visitors to its 4,520 square feet booth by "purely original design" completed by European designers. "We launched 3 new lines at 3F this September, a London Line, a Spain Line and a Pairs Line. They are designed by European designers and made from pure solid wood," introduced Mr. Yang Ying, Vice General Manager of Sunwin. "Although the overall number of buyers to this September 3F is less, we have a pleasant number of buyers throughout the show days in our booth and the order writing is brisk."



Lacquer Craft, a renowned furniture player in China and the United States launches 4 new product lines at one go at 3F in an aim to conquer a bigger share of domestic market in China after its shrinking furniture business in America. "We have modified our designs to fit into the needs of Chinese consumers," said Mr. Xu Yilong, the Sales Director for Universal, a brand under the umbrella of Lacquer Craft. "We are still an American brand. Good quality, good management and better production practice are our core strength of competition. The launch of the 4 new lines at 3F is very successful. We have managed to draw a lot of attention from the large furniture retailers in China."

The efforts and investments from the exhibitors into design and pursuit of high quality are recognized by trade buyers from all over the world. Mr. Stephen J. Treharne is a frequent visitor to 3F traveling twice a year from UK to China. "Among all the furniture trade shows in China, 3F has the top quality," said the Managing Director to Prestige Seating Technology. "And the hotels in Dongguan are fabulous."



Design is one of the key words to summarize the September 3F and "fusion" is hot in the furniture design trend revealed. Different materials, colors, techniques and styles are mixed and applied to furniture design. While furniture manufacturers use design to draw in the crowd, the organizer is working on raising the standard of 3F by working with international designers to launch "Design Gallery".

Mr. Yoshiharu Hatano, a world famed designer and one of the international advisors to 3F launches a "Design Gallery" in the September show to introduce works by internationally recognized designers to China. The creations of 6 designers from Italy, Japan and the US are featured, including Mr. Stanly Jay Friedman from USA, Mr. Eiri Iwakura from Japan, Mr. Freeman Lau from Hong Kong, Mr. Paolo Parigi from Italy, Mr. Andries Van Onck from Italy and Mr. Yoshiharu Hatano from Italy. Chinese furniture people are given a good opportunity to observe international forefront designs, exchange ideas with international designers, and locate potential partners.

"3F is the furniture show in China where furniture manufacturers choose to launch their latest products due to its closeness to market. After ten year of being so, we want to be more than that," said Mr. Chen Zhongqiu, the Executive Director of the Show Organizing Committee and the former President of Dongguan Famous Furniture Association. "The ideal 3F in my mind is not just a trade fair of showcasing latest designs, but a place of setting the trend of furniture design for Chinese furniture industry. The Design Gallery is the first step toward this goal."



And the second step follows. "International Famous Furniture Design Research and Development Center" is officially opened in a high profile opening ceremony attended by Mr. Yin Chenzhi joined by Mr. Jia Qingwen, the President of China National

Furniture Association together with local government officials. The Center is a professional furniture design and R&D institution set up and operated jointly by a number of colleges, design institutions together with the Dongguan Famous Furniture Association. The Center is planning to build six platforms for innovative design, technological R&D, information processing, personnel training, brand promotion and e-commerce, which will be an important driving force of transition and upgrading of the furniture industry in China.

The September 3F is the first show to be shifted to a September date after successfully running for 10 years. From the market response, it is a good show and has fulfilled the set goals. Nearly 200 exhibitors have submitted their space booking forms for the next 3F, which is to be run from 16 to 20 March 2009.



For more information on 3F, please visit www.3f.net.cn/e

Events and Seminars

Design Gallery ↩

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I.S. Galleria – pushing the limits of "China Quality" ↩

In the September 3F, I.S. Galleria is themed on "China Quality".

Ever since its first day of opening in 3F 5 years ago, I.S. Galleria has been promoting the concept of Design, Quality and Culture to Chinese furniture community and serving as a bridge to materialize the collaboration between Chinese and international furniture players. Today, with the raised standard and the changing marketing conditions, those concepts are getting into the minds of Chinese manufacturers. And Darren Group, behind I.S. Galleria is now working on another bigger project.



After launching China Design Bank (CDB) website (www.chinadesignbank.com) in the March 3F this year, Italian furniture trading website is launched by the Group. CDB is opened to Chinese furniture community to provide information on latest international furniture design trends while Italian furniture trading website is aiming to introduce hand selected high class international brands to high end Chinese consumers.

Best Stand & Best Exhibit Awards

A panel of judges selected the winners of Best Stand & Best Exhibit Awards for the 20th 3F.

We would like to extend our sincere appreciation to the judging panel.

Prof. Fuchang Zhang	Jiangan University
Prof. Guangzhong Liu	Academy of Arts & Design Tsinghua University
Prof. Jianqi Zheng	Wuhan University of Technology School of Art & Design
Prof. Meiqi Xu	Chief Editor, Furniture Magazine
Prof. Cheok Sin Lim	Beijing University of Forestry
Prof. Zhongxi Tang	Guangzhou University School of Art & Design
Prof. Kaijun Tang	Shenzhen University School of Art & Design
Prof. Fenghu Wang	Northeast Forestry University
Mr. Zhenrong YU	Director of China National Furniture Quality Monitoring and Inspecting Center



The winners are:

Category	Prize	Company Name	
Living-Room Furniture	Gold	Zhejiang Moxia Furniture Co.,Ltd	
	Silver	Window of City Furniture	
	Bronze	Hua Long Wooden Furniture Company	
	Merits		Yega Furniture Industrial Co., Ltd
			Fine Arts Furniture Manufacturing Limited
			Hongli Furniture Co.,Ltd
			Hongyun Furniture Co.,Ltd (Midita)
Most Creative	Byond Furniture Co.,Ltd		
Bedroom Furniture	Gold	Welway Furniture(HK) International Group Limited	
	Silver	Yega Furniture Industrial Co,Ltd	
	Merits		Shenzhen Gold Phoenix Furniture Co.,Ltd
			Zhejiang Moxia Furniture Co.,Ltd
			Dafan Furniture Co.,Ltd
			Jade Rattan Ware Group
			Byond Furniture Co.,Ltd
Most Creative	Dongguan Star Furniture Co.,Ltd		
Upholstered Series	Gold	Xinyun Furniture Co., Ltd.	
	Silver	Yuanzong Furniture Co.,Ltd	
	Bronze	Kuka Sofa	
	Merits		Sanstaisun Furniture Co.,Ltd
			Hongkong Adwin Furniture Group Ltd
			Zhongshan Fourseas Furniture Manufacturing Ltd
Most Creative	Boas Furniture Company Limited		
Classical Furniture	Gold	Shenzhen Zuoyou Furniture Co.,Ltd	
	Silver	Equal Success International Ltd	
	Bronze	Dongguan Bo Yu Furniture Meg.Co.,Ltd	
	Merits	Lacquercraft Mfg.Co.,Ltd(Dongguan)	
	Most Creative	Dilang Furniture Co.,Ltd	
Children Furniture	Gold	Rubens Art Gallery Co.,Ltd	
	Silver	Shenzhen Welon Furniture Enterprises Ltd	
	Bronze	Pingyang Aote Furniture Co.,Ltd	
	Merits		Full Fun Generations Ltd
			Heshan Xilaibao Pine Furniture
Most Creative	Nanhai Jinfuxuan Furniture Ltd		
Stand Design	Gold	Henda Furniture Co.,Ltd	
	Silver	Window of City Furniture	
	Bronze	Royal Furniture Holding Ltd.	
	Merits		Diou Furniture Co.,Ltd
			Singways
			Zuoyou Furniture Co.,Ltd
			Shenzhen Welon Furniture Enterprises Ltd
Most Creative		Home Yong Industry Limited Company	
		Huari Mingzhu Furniture Company	
		Majestic Industry Ltd	

A Night of Celebrating the 10th Anniversary of 3F ↩

The organizer of International Famous Furniture Fair (Dongguan) celebrated its 10th anniversary on the evening of the 4th September with over 1,200 attendees from furniture manufactures, wholesalers, retailers and members from furniture trade associations, media as well as government officials in a splendid awards-giving event.

“We choose to celebrate our 10th anniversary in an awards giving function to express our gratitude to all the people who have supported us in the past decade. We know very clearly deep in our hearts we would not have gone this far if we had not had these helping hands,” commented Mr. Yin Chenzhi, the President of Dongguan Famous Furniture Association, which is one of the organizers of 3F.

During the celebration, the organizing committee presented various awards including the “Meritorious Awards”, “Awards for Contribution to Famous Furniture”, “Elite Brand Enterprise of Famous Furniture”, “Awards for Contribution to Strategic Cooperation”, “Partners in International Strategic Promotion” and “Distinguished Service Award for Famous Furniture”.



Seminars ↩



A line-up of industry renowned speakers appeared at 3F seminars. Some of the topics are:

- | | |
|--------------------------|---|
| Seminar One | Twelve key points to improved profit |
| Topic One | The future and outlook of Guangdong furniture |
| Topic Two | New thinking on brand marketing and innovative management |
| Topic Three | Winning mode of brand marketing and innovation |
| Date: | 14:00, 6 September |
| Location meeting: | Room D, Convention Center, Hall 3 |
| Seminar Two | Secrets to double your store earnings |
| Date: | 14:00, 7 September |
| Location meeting: | Room C, Convention Center, Hall 3 |
| Seminar Three | How to cope with technical barriers to trade |
| Date: | 14:00-17:00, 7 September |
| Location meeting: | Room E, Convention Center, Hall 3 |
| Seminar Four | Smart management |
| Date: | 14:00-17:00, 8 September |
| Location meeting: | Room D, Convention Center, Hall 3 |

Opening Ceremony ↩

The Opening Ceremony commenced at 9:30 on 6 September. Government officers and VIPs from over 20 furniture associations from China and overseas presented in the Ceremony.



Closing and Awarding Banquet ↩

A traditional component of 3F, the Closing and Awarding Banquet remained as the favorite by VIPs, buyers and exhibitors. Chongqing Kaien Furniture Malls is the sole sponsor of the Banquet.



Facts & Figures

Trade fair name

International Famous Furniture Fair (Dongguan) (3F)



Concurrent with

International Famous Furniture Woodworking Machinery and Material Fair (IFM)
Dongguan Home Accents Fair (DHAF)

Next show dates

16-20 March 2009
6-10 September 2009

Fair frequency

Twice a year (March and September)

Organizers

Dongguan Houjie People's Government
Dongguan Famous Furniture Association
International Furniture & Decoration (Hong Kong) Association
Guangdong Modern International Exhibition Center



Venue

Guangdong Modern International Exhibition Center
Hall 1-9 (Houjie, Dongguan, China)

Opening times

Exhibitors: Daily from 08:30 a.m. – 05:30 p.m.

Visitors: 16th – 19th March from 09:00 a.m. – 05:00 p.m.
20th March from 09:00 a.m. – 04:00 p.m.



Access rights

16th – 19th of March 2009: trade visitors only
20th of March 2009: trade & public

Fair profile

International Famous Furniture Fair (Dongguan) is a leading furniture fair in China since 1999. With 70% of the leading furniture manufacturers in Mainland China, Hong Kong and Taiwan as exhibitors, 3F is regarded as the "representative furniture fair" in China. Held right in the center of China's furniture industry, 3F is the only furniture event in China supported by Ministry of Commerce of China and Hong Kong Trade Development Council. It is the only professional furniture exhibition granted UFI Approved Event in China. It is the

Excellent Furniture Exhibition in Intellectual Property Rights Protection in Guangdong.

3F and its concurrent IFM & DHAF touch every essential category in the home furnishings/décor marketplace, including bedroom furniture, living room furniture, upholstery, wall décor, decorative accessories, lightings, textile as well as woodworking machinery and materials. It is the most comprehensive home furnishings event in China and the most efficient trading and exchanging platform for the world's furniture industry.



Target groups

Exhibitors: International suppliers of furniture, woodworking machinery, furniture accessories and components, lighting, home accessories, decorative items, carpets and home textiles

Visitors: International furniture and furnishing retail and wholesale trade, furniture importers and exporter, interior designers, architects, designers, joiners, carpenters, interior decorators.

Figures for the previous event (September 2008)

Exhibitors: 830
Gross exhibition space: 240,000sqm
Visitors: 50,000 (7,000 from overseas)

Product segments and hall overview

Hall 1 First floor: classical furniture
Hall 1 Second floor: classical furniture & Yuhuan Pavilion
Hall 2 First floor: Modern furniture
Hall 2 Second floor: Home Accents & I.S. Galleria
Hall 3 First floor: Modern furniture & Hong Kong Pavilion
Hall 3 Second floor: Metal & Glass furniture
Hall 4 First floor: Upholstered furniture
Hall 4 Second floor: Upholstered furniture
Hall 5 First floor: Upholstered furniture
Hall 5 Second floor: Upholstered furniture
Hall 6 First floor: Modern furniture & Wenzhou Pavilion
Hall 6 Second floor: Modern furniture
Hall 7 First floor: Modern furniture & Hong Kong Pavilion
Hall 7 Second floor: Modern furniture
Hall 8: Woodworking machinery & materials
Hall 9: Upholstered furniture

Website: <http://www.3f.net.cn/e>

