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# GAIN Report

Global Agricultural Information Network

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## **China - Peoples Republic of**

**Post:** Shenyang

### **Furniture Consumption Is on the Rise in Northeast China**

**Report Categories:**

Wood Products

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**Report Highlights:**

The Liaoning Furniture Association (LFA) held its 10<sup>th</sup> Shenyang International Furniture Expo (SIFE) on August 9, 2019. Over 1,000 companies exhibited at the expo which attracted over 110,000 visitors

ATO Shenyang attended the opening ceremony of the Liaoning Furniture Association's (LFA) 10<sup>th</sup> Shenyang International Furniture Expo (SIFE) on August 9, 2019. Over 1,000 companies exhibited at the expo, including manufacturers of furniture, flooring and interior products. Exhibitors came from throughout China, including Beijing, Shanghai, and Tianjin, the provinces of Hebei, Shandong, Jiangsu, Zhejiang and Guangdong, and companies from the Northeast China region. SIFE's exhibition area reached a record 150,000 square meters and is now the largest furniture show in Northeast China. The venue offered first-rate organization, layout, and flow. SIFE lasted three days and attracted 110,000 visitors on the first day. Visitor traffic was up 20 percent over last year and Italy and Canada exhibited for the first time at the show.

Chinese interior designers at this year's show focused on an East-West integrated approach to their furnishings. Many displays combined Western functionality and simplicity with Chinese curves and floral finishes. Wood grain was highlighted rather than painted over, indicating that even low-end buyers want a finish that shows sophistication rather than durability. While last year's show demonstrated a strong preference for lighter color woods, this year's show highlighted the natural hues of walnut, oak, and West African species.

LFA started holding the furniture expo annually beginning in 2012. Then starting in 2017, LFA began hosting two shows a year. LFA has seen show participation grow 20 percent a year since then. ATO Shenyang wood industry contacts would note that Northeast Chinese importers and distributors are targeting furniture manufacturers who produce for the domestic market. Many of them would further say that 80 percent of lumber demand is for the home market and not for re-export. LFA will hold its next furniture show in Shenyang on March 30-April 1, 2020.

For more information on Northeast China's wood industry and importer contacts, please contact ATO Shenyang:

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