

# 上海国际家具生产设备 及木工机械展览会

Shanghai International Furniture Machinery  
& Woodworking Machinery Fair



## 展会报告 Show Report

2019.9.8-11

上海虹桥·国家会展中心

National Exhibition and Convention Center (Shanghai, Hongqiao)

Hall 7.1 / 8.1 号馆

主办单位 / 承办单位  
Hosts / Organizers



协办单位 / 支持单位  
Co-organizer / Supporter



独家支持单位  
Exclusive Supporter



# 联袂中国国家博会（上海） 开启木工家具智造新时代

Joining hands with CIFF (Shanghai)  
for a smart & sustainable woodworking future

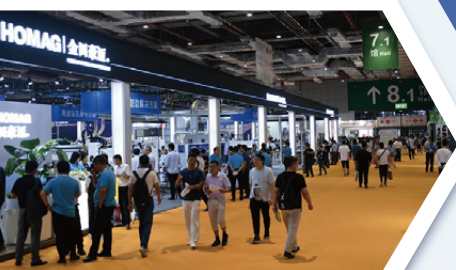
隨著全球的环保意识增强，现代人对于新生活环境概念、个性化的家具、可持续发展以及健康生产理念的产品需求持续增加，使木工行业的制造技术也必须同步提高。

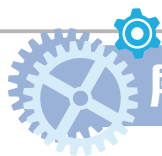
「上海国际家具生产设备及木工机械展览会」一直与行业同步发展。2019年的展会除了展示家具生产相关设备外，还有初级木加工机械、人造板生产设备等专区，题材涵盖从原木、成品家具到污染处理的全套设备体系。展会同期，更会举办多场专业主题论坛活动，引领家具及木工设备企业升级转型。



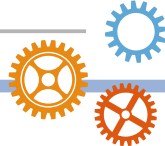
As “going green” has become a new black, people increasingly demand for new living environment, more personalized furniture, products for sustainable development and greener production. This has led to a push for innovation in the furniture manufacturing and woodworking industry.

Shanghai International Furniture Machinery & Woodworking Machinery Fair is developing in parallel with the industry. The fair showcases the most cutting edge furniture manufacturing equipment, first processing machinery, panel production equipment, etc. Exhibits include timber to furniture products as well as pollution treatment turnkey projects, with a series of concurrent events which gives extra insights to the furniture manufacturing and woodworking industry.





# 展会资料 The Fair Facts



## 2019 WMF 国际木工展

2019  
中国国家博会（上海）+ 国际木工展  
CIFF(Shanghai)+WMF

总观众数目  
Total no. of Visitors

**150,766**

总参展商数目  
Total no. of Exhibitors

**405**

展场面积  
Total Exhibition Area

**53,000** 平方米 s.q.m.

总观众数目  
Total no. of Visitors

**37,126**

海外观众数目  
No. of Oversea Visitors

**2,227**

## 展品类别 Scope of Exhibits

定制与批量家具生产设备及工具  
Tools and Machinery for Custom  
and Mass Production

表面技术处理  
Surface Treatment Technology

木材初加工技术、锯木厂技术、  
林业废弃物能源化利用技术  
Wood Primary Processing, Sawmill  
Technology, Energy from Wood

林业技术  
Forestry Technology

木制品包装技术  
Wood Products Packaging

雕刻机  
Engraving Machinery

智能化机械及配件  
Machine Components and  
Automation Technology

人造板生产技术  
Wood Based Panel Production

木结构技术  
Wooden Architecture Technology

绿色生产与安全控制技术  
Green Production & Safety Control

刀具、机械配件及手动工具  
Knives, Blades, Machinery  
Accessories & Hand Tools

软体家具生产设备及CAD/CAM技术  
Upholstery Machinery & CAD/CAM  
Technology





# 参展商统计 Exhibitor Statistics

## 13

### 参展国家及地区数目

No. of Exhibiting Countries and Regions

奥地利、比利时、法国、加蓬、德国、意大利、日本、马来西亚、  
中国、罗马尼亚、新加坡、台湾地区、美国

Austria, Belgium, France, Gabon, Germany, Italy, Japan, Malaysia,  
PR China, Romania, Singapore, Taiwan Province, U.S.A

## 参展商对展会之评价满意度 Exhibitors' Satisfaction Level



95%

观众素质  
Visitor's quality

83%

观众数量  
Visitor's quantity



93%

展会宣传  
Promotion coverage

96%

销售服务  
Sales services



## 参展商达成参展目标 Exhibiting Targets Achieved

94%

品牌宣传  
Enhanced brand promotion

82%

取得生意合约  
Generated business at the fair

85%

提高销量  
Increased sales

85%

寻找分销商/ 代理商  
Met targeted distributors and agents

82%

寻找合资夥伴  
Met joint venture partners

90%

信息/ 技术交流  
Information exchanged

92%

认识新客户  
Explored new customers

92%

巩固现有客户关系  
Maintained existing customers

## 展商推介 Exhibitor Testimonials

比雅斯贸易(上海)有限公司 Biesse Trading (Shanghai) Co., Ltd.

市场经理 Marketing Manager | 薛涛女士 Ms. Katie Xue

比雅斯在WMF2019上也取得了不错的成绩。在今年的市场大环境下，我们对此次的展会效果是比较满意的。另外，主办方也对我们给予了最大力度的支持与帮助，使我们得以以完整一体的形象向观众进行展示。

Biesse China achieved good results in CIFFWMF2019 and we are quite satisfied with the exhibition. In addition, the organizer also gave us greatest support and help so that we could display a completed image to audience.

济南星辉数控机械科技有限公司 Jinnan Singhua CNC Technology Co., Ltd.

销售经理 Sales Manager | 刘忠华先生 Mr. Liu Zhonghua

我司已连续多年参加上海国际家具生产设备及木工机械展览会，与雅式展览的长期合作过程中，深切感受到了雅式展览的优秀，展会推广非常到位，专业观众逐年增多。WMF多年来的坚持和努力，造就了一个非常好的平台，是国内企业交流、融通、共赢的重要渠道。衷心希望WMF越办越好，有更多的企业参与进来，把这平台的影响力进一步放大。共同努力，共享盛宴。

We have participated in WMF and cooperated with the organizer for many years. I think that the promotion of WMF is in place, the number of visitors also increases every year. WMF's persistence and hard work over the years has created a good platform for Chinese woodworking manufacturers and it is also an important platform for industry information exchange. I sincerely hope that WMF will become even better and more companies will participate.

上工申贝(集团)股份有限公司 Shang Gong Group Co., Ltd.

市场推广负责人 Head of Marketing | 李洁女士 Ms. Li Jie

我对今天的展览会感到满意，主办方服务不错，我们也接触到一些国内外新的意向合作客户。

I am satisfied with CIFFWMF2019, the service is good and we also met some potential customers from local and overseas.



# 观众统计 Visitor Statistics

## 观众对展会满意度百分比 Percentage of Visitors Expressed Satisfaction



整体表现

Overall Performance



展商素质

Exhibitor Quality



展品数量

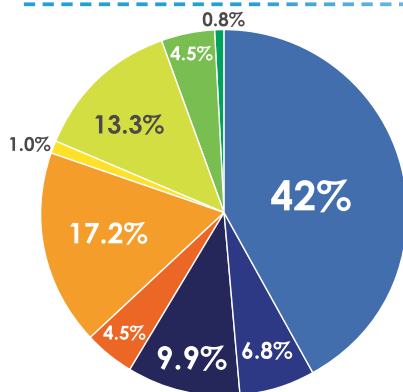
Exhibit Quantity



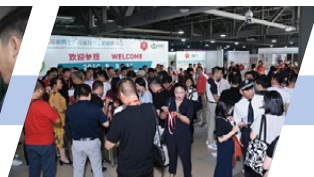
研讨会内容

Conference Content

## 单位业务性质 Business Nature of Organization



- 生产商 Manufacturer
- 协会/商会 Chamber of Commerce/ Association
- 进出品贸易 Import & Export Trading Company
- 科研单位/设计院 Scientific Research Institute
- 批发代理分销商 Agency/ Wholesaler/ Distributor
- 大学学院 University/ Institution
- 零售商 Retailer
- 服务供货商 Service Provider
- 其它 Others



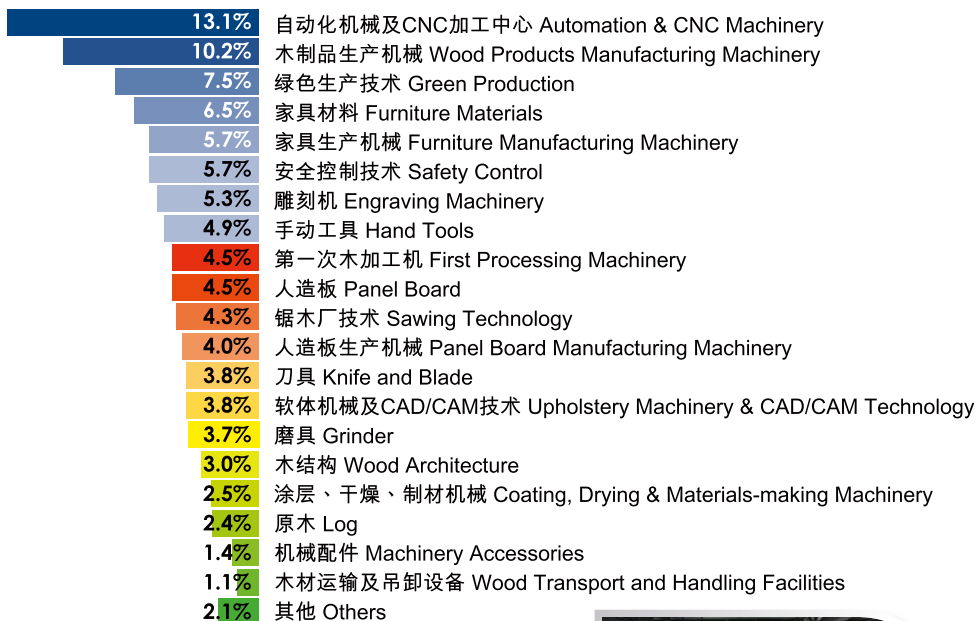




# 观众统计 Visitor Statistics



## 最感兴趣产品 Most Interested Exhibits



## 参观团体 Buyer Delegations

### 国内协会团 Chinese Association Delegation Group

- 山东宁津参观团 Shandong Ningjin Buyer Delegation
- 河北正定家具协会 Hebei Zhengding Furniture Association
- 湖北省家具协会 Hubei Furniture Association
- 武汉家具行业协会 Wuhan Furniture Industry Association
- 哈尔滨市家具行业协会 Harbin Furniture Industry Association
- 四川省家具进出口商会 Sichuan Chamber of Commerce for Import and Export of Furniture
- 宁海县家具产业商会 Ninghai Chamber of Commerce for Furniture Industry
- 徐州市家具行业协会定制家居专业委员会  
Xuzhou Furniture Industry Association and Customized Professional Committee
- 无锡市家具行业协会 Wuxi Furniture Industry Association
- 江苏省徐州贾汪家具商会 Jiangsu Xuzhou Jiawang Furniture Chamber of Commerce
- 南通市家居行业协会 Nantong City Household Industry Chamber of Commerce
- 南通市红木家具协会 Nantong Hongmu Furniture Association
- 福建省定制家居行业协会 Fujian Customized Home Industry Association





## 参观团体 Buyer Delegations

### 国内协会团(续) Chinese Association Delegation Group (Continue)

- 龙泉市竹木产业协会 Longquan Bamboo and Wood Industry Association
- 湖北省定制家具行业协会 Hubei Customized Furniture Industry Association
- 山东临沂市装饰板材商会 Shandong Linyi Decorative Panel Chamber of Commerce
- 江苏张家港市木材行业买家团 Jiangsu Zhangjiagang Timber Industry Buyer Delegation
- 江苏木门专委会 Jiangsu Wooden Door Committee
- 上海木材行业协会全屋定制专委会  
Shanghai Timber Trade Association Customized Furniture Committee
- 常州市地板协会 Changzhou Floor Association
- 浙江省地板协会 Zhejiang Floor Association
- 长春市门窗协会 Changchun Door and Window Association
- 广东省门业协会 Guangdong Door Industry Association



### 海外参观团 Overseas Buyer Delegation Group

- 全日本木工机械商业组合 (JWMDA)  
Japan Woodworking Machinery Distributors Association (JWMDA)
- 印度尼西亚家具与工艺品行业协会 (HIMKI)  
Indonesian Furniture and Craft Industry Association (HIMKI)
- 原住民木材及家具承包商协会 (PEKA)  
Association of Bumiputra Timber and Furniture Entrepreneur Malaysia (PEKA)
- 隆雪家具公会(KSFA) Kuala Lumpur & Selangor Furniture Association (KSFA)
- 槟城家具和木材工业协会 (PFTIA) Penang Furniture and Timber Industry Association (PFTIA)
- 马来西亚面板产品制造商会 (MPMA)  
Malaysian Panel-Products Manufacturers' Association (MPMA)
- 马来西亚木业协会 (MWIA) Malaysian Wood Industries Association (MWIA)
- 麻坡家具协会 (MFA) Muar Furniture Association (MFA)
- 沙巴木材工业协会(STIA) Sabah Timber Industries Association (STIA)
- 胡志明市工艺品和木材工业协会(HAWA) Handicraft and Wood Industry Association of HCMC (HAWA)
- 越南木材和林产品协会(VIETFORES) Vietnam Timber & Forest Product Association (VIETFORES)
- 工具机木工机进口商(KAMI) Key Association of Machinery Industry (KAMI)
- 缅甸木材企业 (MTE) Myanma Timber Enterprise (MTE)
- 缅甸家具工业协会 (MFIA) Myanmar Furniture Industry Association (MFIA)
- Wood Based Furniture Association
- Peru Forestal
- LesProminform
- Chamber of Wood Working & Furniture Industries (CWWFI)



更多来自韩国、越南、泰国等国家及地区的专业买家代表团  
More delegations from Korea, Vietnam and Thailand, etc.





# 观众统计 Visitor Statistics



## 买家推荐 Visitor Testimonials

### 俄罗斯 Mashimport LLC (Russia)

采购部主管 Head of Purchasing Department | Ms. Maria Prokopenko 女士

Mashimport LLC的采购部主管Ms Maria Prokopenko女士觉得WMF展览的整体素质越来越好。「我们非常满意大会的安排和提供的服务，并预计购入大约120万美金的机械。」

The level of exhibition is getting higher and the booth design is getting better over the years, we are very satisfied with the arrangement and services provided. We are planning to place orders with amount USD120 million dollars.

### 越南 Thuong Nguyen Co. LTD (Vietnam)

经理 Manager | Ms. Janny Duong 女士

Thuong Nguyen Co. LTD的经理Janny Duong女士表示很满意我们的安排和提供的服务，觉得整个展览提供了一个很好的采购和了解行业的最新信息及技术的平台。

We are really satisfied with the organizer's arrangement and good service, WMF is a very good platform for sourcing and learning market news.

### 秘鲁 Manejo de Bosques Comercio de Maderas (Peru)

顾问 Consultor Forestal | Mr. Mauro Rios Torresm 先生

这是我第一次参观WMF，我非常满意是次展览，觉得展览办得很成功，让我们能找到所需的机械和技术，我们下次一定会再来参加。

This is my first time to visit WMF, I am very satisfied with the show, it was a huge success. We found the machinery and technologies we require, we will definitely come again in future.

### 南通市家居行业商会 Nantong City Household Industry Chamber of Commerce

秘书长 Secretary General | 陈慧女士 Ms. Chen Hui

协会这次组织的参观团中有些企业购买了设备，大家反馈都不错，并期待商会明年继续组织参观团。其中有家企业购买了60多万元的设备。

The feedback of the delegation is good, one of the companies in the delegation purchased equipment over RMB 600,000. We will definitely visit CIFFWMF again.

### 无锡市家具行业协会 Wuxi Furniture Industry Association

秘书长 Secretary General | 陈耀康先生 Mr. Chen YaoKang

展会效果很好，今年协会组织的参观团中，有几家企业在展会现场购买了设备并已投入使用。

The exhibition result is very good. Some of the delegations organized this year purchased machines at the show and already put into service.



### 无锡市木业协会 Wuxi Wood Industry Association

秘书长 Secretary General | 单鲲鹏先生 Mr. Dan Kunpeng

2019国际木工展是国内最具规模的木工机械设备展会，本次展会集中展示了国内外先进木工机械设备，为我会会员提供了良好的采购平台，我会会员在许多厂商展位驻足观看，仔细了解，部分会员企业达成采购意向。感谢国际木工展为家具、木制品生产企业提供这样一个学习交流平台。

WMF2019 is one of the well-established woodworking machinery fairs in China with both domestic and overseas high-end machinery & technology showcased at the fairground. It is also an ultimate platform for business sourcing and trading, some of our members have successfully placed orders. We are grateful to WMF for providing such an incredible exchange platform for furniture and wood product manufacturers.



# 同期活动回顾 Concurrent Events Review

## 中国林业机械协会六届二次理事会、一届二次监事会会议

China National Forestry Machinery Association - 6th Session of Second Council Meeting, 1st Session of Second Board of Supervisors Meeting



## 中国林业机械协会林木加工机械标委会2019年年会暨团标立项专家评委会

China National Forestry Machinery Association  
Forestry & Woodworking Machinery Committee Annual Conference and  
Group Standard Project Review Meeting



## 科技讲台 (I) — 表面处理技术

### TECH TALK (I) – Surface Treatment Technology

- 环保政策下的涂装工艺的应用实践  
Application Practice of Painting Process under the Environmental Protection Policy
- 中国水性木家具涂料市场分析报告（水性平台发布）  
China Waterborne Wood Furniture Coating Market Analysis Report  
(Released by Waterborne Platform)
- 温渐变与仿生技术在涂料领域应用探讨  
Temperature Gradient & Bionic Technology Application in Coating Field
- <以水润物>新材料企业的下游解决方案  
Downstream Solutions for the New Materials Companies
- 帝斯曼NeoCryl® TB-001水性单组分涂料树脂：取代双组分体系，轻松应对家具涂料领域的挑战  
DSM NeoCryl® TB-001 Waterborne 1K for 2K -  
A Strong Response to Challenges in the Furniture Coating Market
- 数码印刷与智能涂装  
Digital Printing and Smart Finishing Solution
- 表面处理之粘合剂解决方案-从看见到看不见  
Bonding Solution for Surface Treatment

罗伯特先生，赛福徕集团国际业务经理

Mr. Roberto Sorbini, International Business Manager, Cefla S.C.



## 中国木业园区及口岸产业发展大会

### China Wood Industry Park and Port Industry Development Conference

- 环保政策影响下的木业园区发展之路  
The Development of Wood Industry Park under the Influence of Environment Protection Policy
- 木业园区发展瓶颈及对策分析  
Analysis on the Bottlenecks and Countermeasures of Wood Industry Park Development
- 中国木业木材综合利用自动化加工技术及装备  
China Wood Industry Park Wood Comprehensive Utilization Automation Processing  
Technology and Equipment
- PPC模式下的木业园区开发  
The Development of Wood Industry Park in Port-Park-City  
(PPC) Mode
- 港产园发展的思路与分享  
Development Ideas of Port Industrial Park and Its Practice





## 科技讲台 (II) — 软体家具生产及CAD/CAM技术

### TECH TALK (II) – Upholstery Machinery & CAD/CAM Technology

- 软体家具缝前智能制造解决方案(3D+人工智能)  
Smart Sewing Technology Solutions for Upholstered Furniture (3D+AI)
- 创新是永恒的主题  
Innovation is an Eternal Theme



## 家具及材料先进制造技术论坛

### Forum on Furniture and Materials Advanced Manufacturing Technology

- 木材工业大气污染治理动向与粉尘防爆应对  
Air Pollution Control Trends and Dust Explosion Prevention Response of the Timber Industry
- 人造板先进制造技术与装备  
Advanced Technology and Equipment of Wood-based Panel
- 家具板件封边技术现状与发展  
Present Status and Development of Edge Banding Technology of Furniture Panels
- 集成材与实木家具用材先进制造技术  
Advanced Manufacturing Technology of Laminated Timber and Solid Wood Furniture
- 胶合板与刨花板用环保胶黏剂制备技术与应用  
Application and Preparative Technique of Green Adhesive for Plywood and Particleboard
- 层状压缩木材在家具与木制品中的应用  
Application of Compressed Laminated Wood in Furniture and Wood Products
- 定制家具与智能制造技术  
Customized Furniture and Smart Manufacturing Technology
- 木门及家具先进制造技术与装备  
Advanced Manufacturing Technology and Equipment of Wooden Doors and Furniture
- 中国与东盟林产品贸易现状及发展潜力分析  
Analysis on the Status and Development Potential of China-ASEAN Forest Products Trade
- 木制品表面先进饰面技术  
Advanced Surface Technology of Wood Products
- 家具企业加工过程中废料增值新技术  
New Technology of Waste-to-value for Furniture Manufacturers

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# 2020

SEP 07-10

## 再相会 SEE YOU



## 上海虹桥·国家会展中心

National Exhibition and Convention Center (Shanghai, Hongqiao)

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