

# KOFURN Proposal

**KOREA**  
INTERNATIONAL  
**FURNITURE**  
& INTERIOR  
FAIR

## KOFURN 2023

Date : 24<sup>th</sup> ~ 27<sup>th</sup> Aug, 2023 (Thu ~ Sun)

Venue : KINTEX

Exhibitors : 210

Booths : 1,200

Organized : **KFFIC** Korea Federation of  
Furniture Industry Cooperatives



International



Manufactural



Exportable



Marketing



**KFFIC** Korea Federation of  
Furniture Industry Cooperatives

# KOFURN is the Only Global Furniture Fair in Korea

'KOFURN' represents the future and the present of Korea furniture industry. As the only global furniture fair in Korea, more than 18 countries overseas buyers as well as exhibitors visit to enter the Korean furniture market.

You can find all about furniture through KOFURN with newly developed design, technology, and current industry status.

KOFURN helps to promote your products and focus on your performance by representing participants to global visitors and professionals. You can build a longlasting network by attending KOFURN.



<b>FAIR</b>	Korea International Furniture & Interior Fair (KOFURN)
<b>VENUE</b>	KINTEX / Hall 3, 4
<b>DATE</b>	24 <sup>th</sup> ~ 27 <sup>th</sup> Aug, 2023 (Thu ~ Sun)
<b>SCALE</b>	21,546sqm(210 Companies, 1,200 Booths, 62,000 Visitors)
<b>SHOWCASE</b>	Home Furniture, Office Furniture, Furniture for industrial, Art Furniture, Interior&Lights, Kitchen&Tableware, Home Appliance&Home Network, Woodworking Machine, Raw Material
<b>CO-EVENT</b>	Korea International Woodworking Machinery Fair
<b>ORGANIZER</b>	Korea Federation of Furniture Industry Cooperatives (KFFIC)



## Purpose of KOFURN

- Since 1981, KOFURN has a long history as a center of Korea furniture industry
- Overseas participants & buyers are increasing every year and becoming key players.
- It is the global furniture fair by sharing the world furniture trend & technology

## Organized By



- Established on 12th of Dec 1962 with a permission by Ministry of Trade, Industry and Energy
- Furniture manufacturers’ organization under Ministry of SMEs and Startups
- Members with nationally 12 regional cooperatives & about 600 Furniture companies

## International Exhibition

- Organizing Korea Furniture Fair(since 1981) and Seoul Furniture Fair(since 2020)
- Participating Korea pavilion at the overseas furniture fairs
- Overseas market development
- Global furniture network

## General Business

- Strengthening & Functioning the organization
- Industry University Institute Collaboration
- Furniture employees training
- Making a recommendation to the Government

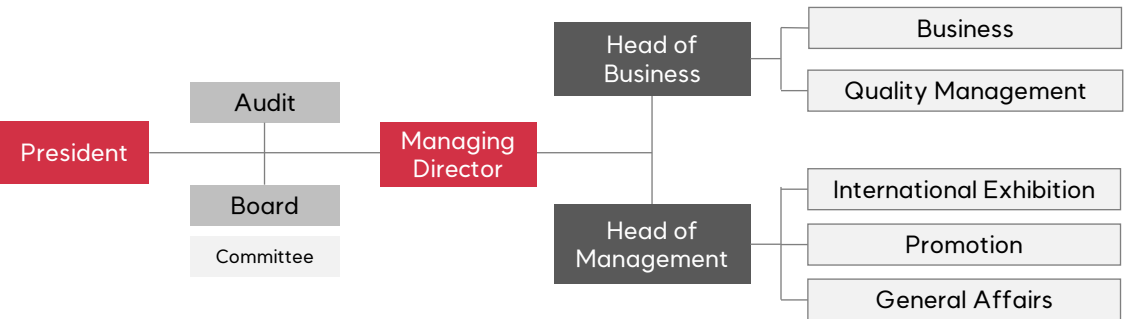
## Group Purchasing & Sales

- Law materials group purchasing
- Group furniture sales
- Furniture Showroom
- Eco Furniture Co-brand

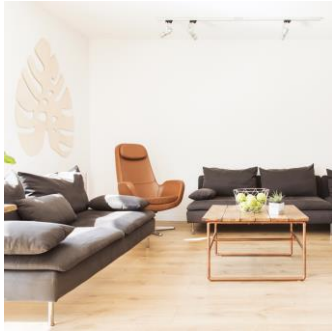
## Quality & Certification Management

- Group standard development
- R&D support and test service
- Certification consulting and issuing

## Organization



## Home Living Furniture



## Office Furniture



## Furniture for Industrial



## Art Furniture



## Interior & Home Deco



## Kitchen & Tableware



## Home Appliances



## Woodworking Machinery & Raw Materials





# KOFURN is the future and the present of furniture industry

01



## Korea No.1 furniture fair, KOFURN !

Korea is considered as a bridge to enter the Asian market, and the best way to enter Korean furniture market is to join the KOFURN. KOFURN is a where you will meet the key industry players: leading retailers and wholesalers, and buyers from all the major companies, representatives of small- and medium-sized companies as well as architects, facility planners and interior designers from Korea and major metropolitan cities in Asia.

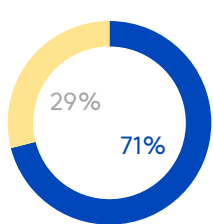
### 2022 KOFURN Export Meeting Result

Meetings **4,041** Sales **\$ 1.6 Millions**

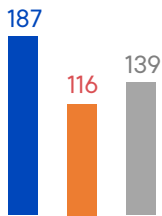
02



## 70% Participants are manufacturers



- Manufacturer 71%
- Distributor 29%



- KOFURN 187
- Total Average 116
- Industry Average 139

KOFURN 2022 Exhibitors      Total Exhibitors (companies)

03



## Since 1981, KOFURN have shown Korean furniture history

With its long history and data base, KOFURN is trustworthy in finding sincere partners, getting market information, and promoting your company.

With the best effort, KOFURN is ready for being your secretary in your business.



# Furniture Industry Status and KOFURN



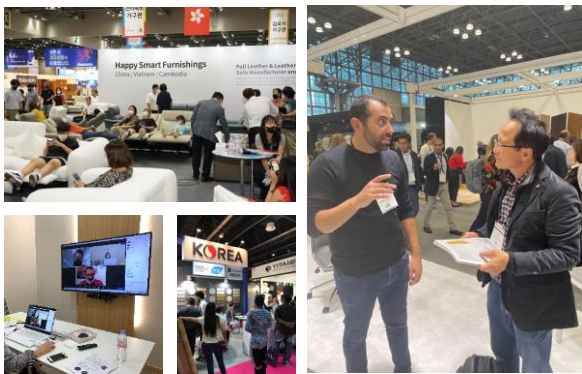
## Design and Technology in the Furniture Industry

Recently, furniture is a high-tech industrial product that combines IoT and smart technology and motion beds, smart desks, air showers, smart dressing tables, and air purifier lighting etc.

The goal is to produce products that can increase brand value and satisfy purchase needs through collaboration between artists and companies

To provide a networking place between manufacturers and designers, KOFURN creates a Design Pavilion of Korea Furniture Society, Korea Furniture Design Association, Korean Crafts Council, furniture related University, etc.

# Competitiveness of KOFURN



- 1 — The best environment for doing successful business in Korea
- 2 — A Trade Show covering A to Z in the furniture industry
- 3 — Reliable business platform Hosted by representative furniture organization

Korea Furniture Industry with growing demands,  
Annual growth rate is expected to be 6.7%



# Overseas Exhibitors (2022)



## HK EURO & ASIA GROUP TOMORROW SOFA

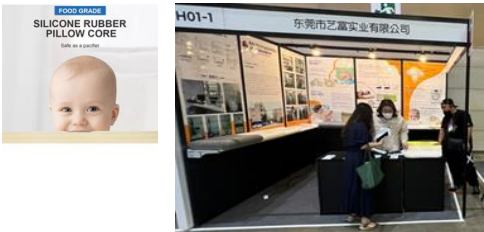


We commit to providing comfortable, technological, environmentally friendly, and humanized Home Furnishings to families around the world.



Huang Haibin / General Manager

*The KOFURN is known the largest furniture exhibition in China. I participated in this exhibition to get information about the Korean market*



## Dongguan East Foam Industries



One of the earliest and most professional manufacturers of open cell silicone foam.



Ye Kim / Sales Manager

*I know that KOFURN is an exhibition with a long history that has been held since 1981. history old. Lots of furniture experience.*



## Oumazing International Furniture



We are a reputable global sofa manufacturer specialize in manufacturing and wholesaling recliner sofas for more than 20 years.



Aria Wei / Sales Manager

*I am satisfied with the fact that meaningful meetings with major Korean companies were held and a realistic understanding of the Korean market was possible.*



## Emeier International



Founded in 2006, We specialized in dining and bedroom furniture . Quality has always been our core.



Deng. Xue Juan / Sales Manager

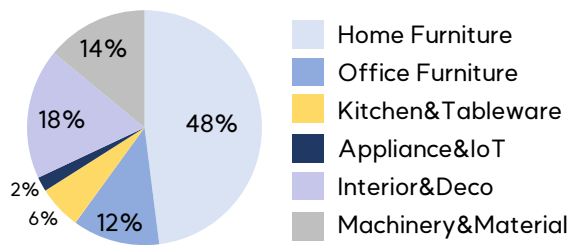
*Through this opportunity, we developed new business partners and increase our understanding of the Korean market.*



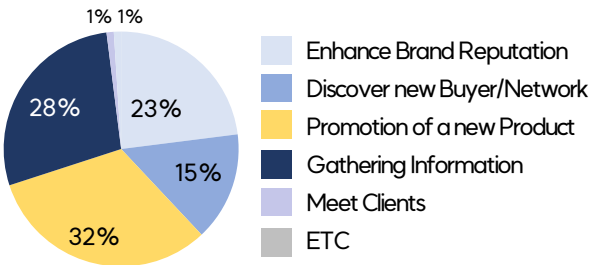
# Details of KOFURN 2022

## Exhibitors

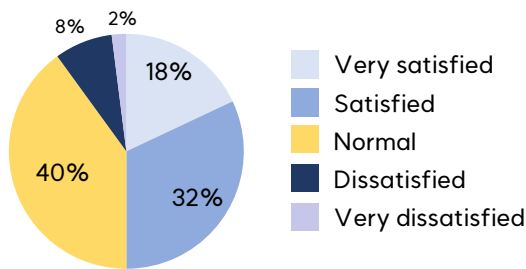
Products



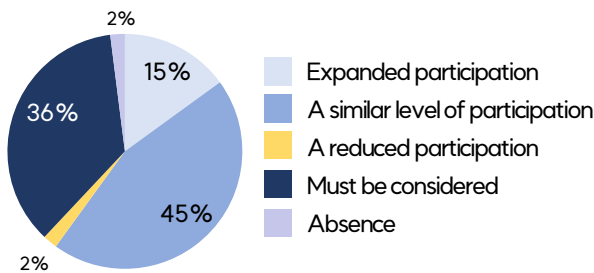
Purpose of Participation



Secretariat Service Satisfaction

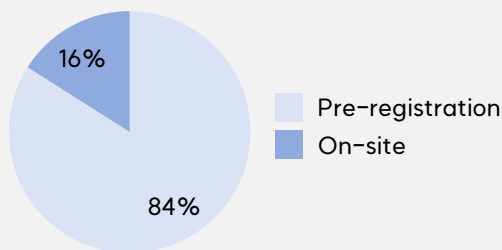


A plan to participate 2023

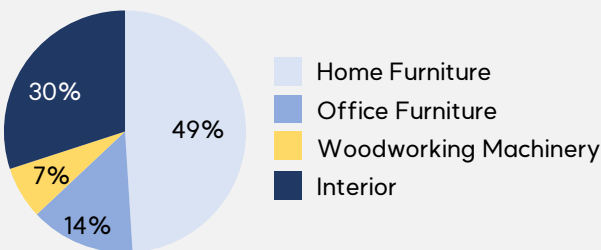


## Visitors & Buyers

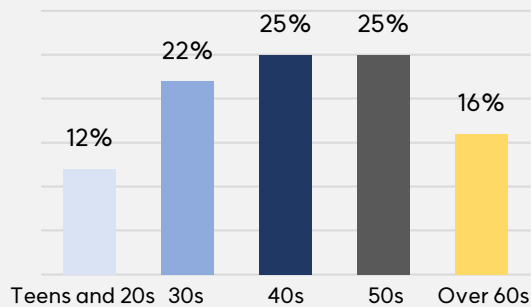
Classification by registration



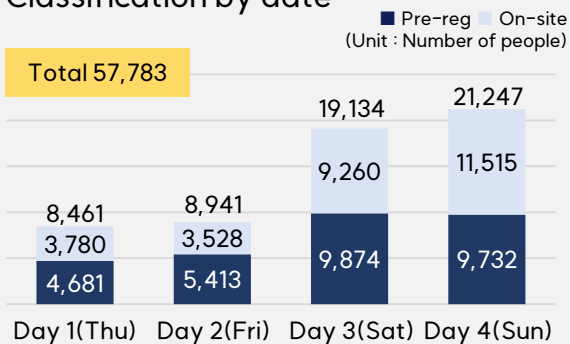
Products visitors interested



The age group



Classification by date



# Events

## 1:1 On&Offline Business Matching

With invitation global buyers through online & offline, KOFURN provide 1:1 business matching between global importers and KOFURN exhibitors.

### Performance of 2021

Country : Malaysia, Singapore, China, Middle East, Thailand, Indonesia  
**228 Meetings, \$43,400 Sales**

### Performance of 2020

Country : Egypt, Morocco, Thailand, Indonesia, UAE, Saudi Arabia, China  
**260 Meetings, \$17,500 Sales**

*\*From 2020 to 2021, it has been converted to a non-face-to-face export consultation meeting in the aftermath of COVID-19*



## Major vendors sourcing Consulting

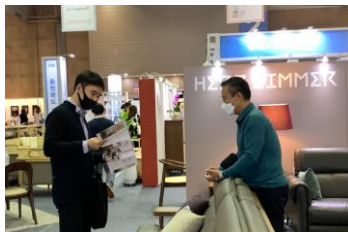
To invite large-scale distributors' MD to help overseas companies explore the Korean market. And also

**10 Companies** Big Distributor

**30 MDs**

**94 Meetings**

**\$5,500,000** On-site Sales Generated



# Events

## Furniture Living Design Competition

- Enhancement of furniture design competency and leap to the international level.
- development of furniture designers and linkage with manufacturing companies.

### Received

216 Furniture

Submitted by 237 designers

### Supported by

Emons JAKOMO HAFELE Dauming ESSA

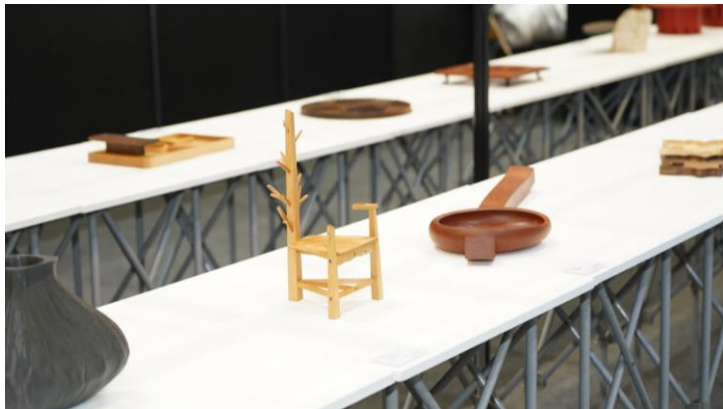


## Exhibition by related institutions

To promote industrial exchanges with related organizations  
Provides exhibition activities for professors and designers

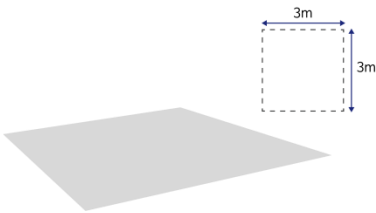
### Attend

Korean Crafts Council  
Korean Furniture Society  
Korea Furniture Design Association





Booth Type  
Space Only



Type	Space Only
Size	3m x 3m
Fee	\$ 2,400 / Booth
Provide	Space Only

- 1. Provide only display area
- 2. Special brand promotion and marketing are possible
- 3. Selected construction contractor designated by KINTEX
- 4. Pre-consultation is required for self-construction (\*required with booth layout)

Check the designated company  
<https://www.kintex.com/web/ko/facility/ccpy/list.do>

Space Only





Booth Type

# Shell Scheme Booth\_Basic



Type	Shell Scheme Booth_Basic
Size	3m x 3m x 2.4m
Wall	Octanorm booth, Black
Fee	\$ 2,800 / Booth
Provide	Signboard : Brand name, Booth No. Carpet : Pytex(gray) Electric : 3 Spotlights, 1 Socket Equipment : 1 chair & Info desk (should require in advance)
1. Octanorm booth, Black 2. Construction of the booth by the organizer	

Standard Booth



Booth Type

# Shell Scheme Booth\_Wooden



Type	Shell Scheme Booth_Wooden
Size	3m x 3m x 2.4m
Wall	Wood Shell Booth, White
Fee	\$ 3,000 / Booth
Provide	Signboard : Brand name, Booth No. Carpet : Pytex(gray) Electric : 3 Spotlights, 1 Socket Equipment : 1 chair & Info desk (should require in advance)
<div>1. The design can be changed</div> <div>- Color change, sheet paper attachment, etc.</div> <div>2. Create a luxurious mood</div> <div>3. Construction of the booth by the organizer</div>	

Wooden Booth



# Participation

## STEP 1 Online Participation

- ① Sign up through the website,  
[www.kofurnglobal.or.kr](http://www.kofurnglobal.or.kr)
- ② Fill the “Exhibitors Application”

## STEP 2 Deposit & Option Select

- ① Deposit 50% of the total payment  
(within 1 week after approval)
- ① Select additional service
- ② Full payment  
(before 60 days of the fair)

# Contact



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