



SOFURN&LIFESHOW 2024

Proposal

www.sofurn.or.kr

Date : 2nd ~ 5th, May, 2024

Venue : COEX A Hall

Scale : 130 companies (550 booths)

Tel : +82-2-2215-8838 | sofurn@kffic.kr

KFFIC 대한가구산업협동조합연합회
Korea Federation of Furniture Industry Cooperatives

ChosunMedia
조선일보



www.sofurn.or.kr

SOFURN & LIFESHOW

Visitor 37K
Company 107
Booth 368

4 (Thu) — 7 (Sun)
MAY 2023
coex Hall **A**

Seoul International Furniture and Life Show

SOFURN&LIFESHOW

SCAN ME to visit our website
sofurn_lifeshow
CALL +82-2-2215-8838
Sofurn and Lifeshow

Exhibition Items

- #Home Living
- #Smart Office
- #Kitchenware
- #Health+Beauty
- #Home Deco
- #Home Appliances
- #Art Gallery
- #Camping+Outdoor

Fill + My Space with My Feeling

KFFIC Korea Federation of Furniture Industry Cooperatives

ChosunMedia

Furniture and Life SOFURN&LIFE SHOW

- TITLE** SOFURN & LIFE SHOW
- DATE** 2nd(Thur)~ 5th(Sun), MAY, 2024 / 4days
- VENUE** COEX A Hall
- SCALE** 10,368 sqm (130 Companies), 40,000 Visitors
- ORGANIZER** Korea Furniture Industry Cooperatives, Chosun media
- SPONSOR** Ministry of Trade, Industry and Energy(MOTIE), Ministry of SMEs and Startups(MSS), Ministry of Environment(ME), Public Procurement Service(PPS), Korea Federation of SMEs(KBIZ), Korea International Trade Association(KITA), Korea Chamber of Commerce and Industry(KCCI), Korea Trade-Investment Promotion Agency(KOTRA), Council of Asia Furniture Associations(CAFA)

PURPOSE

- Furniture has become a means of expressing life following changes in lifestyle SOFURN&LIFESHOW shows the inseparable connection between furniture and life
- SOFURN&LIFESHOW shows trendiness by harmonizing furniture and life
- SOFURN&LIFESHOW introduces differentiated design and high-quality premium furniture



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

- 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

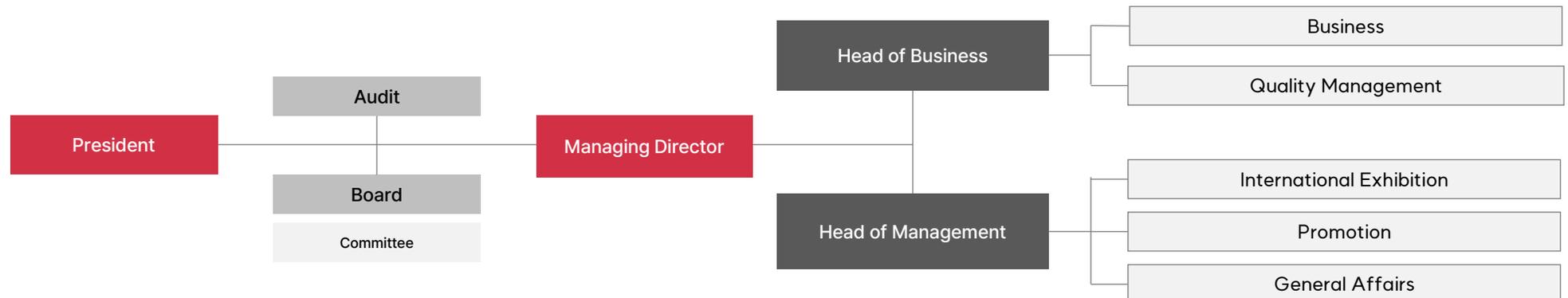
Group Purchasing & Sales

- Low 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





SHOWCASE

HOME LIVING

Sofa, Dining table, Wood slab,
 Drawers, Modular furniture,
 Chairs, Mattresses, Shelves,
 Hangers, Wooden furniture,
 Steel furniture,
 Antique furniture, etc.

HOME DECO

Pendant lighting, Stand lighting, Fabric,
 Carpets, Curtains, Bedding, Cushions,
 Objects, Mirrors, Incense, Candles, etc.





SHOWCASE

KITCHEN & HOME CAFE

Kitchen furniture, sinks, kitchens, cooking utensils, Tableware, cutlery, pottery, cups, Tablecloths, table mats, coasters, trays, Coffee, tea, bakery, liquor, etc.



GOMA



SHOWCASE

SMART OFFICE

motion desk, monitor arm,
 Booth-type meeting rooms,
 conference tables, Sofas, office
 chairs, safes, partitions, lockers,
 shoe cabinets, bookshelves,
 decorative cabinets, mobile
 racks, etc.





SHOWCASE

HOME APPLIANCES

IoT, TV, sound bar, home audio, home theater, home entertainment, vacuum cleaner, washing machine, dryer, Air purifier, clothes care machine, massager, Circulator, refrigerator, dishwasher, oven, etc.

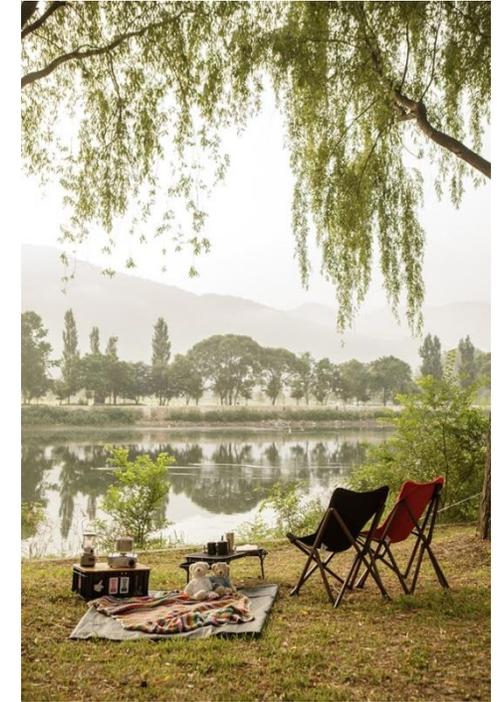




SHOWCASE

CAMPING & OUTDOOR

Travel goods, Motorhome, Car, Leisure, Sports, Outdoor furniture, Terrace goods, Camping supplies, Tents, Camping chairs, Outdoor fashion, Hammock, Bean bag, etc.





SHOWCASE

HEALTH & BEAUTY

Health care, sporting goods, exercise equipment, Beauty care, etc.



CNP COSMETICS
차앤박화장품

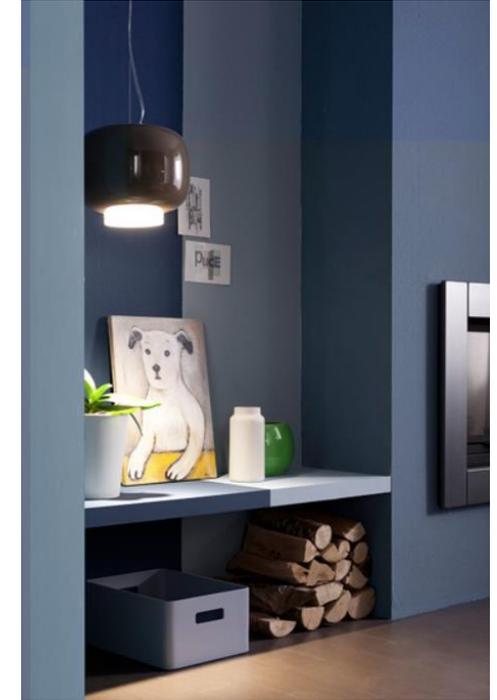
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new balance



SHOWCASE

ART GALLERY

Frames, Postcards, Posters,
Works of art, Interior magazines,
Books, Props, Objet, Art products,
Art furniture, etc.



GALLERY ARTRIE

HUNYPOT
AROMATHERAPY HOMECARE

DECO JOURNAL
Since 1995

GRAY CODE
TAKE US . MAKE UP GOOD LIVING !

홈인까사
IN CASA
Home Decoration & Interior exterior



SHOWCASE

HOME GARDENING

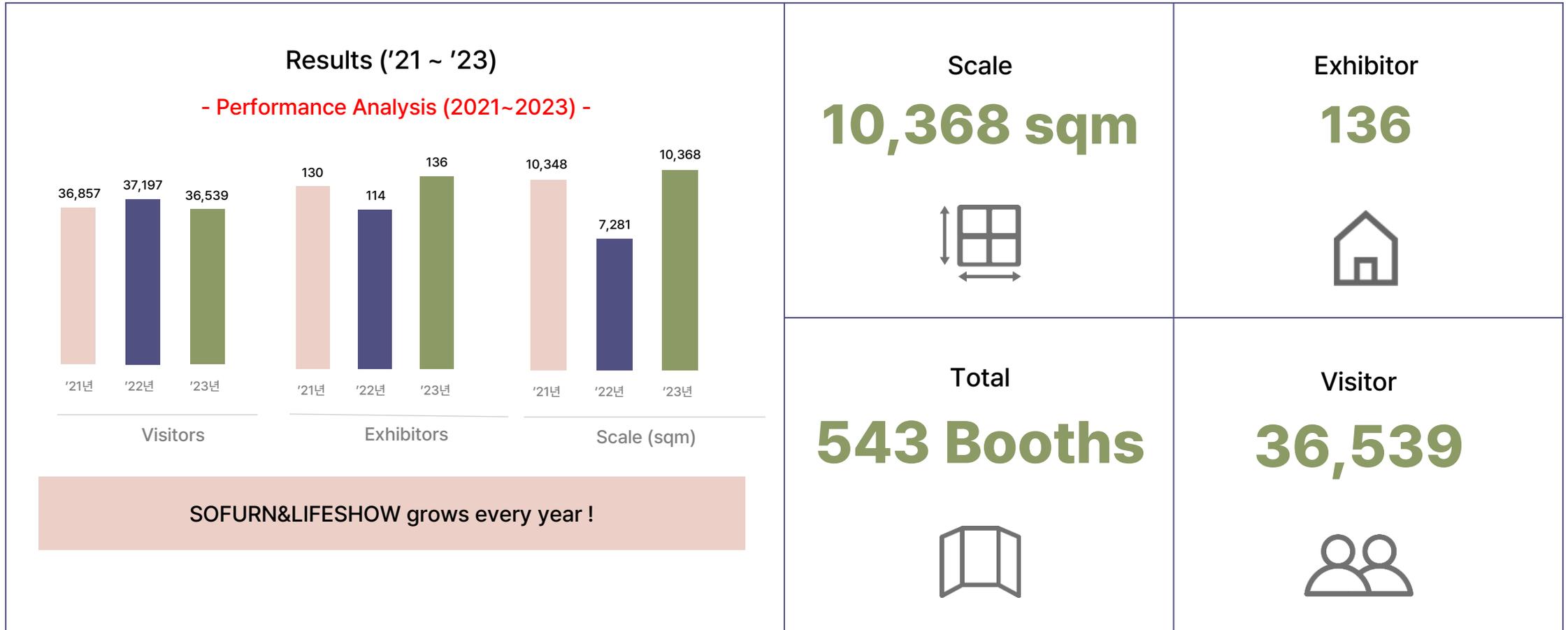
Plants, flowers, gardening,
landscaping, gardening supplies,
Indoor gardening, vases, pots,
pottery, etc.





Show Report

Details of SOFURN 2023

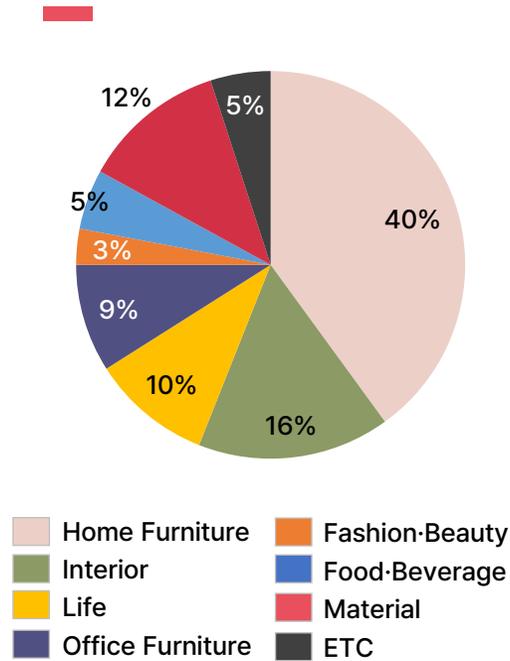




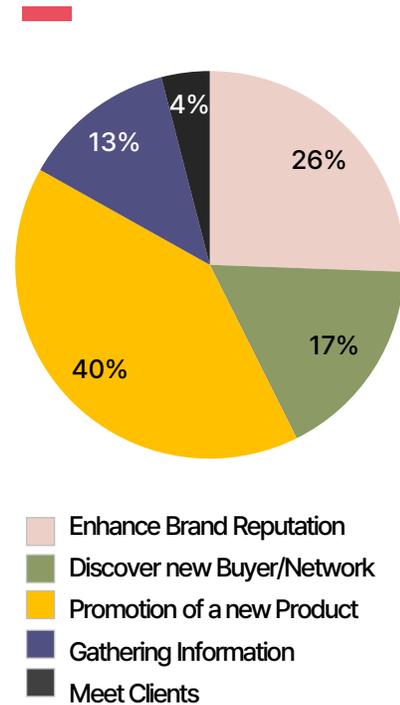
Show Report

Details of SOFURN 2023 (Exhibitors)

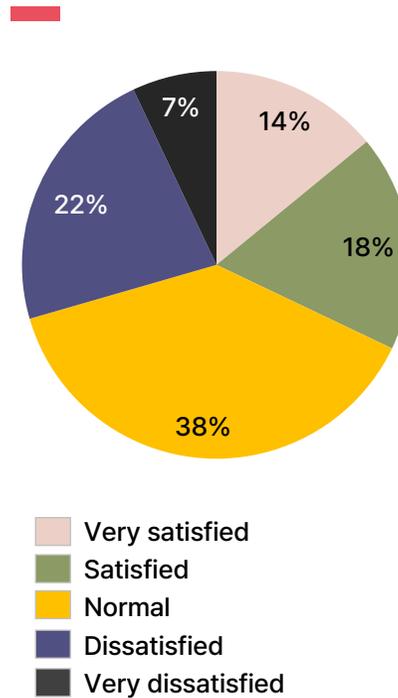
Products



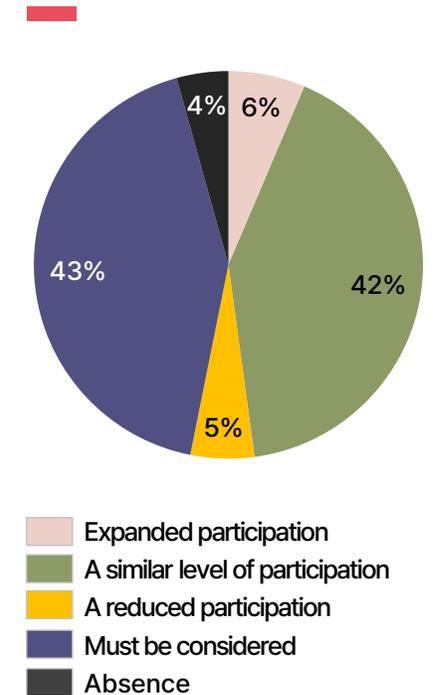
Purpose of Participation



Secretariat Service Satisfaction



A plan to participate 2024





Highlights Life Trend Conference

Life Trend Conference

Lifestyle conferences held by inviting various related speakers.
The lecture attracted the attention of many visitors at the site.

2022

What is our hope? Professor, Kim Hyung-seok

Classical music filled in the movie Writer, Yoo Jae-hoo

Building a house with a stories Architect, Lim Hyung-nam, Noh Eun-joo

The top 1% decorates with geomancy interior

K-Furniture into the USA

A carpet can turns to a space

Professor, Kim Doo-gyu

CEO, David Byun

CEO, Emrah Lee

2023

Life Style Branding CEO, Noh Hee-young

Building a house with a stories Architect, Lim Hyung-nam

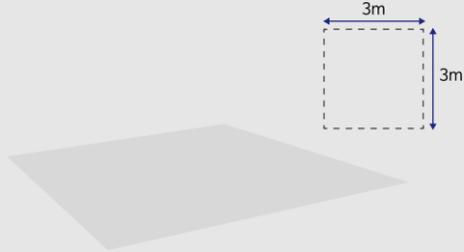
The top 1% decorates with geomancy interior Professor, Kim Doo-gyu

What is our hope? Professor, Kim Hyung-seok



Booth Type

※ 1 Booth=9m² (3m X 3m)

Type	Space Only	Wood Shell
Image	 <p>A diagram showing a 3m x 3m square booth space. The dimensions are labeled as 3m on both the top and right sides. The space is represented by a dashed blue square on a light gray floor.</p>	 <p>A 3D rendering of a wood shell booth. It features a white desk with a black chair, a white wall with a logo, and three spotlights mounted on the wall. The booth is set on a dark gray floor.</p>
Fee	\$ 2,700 / Booth	\$ 3,200 / Booth
Provide	Space Only	Wall : Wood Shell, White Floor : Pytex(Gray) Signage : Booth no. + Company name Lighting : 3 spotlights Electricity : 1 socket 1 Info desk + 1 chair (should require in advance)
Note	Unique brand promotion and marketing are possible	All booth construction will be carried out by the organizers. The inner part design is easy. Express the luxurious atmosphere.



Participation

Contact



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Manager
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mumu9376@kffic.kr

01

Fill the "Exhibitor registration form"

* You can get it on the official website

02

Submit your application to **sofurn@kffic.kr**

03

Deposit 50% of the total payment

- within 1 week after approval

04

Select additional service

05

Full payment

~Until 31st March, 2024