

KOFURN Proposal

KOREA
INTERNATIONAL
FURNITURE
& INTERIOR
FAIR

KOFURN 2024

Date : 29th Aug – 1st Sep, 2024

Venue : KINTEX

Exhibitors : 275

Booths : 1,300

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 long-lasting network by attending KOFURN.

FAIR	Korea International Furniture & Interior Fair (KOFURN)
VENUE	KINTEX
DATE	29th Aug – 1st Sep, 2024
SCALE	22,580sqm(275 Companies, 1,300 Booths, 60,000 Visitors)
SHOWCASE	Home Furniture, Office Furniture, Furniture for industrial, Art Furniture, Interior&Lights, Kitchen&Tableware, Home Appliance&Home Network, Woodworking Machine, Raw Material
CO-EVENT	Korea International Woodworking Machinery Fair
ORGANIZER	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

Co-event

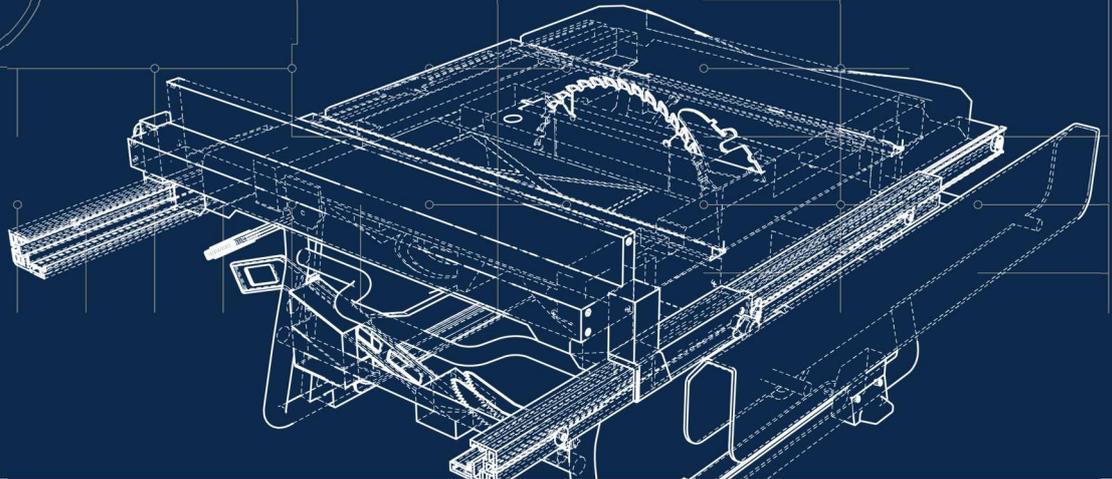
KOREA INTERNATIONAL WOODWORKING MACHINERY FAIR

CATEGORY

Woodworking Machinery : Woodworking Combination Machines, Sawing Machines, Milling Machines, Edge Banders, CNC Machines, Drilling Machines, Dust Collectors, Sanding Machines, Air Compressors, Accessories and Spare parts for Machine tools, etc.

Raw Materials : MDF, PB, Decorative Films, Flooring, etc.

Subsidiary Materials : Finishing Materials(Oils, Finishing Waxes, Varnishes), Adhesives, etc.



Main Exhibitors



* Exhibitors who have participated in this fair for the last 3 years

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

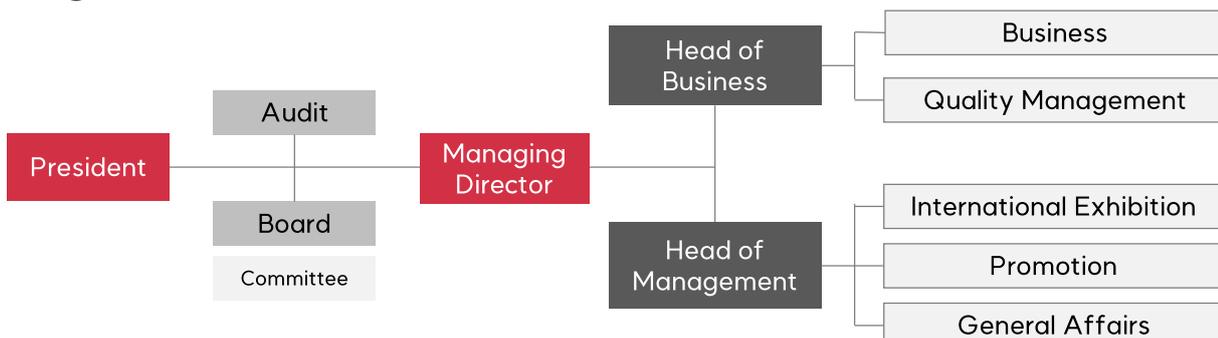
Group Purchasing & Sales

- 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



Home Living Furniture



Office Furniture



Furniture for Industrial



Art Furniture



Interior & Home Deco



Kitchen & Tableware



Home Appliances



Woodworking Machinery & Raw Materials



Woodworking Machinery & Raw Materials



Hardware – Hinges, Slides, Handrails, etc.



Adhesives



Flooring



Sawing Machines



Milling Machines



CNC Machines



Edge Banders



KOFURN is the future and the present of furniture industry

01



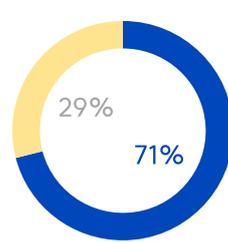
Korea No.1 furniture fair, KOFURN !

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.

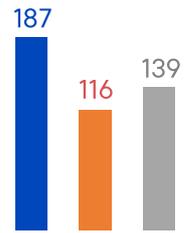
02



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



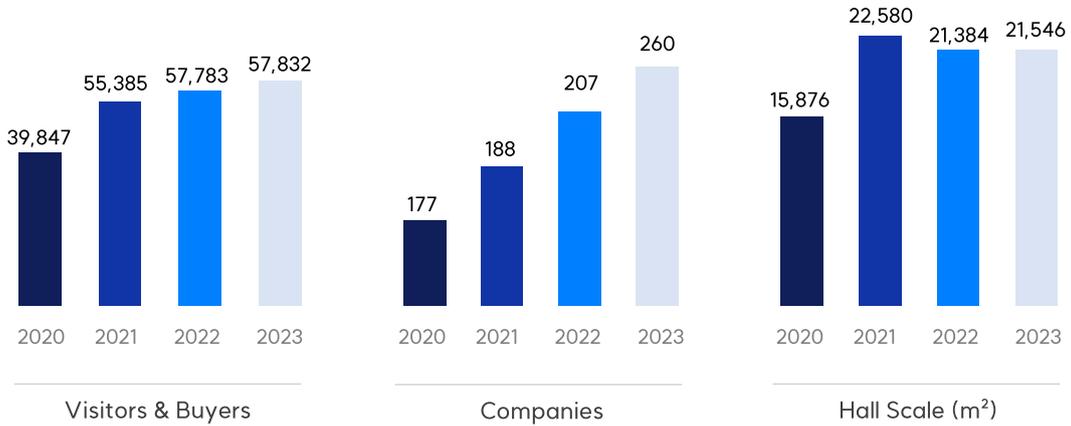
- 1 — The best environment for doing successful business in Korea
- 2 — A Trade Show covering A to Z in the furniture industry
- 3 — Reliable business platform Hosted by representative furniture organization

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

Results (2020~2023)

KOFURN grows every year!

- Performance Analysis (2020~2023) -



- KOFURN 2023 Results -



KOFURN, the largest furniture industry exhibition in Korea, promotes the domestic and foreign furniture industry development and revitalizes market and trading through the new products.



Overseas Exhibitors



IFFINA Pavilion



IFFINA is a platform showcasing high quality & diversity of Indonesian-Made furniture, highcraft, homefabric, homeware, decorative & gift, as well as local talents, project & design.



William Simiadi / Director

Through this opportunity, we developed new business partners and increase our understanding of 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.



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

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

358 Furniture

Submitted by 67 universities

Supported by

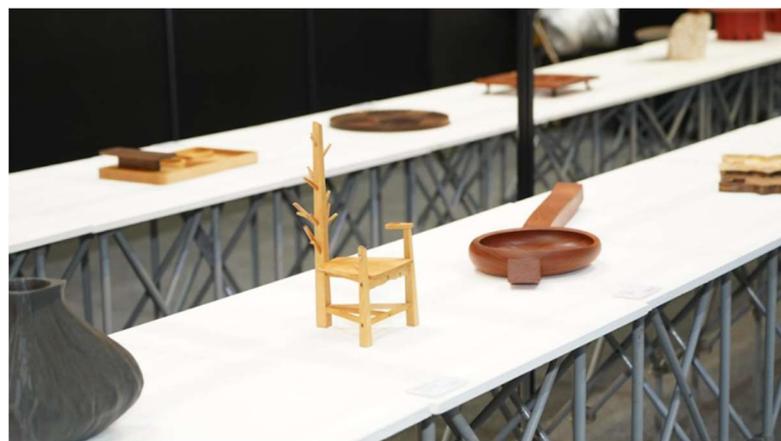


Exhibition by related institutions

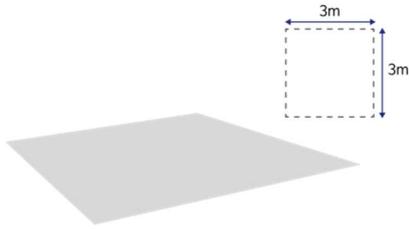
To promote industrial exchanges with related organizations
Provides exhibition activities for professors and designers

Attend

- Korean Crafts Council
- Korean Furniture Society
- Korea Furniture Design Association



Booth Type Space Only



Type	Space Only
Size	3m x 3m
Fee	\$ 2,200 / 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	\$ 2,600 / Booth
Provide	Signboard : Brand name, Booth No. Carpet : Pytex(gray) Electric : 3 Spotlights, 1 Socket Equipment : 1 chair & Info desk (should require in advance)
	<ol style="list-style-type: none"> 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)
	1. The design can be changed - Color change, sheet paper attachment, etc. 2. Create a luxurious mood 3. Construction of the booth by the organizer

Wooden Booth





Participation

STEP 1 Online Participation

- ① Sign up through the website,
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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