

SUOFEIYA

HOME COLLECTION

The leading cabinetry factory worldwide.

Kitchen · Wardrobe · Vanity · Door · Loose Furniture

COMPANY PROFILE
2024



SOGAL · FRANCE 1981 · SUOFEIYA · SINCE 2001

PART 01

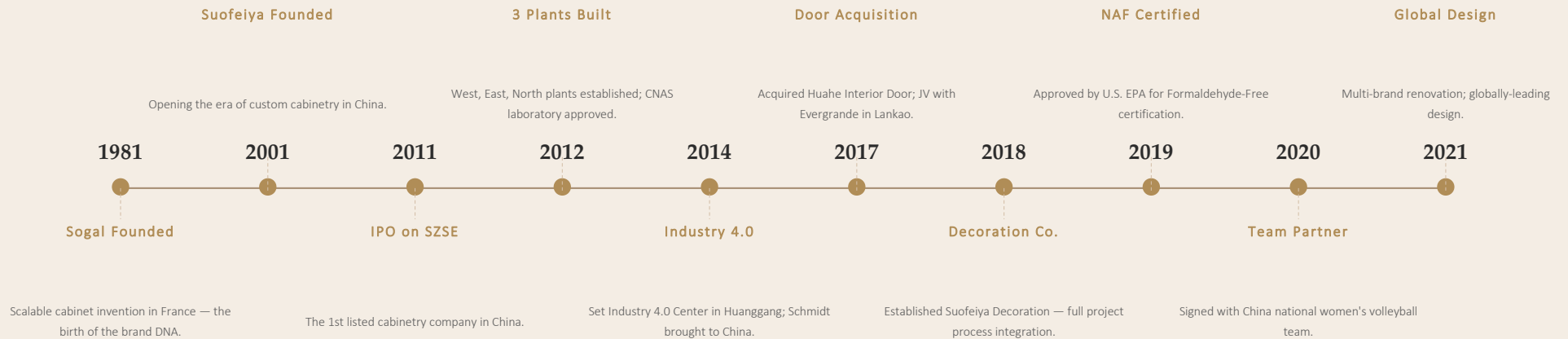
SUOFEIYA INTRODUCTION

Our story, our heritage, our global footprint.



ABOUT SUOFEIYA

OUR JOURNEY



INTRODUCTION

OUR COMPANY

Manufacture Founded in 2001. France kitchen cabinet No.1 · China wardrobe No.1.

Product Whole-house solutions across five product series.

Service One-Stop Service — Design, Production, Delivery, Installation [D+P+D+I].

LISTED SINCE 2011

The 1st cabinetry company on Shenzhen Stock Exchange.

Market value: RMB 20 Billion ≈ USD 1.7 Billion

as of Feb. 14, 2023

FULL HOUSE SOLUTION

FIVE PRODUCT SERIES

01

Kitchen Cabinet

Melamine · Lacquer · PVC · Veneer

02

Wardrobe

Walk-ins · Sliding · Custom

03

Home Furniture

Beds · Sofas · TV · Tables

04

Bathroom Series

Vanities · Mirrors · Storage

05

Interior Door + Wall Panel

Laminate · Lacquer · Veneer

GLOBAL REACH

SUOFEIYA WORLDWIDE

From a single factory in China to 40+ countries — Asia is our largest market; the Middle East is our fastest-growing trend market.

5,000+

Global showrooms

40+

Countries & regions

15,000+

Projects delivered

60%+

Business in Asia

2

Business channels



Two main channels: SHOWROOMS · PROJECTS

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

ASIA PRESENCE

SHOWROOMS



30+

SUOFEIYA SHOWROOMS
IN ASIA

Vietnam	2
Cambodia	1
Malaysia	2
Singapore	1
Myanmar	1

OVERSEA NETWORK

WORLDWIDE PRESENCE

Stores and showrooms active across 5 continents — as of end of 2022 and continuing to expand through 2023.



- Singapore
- Australia
- Perth (2022)
- Cambodia
- Vietnam
- Myanmar 2023
- Malaysia 2023
- Madagascar (2022)
- Indonesia: 5 stores
- Oman-Muscat (2022)
- New York: 2 stores
- New Jersey 2023
- Japan 2023
- Uganda 2023

5,000+ SHOWROOMS · 30+ COUNTRIES · ONE-STOP SOLUTION SERVICES

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

PART 02

PROJECT CASES

Selected projects from our global portfolio.

DOHA, QATAR

The Velero Hotel (Shell Tower)

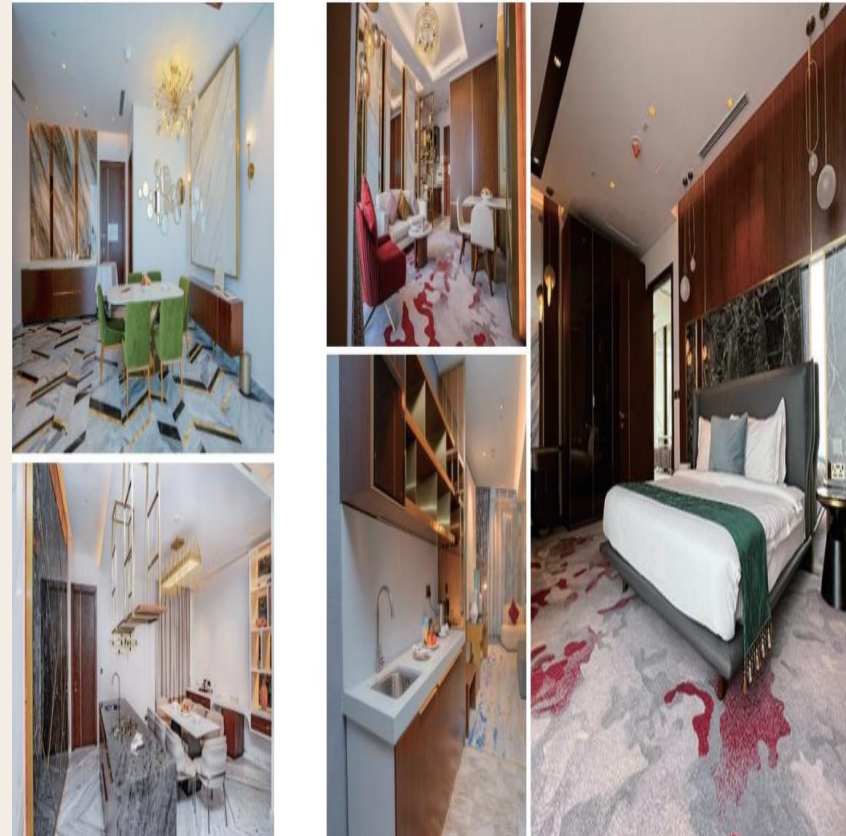
LOCATION Doha, Qatar

PROJECT TYPE 5-Star Hotel

SCOPE OF WORK Kitchen Cabinet · Counter Tops · Wardrobe · Storage Cabinet

ROOM QUANTITY 228 keys

COMPLETION 2022



QATAR

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

PENANG, MALAYSIA

The Millen Hotel Penang

LOCATION

Penang, Malaysia

PROJECT TYPE

5-Star Hotel

SCOPE OF WORK

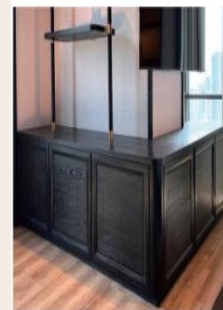
Interior Door · Walk-in Closet · Mini Bar · Vanity & Mirror ·
Wall Panel · Bed · Bedhead & Bedside · TV Cabinet · Loose
Furniture

ROOM QUANTITY

134 keys

COMPLETION

2024



MALAYSIA

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

12

BINH CHAU, VIETNAM

Wyndham Lagoon Villa Project

LOCATION

Binh Chau, Vietnam

PROJECT TYPE

5-Star Villas

SCOPE OF WORK

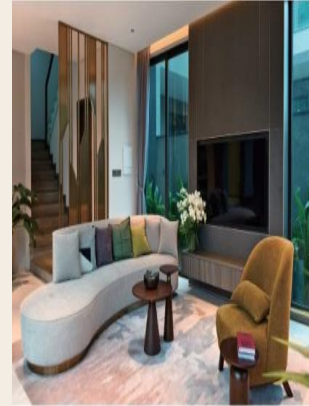
Kitchen Cabinet · Wardrobe · TV Cabinet · Vanity Cabinet ·
Wall Panel · Loose Furniture

ROOM QUANTITY

122 Villas

COMPLETION

2024



VIETNAM

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

PHNOM PENH, CAMBODIA

Urban Village Phase 2

LOCATION

Phnom Penh, Cambodia

PROJECT TYPE

Residence

SCOPE OF WORK

Interior Door · CDU Seating Cover · Kitchen Cabinet

ROOM QUANTITY

1,977 units

COMPLETION

2024



CAMBODIA

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

G E N T I N G H I G H L A N D S ,
M A L A Y S I A

Antara Genting

L O C A T I O N

Genting Highlands, Malaysia

P R O J E C T T Y P E

Residence

S C O P E O F W O R K

Interior Sliding Door · Bedhead Wall Panel · Kitchen Cabinet · Wardrobe · Vanity Cabinet · Entry Cabinet

R O O M Q U A N T I T Y

1,420 units

C O M P L E T I O N

2024



MALAYSIA

S U O F E I Y A H O M E C O L L E C T I O N

T H E L E A D I N G C A B I N E T R Y G R O U P
W O R L D W I D E

NEW CAIRO, EGYPT

New Capital CBD Tower

LOCATION **New Cairo, Egypt**

PROJECT TYPE **Residence**

SCOPE OF WORK **Vanity Cabinet**

ROOM QUANTITY **980 units**

COMPLETION **2023**



EGYPT

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

ERBIL, IRAQ

Cavalli Tower

LOCATION

Erbil, Iraq

PROJECT TYPE

Apartment

SCOPE OF WORK

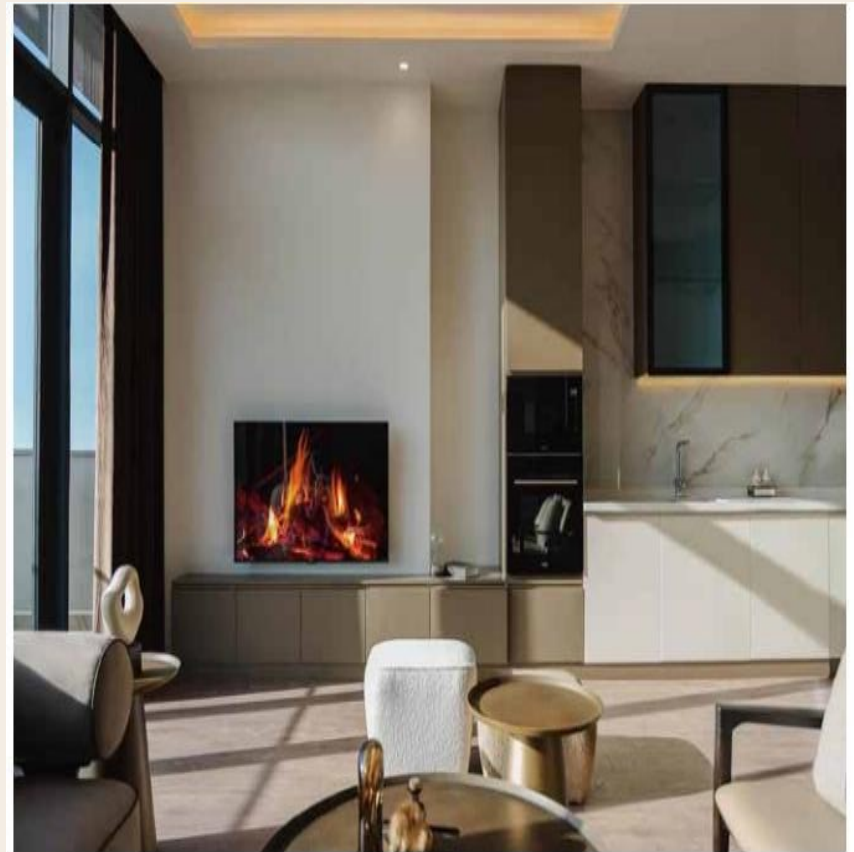
Kitchen Cabinet · Wardrobe · Entrance Cabinet · Laundry ·
TV Cabinet · Dining Table · Interior Door · Entrance Steel
Door

ROOM QUANTITY

745 units

COMPLETION

2024



IRAQ

SUOFEIYA HOME COLLECTION

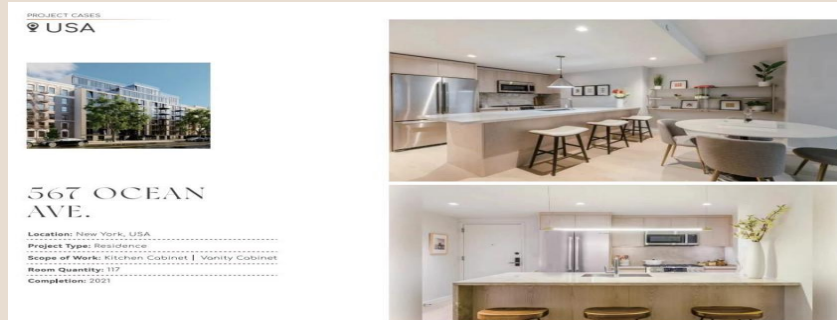
THE LEADING CABINETRY GROUP
WORLDWIDE

PROJECT CASES

USA · AUSTRALIA

USA

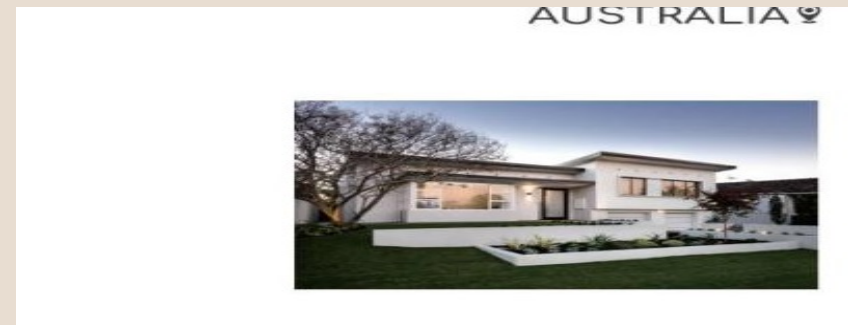
567 Ocean Avenue



LOCATION New York, USA
TYPE Residence
SCOPE Kitchen Cabinet · Vanity Cabinet
ROOMS 117
YEAR 2021

AUSTRALIA

Coolbinia Villa Estate



LOCATION Perth, Australia
TYPE Villa
SCOPE TV · Kitchen · Vanity · Wardrobe · Entry · Laundry · Home Office
ROOMS Private
YEAR 2022

GLOBAL PARTNERSHIP

STRATEGIC CLIENTS

Trusted by leading developers, contractors, and hotel operators across Asia and the Middle East.





15,000+ PROJECTS

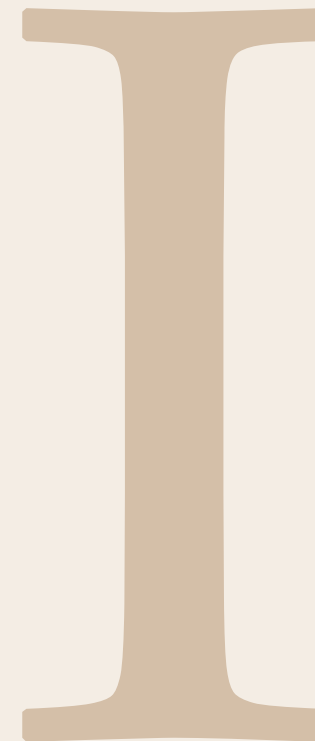
WORLDWIDE
PROJECTS WORLDWIDE

Across 40+ countries and regions on five continents.

PART 03

SUOFEIYA ADVANTAGES

Why Choose Suofeiya — our scale, our quality, our service.



WHY CHOOSE SUOFEIYA

MANUFACTURING BASE

1.5 million m² of factory scale across all main areas of China. Our network is internally cooperative with high-efficiency planning, ensuring the whole supply chain runs smoothly all the time. Suoifeiya plans to expand current scale into fully Industry 4.0 standard with 1.5× more square meters.

o the network is cooperated internally with high-efficiency plan, to ensure the whole supply-chain of ecterprise is running smoothly all the time.

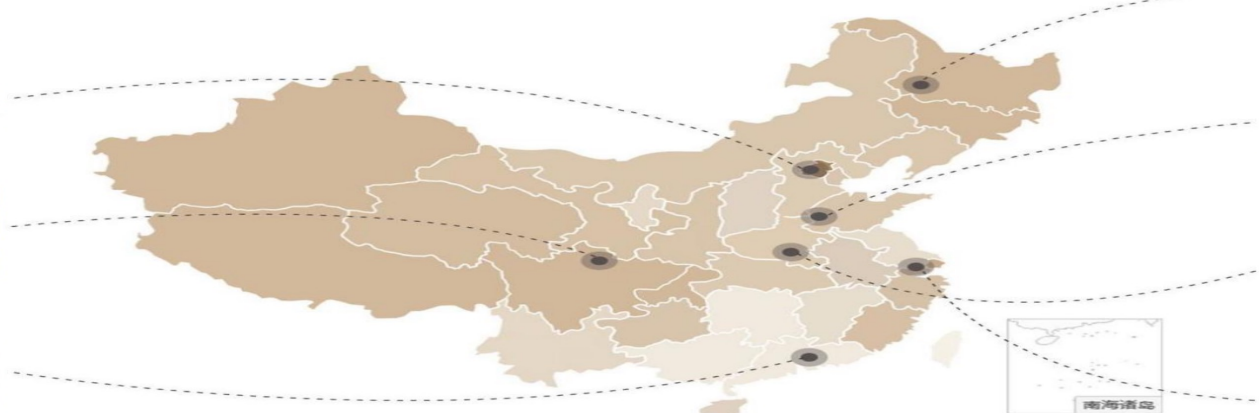
itionally, Suoifeiya plans to expand the current scale into fully well-finished Industry 4.0 standard before 2015, with 1.5 times of square meter by now.



Langfang



Chengdu



Huahe



Lankao



Huanggang



LANGFANG · CHENGDU · GUANGZHOU · HUAHE · LANKAO · HUANGGANG · JIASHAN

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

PRODUCTION CAPACITY

DAILY OUTPUT

2.78 million m² manufacturing base — 8 Industry 4.0 plants delivering at scale every day.

3,000

Kitchen sets / day

4,500

Home furniture sets / day

1,600

Bathroom sets / day

2,400

Interior doors / day

LEAD TIMES

PRODUCT	MOCK-UP	BULK
Melamine / HPL	25-30 days	30-35 days
PVC / Lacquer	30-35 days	35-40 days
Veneer / Aluminum	30-35 days	35-40 days
Hardware & Countertop	20-25 days	30-35 days
Interior Door	20-25 days	30-35 days
Aluminum Door	30 days	35-40 days
Loose Furniture	30 days	35-40 days

WHY CHOOSE SUOFEIYA

ABUNDANT MATERIALS

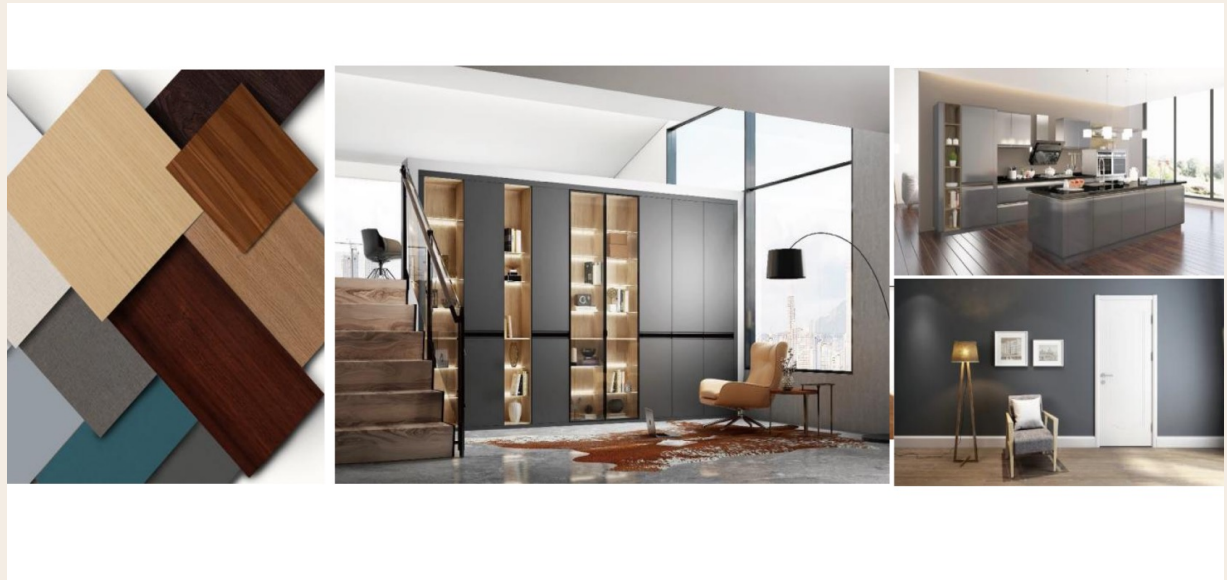
300+ colors for project applications · 25+ series for retail collections — we match any material requirement.

300+

Project colors

25+

Retail series



CATCH YOUR MATERIAL REQUIREMENTS — ANY FINISH, ANY TEXTURE, ANY COLOUR
SUOFEIYA HOME COLLECTION THE LEADING CABINETRY GROUP WORLDWIDE

S U P P L Y C H A I N

MATERIAL & EQUIPMENT PARTNERS

We specify only first-tier hardware, hinges, drawer systems, stone, and adhesives from the world's most trusted makers.

MATERIAL & EQUIPMENT PARTNERSHIP



BLUM · HETTICH · HÄFELE · SALICE · DTC · BASISTEM · HIGOLD · SINOSTONE · HOMAG

SILESTONE · DEKTON · SUSPA · JOWAT · HENKEL · SCHATTDECOR · REHAU · TUTTI · CEFLA · TAIHO · WEMHÖNER · HANSGROHE · RENOLIT
SUOFEIYA HOME COLLECTION WORLDWIDE

WHY CHOOSE SUOFEIYA

ECO-FRIENDLY E0 MATERIALS

Our panels meet the strictest international eco-standards — formaldehyde-free, FSC-traced, and independently audited.

Global Certifications

- The U.S. (EPA) NAF, (CARB), NAF - Formaldehyde Free Certification
- FSC
- Japan F★★★★
- SGS



GLOBAL CERTIFICATIONS

U.S. EPA NAF

Formaldehyde-free

U.S. CARB

California standard

FSC

Chain-of-custody

Japan F★★★★

Highest JIS grade

SGS

Independent audit

CNAS

1st in home industry

W H Y C H O O S E S U O F E I Y A

TOP RESEARCH INSTITUTE

The first CNAS-certified research institute in the Chinese home industry — participating in the formulation of multiple national standards.

- **Climate chamber** *Humidity & temperature aging*
- **UV detection** *Colorfast & lifespan testing*
- **Physical force** *Hardware fatigue & load*
- **Automatic robotic** *Hardware Changyun arm*
- **Batch sampling** *Every incoming lot tested*
- **Finished QC** *Pre-shipment inspection*

TOP RESEARCH INSTITUTE IN THE INDUSTRY

The first CNAS-certified research institute in the home industry nationwide, participating in the formulation of multiple national standards. Equipped with hardware Changyun automatic robotic arm, climate chamber, ultraviolet detection instrument, physical external force testing system, and other comprehensive product quality and environmental protection level testing conditions.

- Providing reasonable and stringent process verification testing for new processes (such as environmental grade, moisture resistance, strength, bending degree, corrosion resistance, lifespan, deformation, etc.)
- Conducting sampling inspections on each batch of incoming materials
- Developing and verifying new materials and designs in the industry
- Conducting rigorous finished product quality inspections after completion

RECOGNITION

INTERNATIONAL DESIGN AWARDS

140+ international design awards · leading Chinese home trends.

German iF

Design Award

Italy A'

Design Award

USA MUSE

Gold Winner 2023

USA IDA

Design Award

USA C2A

Creative Communication

Netherlands

Indigo Silver 2023

France

NDA Design Award

APIDA

Hong Kong Asia Pacific

Korea

K-Design

Global

Surface Design Award

140+ INTERNATIONAL DESIGN AWARDS · LEADING CHINESE HOME TRENDS
SUOFEIYA HOME COLLECTION THE LEADING CABINETRY GROUP WORLDWIDE

OUR PEOPLE

DESIGN TEAM

A multi-cultural design studio — Italian style advisors, European creative directors, and leading Chinese designers.

		<p>CORRADO DOTTI 意大利家居风格设计顾问</p>		<p>ZHIHAO LIU 创意生活家居设计师</p>
		<p>RENÉ CHYBA 国际创意家居设计大师</p>		<p>JULIEN GUEUNING 全球文化家居设计大师</p>
		<p>XIAOKE HUANG 黄小樑 国际高端家居设计师</p>		

CORRADO DOTTI · RENÉ CHYBA · JULIEN GUEUNING · ZHIHAO LIU · XIAOKE HUANG

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

WHY CHOOSE SUOFEIYA

INDUSTRY 4.0 SMART FACTORY

Eight major smart production bases across China — fully automated board handling, cutting, edging, drilling, and sorting.



BOARD STOCK · CUTTING SAW · AUTO WAREHOUSE · EDGE BAND · DRILL · AUTOMATED SELECTION

SUOFEIYA HOME COLLECTION

THE LEADING CABINETRY GROUP
WORLDWIDE

DELIVERY

PROFESSIONAL PACKAGING

Professional packaging and clear goods-sorting instructions for every order.

✓ Cabinet Package

✓ Pallet Package

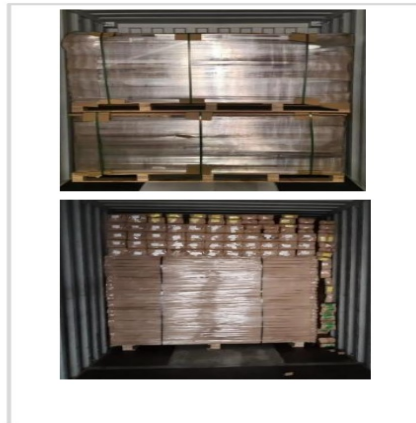
✓ Countertop Package

✓ Goods Sorting Instruction

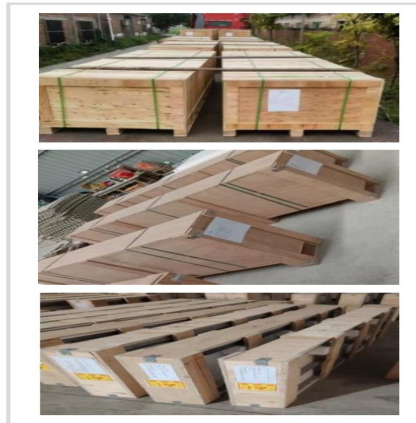
✓ Cabinet Package



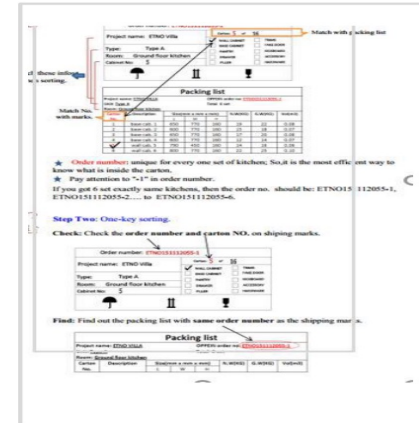
✓ Pallet Package



✓ Countertop Package



✓ Goods sorting instruction



ENGAGEMENT

PROFESSIONAL SERVICE

Kitchen · Wardrobe · Vanity · Door — full project support from site measurement through installation.



3D Renderings



Site measurement & shop drawings design



Budget control proposal



Spare parts offered



Local partner to check site problems immediately



Established re-producing green channel in factory

ON - SITE DELIVERY

SKILLFUL INSTALLATION

SUOFEIYA SUPERVISOR TEAM

USD 150 / day / person

Accommodation borne by client. Full installation coordination on site.

LOCAL INSTALLATION PARTNERS

In-country expertise

Vetted local teams in each region, supervised by Suofeiya standards and quality benchmarks.

WARRANTY

2

Product Warranty
years

5

Blum · Hettich · Hardware
years

1

Electrical Appliances
year

LET'S BUILD YOUR NEXT FLAGSHIP.

The leading cabinetry group worldwide.

S U O F E I Y A H O M E C O L L E C T I O N

Since 1981 · Listed SZSE · 40+ Countries

GET IN TOUCH

WEBSITE

www.sfygroup.com

EMAIL - NUMBER

charles@manaadvisory.ae - +971 58 941 2700

HEADQUARTERS

UAE - DUBAI

FACTORIES

8 Industry 4.0 plants

SHOWROOMS

5,000+ worldwide

*Kitchen · Wardrobe · Vanity · Door ·
Loose Furniture*