



## **IFFS/AFS 2010 reaffirms its trend-setting status on international furniture trade circuit**

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***With less than two months to go, the International Furniture Fair Singapore 2010/27th ASEAN Furniture Show (IFFS/AFS 2010) slated for 9 to 12 March 2010 is running chock-a-block with a total of 40,000 nett square metres of exhibition space, a testament to the fair's reputation on the global furniture trade scene. Featuring a strong line-up of debut exhibitors and loyal supporters from Singapore and beyond,***

***IFFS/AFS 2010 will see design having a stronger prominence and a wide collection of cutting-edge furniture creations on display.***

Said Mr Richard Koh, Chief Operating Officer of IFFS Pte Ltd: "We are very excited as we move into our final stages of preparation for IFFS/AFS 2010 and we are very pleased with the stellar selection of exhibitors at the fair. IFFS/AFS has always been known for its distinctive focus on furniture design. Working in tandem with the Singapore Furniture Industries Council (SFIC), IFFS/AFS has, over the years, successfully implemented elements like PLATFORM and the Furniture Design Award showcase. This year, we are taking design to the next level by introducing an overarching tag 'D'Space' (which stands for Designer Space) for all our design initiatives at the fair as we feel design is the way forward for growth of the industry and will be actively promoting this."

Under the D'Space umbrella is a new and expanded design exhibition area in Hall 3 where buying delegates can view innovative and creative designs at **PLATFORM** and from **Design & Objects**, an association from Thailand featuring their local design talents, participating for the first time. The group, which counts more than 70 companies as members, has built a solid reputation for fresh designs and quality products in both the local and international markets since its inception in 1999. Joining them to a showdown of cutting-edge pieces is a collective of international designers including the renowned John Kelly Furniture and Sable Island, all launching their collections for the first time in D'Space.

IFFS/AFS 2010 has registered an increase in participation from ten countries, with companies from Australia, China, Germany, Hong Kong, Italy, Malaysia, the Netherlands, Thailand, the Philippines and USA signing up for more exhibition space. Of the total number of exhibitors, 20 per cent are making their debut at IFFS/AFS 2010, promising visitors new and exciting products to look out for.

Buyers can expect to source from a wide assortment of furniture and furnishing products offered by these first-time exhibitors from Asia and the world over.

Companies making their debut at the fair include **Vincent Sheppard NV** (Belgium), **Holili Outdoor Emotions** (Germany), **Andrew Martin Asia**, **SAP Products Ltd**, **Vintage Collection Ltd** and **Zooko Asia** from Hong Kong, **Amangriya**, **Belladonna Primaraya PT** and **Ecolene** from Indonesia, **Maspar-Mahajan Overseas Pvt Ltd** and **Sharda Exports** from India, **Hin Lim Furniture Manufacturer Sdn Bhd**, **Gao-Ling Industries Snd Bhd** and **Zolano Design Snd Bhd** from Malaysia, **Ninety-Nine Inc** and **Colin Ross Taiwan Inc** from Taiwan, **Tetrad International Co Ltd** from Thailand, **Lebello** from USA and **ENCORE by Arda Ltd** from Vietnam.

Newcomers from Singapore include **Amardeep Fabrics Pte Ltd**, **Bali Connection Pte Ltd**, **Ballywilliam by Sianhall**, **Cassarredo Abundance Marketing**, **Evershine Corporation**

**Pte Ltd, More Than Living LLP, Novaz Singapore Pte Ltd, Sam and Sara Home Pte Ltd, Seng Lee Interiors Pte Ltd and St Louis Pte Ltd.**

Singapore Mozaic ambassador **Lorenzo International Limited** has also showed its support for IFFS/AFS by returning to the fair after a five-year hiatus.

Amongst the 80 per cent who are making a return to IFFS/AFS 2010 are the industry's big players and stalwart supporters, **Kenas Pacific Pte Ltd** and **Halo**. Both hailing from Hong Kong, they are the fair's two biggest exhibitors, with booths measuring 900 nett square metres and 700 nett square metres respectively. Also looking to wow buyers with their wealth of product ideas and magnificent showcases are **Koda Ltd** from Singapore with a 670 nett square metre space, and **Zhejiang KUKA Technics Sofa Manufacture Co Ltd** from China and **Violino Limited** from Hong Kong with 600 nett square metres each.

IFFS/AFS 2010 has even attracted participation from **SIA OŠUKALNS**, a first-time exhibitor specialising in soft furnishings hailing all the way from Latvia, as well as new entrant **CL Home** from Greece, whose forte is in wooden furniture. The addition of these two companies further enhances the country representation at IFFS/AFS 2010, making it the fair in Asia with the highest number of participating countries!

For more information on IFFS/AFS 2010, please visit [www.iffs.com.sg](http://www.iffs.com.sg).