

Bigger, Better IFFS/AFS 2011 Highlights Hospitality & Delivers on Design

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Singapore --(ASIATODAY)-- The International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011) kicked off this morning, boasting an expanded line up of highlights and exhibits across an impressive 70,000 square metres of gross exhibition space. Running from 9th through 12th of March, the fair brings together an exciting line up of local, regional and international exhibitors, reinforcing its reputation as Asia's most prestigious "one-stop" sourcing platform for the best mix of the East and West. The opening ceremony was officiated by Mr Lee Yi Shyan, Singapore's Minister of State for the Ministry of Trade and Industry.



This year's exhibition comes amid a period of strong growth in Singapore as well as furniture industries in Asia, which is evidenced by the addition of 10,000 square metres of exhibition space and a 23 percent increase in the number of exhibitors compared to last year. The number of show debutantes is also amplified with the launch of Hospitality Asia and the expansion of Deco Asia. Visitors will be treated to a spectacular spread of over 120,000 pieces of quality furniture products from 536 exhibitors, hailing from 24 countries.

Mr James Goh, President of the SFIC and Director of IFFS Pte Ltd said, "2011 is a watershed year as we embark on many new initiatives to further improve the show, so that it continues to be an absolutely essential event for the world's furniture players. We are glad to see the strong support from so many companies, including some of the world's top furniture brands, at this year's IFFS/AFS, Deco Asia and Hospitality Asia. To me, this underscores the level of confidence that the furniture fraternity has in the show as an effective platform for their export business".

Mr Tony Pang, Chairman of the IFFS/AFS 2011 Show Advisory Panel said, "Design innovation, quality craftsmanship and timeliness are some of the key considerations that help shape the directions of the fair. By watching market trends, staying relevant to changing needs, and with the critical support of both exhibitors and visitors, IFFS/AFS, together with Deco Asia and Hospitality Asia will continue to be an important event in the international furniture trade calendar."

One such market trend was the growth of the hospitality and contract manufacturing industry in Singapore and the region. The inaugural Hospitality Asia will throw the spotlight on a wide range of furniture and furnishing products tailored for the exacting demands of the hospitality industry. Featuring over 60 exhibitors in its debut edition, this "show-within-a-show" is expected to be one of the fastest growing segments at IFFS/AFS.

Returning in 2011 is the immensely popular D'Space that premiered at the last edition of IFFS/AFS. The iconic D'Space is the umbrella for all design-led initiatives at the show, which include:

PLATFORM, a Singapore Furniture Industries Council (SFIC) initiative to promote emerging design entrepreneurs in the region, exhibits by the shortlisted finalists in the highly coveted and contested Furniture Design Award 2011, a unique collection of masterpieces by Singapore-based designers in collaboration with world renowned Japanese minimalist, Mr Naoto Fukasawa, and the PUSH Showcase from DesignS, a network of eight design-centric institutes and associations in Singapore. Together, they create an unmatched visual spectacle for the visitors and buyers.

Continued Mr James Goh, "Design and branding remain a key element in the transformation of Singapore's furniture industry. We fully recognise that a design-centric philosophy and brand marketing focus embraced by the Singapore furniture players is the only way forward if we want to build a vibrant and competitive industry to cater to the needs of our global customers.

"With the strong support of government agencies such as DesignSingapore Council, International Enterprise (IE) Singapore and SPRING Singapore, we have put together numerous initiatives and programmes over the years to promote design-thinking in the industry and the B2B industry brand, Singapore Mozaic. We are very pleased to see these bearing fruit at this year's IFFS/AFS, Deco Asia and Hospitality Asia."

For more information about IFFS/AFS, Deco Asia and Hospitality Asia, please visit www.iffs.com.sg, www.DecoAsia.com.sg and www.HospitalityAsia.com.sg

About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organise and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), a keynote event on the furniture trade exhibition calendar that is widely regarded as the "Best in Asia" by the industry. The company has a seven-member Board of Directors, comprising the Chairman, Mr Andrew Ng who is also Presidential Advisor of SFIC, Mr James Goh, SFIC President and Mr James Koh and Mr Bert Choong, SFIC Presidential Advisors, Mr Tony Pang, Honorary Treasurer of SFIC and Chairman for Show Advisory Panel, Mr James Chia, Chairman of MP International Pte Ltd and CEO of MP International Pte Ltd, Ms Sylvia Phua. The alternate Directors include Mr Kenny Koh and Mr Ernie Koh, SFIC Vice Presidents and Mr Jerry Tan, Executive Committee Member.

About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS)

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) began in 1981 and has since grown to be regarded by industry experts as Asia's most prestigious furniture trade show. IFFS/AFS provides an effective marketing platform for regional companies to venture into global markets. As a testimony to the quality of the show, IFFS/AFS is the first Asian-based international furniture fair to be accepted as a member of the elite Union des Foires Internationales, a Paris-based international authority on trade fairs. In addition, it is the only furniture trade event in Singapore to be awarded the 'Approved International Fair' status by the Singapore Tourism Board. The Singapore Exhibition and Convention Bureau also recognises the fair as a major event on Singapore's international exhibition calendar. IFFS/AFS is set to become even more comprehensive for the world's furniture players, with the addition of the inaugural Deco Asia and Hospitality Asia to expand the scope of the show.

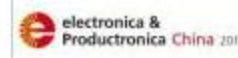
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