

IFFS/AFS 2011

March 9 – 12, 2011
Singapore Expo, Singapore

The International Furniture Fair Singapore 2011 & 28th ASEAN Furniture Show (IFFS/AFS 2011) were held from March 9 to 12, 2011 at the Singapore Expo. The show featured 536 exhibitors from 24 countries, who showcased more than 120,000 products over 70,000 sq m of gross exhibition space.

Coming amid a period of strong growth in Singapore as well as the furniture industries in Asia, the show saw a 23 percent increase in the number of exhibitors compared to 2010. The number of show debutantes was amplified with the launch of Hospitality Asia and the expansion of Deco Asia.

Tony Pang, chairman of the IFFS/AFS 2011 show advisory panel said that design innovation, quality craftsmanship and timeliness are some of the key considerations that help shape the directions of the fair. He emphasised the importance of watching market trends and staying relevant to changing needs of the industry.

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

Design took centre stage in this year's edition. D'Space, which premiered at last year's installment, made its return as the umbrella for all design-led initiatives at the show such as: PLATFORM, a Singapore Furniture Industries Council initiative to promote emerging design entrepreneurs in the



region; Furniture Design Award 2011; the display of a unique collection of design pieces by Singapore-based designers in collaboration with Japanese minimalist, Naoto Fukasawa; and the PUSH Showcase from DesignS, a network of eight design-centric institutes and associations in Singapore.

Ted Tan, deputy chief executive of SPRING Singapore, mentioned that Singapore's furniture companies excelled through design, quality, customer service and market knowledge. In order for these companies to continue their forward momentum, they will need to continue to improve their productivity, become more design-centric and execute effective branding strategies.

IFFS/AFS 2012 is slated to take place in March 2012.

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