

## **Robust Take-Up Rate by Design-Focused Exhibitors boosts The IFFS/AFS 2005 as Asia's Premier Furniture Design Show**

SINGAPORE, 7 October 2004 - Only seven months into the preparations for the International Furniture Fair Singapore 2005/22nd ASEAN Furniture Show (IFFS/AFS 2005), more than 85 per cent of the Fair's floor space (35,000-sqm) has already been snapped up. Among them, a whopping 82 per cent are stalwart supporters, bearing testimony to the Fair's effectiveness as a business gateway for international exhibitors in Asia.

Signalling a more optimistic economic outlook, many of the repeat exhibitors have also significantly increased their exhibition space for next year's show. Among those who have doubled or tripled their floor space include Kenas Pacific from Hong Kong, DMC International from Ireland, E & M Home Collection and Hong Kong & Shanghai Leather Corporation Limited, both from China.

Adding to the variety of the show, about 18% of participating exhibitors will be making their debut at IFFS/AFS 2005. For the first time, furniture trade players can look forward to exhibits from Tetto Mobilya (Turkey), Encoe (Australia), Musha Cay (Spain), Vader Inc (India), Zanazan and Furniture Classics (USA) as well as exhibitors from the British Virgin Islands.

Some other prominent exhibitors to look out for at IFFS/AFS 2005 include Four Hands from the USA. The company has been named entrepreneurial growth leader by Inc. Magazine in the USA for three years running.

Others include DeCoro from Italy, one of the world's leading leather upholstered furniture producers and Interwood Vietnam Limited. The latter will be the largest Vietnamese exhibitor at IFFS/AFS 2005.

With exhibitors from more than 30 countries participating in next year's show, IFFS/AFS 2005 will boast the largest number of country participation compared to other shows in Asia, establishing it as a truly premiere international trade event.

"We are certainly encouraged by some of the foreign exhibitors participating in the show as they were traditionally more keen on their home-grown flagship trade fairs. Their increased participation at IFFS/AFS 2005 affirms the show's growing status as the 'Best Show in Asia'. We are particularly pleased to note that even the participation by Malaysian exhibitors has tripled for the 2005 show. This is despite the existence of three other furniture shows in Malaysia during the month of March," said Mr Jerry Tan, Chairman of the IFFS/AFS 2005 Show Organising Committee, Singapore Furniture Industries Council (SFIC).

Commenting on Malaysia's increased participation at IFFS/AFS 2005, Mr Ong Kek Liong, Managing Director of Zik Yik Sofa Industry Sdn Bhd, Malaysia said, "We want to achieve results which is why we are making our debut at IFFS/AFS 2005. We believe that it is the pivotal marketing platform for us to venture abroad and expand our business contacts. With its reputation as the 'Best Show in Asia', it is one of the most important furniture trade shows that we need to participate."

A design-led exhibition, IFFS/AFS 2005 is increasingly recognised by leading furniture design companies as the premier platform to showcase their award-winning innovations. First-time Canadian exhibitor, Product Depot Worldwide Limited, is one such company. It has patented about 300 unique designs and innovative furniture since its establishment in 1989 and won the Best Show Design twice at High Point, USA.

Another design-focused exhibitor to watch out for, among many others at the IFFS/AFS 2005, is Design Tray Interior (S) Pte Ltd, whose Systemind® Platform bagged the Silver award at the 2003 International Furniture Fair Tokyo (IFFT). The design, which was patented at IFFT 2003, comprises sleek-fitting modular platform boxes that are designed for multiple uses to provide creative furnishing solutions for small homes and offices and to suit different customer needs.

For 2005, IFFS/AFS is again looking to feature innovative furniture design in Asia with its Design Gallery, which will have twice the number of design-led companies displaying their designer showpieces. In addition, winners of the 12th Furniture Design Award will showcase their creations at IFFS/AFS 2005, while the ever-popular 3rd Furniture Design Forum will be held on 2 March 2005. For more information on IFFS/AFS 2005, please visit [www.iffs.com.sg](http://www.iffs.com.sg)

**About Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of furniture manufacturers in Singapore, 65% of whom have subsidiary manufacturing plants in the region; including Malaysia, Indonesia, China, Vietnam and Myanmar. Its primary roles include promoting the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship. SFIC also organises the annual Furniture Design Award to spur trend-setting furniture designs from Asia. To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

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

The International Furniture Fair Singapore/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. Held in conjunction with the ASEAN Furniture Show (AFS), 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 International Enterprise Singapore, in acknowledgement of its role in promoting international trade. The Singapore Exhibition and Convention Bureau also recognises the fair as a major exhibition event in Singapore's international exhibition calendar.