

## **IFFS/AFS 2005 Increases Exhibition Space Due to Overwhelming Demand**

SINGAPORE, 9 December 2004 – To meet the space requirements of interested exhibitors, the organiser of the International Furniture Fair Singapore 2005/22nd ASEAN Furniture Show (IFFS/AFS 2005), the Singapore Furniture Industries Council (SFIC), has opened up an additional hall for bookings. The annual design-focused trade show will occupy 55,000 sqm, spread over Halls 1 to 6 at the Singapore Expo.

Mr Jerry Tan, Chairman of the IFFS/AFS 2005 Organising Committee said: “ This is a mark of the global furniture trade fraternity’s confidence in Singapore as an effective business gateway. Our quality international mix of design-centric exhibitors and country-specific value-added features like efficient logistics and transportation and infrastructure are prominent features in establishing our edge as the best trade show to participate in this region.”

To date, a total of 452 companies representing 33 different countries will be participating at IFFS/AFS 2005. Leading the countries with the highest number of participating exhibitors is China/Hong Kong, with 90 exhibitors, followed by Singapore and Indonesia with 72 exhibitors, each and Taiwan, Philippines and Vietnam. IFFS/AFS 2005 also boasts the largest number of participating countries compared to other furniture trade shows in the region, affirming the show’s status as the “Best Show in Asia”.

Set to establish more business linkages for industry players in the five-day exhibition, IFFS/AFS 2005 will play host to 94 show debutantes. These first-time exhibitors amounted to 21 per cent of the show’s total exhibitors and they include De Zetel NV (Belgium), Talaindo Interior (British Virgin Islands), Hamefa World Wide Interiors (Cyprus), AT Composite (Denmark), Manou Inkoop BV (Netherlands), Violino Limited (Hong Kong) and Circa 99 (United States). Other prominent and new players from Australia, Canada, China, Germany, India, Korea, Malaysia, Philippines, Singapore, Spain, Turkey and Vietnam can also be expected to spruce up the show’s vibrancy and product mix.

Summing up the general thoughts of new exhibitors at the show, Mr Warren Goodstone, Founder of Circa 99 said: “I have been a buyer at the show, and realized that it is one of the best (trade show) to exhibit at!”

Encouraged by the show’s impressive follow-on sales of USD1.9 billion in 2004, IFFS/AFS 2005 is also expecting a strong return of repeat exhibitors. They comprise about 79 per cent of the participating exhibitors. Among them are HSLC and Cedarwood from China, Jacque Pergay and OZOO France from France, Sofa King from Indonesia and Stanton International from USA.

One of the prominent exhibitors to look out for at IFFS/AFS 2005 is Violino Limited from Hong Kong. Violino, a leading producer of high quality leather upholstery with customers throughout the Asia Pacific, United States and Europe, is the latest addition to the 2005 Fair and the largest exhibitor to date with an exhibition space of 600 sqm at the show.

“We are very glad that the organiser was able to open up more space for us. IFFS/AFS is a premier international trade event, which we do not want to miss. With Singapore being a focal point of interest in quality furniture design in the region, IFFS/AFS provides an excellent platform to showcase our products to international furniture players. This opportunity is invaluable in helping us gain prominent exposure and entry into the global furniture arena,” said Mr Yau, General Manager of Violino, Hong Kong.

The complimentary Business Matching Service by SFIC has also set the stage for successful trade link-ups. A first amongst international furniture trade shows, this value-added service has enjoyed tremendous success since its launch in 2003. It has effectively allowed exhibitors to establish contacts and business liaisons with potential buyers even before the event takes place.

To date, it has facilitated 1,557 business link-ups for IFFS/AFS 2005 exhibitors and potential buyers.

Furniture design innovation will again feature prominently at IFFS/AFS 2005. The Design Gallery will showcase a greater number of design-led companies displaying their designer showpieces. In addition, winners of the 12th Furniture Design Award will showcase Asian creativity and furniture trends for the global market for the New Year. IFFS/AFS 2005 will also play host to the 3rd Furniture Design Forum on 2 March

2005. IFFS/AFS 2005 will be held from 1-5 March 2005 at the Singapore Expo. For more information on IFFS/AFS 2005, please visit [www.ifs.com.sg](http://www.ifs.com.sg).