

IFFS/AFS 2010 A RESOUNDING SUCCESS WITH SHARP INCREASE IN TRADE VISITORS

Exhibitors and Trade Visitors give Event the Thumbs -up for Best Show in Asia

SINGAPORE, 30 March 2010 – The International Furniture Fair Singapore 2010 and 27th ASEAN Furniture Show (IFFS/AFS 2010) achieved an attendance of 17,277 trade visitors from 112 countries over the four-day Fair which ran from 9 – 12 March. This marked a 10.7 percent increase as compared to the last edition and a clear indication that IFFS/AFS 2010 has once again showcased the best and varied mix of Asian furniture designs coupled with high quality international display which much attributed to this success.

Amongst the visitors, there were a total of 93 overseas buying delegations visiting the Fair and they included notable buying houses like El Corte Ingles from Spain, Interstil from Denmark, Pier 1 Imports from USA, Home Centre from UAE and many more, reaffirming IFFS/AFS 2010 as the preferred choice for their furniture sourcing needs in Asia. Following the good news was an estimated USD 270 million of spot orders concluded at the Fair, while an additional USD 2.5 billion of follow-on orders are expected for the year ahead as a result of the bountiful business opportunities secured.

IFFS/AFS 2010 hosted 434 global players from 31 countries over a gross exhibition area of 60,000 square metres. This prominent showcase also gathered over 100,000 pieces of unparalleled variety of latest and designer furniture and furnishings for quality buying opportunities. These comprised of the largest collection of exhibits from China, Hong Kong, Indonesia, Taiwan and Vietnam exhibitors, exhibited outside these respective countries, making it truly Asia's one-stop sourcing haven.

Visitors at the Fair were also the first to preview new collections from local players including the American black walnut timber furniture range designed by Filipino designer Reyhan Rario for Koda Ltd and Ewins Pte Ltd's Harachair – the world's first chair classified as a medical device.

Design was the main focus for IFFS/AFS 2010 with the introduction of a new overarching umbrella for all design initiatives, aptly named D'Space, which is in short, 'Designer Space'. As part of D'Space, winning entries from the Furniture Design Award 2010 (FDA 2010) feasted the buyers' eyes. This year's award attracted 1,096 entries from 31 countries, a 72 percent increase from last year. There was also a significant increase in the number of entries under the Student and Young Designer categories.

The Design Conversation 2010 which was held in conjunction with the Fair, saw internationally-acclaimed Japanese designer Naoto Fukasawa engaging an audience of 420 participants comprising furniture industry players, designers, architects, design students, trade agencies and the media.

Mr Tony Pang, Chairman of the IFFS/AFS 2010 Show Advisory Panel, said, "Singapore's economy has seen a perceptible improvement compared to the same period in 2009. As a result, various sectors within Singapore are beginning to see an optimistic upward trend. Similarly, Singapore's furniture industry sector has also seen an increasing demand for high quality furniture and furnishing with innovative designs. IFFS/AFS has always strived to keep abreast of the latest trends in the furniture industry to meet the needs of the trade visitors and exhibitors. We will continue to ensure that IFFS/AFS remains a relevant and quality resource to its exhibitors and buyers and we hope to see more success in the years to come."

For more updates on IFFS/AFS, please visit www.iffs.com.sg

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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 six-member Board of Directors, comprising the Chairman, Mr Andrew Ng who is also President of SFIC, Mr Jerry Tan and Mr Kenny Koh, SFIC Vice Presidents, SFIC Presidential Advisor, Mr James Koh, Chairman of MP International Pte Ltd, Mr James Chia and Ms Sylvia Phua, CEO of MP International Pte Ltd.

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.

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List of Overseas Buying Delegations

Organisation	Country
Arnett Importing	AUSTRALIA
COMFORTSTYLE WHOLESALE PTY	AUSTRALIA
Empire Trading	AUSTRALIA
Interfurn International	AUSTRALIA
Bukannan Furnishing	BAHRAIN
Workbench Furniture Ltd	BARBADOS
DOMOVOY	BELARUS
Tesscol Importacao E Exporcao Ltda	BRAZIL
ELTE	CANADA
Philippe Dagenais	CANADA
Rich Horizons Marketing	CANADA
The Remote Stylist	CANADA
DECOASIA	CHILE
GRUPO VELCO	COLOMBIA
Habitat Muebles	COSTA RICA
Octubre 54 S. A.	COSTA RICA
FLIBA DOO	CROATIA
Autronic S. R. O.	CZECH REPUBLIC
Daells Bolighus	DENMARK
ILVA AS	DENMARK
Interstil	DENMARK
Indoor Group Sotka	FINLAND
MASKUN KALUSTETALO OY LTD	FINLAND
3 SUISESSES	FRANCE
Alinea	FRANCE
La Redoute	FRANCE
Atlas Einrichtungs-Einkauf GmbH	GERMANY
Dekovries GmbH	GERMANY
Garant-Mebel Holding AG	GERMANY
M2 Kollektion Warenvertriebs GmbH	GERMANY
MCA Furniture GmbH	GERMANY
NIEHOFF SITZMBEL	GERMANY
KOUROU & CO.	GREECE
International Furniture Co. Ltd	HONG KONG
Li & Fung (Trading) Ltd	HONG KONG
Ripley Peru	HONG KONG
Azad Group Hotels	INDIA
Penthouse Furniture	ISRAEL
IDS SRL	ITALY
M.G Di Mogno Giovanni & Snc.	ITALY
Trade Line	ITALY
Americaya International, Ltd. (AIL)	JAPAN
Cainz	JAPAN
Fuji Boeki Co., Ltd	JAPAN
KUROSHIO INTERNATIONAL CO.,LTD.	JAPAN
Nitori Co., Ltd	JAPAN
SEKI FURNITURE CO.,LTD.	JAPAN

Organisation

Al-Nameer Oasis Company
Florina Commercial Centre
El Palacio De Hierro
Goossens Wonen & Slapen
Kuiken Trading House
Acland Holdings Limited
Furniture City
Salamander Enterprises Ltd
A. & Biger Lunke A/S
Handelshuset Martinsen
M°belnett A/S
Mobelringen AS
KENNEDY CENTER CORP.
Meble Agata
Moviflor
GUEST Tendances & Confort
Grange
St.Lav & Famille
Block & Chisel Interiors
Furntech
OK Furniture/House And Home
Best Living Co, Ltd
Balsler & Lapont S. L.
El Corte Ingles, S.A. (Spain)
NF Asian
Zenit Desarrollo Internacional Rey,S.L.
Handelshuset Rowico AB
Mobelgruppen AB
Mobelhuset Leander Pehrson
MOBEL SVOBODA AG
Moebel Maerki Handels AG
INDEX LIVINGMALL
MUDOCONCEPT

Home Centre LLC
AIS Ltd
BakerBedford Limited
Joseph International
Leekes Ltd
Moffett & Sons Ltd
Origins International
American Signature
Big Buy Company
Bobo Intriguing Objects
C. S. Wo & Sons
Four Hands
Pier 1 Imports

Country

JORDAN
MAURITIUS
MEXICO
NETHERLANDS
NETHERLANDS
NEW ZEALAND
NEW ZEALAND
NEW ZEALAND
NORWAY
NORWAY
NORWAY
NORWAY
PANAMA
POLAND
PORTUGAL
REUNION ISLAND
RUSSIA
RUSSIA
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