

NEWS RELEASE

INTERNATIONAL FURNITURE FAIR SINGAPORE PTE LTD

FOR IMMEDIATE RELEASE

IFFS/AFS 2011, Deco Asia 2011 and Hospitality Asia 2011 Exceed Expectations with Record Visitors and Sales

Singapore, 22nd March 2011 – The International Furniture Fair Singapore 2011 and 28th ASEAN Furniture Show (IFFS/AFS 2011) ended on a high note after a rousing four-day run. Co-locating with Deco Asia 2011 and the first edition of Hospitality Asia 2011, the fair attracted a total of 20,873 visitors from 112 countries, marking a 20.8 per cent increase over the last edition.

The trilogy of shows welcomed a total of 128 overseas buying delegations including top companies like Restoration Hardware from USA, EL Corte Ingles S.A from Spain and Nitori Co Ltd from Japan. Spot orders to the tune of US\$ 289 million were transacted at the fair, up from US\$ 270 million last year. Follow-on sales from the fair are expected to top US\$ 3.02 billion, affirming its reputation as Asia's premiere one-stop furniture and furnishings sourcing platform.

A total of 536 exhibitors participated at IFFS/AFS 2011, Deco Asia 2011 and Hospitality Asia 2011, filling the 70,000 square metres to the brim with over 120,000 pieces of quality furniture and furnishings. In testament to the international appeal of the show, overseas exhibitors occupied over 79 per cent of the show floor, with congregation of country pavilions from China, Hong Kong, Indonesia Malaysia, Philippines, Taiwan, Thailand and Vietnam.

“We will have to look for a bigger production factory after IFFS ends. That is how successful the fair has been for us,” said Mr Martin Filskov Olsen, President of Asian Design House whose company was a returning exhibitor at Deco Asia 2011.

An avid visitor to the fair, Mr Christoph Hampel from Garant Mobel Japan Inc concluded, “This is the one fair in Asia where you establish contacts, find resources and check out new products and I'm very satisfied to have met all my objectives.”

Design took centre stage with a spectacular visual extravaganza. The Designers' Space or D'Space segment featured displays by ten promising design talents at PLATFORM, the winning entries from Furniture Design Award 2011, creative show by No Boundaries, the Design Inevitable showcase, in collaboration with renowned Japanese minimalist Mr Naoto Fukasawa and the PUSH showcase from DesignS. Yin Tzu-Chi, a Taiwanese student from National Taiwan University of Science and Technology, won the Grand Award in the Students category, while Jerry Low, a Singapore designer with Air Division Pte Ltd clinched the top award in the Designers category.

This year's Furniture Design Forum hosted internationally distinguished speakers like Mr Naoto Fukasawa from Japan, architect Mr Vincent Van Duysen from Belgium and Mr Marco Cappellin from Moroso Spa in Italy, all of whom delivered thought-provoking presentations to an audience that included industry professionals, architects, designers and students.

Mr Tony Pang, Chairman of the Show Advisory Panel said, "Remaining relevant and sensitive to the needs of the furniture industry is one of the ways we ensure the continued success of IFFS/AFS. This year's expanded programme, and the addition of a show tailored for the hospitality industry, has garnered positive reviews from exhibitors and visitors alike. With the continued growth of the furniture industry in South East Asia, IFFS/AFS, Deco Asia and Hospitality Asia will

become increasingly important in helping connect local industries to the global marketplace.”

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, together with Deco Asia and Hospitality Asia sets to provide more comprehensive product offerings for the world's furniture players on Asia's one-stop furniture and furnishings sourcing platform. .

For media enquiries, please contact:

Mark Chen
Senior Account Manager
Strategic Public Relations
+65 6325 8279
mark.chen@sprg.com.sg

Juliana Gan
Senior Manager, Marketing Communications
IFFS Pte Ltd
+65 6569 6988
juliana@iffs.com.sg