



## NEWS RELEASE

### IFFS/AFS 2009 CONTINUES TO DELIVER BULLISH RESULTS IN CHALLENGING TIMES

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**SINGAPORE, 7 April 2009** – The International Furniture Fair Singapore 2009 and 26<sup>th</sup> ASEAN Furniture Show (IFFS/AFS 2009) saw a healthy attendance of 15,606 trade visitors from 118 countries, solid testimony of the strength and liveliness of the furniture trade industry in Singapore and the region despite the economic downturn.

At the four-day event held from 9 to 12 March, a total of 104 overseas buying delegations from 38 different countries visited the fair. Boasting prominent players from Australia, Germany, Hong Kong, India, South Africa, Spain, the UAE, UK and USA, IFFS/AFS 2009 has emerged as the preferred sourcing destination for top buyers even as the industry rationalises globally.

As an all-round effective springboard to the Asian and international markets for global trade players, IFFS/AFS 2009 achieved an estimated total of US\$ 245 million in spot orders. As a result of the business opportunities secured during the fair, an additional estimated US\$2.2 billion in follow-on sales is also expected for the year ahead. IFFS/AFS 2009 has also garnered an estimated US\$ 41 million in economic spin-offs for Singapore's Meetings, Incentives, Conventions and Exhibitions (MICE) and tourism sectors.

Covering six halls and a gross area of 60,000 square metres at the Singapore Expo, IFFS/AFS 2009 showcased a fascinating array of quality, well-designed furniture from

471 Asian and international exhibitors from 33 countries. New exhibitors hailing from 26 different countries made up close to 30 per cent of total exhibitors, providing much freshness as well as greater avenues for potential new business ventures and tie-ups.

With more than 60,000 pieces of furniture and furnishing products featured, IFFS/AFS 2009 offered unparalleled variety and quality buying opportunities. The fair also gathers the largest collection of products from China, Hong Kong, Indonesia, Taiwan and Vietnam exhibitors, exhibited outside these respective countries, making it truly Asia's one-stop sourcing haven.

Design took centre stage at IFFS/AFS 2009, which saw the highly successful return of the expanded PLATFORM showcase and the display of the top entries in the Furniture Design Award 2009 and 5<sup>th</sup> FLIP Challenge. The Furniture Design Forum 2009, held in conjunction with the Fair on 11 March also met with great success. Featuring keynote speaker, international celebrity designer Mr Karim Rashid, the venue was filled to the brim with 439 participants comprising furniture industry players, designers, architects, design students, trade agencies and the media.

Buyers were also able to view first-to-market collections launched at the fair, including the new PINKER series developed by Mr Karim Rashid in collaboration with Office Planner Pte Ltd and the Level collection by renowned designer Mr John Kelly for Koda Ltd.

Mr Tony Pang, Chairman of the IFFS/AFS 2009 Show Advisory Panel, said: "While the general market sentiment is largely cautious, the results of IFFS/AFS 2009 have exceeded our expectations. We are heartened to have received very positive feedback from international buyers and exhibitors, both on-ground and post event. The numbers and positive response proved that global furniture trade players have indeed remained fully confident in the value and effectiveness of the fair. While the world economy is bracing for challenging times ahead, we remain completely committed to further improving the quality of IFFS/AFS to provide greater value-add and will offer even better incentives for participants and visitors in IFFS/AFS 2010."

A list of quotes from buyers and exhibitors at IFFS/AFS 2009 has been appended for your use. For more updates on IFFS/AFS 2010, please visit [www.iffs.com.sg](http://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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## **Quotes from IFFS/AFS 2009 buyers and exhibitors**

### **Buyers**

“IFFS/AFS a great show that was very much appreciated. This year we opted to attend the Singapore show and skip the Dongguan and Guangzhou shows and we were not disappointed at all.”

***Brent Lewis***

***Buyer***

***D.A.Lewis & Co. Ltd, New Zealand***

“As always, I enjoyed my time in Singapore. I was able to make some very good contacts as well as renew old relationships. Our attendance at IFFS/AFS 2009 has resulted in orders immediately with additional orders to follow and we already look forward to the next edition.”

***Stanley Shockley***

***President***

***Blue Leaf Hospitality, USA***

“IFFS/AFS 2009 has the best furniture showcase compared to the other shows in ASEAN and Asia. The wide assortment of quality exhibits made my trip a well-sourced one, the results beating all other shows in the region. The fair has indeed lived up to its reputation of being Asia’s one-stop sourcing haven.”

***Mike Esparza***

***Memphis International, USA***

“It was a pleasure to visit IFFS/AFS once again and the fair truly lived up to the high standards set over many years. I found many new products and new supplier opportunities which I am now finalising. I look forward to participating again in 2010 and enjoying your hospitality once again.”

***Roger Harris***

***Merchandise Manager - Furniture***

***MRP Services / Menton Imports, New Zealand***

“IFFS/AFS 2009 has again proven very useful and surprisingly successful considering the current economic climate. Although the total number of attendants might have gone down, the exhibitors were certainly not lacking in enthusiasm and presentation.”

***Russell Stevens***

***Director***

***Lifestyle UK, United Kingdom***

“As always, I am very impressed with the organisation of IFFS/AFS and it is certainly the most pleasant show in Asia to visit. I am looking forward to returning to the next show in 2010.”

***Bert Jan Oosting***  
***Director Of International Sales***  
***Export Home Furnishings, USA***

“When the going gets tough, International Furniture Fair Singapore not only comes shining through, but excels all the rest.”

***Peter Richard Joyce***  
***Managing Director***  
***De Bel Furniture, Australia***

### **Exhibitors**

We chose IFFS/AFS to launch our company’s products as we know it attracts the right calibre of buyers. We were very satisfied with the outcome and were kept busy with a steady stream of customers over the four days.”

***Alison Gay***  
***Carezza Limited, Hong Kong***

“IFFS/AFS 2009 has been an excellent experience for us. We managed to reach our sales targets at the fair and also established a great number of business contacts. We will definitely be back again next year with the best of our furniture selections.”

***Kenny Koh***  
***Managing Director***  
***Star Furniture Industries Pte Ltd, Singapore***

“I rank Singapore up there alongside Milan and Cologne. This is the best Fair to find new buyers.”

***Davie Duan***  
***Marketing Manager***  
***Zhejiang UE Furniture Co., Ltd, China***

"We're a first-time exhibitor and we're already seeing good response. The Fair is very well organised and the organisers have been great in providing good displays and arrangements for exhibitors."

**Vinod Baid**  
**Production Manager**  
**Dileep Industries Pvt. Ltd, India**

"In view of the global economic situation, we were extremely apprehensive in getting orders from this year's show but we were pleasantly surprised by the buying response we received from day one. At the end of the four days, our orders for 2009 were even better than last year's. I think this is the result of the way the show was organised and the brand positioning of the event internationally. We will definitely be back for next year's event."

**Jack Wang**  
**CEO**  
**Kenas Pacific Furniture, Hong Kong**

"IFFS is the foremost furniture Fair in Southeast Asia. If you are into furniture, you simply cannot afford to skip this Fair."

**Arshad Qayyum**  
**Managing Director**  
**Qayyum Exports, India**

"We are very impressed by the turnout at IFFS/AFS 2009. The good response has been encouraging for us and we are very happy with the support we received from IFFS."

**Gavin Woo**  
**Managing Director**  
**Office Planner Pte Ltd, Singapore**