

News Release

International Furniture Fair Singapore Pte Ltd

NEW SHOW DATES DRAWS MORE VISITORS TO IFFS/AFS 2008

IFFS working with 3F on joint promotions to entice more visitors to both fairs

Singapore, 28 September 2007 – The International Furniture Fair Singapore/ASEAN Furniture Show 2008 (IFFS/AFS 2008) has garnered even stronger response as a result of the recent date change. Since the new dates were announced, IFFS/AFS 2008, which is now scheduled for 9 to 12 March 2008, has received an increase of 15 per cent in visitor pre-registration numbers. The strong surge in visitor numbers is testimony of the event's high standing amongst players in the international furniture trade circuit.

The organiser of the annual fair, IFFS Pte Ltd has also been pumping up its promotion efforts to attract visitors. In particular, IFFS Pte Ltd is working closely with the International Famous Furniture Fair (3F) in Dongguan, China on a series of promotional activities to encourage furniture buyers to visit both fairs. This is the first time IFFS/AFS is engaged in joint marketing efforts with a Chinese furniture show.

Mr Quek Chin Tuan, Chief Executive Officer of IFFS Pte Ltd, said: "We have received much positive feedback on the new dates that offer more convenience and benefit global industry players seeking to cover more grounds within the Asian furniture trade show circuit. We have seen a corresponding surge in visitor pre-registration numbers and exhibitor bookings since the announcement and see these early confirmations as a vote of confidence in IFFS/AFS 2008.

"IFFS/AFS 2008 will now take place just a few days before 3F, the first show on the major China furniture trade show calendar. We have tied up with the organisers of 3F to jointly raise awareness for our fairs and provide ease of travel between the two shows. We are confident that international buyers will find the wide range of products on display at IFFS/AFS and 3F more than adequate for all their Asian sourcing needs. Coupled with our expanded efforts to promote IFFS/AFS internationally, we hope to draw larger numbers and collectively create a more vibrant Asian furniture trade show circuit," added Mr Quek.



Make a new date with us! 9 - 12 March 2008

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To boost visitorship figures for IFFS/AFS 2008, IFFS Pte Ltd has raised its visitor promotion budget by 150 per cent to hit more than S\$1.5 million.

As part of the joint promotion with 3F, flyers which contains information on both IFFS/AFS 2008 and 3F 2008 will be mailed out in October 2007 and January 2008, along with pre-registration forms for both shows.

Joint roadshows will also be held in Mumbai, India and Krakow, Poland, two countries which have been identified as up-and-coming furniture importers. Travel and accommodation worries will also be minimised with attractive airfare and hotel packages developed for buyers from the US market.

IFFS Pte Ltd is also aggressively courting buyers through direct mailers, email broadcasts, marketing presentations and advertising efforts.

Collaterals are available in Japanese, Korean, French, Italian, Portuguese and Russian for dissemination in non-English speaking countries. In-depth event materials have also been developed specially for Japanese and Korean buyers.

To maximise exposure of IFFS/AFS 2008 to the global furniture trade fraternity, the fair is set to receive advertorial and editorial coverage in 140 trade publications across 30 countries. IFFS Pte Ltd is also present at important trade shows around the world such as the Las Vegas Market in the USA, Furniture China in Shanghai, China, the High Point Fall Market in High Point, USA, imm cologne in Cologne, Germany and Meuble Paris in Paris, France.

In a demonstration of the Fair's pull as a one-stop sourcing platform for quality products, many key buyers have already confirmed their attendance for IFFS/AFS 2008.

Mr Elias Emergui, President of S.E.E. Imports, USA said: "IFFS/AFS is just like fine wine – it gets better and better with age. I am glad to hear of the new dates for next year, as that certainly shortens my transit time and makes it more convenient to attend the shows in Asia. I am looking forward to finding more great sources from around Southeast Asia at the show."

Mr Joe Martin, Furniture Controller of Associated Independent Stores Ltd (AIS), United Kingdom reaffirms the rewarding prospects at the fair. He said: "As the largest independent UK buying group, AIS attended the International Furniture Fair Singapore (IFFS/AFS) and found the merchandise on offer both innovative and commercially appealing. The date

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change will also offer us an even smoother route in Asia and allow us to achieve more in a shorter time. We are delighted to hear that the show continues to grow and it will be a must for our 2008 diary."

IFFS/AFS 2008, which will occupy seven halls at the Singapore Expo, is the largest in the show's 25-year history. Besides the jump in visitor pre-registration numbers, local and foreign exhibitors have also responded positively to next year's fair. To date, 90 per cent of the total nett floor space of 44,000 sqm has been booked.

For more information on IFFS/AFS 2008, 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 business is in organising and managing furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. IFFS Pte Ltd organises the annual International Furniture Fair Singapore, which is held in conjunction with the ASEAN Furniture Show. In addition, IFFS Pte Ltd and MP International have launched the International Hospitality Furniture Expo, which was held in Bahrain from 3 to 5 September 2007. The company has a six-member Board of Directors, comprising the Chairman, Mr James Koh, who is Presidential Advisor to SFIC, Mr Andrew Ng, President of SFIC, Mr Jerry Tan, SFIC Vice President, SFIC Executive Committee Member, Mr Sim Kah Choon, 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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