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## **IFFS/AFS 2014, The Décor Show 2014 & Hospitality 360° A Resounding Success**

**Singapore, 27 March 2014** – The International Furniture Fair Singapore 2014/31<sup>st</sup> ASEAN Furniture Show (IFFS/AFS 2014), The Décor Show 2014 and Hospitality 360° concluded recently with record high in a decade.

A total of 418 exhibitors from 33 countries participated in the trilogy of shows this year. Confirming its status as Asia's premier sourcing platform and design-led exhibition, IFFS/AFS 2014, The Décor Show 2014 and Hospitality 360° welcomed a robust attendance of 22,496 trade visitors and 97 international buying delegations from 115 countries, an eight percent increase of visitors over the last edition. Spot orders with a value of S\$ 483 million were transacted at the fair with additional follow-on sales are expected to exceed S\$ 5.85 billion.

Mr Raymond Davids, CEO/Founder of d-Bodhi (Singapore), said "IFFS 2014 marks our 7<sup>th</sup> year of successful co-operation between d-Bodhi and the IFFS. Over the years, d-Bodhi has achieved international recognition and built an established network across the globe, as well as culminated in our best response yet in this edition. We have witnessed once more the dedication, professionalism and passion of the IFFS team, which we believe mirrors the drive and spirit of the d-Bodhi family."

Mr Vincent Destailleur whose company Habitat (France) was participating at IFFS for the first time agreed synonymously, "We wanted to expand our distribution in Asia, and IFFS proved to be the perfect platform. With the signature of a Master-Franchise contract for Asia Pacific with a well-known Singapore major furniture player, our first regional flagship store in Singapore will be open this November. We will definitely be back for IFFS/AFS 2015!"

Visitors to IFFS/AFS 2014, The Décor Show 2014 and Hospitality 360° were also treated to an equally appealing show, as exhibitors have demonstrated the extra effort to create unique and outstanding booths to engage and entice them. A strong turnout from the ASEAN and Asia, as well as the strong influx of globally renowned brands coupled with the enthusiastic participation and support from the various country pavilions, also resulted in visitors enjoying a rich mix of visual displays at the Singapore EXPO.



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Mr Lee Young-Sik, Executive Vice President of Hyundai Livart (South Korea), said, “With Asia becoming the next largest market to tap on, we are seeking designs that are modern and yet, appealing to the Asian consumer. IFFS /AFS 2014 did not disappoint us at all and we were very impressed with the variety as well as the quality of designs that we have seen thus far.”

#### SingaPlural 2014

With the theme “We Got Intimate with Design” at this year’s showcase, design took centre stage at IFFS/AFS. It included design elements from SingaPlural @ IFFS, which featured the Asian STAR Showcase, International Designer Showcase, Young Guns – The Young Designers Showcase, Furniture Design Platform, D’Space, Green Pavilion, Tokyo Avant-Garde 90’s, the myriad exhibits from members of Design & Objects and the French Furniture Industries - GEM. The strong design exhibits demonstrated and reflected an engaging effort to connect the trade buyers and visitors to a world-class amalgamation of high quality designers with distinctive products. The Green Pavilion, curated by award-winning Jarrod Lim, also proved to be a hit with visitors, whom were able to get reprieved from the hustle and bustle of the trade fair at the tranquil oasis.

Mr Markus Raipio, Vice President, APAC Region of VividWorks (Finland), commented, “I was really impressed with the Asian STAR Showcase and Young Guns - The Young Designers Showcase segments. It is heart-warming to see the industry being so supportive of young talents and giving them the recognition that they deserved for their distinguished achievements.”

Other aspects of the third edition of SingaPlural 2014 also concluded with a sensational note on 16 March 2014. Held in and around the city, SingaPlural 2014 reached out to members of the public through installations and exclusively curated design spaces, symposiums, competitions and other activities.

Mr Ernie Koh, Chairman of IFFS Pte Ltd and President of Singapore Furniture Industries Council commented, “IFFS/AFS is constantly evolving to address the needs of the furniture and furnishings industry and will continue to play an important role in bridging local companies to the global marketplace as the furniture industry in South East Asia continues to grow. With a number of exhibitors already confirming their interest to exhibit at next year’s edition, IFFS/AFS, The Décor Show and Hospitality 360° is expected to draw in more exhibitors and visitors in 2015!”

The next edition of IFFS/AFS, The Décor Show and Hospitality 360° will be held from 13 – 16 March 2015 at Singapore EXPO.

*High-resolution images are available for download via:*

*<https://www.dropbox.com/sh/8v37oi34vweuewz/cve7vt03lm>.*

*Kindly credit all images to “Photo Courtesy from IFFS/AFS 2014”*



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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), The Décor Show and Hospitality360°, a keynote event on the furniture trade exhibition calendar.

### **About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°**

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With three decades of experience since its inaugural event in 1981, IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The [IFFS/AFS](#), [The Décor Show](#) and [Hospitality 360°](#), the series of shows feature a comprehensive range of furniture, furnishing, decorative accessories, interiors & design, and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. To make it a holistic trade event, the various design initiatives (*SingaPlural*, *Furniture Design Platform* and *Furniture Design Award*) offer added depth and dimension to this Singapore-anchored trade event, raising its profile as a show not-to-be-missed in the industry calendar.

### **About SingaPlural 2014**

SingaPlural 2014 returned for a 3<sup>rd</sup> edition from March 12 – 16 to showcase the best design elements from the multi-faceted creative spectrum – Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. Organised by the Singapore Furniture Industries Council, SingaPlural 2014 was the anchor event of the Singapore Design Week and is held in conjunction with International Furniture Fair Singapore 2014/31st ASEAN Furniture Show, The Décor Show 2014 and Hospitality 360°.



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Together with eight other network partners of DesignS, this week-long design celebration featured Singapore's very own home-grown talents across the creative industries. From Singapore EXPO to the new National Design Centre and the streets of downtown, local audiences and international visitors were in for a visual treat in March 2014 with installations and exclusively curated design spaces, symposiums, competitions and many other activities to engage and evoke their design senses.

SingaPlural 2014 is supported by the DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore, the National Parks Board and the American Hardwood Export Council. The Singapore Design Week is presented by the DesignSingapore Council, a part of the Ministry of Communications and Information.

For more information, please refer to [www.SingaPlural.com](http://www.SingaPlural.com); [www.facebook.com/SingaPlural](http://www.facebook.com/SingaPlural). Find us on Twitter (@SingaPlural) and Instagram (#singaplural).

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