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KARE Design, Germany

Held at the Singapore Expo from 1 to 5 March, the International Furniture Fair Singapore 2006 / 23<sup>rd</sup> ASEAN Furniture Show (IFFS / AFS 2006) has again proven to be an excellent business conduit for the international furniture trade. The fair generated a record yield of spot orders, worth an estimated USD 240 million, over its five-day duration. The event was also expected to garner an additional USD 2.1 billion of follow-on sales during 2006.

Attendance broke all show records, with 505 exhibitors from 29 countries and 17,838 trade participants from 113 countries. IFFS / AFS 2006 also earned an estimated USD 32 million in revenue and benefits for the Singaporean economy.

Occupying six halls of the Singapore Expo, the show boasted an astounding net exhibition space of 35,500 sq m, up by 8% from 2005. The number of new exhibitors also grew by more than 100%, to 176 companies from 85 in 2005, providing countless new business opportunities.

ASEAN countries, such as  
Indonesia, Malaysia,  
Myanmar,

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The Philippines, Thailand, Singapore and Vietnam, saw significantly stronger participation at the show, occupying 20% more net exhibition space than in 2005.

With more than 32,000 high quality furniture and furnishing products featured this year, IFFS / AFS remains the largest show in the ASEAN region and the preferred sourcing destination for prominent buyers. 77 foreign buying delegations attended, close to 40% more than in 2005, including prominent players from Asia, Europe, America, the Middle East and Africa.

Mr. Steven Chew, Chief Operating Officer of Sitra Holdings (International) Pte Ltd, Singapore said: "This year's show has been the best we had since we started exhibiting at the fair five years ago. We saw more quality buyers this year compared to the previous ones. Besides continuing to use IFFS / AFS as a key platform to reach out to our customers, we will definitely increase our exhibition space at next year's fair."

"The huge array of products on display, coupled with distinctive designs, was truly exceptional! We intend to return next year and stay for the entire show duration.

We are certain

that our business orders springboard from IFFS / AFS," commented VIP Buyer, Mr. Peter Walkom, Managing Director of Casual Living, Australia.

Looking ahead to next year's show, Mr. James Koh, President of the Singapore Furniture Industries Council (SFIC) and Chairman of IFFS Pte Ltd, said: "Moving forward, we will be rolling out new initiatives geared towards improving the size, scope, and quality of the show. IFFS / AFS 2007 will see the implementation of 'PLATFORM', a Design Entrepreneur Development Programme and the launch of the inaugural World of Woodworking Machinery (WOWMAC). We are looking forward to staging an even bigger, better and more comprehensive show for our international audience next year!"

IFFS / AFS 2007, together with WOWMAC 2007, will become the largest annual trade show in Singapore, boasting a net space of 42,000 sq m spread over seven halls of the Singapore Expo. The estimated benefits for Singapore's economy will increase to about USD 40 million. At the closing of IFFS / AFS 2006, more than 60% of exhibition space for the 2007 fair had already been booked, with exhibitors hailing from many different countries.

# IFFS/AFS 2006 ACHIEVED RECORD DEALS, EXHIBITOR & VISITOR COUNT

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