

## Industry News

MARKETS

### DSM NeoResins: Management Changes

DSM NeoResins has announced the following appointments, which have been made upon the retirement of Henk van de Wiel, Commercial Director of DSM NeoResins in May 2006.

The business managers Ad Ernst (Business Manager Coatings Europe, Middle East & Africa), Larry Evans (Business Manager Coatings North & Mid America) and Sjaak Griffioen (Global Business Manager Adhesives and Graphic Arts) will expand the DSM NeoResins Business Management Team. Steven Chu (Business Manager Asia Pacific) will remain the Business Manager for Coatings APC. All business managers will report to Monika Riese-Martin, Business Unit Director.

Caroline Moon will become responsible for the Global Supply Chain in addition to her role as Global Finance & Control Director. Rob Arnoldus will continue in his current role as R&T Director and Ivo Lansbergen will join DSM NeoResins as Manager Strategic Projects.

At the same time Martin Vlak has been appointed Sales and Demand Manager for Coatings EMA reporting to Ad Ernst and Erwin van Laere has become the Sales and Demand Manager for Global Adhesives & Graphic Arts reporting to Sjaak Griffioen.

Henk's local management role in DSM NeoResins BV in Waalwijk has been taken up by Stef Wilders, HR Manager of the DSM NeoResins Business Unit.

Henk van de Wiel has worked for DSM NeoResins for more than 40 years. He held various positions in the company and has been the key to the successful growth of the DSM NeoResins business over the years.



### IFFS/AFS 2007: Overwhelming Demand

As of 15 August 2006, more than six months away from the start of the show, more than 80 percent of the exhibition space have already been booked by eager exhibitors. Meanwhile, due to the overwhelming demand for large premium space along the main aisles at the show, the organiser of IFFS/AFS 2007 has a waiting list of companies wanting more than 2,000 sq m of net space.

Jerry Tan, Chairman of the Advisory Panel for IFFS/AFS 2007, commented, "This phenomenon of a waiting list of exhibitors is a strong reflection that the show is growing from strength to strength. It is a happy problem that we are facing, but it is nevertheless a problem. We are working hard to find ways and means to satisfy all the extraordinary demands for premium space at IFFS/AFS 2007."

Another clear sign of the show's strong growth is that more than 50 loyal and repeat exhibitors have increased their space requirement at IFFS/AFS 2007. One of these repeat exhibitors, Kenny Koh, Managing Director from Star Furniture, Singapore, remarked, "We have increased our space significantly for the IFFS/AFS 2007, simply because we have proven results from the past show and believe IFFS can help our company grow and expand."

#### Strategic Resource

David Azanza, Vice President, from Berde Plants, The Philippines, had similar thoughts when he said, "We needed the exposure in overseas markets and saw how IFFS could be used as a strategic resource to complement our company, so we decided by increasing our presence in size and frequency, we would be able to achieve our goals in a short time."

Besides loyal repeat exhibitors, IFFS/AFS 2007 will also welcome some 76 new exhibitors. One of these new exhibitors, Scott Kahn, Director, Furniture Origins, Gibraltar said, "Singapore is the natural choice for our Asian debut, considering its pro-business infrastructure and strategic location. We are excited to reap gains by participating in IFFS/AFS 2007 and I believe it will expand our market reach regionally and internationally."

Quek Chin Tuan, CEO, IFFS Pte Ltd, summed it up best, "Last year, we were quietly confident that IFFS/AFS 2006 would be a landmark, successful show. Now, based on the enthusiastic exhibitor sales and visitor pre-registrations, we are even more confident that IFFS/AFS 2007 will surpass previous IFFS/AFS shows in terms of its success. But we are not resting on our laurels, as we continue to work hard to make IFFS/AFS 2007 the best show in its 24-year history."



**For the first time, the International Furniture Fair Singapore Pte Ltd has a waiting list of interested companies wanting to participate in the International Furniture Fair Singapore 2007/24th ASEAN Furniture Show (IFFS/AFS 2007), as the choice premium locations in the show have been snapped up.**

For more information on IFFS/AFS 2007, please visit [www.iffs.com.sg](http://www.iffs.com.sg)