

 special feature | **IFFS/AFS 2007**

# Singapore CALLING

Yet again, there is an overwhelming demand for space at one of the world's premium annual furniture fairs



**F**or the first time, 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. The show will be held in Singapore from March 1 to March 5, 2007.

In August itself, more than six months before the start of the show, eager exhibitors have already booked more than 80 per cent of the exhibition space. 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 square metres of nett space. Jerry Tan, Chairman of the Advisory Panel for IFFS/AFS 2007, commented, "The waiting list of exhibitors is a strong reflection that the show is growing from strength to strength.

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.

Besides loyal repeat exhibitors, IFFS/AFS 2007 will also welcome 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."

Active promotion for the show began right after IFFS/AFS 2006. The IFFS/AFS website is already taking in pre-registration requests and as of 15 August 2006, there were 11 per cent more pre-registrations compared with the pre-registrations recorded as of 15

August 2005 for IFFS/AFS 2006. From September, IFFS Pte Ltd has initiated a series of fortnightly lucky draws to further encourage online pre-registrations. The organiser is also stepping up its promotional activities in major buyers' markets, as well as key growth markets like India and Russia, where participation in furniture shows and roadshow presentations will be conducted.

Quek Chin Tuan, CEO, IFFS Pte Ltd, summed it up best, "Last year, we were 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 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 more information on IFFS/AFS 2007, please visit [www.iffs.com.sg](http://www.iffs.com.sg)