

and exhibitors. An extensive range of modern, contemporary and innovative designs can be expected. With an increased of total exhibition space by 20 percent to 42,000 sq m, EFE expects to host more than 250 exhibitors with an estimate of more than 15,000 trade visitors.



**International Furniture Fair  
Singapore 2008  
Singapore Expo  
Singapore  
March 9 – 12, 2008**



**International Furniture  
Fair Singapore**

In conjunction with:

**ASEAN FURNITURE  
SHOW**

### Asia's Premier Show

The International Furniture Fair Singapore/ASEAN Furniture Show 2008 (IFFS/AFS 2008) has garnered even stronger response as a result of its 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 pre-registration numbers is testimony of the event's high standing amongst players in the international furniture trade circuit. Held over four days, IFFS/AFS 2008 will spread over seven halls, covering a total nett floor space of 44,000 sq m, making it the largest show in its history. To date,

over 90 percent of the space has been booked.

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.

Quek Chin Tuan, CEO of IFFS Pte Ltd, said in a press release: "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".

To boost visitorship figures for IFFS/AFS 2008, IFFS Pte Ltd has raised its visitor promotion budget by 150 percent 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/AFS 2008 will showcase more than 52,000 pieces of fine furniture and furnishing products with a unique mix of



product varieties from 30 countries. The show will feature a wide array of quality products from Singapore manufacturers and China, Indonesia, Philippines, Taiwan and Vietnam.

One of the highlights of IFFS/AFS 2008 is the Furniture Design Award. 'Tension' is the theme for this award, encouraging students and young designers from all over the world to showcase their designs which are already manufactured and launched commercially in the market. As a platform to nurture design talents, it encourages designers to network with local and overseas industry players, creating not only launch pads for career in the furniture industry but also maintaining the dynamism and vibrancy of the regional furniture design trade.

As a tradition since 1993, two awards will also be given out during IFFS/AFS 2008 – Best Stand Award and Best Exhibit Award. This is to acknowledge exhibitors who have outstanding product concepts as well as creativity and effort in bring beautiful showcase to the fair.

**Habitat Valencia Forward  
Feria Valencia  
Valencia, Spain  
September 2008\***



### New Formats

The Habitat Valencia Forward, comprising International Furniture