

Overwhelming demand for space at IFFS/AFS 2007

NO sooner had the International Furniture Fair Singapore Pte Ltd (IFFS) 2006 closed its doors when active promotion for the 24th ASEAN Furniture Show (IFFS/AFS) 2007 event began. The IFFS/AFS website was soon taking pre-registration requests and as of August 2006, there were 11% more pre-registrations compared to the previous year. The organisers also stepped up promotional activities in major buyers' markets, as well as key growth areas like India and Russia, participating in furniture shows and roadshow presentations.

This perhaps goes towards explaining an unprecedented situation, where for the first time, IFFS has a waiting list of companies wanting to participate in 2007. The premium locations along the show's main aisles were snapped up long ago but this still leaves a substantial number of firms wanting more than 2,000 sqm of net space.

Mr Jerry Tan, Chairman of the Advisory Panel for IFFS/AFS 2007, commented, "This phenomenon of an exhibitors' waiting list 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 regular exhibitors have increased their space requirement for IFFS/AFS 2007. One repeat exhibitor, Mr Kenny Koh, Managing Director of 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."

Similarly, Mr David Azanza, Vice President, from Berde Plants, The Philippines commented, "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 that by increasing our presence in size and frequency, we would be able to achieve our goals in a short time."

Besides these repeat exhibitors, IFFS/AFS 2007 will welcome some 76 new exhibitors. One of these, Mr 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 the rewards by participating in IFFS/AFS 2007 and I believe it will expand our market reach, regionally and internationally."

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

For more information on IFFS/AFS 2007, log on to www.iffs.com.sg.



From top: The Actona Asia (China) stand at IFFS 2006. De Coro (Italy) showed at IFFS last year. Ningbo Elegant Furniture Co (China) show items in a more traditional idiom