

ASIA PACIFIC

INT'L FURNITURE CENTRE & IFFS/AFS COOPERATE TO RAISE PROFILE IN MARCH 2010



Singapore: In efforts to attract more trade buyers to the International Furniture Centre (IFC), its managers will cooperate with organisers of the International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) 2010 to create a link between the two venues.

The IFFS/AFS is held March 9-12 at the Singapore Expo, and attracts more than 15,000 visitors annually. IFC is the nation's premier showcase for furniture. It is located within Sungei Kadut, where furniture factories and head offices are concentrated. Opened all year round, the IFC complements IFFS/AFS by offering an additional furniture supply source to trade buyers.

Earlier this year, the IFC set up a booth at IFFS/AFS 2009 to raise awareness of the permanent showroom, which houses Singapore's finest furniture brands. In addition, special shuttle bus services transported visitors from IFFS/AFS to IFC daily during the exhibition. Free taxi vouchers were also offered.

Come 2010, IFC-IFFS/AFS co-marketing initiatives will continue. For a start, trade buyers can register their details at www.ifcsingapore.com to receive:

- An exclusive welcome gift
- Complimentary two-night accommodation with breakfast
- Exclusive 'VIP Buyer' entry pass to IFFS/AFS 2010
- Business matching services with IFC tenants
- Complimentary entry ticket to the IFFS/AFS 2010 'Exhibitors and Buyers Night' networking party
- Exclusive use of VIP Buyers' Lounge at IFFS/AFS 2010

There are no specific centre-wide promotions planned for the March 9-12 period at the IFC. But SFIC says that as an export centre, IFC's tenants offer competitive pricing all through the year. The individual tenants



within IFC may offer special deals, but they would be dependent on the buyer's order size and requirements, etc.

IFC houses a wide range of local and internationally acclaimed brands and companies offering a broad range of styles and prices with export-comparable pricing throughout the year. Its 29 tenants (local and international) offer buyers the convenience of a permanent showroom and contact point that can be crucial in business. Established in December 2007, the IFC has a gross floor area of 160,000 sq ft (14,864.5 sq m) over five storeys, with more than 100,000 sq ft dedicated to showrooms.



Sofa from Lorenzo, one of IFC's tenants



IFC's booth at IFFS/AFS 2009 visited by (L-R) Shermaine Ong, Executive Director, SFIC (background, left); Andrew Ng, President, SFIC (in blue tie); Lee Yi Shyan, Minister of State, Ministry of Trade and Industry & Ministry of Manpower, Singapore (in grey suit).