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Built for Success

The IFFS is 26 years old and still going strong

Backed by a legacy of drawing big crowds and generating big business for the past two and a half decades, the venerable International Furniture Fair Singapore 2009 (IFFS) will be back from 9 to 12 March 2009 at Singapore Expo.

A must-attend event in the global furniture industry, the IFFS is the first Asia-based international furniture fair to be accepted as a member of the elite Union des Foires Internationales, a Paris-based authority on trade fairs. With an estimated economic spin-off of US\$45 million in 2008 for Singapore's MICE and tourism sectors, organisers are hopeful that this year's fair will outperform previous benchmarks.



Southeast Asian nations, a testament to the effectiveness of the event and the confidence that the industry has in IFFS/AFS 2009.

Held in conjunction with the 26th ASEAN Furniture Show (AFS), this year's event will showcase 471 exhibitors from 33 countries, displaying a wide range of furniture and furnishings for homes, offices and the outdoors. Highlighting the importance of the fair, a number of leading designers and manufacturers plan to launch new product collections and designs at IFFS/AFS 2009. Displays will also include lighting, accessories, occasional pieces, and many other related furniture and furnishing products. Reflecting the strengths of the IFFS brand and its continued international appeal, 32% of this year's exhibitors will be first-time participants at the fair. The new exhibitors hail from 26 different countries, including Australia, Belgium, France, Italy, the UAE, and various

Design will feature distinctively at the IFFS/AFS 2009, as designers and other exhibitors push the boundaries and strengthen the show's status as a trendsetting event. The fair will feature a busy programme of activities to complement the main trade show, including a showcase of award-winning works from the prestigious annual Furniture Design Award 2009; 5th FLIP Challenge, an innovative design competition for local students; and PLATFORM, a programme for young designers to kick-start their careers, forge partnerships and network with industry players. International celebrity designer Karim Rashid will also share his insights at the Furniture Design Forum during the fair.

The IFFS/AFS 2008 recorded impressive results last year, attracting more than 18,300 trade visitors and achieving US\$271 million in spot orders and an estimated US\$2.45 billion in follow-on sales. The numbers speak for themselves, reaffirming the effectiveness of the IFFS/AFS as a gateway to the Asian and international markets for industry players from around the world, cementing its status as Asia's one-stop sourcing haven.



This year, marketing efforts have been sharpened strategically in order to deliver enhanced return on investment for exhibitors. This has included participation at international trade shows such as INDEX DUBAI, imm Cologne, NEC Birmingham and Meuble Paris in recent months to increase awareness internationally and help boost attendance figures for the IFFS/AFS 2009. To provide visitors with even greater choice and value during these less than rosy economic conditions, the new Best Buy initiative will showcase quality furniture pieces from 28 exhibitors with attractive pricing that is exclusive to IFFS/AFS 2009.

Building on a formula for success that has been developed over a quarter of a century, expectations are high that the IFFS/AFS 2009 will live up to its reputation with another great show come March 2009. For more details, please visit the official website, www.iffs.com.sg.

See the table below for a summary of the IFFS' performance in recent years. (Source: www.iffs.com.sg/gen_trackrecord.asp)

Track Record

Year	Gross Area (sqm)	Exhibiting Countries	No. of Exhibitors	Visiting Countries	No. of Visitors
2008	70,000	33	517	129	18,361
2007	60,000	28	510	118	17,322
2006	60,000	29	505	113	17,838
2005	55,000	34	475	109	17,535
2004	50,000	29	450	102	17,126
2003	55,000	30	516	102	16,338
2002	45,000	29	503	81	17,002
2001	45,000	34	645	86	17,011
2000	35,000	25	559	101	16,513