

INTERNATIONAL FURNITURE FAIR SINGAPORE 2010 27th ASEAN FURNITURE SHOW

Publication: Furnishing International
Editor/Writer: Betty Tanddo
Country: Australia

Circulation: 12,377
Frequency: Quarterly
Date: Winter 2010

Success in Singapore

The International Furniture Fair Singapore 2010 and 27th ASEAN Furniture Show (IFFS/AFS 2010) achieved an attendance of 17,277 trade visitors from 112 countries over the four-day fair in March. This marked a 10.7 per cent increase compared to last year's event and a clear indication that IFFS/AFS 2010 showcased an ideal mix of Asian furniture designs coupled with high quality international displays that contributed to its success.

There were a total of 93 overseas buying delegations including El Corte Ingles from Spain, Interstil from Denmark, Pier 1 Imports from USA and Home Centre from UAE, reaffirming IFFS/AFS 2010 as the preferred choice for their furniture sourcing needs in Asia. An estimated US\$270 million of spot orders were made at the fair, and a potential \$2.5 billion of follow-on orders are expected for the rest of the year.

IFFS/AFS 2010 hosted 434 global players from 31 countries over a gross exhibition area of 60,000sqm and featured over 100,000 products. Visitors to the event were the first to preview new collections from local players including the American black walnut timber furniture range designed by Filipino designer Rey Lan Reario for Koda Ltd and Ewins' Harachair, the world's first chair classified as a medical device.

Design was the main focus for IFFS/AFS 2010 with the introduction of D'Space, an abbreviation of "Designer Space". It featured winning entries from the Furniture Design Award 2010. This year's award attracted 1,096 entries from 31 countries, a 72 per cent increase from



The International Furniture Fair Singapore 2010 and 27th ASEAN Furniture Show (IFFS/AFS 2010) achieved an attendance of 17,277 trade visitors from 112 countries



last year. The Design Conversation 2010 that was held in conjunction with the fair saw Japanese designer Naoto Fukasawa engaging an audience of 420 participants comprised of furniture industry players, designers, architects, design students, trade agencies and the media.

Tony Pang, chairman of the IFFS/AFS 2010 Show Advisory Panel says: "Singapore's economy has seen a perceptible improvement compared to the same period in 2009 ... Similarly, Singapore's furniture industry sector has also seen an increasing demand for high quality furniture and furnishing with innovative designs. IFFS/AFS has always strived to keep abreast of the latest trends in the furniture industry to meet the needs of the trade visitors and exhibitors. We will continue to ensure that IFFS/AFS remains a relevant and quality resource to its exhibitors and buyers and we hope to see more success in the years to come." For more updates on IFFS/AFS, please visit www.iffs.com.sg