

INTERNATIONAL FURNITURE FAIR SINGAPORE 2010 27th ASEAN FURNITURE SHOW

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Editor/Writer: Nicole Liang
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The International Furniture Fair Singapore 2010/27th ASEAN Furniture Show (IFFS/AFS 2010) is running chock-a-block with a total of 40,000 nett sq m of exhibition space – a testament to the fair's reputation in the global furniture trade scene. Featuring a strong line-up of first-time exhibitors and loyal supporters from Singapore and beyond, IFFS/AFS 2010 will see design having a stronger prominence and a wide collection of cutting-edge furniture creations on display.

Said Richard Koh, Chief Operating Officer of IFFS Pte Ltd, organiser of the IFFS: "We are very excited as we move into our final stages of preparation for IFFS/AFS 2010 and we are very pleased with the stellar selection of exhibitors at the fair. IFFS/AFS has always been known for its distinctive focus on furniture design. Working in tandem with the Singapore Furniture Industries Council (SFIC), IFFS/AFS has, over the years, successfully implemented elements like PLATFORM and the Furniture Design Award showcase. This year, we are taking design to the next level by introducing an overarching tag 'D'Space' (which stands for Designer Space) for all our design initiatives at the fair as we feel design is the way forward for growth of the industry and will be actively promoting this."

Under the D'Space umbrella is a new and expanded design exhibition area in Hall 3 where buying delegates can

view innovative and creative designs at PLATFORM and at Design & Objects, an association from Thailand featuring their local design talents, participating for the first time. The group, which counts more than 70 companies as members, has built a solid reputation for fresh designs and quality products in both the local and international markets since its inception in 1999. Joining them to a showdown of cutting-edge pieces is a collective of international designers including the renowned John Kelly Furniture and Sable Island, all launching their collections for the first time in D'Space.

IFFS/AFS 2010 has so far registered an increase in participation from 10 countries, with companies from Australia, China, Germany, Hong Kong, Italy, Malaysia, the Netherlands, Thailand, the Philippines and US signing up for larger exhibition space. Of the total number of exhibitors, 20 percent are making their debut at IFFS/AFS 2010.

Buyers can expect to source from a wide assortment of furniture and furnishing products offered by several first-time exhibitors from Asia and the world over. Singapore Mozaic ambassador Lorenzo International Limited has also showed its support for IFFS/AFS by returning to the fair after a five-year hiatus.

Amongst the 80 percent who are making a return to IFFS/AFS 2010 are the industry's big players and stalwart supporters, Kenas Pacific Pte Ltd and Halo. Both hailing from Hong Kong, they are also the fair's two biggest exhibitors with booths measuring 900 nett sq m and 700 nett sq m respectively.

The show also counts Koda Ltd from Singapore as one of its major exhibitors. Koda's booth measures nett sq m nett. Zhejiang Kuka Technics Sofa Manufacture Co Ltd from China and Violino Limited from Hong Kong follow with 600 sq m nett each.

IFFS/AFS 2010 has even attracted participation from Sia Ošukalns, a first-time exhibitor specialising in soft furnishings hailing all the way from Latvia, as well as new entrant CL Home from Greece, whose forte is in wooden furniture. The addition of these two companies further enhances the country representation at IFFS/AFS 2010, making it the fair in Asia with the highest number of participating countries, the organiser said in a statement.