

**INTERNATIONAL FURNITURE FAIR SINGAPORE 2010/27<sup>th</sup> ASEAN FURNITURE SHOW**  
**(IFFS/AFS 2010)**

**Objective of IFFS/AFS**

To provide an effective export business platform for the Singapore furniture industry as well as overseas furniture manufacturers.

**When is IFFS/AFS 2010 held?**

It is held from 9 to 12 March 2010.

**Where is IFFS/AFS 2010 held?**

It is held in Halls 3 to 8 at the Singapore Expo.

**What are the opening hours for IFFS/AFS 2010? Is the IFFS/AFS 2010 open to the public?**

Trade Admission

9 – 11 March 2010 from 9 am to 6 pm

12 March 2010 from 9 am to 5 pm

Public Admission

12 March 2010 from 5 pm to 7 pm

Admission is strictly for trade visitors by business card registration only except on 12 March, when it is open to the public from 5 pm to 7 pm. Admission is free.

**What is the total exhibition area at IFFS/AFS 2010?**

The total nett exhibition area at IFFS/AFS 2010 is 40,000 sqm.

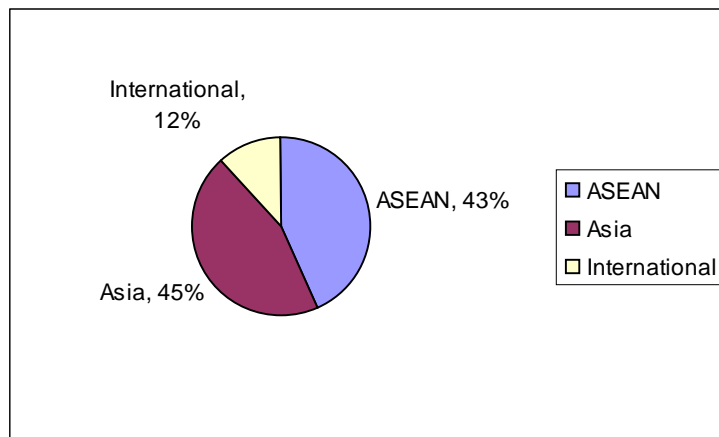
**What is the total number of exhibitors for IFFS/AFS 2010?**

A total of 434 companies representing 30 countries are participating at IFFS/AFS 2010.

**What kind of furniture and related products can visitors expect at IFFS/AFS 2010?**

The product mix at IFFS/AFS 2010 includes furniture for the bedroom, children, dining room, garden/outdoor, kitchen, living room, occasional setting, office as well as lightings, handcrafted furniture, rattan/wicker/cane/wire furniture, customised furniture, upholstery, decorative accessories, components, soft furnishing and others.

The breakdown of exhibitors by region at the fair is as follows:



### **What percentage of the exhibitors for IFFS/AFS 2010 are first-timers?**

About 20 per cent of the exhibitors at IFFS/AFS 2010 are debut exhibitors representing countries including Belgium, France, Germany, Iceland, Italy, Latvia, the Netherlands, USA and countries from all over Asia.

About 80 per cent of the exhibition area is occupied by stalwart supporters, bearing testimony to the fair's effectiveness as a business gateway for international furniture players in Asia.

### **What are some of the highlights of the fair?**

The highlights of IFFS/AFS 2010 include the following:

#### **Business**

1. Potential new business avenues  
Show debutantes make up some 20 per cent of exhibitors at IFFS/AFS 2010, adding to the vibrancy of the show.
2. Excellent returns on investment  
Boasting an expansive range of furniture along with the right mix of exhibitors and buyers, IFFS/AFS 2010 provides excellent opportunities for good returns on investment.
3. New-to-market collections and designs  
See the latest products and designs from leading industry players that are launched at IFFS/AFS 2010.
4. Business Matching Services  
The Business Matching Service is a complimentary service that helps buyers source for a particular product. Buyers state their requirements on the Business Matching Request Form available on the IFFS/AFS website ([www.ifs.com.sg/vi-matching.htm](http://www.ifs.com.sg/vi-matching.htm)) and the Organiser will match suppliers to the buyers from its database of quality IFFS/AFS 2010 exhibitors. This value-added service allows trade players to make effective business contacts and even conduct business transactions beyond the fair dates.

#### **Design**

5. D'Space  
IFFS/AFS distinguishes itself apart from other shows in Asia with its strong emphasis on design. This year, the organisers have introduced an overarching tag called 'D'Space', which stands for 'Designer Space', for all design initiatives, where visitors will be treated to the cutting-edge works of both local and international designers.

Highlights in Hall 3 include Design & Objects, an association made up of Thai design talents debuting for the first time with 12 exhibitors showcasing new and vibrant designer pieces, and PLATFORM, an arena where new and promising furniture designers from the region launch their new prototypes into the international marketplace and attract potential manufacturers.

This year's PLATFORM occupies 490 sqm of gross space in Hall 3 and will feature the exciting works of young design talents from 11 companies. Adding to the pack is a display from renowned designers like John Kelly Furniture (USA) and Sable Island (UK).

Also under D'Space is a showcase of the winning furniture pieces from the Furniture Design Awards 2010, located at Foyer 1 at IFFS/AFS 2010. Reputed for uncovering innovative designs and design talents in the region, the annual FDA garnered a total of 1096 entries across all three categories - Students, Young Designers and Open – this year. Similar to last year's competition, entries were not confined to any given theme, allowing participants the freedom to fully explore and express their creativity.

### **Recognition**

#### **6. Best Stand Award/Best Exhibit Award**

Exhibitors at IFFS/AFS 2010 will once again be contending for the annual Best Stand and Best Exhibit Award.

Judging for the Best Exhibit Award will be divided into seven product categories, namely: Bedroom, Children, Dining Room, Garden/Outdoor, Living Room, Office and Soft Furnishing & Accessories. The award winner for each category will enjoy S\$3,000 in cash rebates.

The Best Stand Award has four categories, where exhibitors are assessed based on the size of their stands and includes a pavilion award. Best Stand Award winners will receive cash rebates ranging from S\$2,000 to S\$5,000.