

PRESS RELEASE

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## IFFS 2015: Glorious Finale as Curtains Close on 32<sup>nd</sup> Edition *Design-Driven Show Identified as Gateway to Asia*

Singapore, 8 April 2015 - The International Furniture Fair Singapore 2015 / 32<sup>nd</sup> ASEAN Furniture Show (IFFS/AFS 2015), The Décor Show, and Hospitality 360° came to a close after four full days of business meetings, networking, seminars, and inspiring design-related activities, propelling the industry towards an expectant year ahead.

A total of 487 exhibitors from a record number of 39 countries participated in the trilogy of events this year, occupying 60,000 square meters of beautifully-decorated halls at the Singapore EXPO. In terms of footfall, IFFS welcomed 18,836 visitors from 102 countries to the fair, including 92 buying delegations and 380 VIP Hosted Buyers of The Prestige Club.

### Singapore - The Gateway to Asia

Mr. Ernie Koh, Chairman of IFFS Pte Ltd & President of Singapore Furniture Industries Council, expressed, "IFFS is well poised to assist international manufacturers enter the Asian market, as well as to allow local or regional firms to break into the global scene. Companies are attracted to the unique blend of *East meets West* that is adaptable to either side of the spectrum, the ease with which business can be conducted here, and the well-established infrastructure that the island nation offers."

Exhibitors from various segments of the show independently concurred that they chose Singapore because of its geographical location and cultural positioning. First-time Belgian exhibitor, Ms. Khadidja Thys, Export Manager, Umbrosa NV, said, "IFFS is a powerful platform for us to meet new customers, reach out to our existing clientele, and also to further increase brand awareness in the region. We received a high volume of leads, which comprises a wide variety of industry people - hotel owners, operators, designers, retailers, and developers. We strongly believe that our participation will translate into direct sales opportunities."

Mr. Peter Bastiaensen, Export Manager at Linea Verdace (Belgium), voiced similar sentiments, saying, "Our experience on this mission trip by EU Business Avenues has been a positive one. The business matching service allowed us to meet with the right people. While we export to over 20 countries in the world, this is our first trip to Asia. It's given us good business leads and we'll seriously consider returning as an independent exhibitor."

Asian STAR Showcase participant, Dr. Pich Tripasai, Founder of Tripasai Architect (Thailand), explained, "The showcase gives me the opportunity to present a complete concept, as opposed to singular pieces of furniture, to my clients and visitors. Being here also allows me to gather feedback from potential clients, as well as meet and interact with designers from other parts of the world."

Visitors identified IFFS as the region's most cosmopolitan fair for their sourcing needs, given the comprehensive portfolio of exhibitors that hail from around the world. Swedish attendee Mr Jan Karlsson, Product Manager of Mio AB, said, "IFFS is the most international of all the industry's regional fairs. The quality of the stands is excellent, and I come mainly to gather ideas and inspiration for my company's retail outlets in Europe."

Another buyer, Ms Pippa Cowling, Director of D.I.Designs (United Kingdom), revealed, "My business stocks furniture for restaurants, hotels, etc. and I'm sourcing for local and regional factories to supply my needs. I've had very good meetings so far, and am impressed with how big the show is."



Co-locating shows:

The  
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In conjunction with:

SingaPlural  
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Fair Singapore Pte Ltd

62 Sungai Kadut Loop  
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Furniture Centre  
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Separately, first-time visitor, Mr. Vikas Jain, Partner at J.C. Antiques & Crafts (India), was also pleased with what he saw on this exploratory trip. He shared, “We were looking to participate in a show outside of India, and we felt that IFFS is the right platform for us to penetrate into the Southeast Asian market. I’m very happy with what I see and we will likely exhibit in the next edition.”

### **Design Takes Centrestage**

At IFFS 2015, it was evident that ‘design’ played a pivotal role in the furniture business. The fair expanded its pool of design-centric exhibitors that consistently feature well-presented collections. These booths are not only eye-catching, but are also popular with discerning buyers from all over the world. Vietnam-based visitor, Mr. John Moloney, Director at Instore, commented, “We’re on the market for high-end indoor furniture. I’ve lost count of the number of times we’ve attended IFFS. But what keeps me coming back is the fact that here, I can find the design pieces that I need for my stores.”

Besides appreciating designs that have already been commercialised, students participating in IFFS also learned about the importance of good design in a piece. Dr. Zorica Djoković, Headmistress at Drvoart Technical School (Serbia), shared, “We came to Singapore with the objective to showcase our work. However, we’ve been pleasantly surprised with requests from manufacturers to actually produce our students’ designs! The exposure and welcome we’ve received is incredible.”

The Organisers’ introduction of the *Design Hall* this year that featured ambient venue lighting was met with warm reception, as it allowed exhibitors more possibilities for product presentation. The customised lighting at each booth helped draw visitors’ attention to the furniture and decorative pieces, and delivered an added touch of elegance. Commenting on the fresh take, Mr. Jerry Soo, Dean for Office of Academic Affairs at Nanyang Academy of Fine Arts (Singapore), who has attended IFFS faithfully for the last 10 years, called it a refreshing change that gave the hall a nice, cosy ambience.

Also receiving positive feedback on the show floor was the set of *Design Empowers Business Seminars* that was held from 13 - 15 March in the *Design Hall*. Ms. Jaylou Marie Hernandez, Associate Director at PTI Architects (Indonesia), who attended the plenary on intellectual property (IP) and designs, mentioned, “In the Asian region, we are generally not very aware about the idea of IP just yet. It was an insightful session and I learned a lot about how I can protect my work.”

### **Improving Content & Simplifying Business Discussions**

Even as IFFS evolves to include more design elements, it stays true to its core of being a trading and sourcing platform for regional and global talents and businesses. To attract and retain quality exhibitors, the Organisers recognise and reward participating companies’ efforts with Best Exhibit and Best Stand Awards. These accolades are granted to exhibitors with the best products and designs, as well as those that display creativity and ingenuity in decorating their stands. Winners were selected by a group of nine independent judges comprising designers, architects, and members of the media.

In addition, the Organisers also put in place an exclusive Hosted Buyers’ Programme to facilitate exhibitors’ meetings with important customers at the show. IFFS received some 380 VIP buyers who were nominated by exhibitors to *The Prestige Club* this year.

This initiative was well received by participating exhibitors and their invited guests. For exhibitors, the Hosted Buyers’ Programme allowed them to schedule meetings with their invited guests without having to deal with administrative and logistical arrangements, enabling them to focus on conducting business and networking. Members of the Club also received an assortment of perks and privileges, including complimentary accommodation, return transfers, special access to networking lounges, meals, and a ticket to the popular IFFS Exhibitors’ & Buyers’ Night.

Mr. Koh concluded, “Hot on the heels of a successful edition, the team is already working on producing an even better show in 2016, where we will co-locate with Koelnmesse’s third edition of furniPRO Asia for the first time. We are also collaborating with the American Hardwood Export Council on a sustainable campaign

to promote furniture design and business in skilled manufacturing, and this showcase will make its debut at IFFS 2016. There is much to look forward to and we'll share more details as things firm up."

For more information on IFFS, please visit [www.IFFS.com.sg](http://www.IFFS.com.sg)

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#### About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organize and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, a keynote event on the furniture trade exhibition calendar.

#### About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With three decades of experience since its inaugural event in 1981, the IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The trilogy of events - The IFFS/AFS, The Décor Show and Hospitality 360° - feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. To make it a holistic trade event, the various design initiatives (**SingaPlural - Celebrating Design and Furniture Design Award**) offer added depth and dimension to this Singapore-anchored trade event, raising its profile as a show not-to-be-missed in the industry calendar.

#### About SingaPlural 2015

The annual SingaPlural 2015 returned for a fourth edition from March 10 - 15 at 99 Beach Road to showcase the best design elements from the multi-faceted creative spectrum - Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design through installations, exclusively curated design spaces, symposiums and many other activities.

Organised by the Singapore Furniture Industries Council, in partnership with DesignS, the week-long design celebration featured talents across the creative industries. It was held in conjunction with the International Furniture Fair Singapore 2015 / 32<sup>nd</sup> ASEAN Furniture Show, The Décor Show and Hospitality 360°.

SingaPlural 2015 is supported by the Agency for Science, Technology and Research (A\*STAR), DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore and Singapore Workforce Development Agency. It is also the anchor event of the Singapore Design Week, which was organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

For more information, please refer to [www.SingaPlural.com](http://www.SingaPlural.com) or [www.facebook.com/SingaPlural](http://www.facebook.com/SingaPlural). Find us on Twitter (@SingaPlural) and Instagram (#singaplural).

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## Annex A

### Best Stand/Exhibit Winners' List

#### Best Stand Award - IFFS/AFS 2015

Category	Booth Number	Company Name	Country
Category A, Stands of 100sqm & below	6C-61	Platform Pte Ltd	Singapore
Category B, Stands of 101 - 199sqm	No Winner	-----	-----
Category C, Stands of 200sqm & above	4E-62	Resource Decor	Hong Kong
Category C, 1 <sup>st</sup> Runner Up	5D-12	KARE Design GmbH	Germany
National Pavilion	No Winner	-----	-----

#### Best Exhibit Award - IFFS/AFS 2015

Category	Booth Number	Company Name	Product Name	Country
Bedroom Furniture Winner	6C-11	Spaceman	<i>Slumbershelves</i>	Singapore
Bedroom Furniture 1 <sup>st</sup> Runner Up	6D-42	Star Furniture Pte Ltd	<i>Colette Bedroom series</i>	Singapore
Dining Room Furniture Winner	4D-12	d-Bodhi Pte Ltd	<i>Pure Klik Klak Dining Table</i>	Singapore
Dining Room Furniture - 1 <sup>st</sup> Runner Up	5A-51	Saigon River Factory Vietnam	<i>Copenhagen Stone Table</i>	Vietnam
Garden/Outdoor Furniture Winners	4B-62	Umbrosa NV	<i>SPECTRA Collection</i>	Belgium
	4B-42	Woven+	<i>Loop</i>	The Netherlands
Garden/Outdoor Furniture - 1 <sup>st</sup> Runner Ups	5B-62	Beltempo Sac	<i>SLOOP Rocking Chair</i>	Peru
	4F-62	Tropical Outdoor Co Limited (Maori Design)	<i>La Lampe</i>	Hong Kong
Living Room Furniture Winner	No Winner	-----	-----	-----
Living Room Furniture 1 <sup>st</sup> Runner Up	No Winner	-----	-----	-----
Office Furniture	4F-42	Gus Design Group Inc.	<i>Elk Chair</i>	Canada

#### Best Exhibit Award - The Décor Show 2015 & Hospitality 360°

Category	Booth Number	Company Name	Product Name	Country
1 <sup>st</sup> Prize	1G-57	Loop Culture Pte Ltd	<i>Rivet Rocker Silver Edition</i>	Singapore
2 <sup>nd</sup> Prize	1H-42	Javi Home (P) Ltd	<i>Insignia Rug</i>	India
3 <sup>rd</sup> Prize	1G-61	Kiddee Design Co Ltd	<i>P-Wall</i>	Thailand

**Annex B**

**Best Stand/Exhibit Awards, Judging Panel**

1. Carsten Ovesen, Independent Furniture Designer, Singapore
2. David Tham, Creative Director, StudioNorm Design Consultants Pte Ltd, Singapore
3. Iko In, Founder & Publisher, IN Publishers Sdn Bhd, Malaysia
4. Isabelle Miaja, Managing Director, Miaja Design Group, Singapore
5. Marc Almagro, Editor, Heart Media, Singapore
6. Nicky Lobo, Editor, Habitus, InDesign Media Asia Pacific, Australia
7. Peter Tay, Interior Designer, PeterTay Studio, Singapore
8. Samuele Martelli, Design Director, HBA/Hirsch Bedner Associates, Singapore
9. William Lau, Principal Partner, A.Alliance Design International & Immediate Past President, Singapore Institute of Planners, Singapore

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