



IFFS 2015 PARTNERS EUROPEAN UNION ON ITS FIRST BUSINESS MISSION TO ASEAN

More than 40 brands and companies from Europe will debut at The Décor Show held in conjunction with IFFS 2015 next March



Singapore, 9 July 2014 - The International Furniture Fair Singapore 2015, held in conjunction with the 32nd ASEAN Furniture Show (IFFS/AFS 2015), co-locating with The Décor Show and Hospitality 360° ushers in the first-ever European Union (EU) participation next March. Co-ordinated by EU Business Avenues, a program under the EU, this also marks their debut efforts to explore the market opportunities that ASEAN avails for more than 40 European interior design companies and brands.

IFFS 2015 was a choice platform, amongst many Asian fairs that EU deliberated since last year, to assist small and medium companies from the EU enter and expand their businesses in ASEAN. This initiative is a business support programme which enables companies from the EU better understands the characteristics of the ASEAN market, with the objective of establishing mutually beneficial and lasting business relationships between the EU and ASEAN.

In March next year, these 40 companies and brands will launch their decorative and furnishing exhibits from 28 countries in Europe, under the label “European Design”.



Mr Ernie Koh, Chairman of IFFS Pte Ltd commented: “Due to Singapore’s infrastructure and strategic location as well as the proven track record of IFFS, it was naturally the preferred choice for the first EU Business Avenues programme in ASEAN. We are delighted that the EU has

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made the choice decision to leverage on the IFFS as the platform to showcase European Designs with the business objective to gain exposure and experience for their businesses in ASEAN. I am sure the plethora of shows can offer abundant networking and business opportunities for the delegates to explore the dynamism of the markets here.”

In addition to the already robust line-up of first-time and loyal repeat exhibitors, IFFS 2015 will spice up the global furniture scene once again, making it truly Asia’s one-stop sourcing platform and a must-visit on the international furniture trade exhibition circuit.



To date, more than 50 per cent of the total 60,000 square metres of exhibition space has been snapped up, even nine months ahead of the fair. This early high participation rate is a credible endorsement of the fair’s solid reputation as one of the world’s top international furniture trade shows featuring the best of East and West.

Singapore exhibitors have been most enthusiastic in their support for the upcoming fair, with advocates from the local furniture scene including d-Bodhi, Eurosa Furniture, Koda Ltd, Star Furniture as well as familiar names like Archipelago Exports, Asiades, Haleywood and Home of Homes Furniture.

Several prominent international brands have also confirmed their participation ahead of time. These include Alexander & James (United Kingdom), ALF Ltd (The Netherlands), Almi Furniture (Indonesia), Bellagio Asia (The Netherlands), Big Ass Fans (United States), Careeza (Hong Kong), Ethnicraft NV (Belgium), Glen Raven LLC Sunbrella (United States), Lawas Art (Indonesia), Manutti BVBA (Belgium), PR Interiors (Belgium), Pure Home Collections (Romania), Resource Decor (Hong Kong), SOME (Belgium) and Wesbrook Ltd (Hong Kong).

New entrants like Boga Oriental Rugs (United States), International Furniture Alliance (Malaysia), Oliver B Group (Italy) have also made early bookings on the floor plan. With the enriched content from EU, the next edition of IFFS/AFS 2015, The Décor Show and Hospitality 360° is well poised for a bespoke and design-centric exhibition on the furniture business conduit.

The Singapore Furniture Industries Council (SFIC) is also endorsing the EU Business Avenues on this initiative and together with the EU support; the partnership will see a very fruitful culmination of the business objectives in the long term.

IFFS/AFS 2014 saw a healthy attendance of 22,496 trade visitors and 418 exhibitors from 115 countries, with a total of 97 overseas buying delegations and achieved an estimated total of S\$ 483 million in spot orders and S\$ 5.85 billion in follow-on orders.

For more information on IFFS/AFS 2015, The Décor Show and Hospitality 360°, please visit:

www.IFFS.com.sg | www.TheDecorShow.com.sg | www.Hospitality360.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 organise 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 Hospitality360°, 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, IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The IFFS/AFS, The Décor Show and Hospitality 360°, the series of shows feature a comprehensive range of furniture, furnishing, decorative accessories, interiors & design, 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*, *Furniture Design Platform* 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

SingaPlural 2015 returns for a 4th edition from March 10 - 16 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. Organised by the Singapore Furniture Industries Council, SingaPlural 2015 is the anchor event of the Singapore Design Week and is held in conjunction with International Furniture Fair Singapore 2015/32nd ASEAN Furniture Show, The Décor Show 2015 and Hospitality 360°.

Together with 8 other network partners of DesignS, this week-long design celebration is an international platform for talents across the creative industries to engage and evoke the design senses of visitors; through installations, exclusively curated design spaces, symposiums, competitions and many other activities.

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

About EU Business Avenues

EU Business Avenues in South East Asia is a business support programme, organised and funded by the European Union. EU Business Avenues aims to strengthen the presence of EU companies in Singapore, Malaysia and Vietnam. Three business missions are organised during 2014 - 2015 in two sectors, Clean Technologies and Interior Design. EU Business Avenues has been launched in March 2014, following the success of the EU Gateway Programme to Japan and Korea.

CO-LOCATING SHOWS:



IN CONJUNCTION WITH:



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For more information, please refer to www.businessavenues.eu

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CO-LOCATING SHOWS:

**The
DECOR
SHOW**



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Design

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