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## IFFS set to return in March 2017

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The International Furniture Fair Singapore 2017 that will make its return from March 9 to 12 at the Singapore EXPO. Along with co-located events – the 34th ASEAN Furniture Show (AFS) and the inaugural Nook Asia, the shows will continue to celebrate design, invoke inspiration, and facilitate business discussions, with the aim of promoting trade and

growth for the industry.

At IFFS 2017, attendees can expect to see collections presented by a comprehensive portfolio of first-rate exhibitors from all over the world, and to be exposed to more design-centric elements across the show floor. Through various showcases, thematic installations, and more, IFFS' design-rich environment will inspire greater ideas and encourage more collaborations. In addition, visitors can discover up-and-coming designers and new brands hailing from Singapore and beyond, alongside returning exhibitors and industry veterans. This is aligned with the organiser's aim to create a carefully-curated boutique show that focuses on the quality of brands on showcase and the content on offer.

Ernie Koh, Chairman of IFFS, says, "A successful trade event entails more than just providing exhibitors and visitors with a common space to mingle. With that in mind, and taking into consideration feedback from the industry, we decided that a multi-faceted trade event with a more diverse exhibitor profile and design-rich environment would meet the business and creative needs of attendees at IFFS more adequately."

### New Pavilions

New for 2017, IFFS welcomes the European Union Pavilion to the inaugural Nook Asia event. Organised in partnership with European Union Gateway Business Avenues – a business support programme for Europe-based SMEs to establish business collaborations through business matchmaking and support services, the pavilion is expected to house 50 design & interior companies that hail from 28 different EU countries. European companies are known for their excellent craftsmanship and innovative ideas, and are often recognised as top trendsetters within the global furniture industry. The inclusion of the EU Pavilion is expected to enhance the design quotient at Nook Asia.

Also new is the Brand Franchise Pavilion that is devoted to furniture & furnishing franchisors, and caters specially to brands that are exploring international franchise expansion. Yet another new feature area is the Upholstery Pavilion that houses a curated line-up of exhibitors with upholstery offerings. Participating companies include Alexander & James, Asiades, Bellagio Asia, Hugo by Yew Hoong, and NS Furniture.

### Design-centric Showcases

Returning to IFFS, the Outdoor Boulevard is a dedicated area for exhibitors with garden and/or outdoor offerings to showcase their best. Here, visitors get as close to experiencing the outdoors as possible within an indoor setting. The Design STARS Showcase is also slated to make a comeback next year, featuring product debuts by design talents from around the world.

In addition, IFFS 2017 will see the introduction of a unique experiential zone that is designed to titillate the senses of visitors by providing a visual extravaganza. This feature area will be curated by acclaimed local designer, Nathan Yong, and will bring together a group of exhibitors who will each present their best offerings under a collective theme. A central café and bar will also be incorporated to the zone to foster closer interactions amongst exhibitors and visitors.

### IFFS Elite Club

For the first time, IFFS will feature Elite Club, an exclusive invitation-only initiative that is designed for key decision makers representing the movers and shakers of the industry. Membership is extended only to a select group of buyers and exhibitors who are carefully evaluated against stringent criteria. Elite Club members will be offered a range of quality benefits and perks befitting this ultimate level of membership, such as access to Elite Club's Concierge and Lounge, refreshments, complimentary WiFi, and other premium services.

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