

NEW FORMATS AND FEATURES FOR IFFS 2017

From 9th to 11th 2 March 2017 IFFS - International Furniture Fair Singapore / 34th ASEAN Furniture Show will make its return. Besides the debut of Nook Asia, with the significant presence of European Union Pavilion, new exhibition formats will be on show. Everything is ready for the next IFFS - International Furniture Fair Singapore, in conjunction with the 34th edition of AFS - ASEAN Furniture Show and Nook Asia at its debut. Considered one of the most reliable exhibition platforms for Asian design and point of reference for local and international companies, the event will be held from 9 to 12 March 2017, as usual in the Singapore Expo and Exhibition Center. For this edition significant innovations will be introduced. Inside the halls dedicated to Nook Asia in fact there will be hosted the European Union Pavilion, a space organized in cooperation with the European Union Gateway Business Avenues, a support program for small and medium-sized European enterprises, with the aim of stimulating business through matchmaking and additional services. At the moment the participation of over 50 companies from 28 different European countries has already confirmed. A new feature is the Franchise Pavilion, dedicated to furniture & furnishing franchisors and caters specially to brands which are exploring possibilities for international business in this sector. Another space that makes its debut in this year's fair is the Upholstery Pavilion, specifically dedicated to the varied world of upholstery. Among the companies who have already confirmed their presence are Alexander & James, Asiades, Bellagio Asia, Hugo by Yew Hoong and NS Furniture. After the excellent results of last year, the fair will house again the Outdoor Boulevard and Design Stars, large window intended for multi-ethnic emerging designers.

"A successful trade event entails more than just providing exhibitors and visitors with a common space to mingle - says Ernie Koh, President of IFFS Pte Ltd - Keeping in proper account the feedback received from industry, we have devised an event full of facets, which can stimulate the various parties involved to establish dialogues and provide visitors engaging and rewarding experience."