

## Singapore Furniture Show Announces 2017 Dates, New Programs

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Show will be held March 9-12, 2017, at Singapore ExpoSINGAPORE - The International Furniture Fair Singapore 2017 show will take place from March 9-12, 2017, at the Singapore Expo, alongside the 34th ASEAN Furniture Show and the inaugural Nook Asia, an event geared toward interior designers that showcases a mix of lifestyle furnishings and crafts from around the world.

Buyers at this year's International Furniture Fair Singapore stop by one of the show's European-themed case goods and upholstery exhibitors.

The designer event is meant to both inspire buyers with new product and brands and also encourage collaborations through various networking opportunities. Combined with both IFFS/AFS, the event will feature a wide range of furniture, decorative accessories, rugs and other indoor and outdoor home furnishings from exhibitors from around the world.

"A successful trade event entails more than just providing exhibitors and visitors with a common space to mingle," said Ernie Koh, chairman of IFFS Pte Ltd. "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."

Additionally, the show will feature a new European Union Pavilion that the show has organized in partnership with European Gateway Business Avenues, a business support program that creates opportunities for collaboration through matchmaking and support services. The pavilion is expected to house 50 companies from 28 different European Union countries.

"European companies are known for their excellent craftsmanship and innovative ideas and are often recognized as top trendsetters within the global furniture industry," IFFS said in a statement. "The inclusion of the EU Pavilion is expected to enhance the design quotient at Nook Asia."

The show is also launching a new Brand Franchise Pavilion that caters to brands looking to expand their franchises in Asia and other parts of the world. Also new is an Upholstery Pavilion that features products from some of the most well-known international suppliers in this segment, including Alexander & James, Asiades, Bellagio Asia, Hugo by Yew Hoong and NS Furniture. The show also plans to announce other new initiatives in the near future. For updates and information on how to register,