

IFFS DISHES UP A SLICE OF ITALIAN HOSPITALITY FOR 2017 EDITION

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📁 IFFS 2017



The Italian Hospitality

International Furniture Fair Singapore (IFFS) 2017 will offer visitors a bit of Italy in Asia through **“THE ITALIAN HOSPITALITY”**.

The special collaboration with renowned Italian designer Giulio Cappellini is created with the aim of encouraging European companies to leverage on IFFS as a platform for marketing and business expansion, to penetrate the ASEAN markets and to network with the furniture industry. The feature area is expected to be popular with trade visitors, as Italian design is well-respected and appreciated in Singapore as well as across ASEAN countries.

A bridge between the East and West, Singapore plays an important role in bringing companies from various continents together and IFFS is a privileged gateway to the markets of South East Asia. Over the years, Italy and Singapore have built strong economic relations and the time is right for the furniture industries of both countries to further collaborate, especially since the sector is a significant contributor of the Italian economy.

“THE ITALIAN HOSPITALITY” is a curated space and lounge that will feature interior design finishing, upholstery, lights, and furniture—all made in Italy.

IFFS 2017 will be held at the Singapore EXPO from 9 to 12 March, in conjunction with ASEAN Furniture Show, Nook Asia and SingaPlural.