

## IFFS Reveals Exciting New Elements and EU Partnership

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*2017 Edition Returns in March; Opens for Pre-registration*

**Singapore, 6 October 2016 –** IFFS Pte Ltd today announces a series of

updates for the **International Furniture Fair Singapore 2017** that will make its return from 9 – 12 March 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. Online registration has commenced and to date, 1,500 industry professionals have already registered for the event. Visitors are encouraged to pre-register at [www.iffs.com.sg/reg/](http://www.iffs.com.sg/reg/) to enjoy a waiver of the onsite admission fee of SGD 20 and to avoid waiting lines at the show.

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.

"A successful trade event entails more than just providing exhibitors and visitors with a common space to mingle," said Mr 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."

## **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.

More highlights will be announced at a later date. For more information, please visit [www.IFFS.com.sg](http://www.IFFS.com.sg) and [www.NookAsia.com.sg](http://www.NookAsia.com.sg).

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### **About the International Furniture Fair Singapore**

The International Furniture Fair Singapore (IFFS), held in conjunction with co-located events – the ASEAN Furniture Show (AFS) and the newly rebranded Nook Asia – is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With over three decades of experience since its inaugural event in 1981, IFFS remains the most distinctive channel for regional and international companies to penetrate the global market.

Together, the events – IFFS, AFS and Nook Asia – will feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attract a healthy and well-represented attendance of trade buyers and visitors from the entire furniture ecosystem and value chain.

To make it a holistic trade event, the various design initiatives – SingaPlural, Design STARS, Furniture Design Award, and Design Seminars –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.

IFFS is supported by the ASEAN Furniture Industries Council (AFIC), DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Exhibition and Convention Bureau and SPRING Singapore.

