

Show Directory Message for International Furniture Fair Singapore 2019



Welcome Message by Ms Melissa Ow

Deputy Chief Executive, Singapore Tourism Board

On behalf of the Singapore Tourism Board, I would like to congratulate the International Furniture Fair Singapore Pte Ltd on staging yet another successful edition of the International Furniture Fair Singapore 2019/36th ASEAN Furniture Show (IFFS/AFS), held in conjunction with NOOK Asia. Singapore is proud to have hosted this annual event since its debut in 1981, so allow me to extend a warm welcome to all exhibitors and visitors.

The global furniture industry is expected to grow from S\$631 billion in 2017 to S\$766 billion in 2021, with the highest growth coming from Asia¹. As the market potential for Asia increases, IFFS/AFS, having established itself as the premium furniture fair in the region, has remained a compelling trading hub for major furniture manufacturers and exporters to congregate, network and do business on an international platform.

As a key trade exhibition within the Singapore Design Week (SDW) annual calendar, IFFS/AFS evolution from a furniture sourcing fair to a leading lifestyle trade show at the new venue for 2019 in the Marina Bay Sands, continues this celebration of lifestyle and design. Taking reference from one of the key pillars of the 2021 Furniture Industry Roadmap to enhance the creation of customer-centric urban living solutions, IFFS has partnered renowned interior designers and innovation-driven brands to unveil new Urban Living showcases, and the “Designers’ Village” where attendees can establish new partnerships with local home-grown multi-disciplinary designers.

¹Source: TechNavio Global Furniture Market 2017 – 2021 Report

Into its sixth edition, SDW which runs from 4 to 17 March 2019, remains one of Asia's premier design festivals and offers a variety of programmes for design professionals and enthusiasts alike including district activations, thought leadership conferences, showcases and workshops. I invite IFFS/AFS participants to deepen your appreciation and understanding of design beyond the fairgrounds at SDW 2019.

Beyond the events, I invite you to discover the myriad lifestyle and entertainment options that Singapore has to offer. Browse home-grown brands and take home a piece of Singapore with you from Design Orchard, a newly-opened development which houses a retail showcase as well as a rooftop events space. Check out the various international retail and lifestyle offerings along Orchard Road, or savour our delectable range of local street cuisine and Michelin-starred restaurants. For those looking to immerse themselves in Singapore's diverse cultures and heritage, take a walk through our colourful ethnic precincts at Chinatown, Kampong Glam or Little India. Above all, I wish all participants a fruitful and rewarding time at IFFS/AFS 2019, and a memorable stay in Singapore.