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## **IFFS 2019: A NEW SUCCESSFUL TRANSFORMATION BEGINS**

*Curated new theme in new venue offers new experience*

**Singapore, 2 April 2019** — A positive result for the **International Furniture Fair Singapore (IFFS) 2019**, in terms of eminent quality buyers and new furniture collective, is testament to its power of attraction and its capacity for involvement and excitement, palpable in the exhibition during its debut at the Sands Expo and Convention Centre, Marina Bay Sands, from 9 to 12 March 2019. Widely recognised as Asia’s leading destination for business, leisure, lifestyle, and entertainment, the new picturesque fair venue received rave reviews from both exhibitors and trade visitors alike, and will be the anchor venue for the next four editions of IFFS.

**15,126 attendees, 95 overseas buying delegations**, in 4 days, from **87 different countries**, with **204 exhibitors** who displayed signature showcases to the fair’s new theme of ‘UrbanAsia – the Future of Urban Living’ in the 2019 edition, along with the co-locating **36<sup>th</sup> ASEAN Furniture Show** and **NOOK Asia 2019**, representing the furniture, furnishing and interior design industries.

“As the show continues to evolve amidst a challenging trade landscape, we progressively and sustainably reinvent the show to spot key trends, identify major challenges and propose alternative solutions to best cater to the ever-changing needs of tomorrow’s urban living. The change in venue has been a positive step for us, as with the introduction of a new, exciting and relevant theme, as we welcome a myriad audience that will elevate IFFS to the next level”, **Mr. Ernie Koh**, Chairman of IFFS Pte Ltd who remarked on a successful note.

### **A Truly International Platform to Connect, Converse and Collaborate**

Along with a total of 95 overseas buying delegations visiting the fair, including notable retail groups and buying houses such as Globewest, Coco Republic (Australia), BUT (France), Ludwig Guttman GmbH (Germany), Indigo Living (Hong Kong), Island & Republik (Malaysia), Republic Home (New Zealand), SeCan Impex (Romania), Sys Co. Ltd (South Korea), El Corte Ingles (Spain), Home Centre, Lals Group (United Arab Emirates) Urban Outfitters, Mountain Region, and HD Buttercup (USA), IFFS remains the preferred choice as an all-in-one stop for their sourcing needs across the entire furniture and furnishing ecosystem, with follow-on orders expected for the year ahead as a result of the plentiful business opportunities and bountiful business deals presented at the fair.

Displaying their latest urban living collections and solutions to address the aspirations and lifestyle needs of an ever-growing urban population, the 2019 edition has over 100,000 exquisite pieces from around the world, including well-known brands such as Anno 13 (Belgium), Asiades (Hong Kong), Deesawat (Thailand), District Eight (Vietnam), HALO (Hong Kong), KODA (Singapore), Life Outdoor Living (Belgium), Lumas Gallery (Germany), Manutti (Belgium), PR Interiors (Belgium), Reeves Design

(Vietnam), Talenti (Italy), Tetrad (United Kingdom) and Woven+ (The Netherlands), strategically positioning IFFS as the launch-pad to penetrate the international markets.

### **Positive Recognition All Around**

With the new venue comes rave reviews from the fair's exhibitors. One of the fair's stalwart exhibitor for more than a decade, **Mr Elibert Tigges** from Woven+, The Netherlands, voiced his pleasure for this edition, "The numbers don't lie – **35% more direct orders, 40% more quotations**, with the best to come. As to our achievements, besides being accorded the Best Stand Award again, we met excellent new quality buyers and leads from all over the world! Pauline and myself, joined by our new partners Joan and Harrie, and the whole team of Woven+ are proudly looking back at the best IFFS edition ever! We can fiercely tell that the move from the outdated halls towards the much higher-level facilities at Sands Expo & Convention Centre was seen as a giant step forward. From an exhibitor's standpoint, the whole operation was very smooth and added a lot to the good vibes of all sales teams around. From the upfront reactions of visiting buyers, this year's experience was perceived as well-balanced, comfortable and efficient. The level of presentations, thanks to our fellow exhibitors were recognised at an international brand level. We are cementing our foothold at IFFS 2020!"

Echoing this view, and in concurrence with the positive experience of the shift to the new venue, a media from MD Magazine, Bulgaria, **Ms Antoaneta Kostova**, shared, "The show was consistent, with a striking contemporary look and a programme that excites the professional visitors. I am very impressed by the spectacular new venue of the event. For sure, Marina Bay Sands Expo serves a lot for the overall positive impression of 2019 edition of the show and connects perfectly with the theme 'UrbanAsia – the Future of Urban Living'.

The excitingly new theme was also well-received by the fair's local exhibitors. **Mr Melvin Chong** from Konzept Kreation, part of the signature Nex-Gen urban living showcase featuring homegrown brands, added "IFFS has given my team, partners and associates from the industry's second-generation an excellent opportunity to come together as one to design and build a successful urban living concept, opening up doors to potential business collaborations both locally and overseas, and serve as a successful springboard for us to internationalise and take our business to the next level."

Already looking ahead to the next edition, which will take place at the same venue from 9 – 12 March 2020, **Ms Benta Wiley**, buyer from Benta Wiley Studio (Italy) cited in anticipation, "I feel very welcomed by the excellent co-ordination of the fair, and the availability of the new and relevant collections. I will certainly encourage other buyers to visit the fair next year, as a one-stop platform to fulfill their sourcing requirements"

The **International Furniture Fair Singapore 2020** will be held **at the Sands Expo and Convention Centre from 9 – 12 March**. For more information, please visit:

[www.IFFS.com.sg](http://www.IFFS.com.sg) | [www.NOOKAsia.com.sg](http://www.NOOKAsia.com.sg)

## Notes to the Editor

### **About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and NOOK Asia**

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and the 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, the IFFS/AFS 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 and International Design Showcase — 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/AFS is supported by the ASEAN Furniture Industries Council (AFIC), DesignSingapore Council, Enterprise Singapore and Singapore Exhibition and Convention Bureau.

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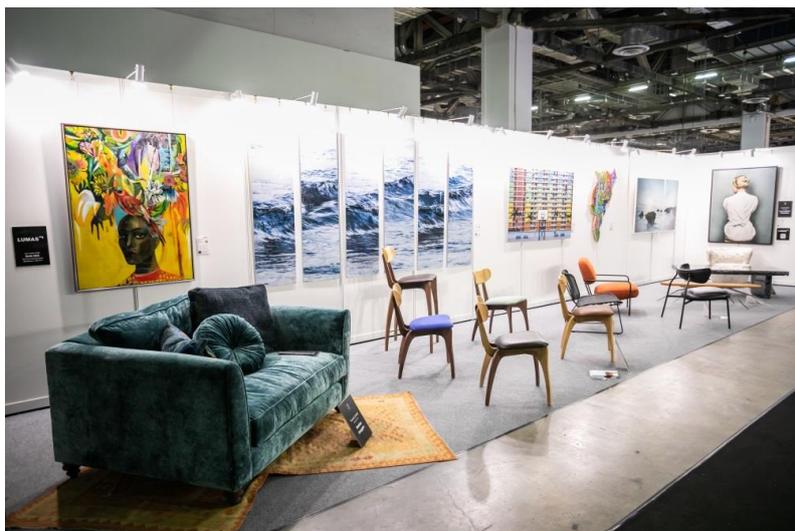
## 2019 HIGHLIGHTS

**Design STARS** marks a successful return with 11 up-and-coming design talents from Asia, including Japan, Singapore, Taiwan and Vietnam.



*Design STARS*

**SOUL**, the distinctive showcase on urban living, features the exquisitely-crafted pieces from Anno 13 (Belgium), PR Interiors (Belgium), Lumas Gallery (Germany), Woven+ (Netherlands), Moss Living (Singapore), Deesawat (Thailand), Tetrad (United Kingdom), District Eight (Vietnam) and Reeves Design (Vietnam) to address different lifestyle needs and aspirations.



*SOUL*

**UNESCO Creative Cities of Design** is a collaborative partnership with DesignSingapore Council, and aims to foster international collaborations and facilitate the sharing of experiences. Representatives from over 20 global cities were present at the fair to promote sustainable urban development, and provide opportunities for cooperative projects.



*UNESCO Creative Cities of Design*

**Buyers Lounge** - In partnership with Sam and Sara (Singapore), the lounge showcases the exquisite pieces that appeared in the 2018 romantic comedy, *Crazy Rich Asians*, and trade visitors have a chance to feast their eyes with these highly sought-after collections. It has also provided a platform for business discussions for all.



*Buyers Lounge*

**Nex-Gen Urban Living Showcase**, the hub of Singapore furniture brands that go beyond form and function, is organised by the Singapore Furniture Industries Council. Featuring four cornerstones by Singapore's very own homegrown designers – Work Smarter Live Better (Renovator Hub x Spaceweiss x 11H), Live.Love.Grow (Enlighten x Konzept Kreation x Re-source Design), The Dreamer's Space (Benel x AK+), and The Bachelor's Pad (OPSH x StudioNorm) – the collective showcase seeks to cater to the needs of urban dwellers, and provides an opportunity to experience tailored to their evolving lifestyles.



*Nex-Gen Urban Living Showcase*

**DITP Showcase**, by the Department of International Trade Promotion from the Ministry of Commerce in Thailand, draws on the rich heritage, culture and diversity of Thailand, and features an urban living experience with the distinctive Thai hospitality. Exclusive collections from 28 companies, from furniture to textile, and from home décor to decorative accessories, adorn this tastefully curated feature area.



*DITP Showcase*