

PRESS RELEASE

FOR IMMEDIATE RELEASE

**IFFS 2015 Cements its Status as the  
Furniture & Lifestyle Sourcing Platform of Choice**  
*Singapore Leads as Asia's Design Gateway*

Singapore, 16 Dec 2014 - The world urban population has climbed steadily over the last three decades, propelling the need for more housing and infrastructure, as well as the demand for related furniture, furnishings, and fit-outs to match increasingly sophisticated modern lifestyles. The International Furniture Fair Singapore 2015/32<sup>nd</sup> ASEAN Furniture Show (IFFS/AFS 2015), The Décor Show, and Hospitality 360° that will be held in Singapore EXPO from 13 - 16 March 2015, has emerged as the region's leading event for trade professionals of furniture, interior design, and hospitality industries all over the world to source for the latest products.

According to CSIL Centre for Industrial Studies<sup>1</sup>, the apparent furniture consumption worldwide at production prices (excluding retail mark-ups) was worth US\$436 billion in 2013, which corresponds to a 4% growth from the year before. In a more recent study<sup>2</sup>, CSIL also predicts that world consumption for furniture will grow by 3.4% in real terms in 2015, where Asia continues to see fast expansion. It is against this backdrop that furniture manufacturers continue flocking into the region to uncover potential opportunities.

"The show has gone from strength to strength in the time it's been around," shared Mr Ernie Koh, Chairman of IFFS. "IFFS 2015 welcomes many repeat exhibitors, as well as yet another pool of first-time exhibitors into its fold. We're also excited about having a larger European showing across the trilogy of events next March, which reflects how all eyes are indeed on Asia."

**Stronger European Presence, More First-timers**

Major brands such as Manutti, Ethnicraft, and Ligne Roset had already confirmed participation in earlier months, committing to return to the design-led event again. Seasoned exhibitors at IFFS have cited the show's broad visitor profile and robust marketing support as primary reasons that keep them coming back.

Eighth-time exhibitor, Mr Rob van Reisen, Sales and Marketing Director from Far East Furniture (The Philippines), expressed, "We've seen first-hand how IFFS strives to showcase exhibitors' products and attract buyers to the event. Our participation has allowed us to catch up with existing clients, as well as gain new leads each year. Far East has always chosen to launch its latest collections in Singapore, and we'll feature spectacular designs with new recycled materials at the fair next year."

Apart from the loyal bellwether manufacturers, IFFS attracts a good number of first-time exhibitors to the show each year, reinforcing its reputation as Asia's premier sourcing platform. Companies exhibiting for the first time at IFFS 2015 include Harbour Outdoor (Australia), Jimmy Possum (Australia), Gus Design (Canada), Interfurn (Hong Kong), Hirata Chair (Japan), Rin Crossing (Japan), Beltempo (Peru), and Fatihtr (Turkey). Whether it is to penetrate segments of the Asian market or to enter the global arena, both objectives will be well met at the trilogy of events, as visitors hail from all shores of more than 100 nations.

<sup>1</sup> CSIL, *World Furniture Outlook 2014/2015*, as [presented at World Furniture Outlook Seminar](#), April 2014.

<sup>2</sup> CSIL, *World Furniture Outlook 2015*, as [shared by CSIL via social media](#), November 2014.

Co-locating shows:

In conjunction with:



International Furniture Fair Singapore Pte Ltd, SingaPlural (Singapore), National Road, Singapore 729607

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This year, organisers have noticed a significant increase in the number of exhibitors from Europe, reporting a 20% jump from 2014. Visitors can look forward to viewing collections from Oliver B (Italy), Stones (Italy), G. Cleyberg (Belgium), and Umbrosa (Belgium), to name a few. In addition, EU Business Avenues will present 40 other companies in The Décor Show under the banner of *European Design*, featuring businesses from countries such as Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Italy, Lithuania, the Netherlands, Spain, Sweden, and United Kingdom.

## SingaPlural 2015 - Celebrating Design

In conjunction with IFFS, Singapore Furniture Industries Council (SFIC) is organising the anchor event for Singapore Design Week - **SingaPlural 2015**. This fourth edition of SingaPlural celebrates design from 10 - 15 March, and marks the first time that a local team of curators - PLUS Collaboratives and GOVT - will bring cohesiveness to SingaPlural through a well-defined festival construct.

The week-long SingaPlural design celebration is hosted together with 8 other network partners of DesignS, representing an international platform for talents across the creative industries to engage and evoke the design senses of visitors; through installations, exclusively curated design spaces, symposiums and many other exciting activities.

It will also be the first time that the main programmes of SingaPlural will be housed within one iconic location at 99 Beach Road, the former Central Police Station. Located in proximity to Singapore's Arts & Heritage District, this consolidates the festival's contents within the city centre into a single venue, allowing the public to have an immersive experience of SingaPlural and its theme, *Process*.

In addition to the activities at 99 Beach Road, SingaPlural also extends its presence to the Singapore EXPO with *SingaPlural@IFFS* for the duration of the trade show. The *SingaPlural Design Hall* will feature the Asian STAR Showcase and the internationally well-received Furniture Design Award (FDA) in a retrospective showcase curated by Anon Pairoit of Anon Pairoit Studio (Thailand).

Mr Koh added, "While we've always celebrated design at the heart of IFFS, SingaPlural as a festival allows the idea to play out fully. SingaPlural gels the various facets of the creative spectrum together, inspiring the public and highlighting the possibilities that 'design' can offer them in their lives."

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## About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organize and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality360°, a keynote event on the furniture trade exhibition calendar.



Co-locating shows:

The  
DECOR  
show



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About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With 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.

The trilogy of events - The IFFS/AFS, The Décor Show and Hospitality 360° - feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. To make it a holistic trade event, the various design initiatives (**SingaPlural, Furniture Design Platform and Furniture Design Award**) 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.

For more information on IFFS 2015, The Décor Show, and Hospitality 360°, please visit:  
[www.IFFS.com.sg](http://www.IFFS.com.sg) | [www.TheDecorShow.com.sg](http://www.TheDecorShow.com.sg) | [www.Hospitality360.com.sg](http://www.Hospitality360.com.sg)

About SingaPlural 2015

The annual SingaPlural 2015 returns for a 4th edition from March 10 - 16 at 99 Beach Road to showcase the best design elements from the multi-faceted creative spectrum - Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design through installations, exclusively curated design spaces, symposiums and many other activities.

Organised by the Singapore Furniture Industries Council, in partnership with DesignS, the week-long design celebration features talents across the creative industries. It is held in conjunction with the International Furniture Fair Singapore 2015/32<sup>nd</sup> ASEAN Furniture Show, The Décor Show and Hospitality 360°.

SingaPlural 2015 is supported by the DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board and SPRING Singapore. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

For more information, please refer to [www.SingaPlural.com](http://www.SingaPlural.com) or [www.facebook.com/SingaPlural](https://www.facebook.com/SingaPlural). Find us on Twitter (@SingaPlural) and Instagram (#singaplural).



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Alternatively, the IFFS Press Office will also be glad to assist in obtaining any information required.



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