



ASEAN FURNITURE INDUSTRIES COUNCIL

NEWS RELEASE

ASEAN FURNITURE INDUSTRIES COUNCIL PUSHES AHEAD TO CONSOLIDATE ASEAN TRADE SHOW CIRCUIT

SINGAPORE, 15 January 2009 – The ASEAN Furniture Industries Council (AFIC) is once again leading its member countries to further enhance and develop a seamless furniture trade show circuit in the ASEAN region. Six furniture trade shows organised by AFIC member countries Indonesia, Malaysia, the Philippines, Singapore and Thailand will be taking place over 12 days in March 2009. Taking centre stage is the AFIC-supported 26th ASEAN Furniture Show held in conjunction with International Furniture Fair Singapore 2009, where the best of ASEAN furniture elements come together under one roof.

To enable exhibitors and visitors to manage their participation and travel plans more productively, AFIC members fine-tuned the show dates of the furniture trade fairs in their countries to bring the start and end dates closer together. The more efficient exhibition calendar allows both exhibitors and buyers to save precious time and expenses while achieving effective results. This will in turn encourage higher participation and create greater visibility for member countries.

First on the calendar is the Malaysian International Furniture Fair 2009 (MIFF), which will be held in Kuala Lumpur from 3 to 7 March 2009. This is followed by the Philippine

International Furniture Show 2009 (PIFS-Manila Now) and 20th Cebu International Furniture and Furnishings Exhibition (Cebu X) that are taking place in Manila and Cebu in the Philippines from 5-9 March 2009. The International Furniture Fair Singapore 2009 held in conjunction with the 26th ASEAN Furniture Show (IFFS/AFS 2009) is the next show on the circuit and will be held from 9 to 12 March 2009. Rounding up the 2009 furniture trade show calendar from 11 to 15 March 2009 are the International Furniture & Craft Fair Indonesia 2009 (IFFINA) in Jakarta and Thailand International Furniture Fair 2009 (TIFF) in Bangkok.

Mr Jerry Tan, Chairman of AFIC said: “Besides facilitating intra-ASEAN trade, AFIC also hopes to further build and strengthen global recognition for the ASEAN furniture industry. In view of the current economic climate and stiff competition in the furniture arena, AFIC and our member countries are even more acutely aware of the importance of banding together to collectively raise awareness of the strengths of the furniture industry in member countries. The excellent furniture trade shows organised by our members provides an ideal platform for us to showcase our quality offerings and highlight our competitive advantages in design, innovation, manufacturing and even exhibition management to global players.”

Each furniture trade show on the ASEAN circuit possesses unique strengths and identities that differentiate the ASEAN furniture industries from other regions.

For example, TIFF is regarded as an important event to spot the latest furniture design trends with exhibits that often display unique contemporary styles infused with distinctive Asia touches. CebuX is also well-known for consistently featuring products of excellent design. Together with PIFS-Manila Now, the Filipino furniture shows present exhibitors with furniture pieces of fine local craftsmanship steeped in cultural traditions, using natural raw materials found in Asia. Similarly, IFFINA provides a complete overview of the Indonesian furniture and craft industry with a large array of quality hand-crafted products at reasonable prices. Besides showcasing a comprehensive selection of furniture and furnishing products, MIFF also hosts an extensive range of hospitality services to make visitors feel at home.

Each year, top ASEAN players also come together to display the best of their furniture and furnishing pieces at AFS. As the most established trade fair for the ASEAN furniture industry with 25 successful runs, AFS features the biggest collection of furniture exhibits from ASEAN countries in one location. Held in conjunction with IFFS at the Singapore Expo, AFS has grown to become a prestigious, must-see event featuring design-centric furniture of excellent quality from manufacturers across Asia and around the world. IFFS/AFS 2009 looks set to continue in its role as a successful global trade platform, with over 60,000 pieces of furniture and furnishing products from some 30 countries slated to be on display.

To promote the ASEAN furniture trade show circuit, AFIC has also initiated a joint advertising campaign for the five ASEAN furniture tradeshow. Managed by the AFIC Secretariat in Singapore, this campaign is currently running in key furniture trade publications and serves to highlight the locations and dates of the respective shows. The advertisement emphasises the effectiveness of the ASEAN circuit and its ability to meet the sourcing requirements of global furniture trade buyers in a most efficient manner.

To offer the global furniture market a bigger, better and more innovative ASEAN show, AFIC will also look to the implementation of effective design and value propositions from member countries.

Said Mr Steven Chew, Secretary-General of AFIC: “Our combined efforts reflects the unity and cohesiveness of AFIC members and demonstrates the strong cooperation within the ASEAN furniture trade industry. With this synergy, we hope to achieve good results during the upcoming furniture trade show season. Moving forward, AFIC will also continue to lead our member countries to tap on growth opportunities and harmonise our implementation plans for the ASEAN furniture trade.”

-END-

About ASEAN Furniture Industries Council (AFIC)

ASEAN Furniture Industries Council (AFIC) was established in 1978 as a regional trade organisation with the primary objectives of promoting the interests of the ASEAN furniture industries.

AFIC currently comprises constituent members that represent the furniture industries of each ASEAN country and are certified by their respective ASEAN Chamber of Commerce and Industries or its equivalent.

Current AFIC members are: ASMINDO (Indonesia), Malaysian Furniture Industry Council (Malaysia), Myanmar Forest Products and Timber Merchants Association (Myanmar), Chamber of Furniture Industries of the Philippines (Philippines), Singapore Furniture Industries Council (Singapore), and Thai Furniture Industry Club - Federation of Thai Industries (Thailand).

Singapore currently holds the Chairman, Secretary General and Secretariat portfolios for AFIC for the 2008/2010 term.

About Singapore Furniture Industries Council (SFIC)

SFIC was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship. SFIC organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia.

SFIC is the parent company of International Furniture Fair Singapore Pte Ltd, the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show.

It also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region.

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

Issued by : Foreword Communications Pte Ltd

On behalf of : ASEAN Furniture Industries Council

For media enquiries, please contact:

Ms Sylvia Lim (Senior Consultant) or Ms Alanna Yeo (Senior Associate)

Foreword Communications Pte Ltd

Tel: +65-6338-5918

sylvia@foreword.com.sg or alanna@foreword.com.sg

Ms Shermaine Ong or Ms Joey Ng (AFIC Secretariat)

ASEAN Furniture Industries Council (AFIC)
c/o Singapore Furniture Industries Council
62 Sungei Kadut Loop
#04-19 International Furniture Centre
Singapore 729507
Tel: +65-6569-6988
Email: secretariat@aficfurn.com