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furniPRO Asia will be a part of the ASEAN Furniture Exhibition Circuit in 2016!

furniPRO Asia unveils its new dates and venue of its 2016 edition. The regional trade exhibition for the woodworking, furniture and panel production industries will be held from 10 – 12 March 2016 at the Singapore EXPO, Singapore. This is the very first time the event is brought forward to the early quarter of the year, to be held in conjunction with the International Furniture Fair Singapore (IFFS) – Asia’s premier sourcing platform and design-led exhibition, and to be a part of the prestigious ASEAN furniture exhibition circuit supported by the ASEAN Furniture Industries Council (AFIC).

“We’re delighted that furniPRO Asia will co-locate with IFFS next year, to strengthen our collective offering to the furniture fraternity – right from materials, to equipment, services, and finished products – all in one convenient location. This move will certainly give our exhibitors much more to look forward to,” said Ernie Koh, Chairman of IFFS Pte Ltd and President of the Singapore Furniture Industries Council.

“We are especially excited about the new opportunities we could offer to our exhibitors and visitors with the decision to be held in conjunction with IFFS next year. With the synergy, and additional publicity as a part of the ASEAN furniture exhibition circuit, furniPRO Asia will be stronger in positioning itself as the leading regional woodworking, furniture and panel production trade exhibition in ASEAN.” said Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd.

The 3-day professional trade exhibition will feature the latest furniture production technologies from the following key product segments on the show-floor:

1. **panelPRO Asia:** Panel Production & Primary Processing
2. **furniPRO Asia:** Furniture Production & Secondary Processing
3. **Materials & Components:** including Materials & Nature, Function & Components, and Textile & Upholstery.
4. **Others:** including Associations, Media and Consultancy Services.



furniPRO Asia
10 - 12 March 2016

www.furniproasia.com

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Highlights of the event include Innovation and Best Practice Showcases, Technical Seminars and Exhibitor Talks, C-Level Networking Receptions, Hosted Buyers' Program, Business Matching Services, and specially organised Buyers' Tour in collaboration with supporting associations and industry partners.

Onto its 3rd edition, furniPRO Asia 2016 continues to enjoy the strong support and endorsement of AFIC - The united body of the key furniture industry associations in South East Asia, which is the key success factor for furniPRO Asia 2014's positive visitorship. This year, with furniPRO Asia 2016 being held in conjunction with the IFFS organized by the Singapore Furniture Industries Council (SFIC), there will be more synergy and coordination towards a concerted marketing outreach programme.

furniPRO Asia 2014 Review

Over four days, the furniPRO Asia 2014 attracted over 2,500 trade visitors from 47 countries to the show. With a 223% growth from the inaugural edition in 2012, 188 participating companies and brands from 32 countries including Austria, Malaysia, Spain, Switzerland and Turkey, to mention a few, displayed their latest state-of-the-art machineries, technologies, and materials on the show-floor. Some of the key regional brands include – APP Timber, Hangzhou Xinyada Fabric, Schelling Anlagenbau, Siempelkamp, and Wemhoner among others.

The 2-day conference programme, featuring a total of 20 engaging and educational sessions by renowned experts, consultants and practitioners from leading countries in the ASEAN, EU, as well as North American region, was well-attended by more than 60 international delegates.

Singapore – The ideal location

Held in Singapore – The ideal gateway of the region, furniPRO Asia 2016 will attract and bring together regional and international brands in the woodworking, panel and furniture production industries. Coupled with Singapore's strong business infrastructure and connectivity to the international markets, many of the region's well-known industry brand names have located their business headquarters in Singapore, offering direct access to the ASEAN region and beyond.

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For more information on furniPRO Asia 2016, please visit: www.furniproasia.com

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About Koelnmesse

Koelnmesse - No.1 in Furniture: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai and furniPRO Asia in Singapore.

The next events:

- interzum guangzhou 28.03.-01.04.2015
- interzum 05.05.-08.05.2015
- China International Kitchen and Bathroom Expo 21.10.-23.10.2015
- imm cologne 18.01.-24.01.2016
- furniPRO Asia 14.03.-16.03.2016

For more information, please visit www.koelnmesse.com.sg

About International Furniture Fair Singapore (IFFS)

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. For more information on IFFS 2015, The Décor Show, and Hospitality 360°, please visit:

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www.IFFS.com.sg | www.TheDecorShow.com.sg | www.Hospitality360.com.sg