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## **furniPRO Asia 2014 – Back for the second time, bigger and better!**



**furniPRO Asia 2014** is the definitive international trade exhibition for the woodworking, furniture and panel production industries in ASEAN. Following the successful inaugural showcase in Singapore in 2012, furniPRO Asia 2014 returns to Singapore from 5 – 8 November 2014 at the Marina Bay Sands Expo and Convention Centre bigger and better, and promises to an exciting one-stop regional platform showcasing the latest innovations and technologies for the furniture manufacturing sector.

furniPRO Asia  
5 - 8 November 2014

[www.furniproasia.com](http://www.furniproasia.com)

Organised by Koelnmesse Pte Ltd, furniPRO Asia is the only trade exhibition in Asia Pacific to have the official endorsement of the Singapore Furniture Industries Council (SFIC) and official support from the ASEAN Furniture Industries Council (AFIC).

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This year, furniPRO Asia 2014 will be launching a new show segment called **panelPRO Asia** – The ideal platform for solution providers in the wood-based panel, veneer and plywood production industry. Panel Production is a key component of the industry's value chain but it has never been presented as a focus exhibition segment within ASEAN. In 2012, furniPRO Asia enjoyed participation from many global panel industry players like Siempelkamp, Sandvik, PAL, IMAL, Raute, GreCon and many others, which took a share of 26 percent among the 2012 exhibited product segments. With the strong participation from 2012 and a growing industry in Asia-Pacific, panelPRO Asia is set to be the trading hub for the panel industry within ASEAN.

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The event will be featuring a myriad of over a hundred international exhibitors from twenty countries, including nine national pavilions from France, Germany, Italy, Malaysia, Singapore, Spain, Taiwan, Turkey and the United States of America will present the latest technologies and innovation in furniture production, materials, components and services.

Alongside the exhibition, a full-fledged conference programme, hands-on product workshops and exciting activities on the show-floor such as the following, is being planned:

### **furniPRO Asia Conference**

In collaboration with leading associations such as the ASEAN Furniture Industries Council (AFIC), Singapore Furniture Industries Council (SFIC) and the Centre For Industrial Studies (CSIL), pressing issues will be raised and addressed by key experts from the industry. The 2-day conference will commence with a CEO Forum which gathers key opinion leaders and experts to offer their insights on the potential opportunities and pitfalls in the global furniture industry. In addition, the conference encompasses 3 supporting tracks focusing on Technology, Design and Sustainability, which offers in-depth discussions to help manufacturers gain a better understanding of the inter-dependency between each focus areas of their businesses.

### **furniPRO Asia Showroom - A unique presentation for the best-in-trade**

For the very first time, a furniPRO Asia Showroom will be featured on the show-floor. It is a holistic presentation of products in different applications rather than the usual individual product showcase.

Amongst others, top-end kitchen manufacturer nobilia will collaborate with IMA and Schelling to cook up a storm with kitchen manufacturing solutions. Other various technology providers onboard are Siempelkamp and Wemhoener. The materials and components sponsors enlisted include American Hardwood Export Council, APP Timber, French Timber and Woodmark Creation.

The first of its kind in this region, the furniPRO Showroom offers exhibitors unprecedented exposure and connects the audience in a meaningful and sustainable way, giving them the opportunity to see and feel the quality of finished products across the multiple applications that manufacturers can serve.

### **Hosted Buyers Programme and Business Matchmaking Services**

To further enhance furniPRO Asia 2014's visitor promotion activities, a hosted buyers program combined with customized business matching services is organised to support exhibitors and visitors keen on establishing relationships at the event.

Both SFIC and AFIC will take on key roles in bringing key industry representatives and top buyers from Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam to the event.

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Koelnmesse will continue to play host to a group of "Nominated Top Buyers" to ensure the presence of the most important customers from the ASEAN region at furniPRO Asia 2014 in Singapore.

### **Hands-on Product Workshops**

Manufacturers and distributors will also be conducting their hands-on product workshops, featuring their innovative solutions and cutting edge technologies. Visitors can expect to obtain a greater insight and knowledge of the latest offerings from the various leading manufacturers and distributors.

Building on Koelnmesse's vast experience and strength in organizing the world's largest furniture and furniture production events including imm Cologne, ORGATEC, interzum and interzum guangzhou, furniPRO Asia 2014 will be the best networking opportunity for all key players in the furniture manufacturing sector in ASEAN.

For more information on furniPRO Asia 2014, please visit [www.furniproasia.com](http://www.furniproasia.com)

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### **About Koelnmesse**

Founded in 1922 and headquartered in Cologne, Germany, Koelnmesse is one of the world's largest trade fair organisers, whose international trade fairs are widely acknowledged as global leaders in their fields. Koelnmesse in Singapore functions as the regional headquarter for the group in Asia Pacific, organising trade fairs throughout Asia and offering multiple services to support companies from the Asia Pacific region to successfully participate in Koelnmesse business-to-business trade fairs in Europe and around the world. For more information, please visit [www.koelnmesse.com.sg](http://www.koelnmesse.com.sg)