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furniPRO Asia 2014 concluded on a positive note with a significant increase in exhibitor participation and the quality of trade buyers at the show.



furniPRO Asia 2014, staged from 5 to 8 November 2014, at the Marina Bay Sands Expo and Convention Centre in Singapore, marked another key milestone going forward to positioning itself as the regional trade fair for the furniture production industry. The event concluded with an upbeat interest from trade buyers and industry professionals in the latest furniture production technologies and products showcased. Many quality trade visitors, including 122 key hosted buyers from countries such as Malaysia, Indonesia, Vietnam, Thailand, Philippines, Myanmar, Laos, Cambodia and Taiwan, attended the show.

furniPRO Asia
5 - 8 November 2014

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Backed by strong support from the industry in the region, furniPRO Asia 2014 is endorsed by the Singapore Furniture Industries Council (SFIC), and supported by the ASEAN Furniture Industries Council (AFIC). In addition, the American Hardwood Export Council (AHEC), FrenchTimber, the Association of the German Woodworking and Plastic Industries (HDH) are also giving their support to the show – joined by the International Sleep Products Association Bedding Center (ISPA), the Softwood Export Council (SEC) and the Taiwan Woodworking Machinery Association (TWMA). This strong support by leading national and international industry associations and organizations remains unparalleled for any other industry event in the region.

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Over four days, more than 2,500 trade visitors attended furniPRO Asia 2014 and conducted in-depth business discussions with 188 participating companies and brands from 32 countries. The visitorship represents a growth of around 15 percent from the last edition in 2012, with more than 50 percent from overseas. The event occupied a total area of 7,000 sqm, a 40 percent growth from 2012. The strong quality of buyers and wide range of exhibits presented at furniPRO Asia 2014 was highlighted by exhibitors and visitors alike.

"We are pleased with the feedback we received during and after the show on how the 2nd edition of furniPRO Asia provided our trade visitors with more opportunities to source for leading technology solutions, network, do business and be updated on the latest furniture production technologies." said Michael Dreyer, Vice President, Asia Pacific, Koelnmesse Pte Ltd. "Many of our returning exhibitors were happy that the show has grown significantly since the inaugural event in 2012, and attracted more quality buyers from the ASEAN region. This has also strengthened furniPRO Asia's brand in becoming the leading regional woodworking, furniture and panel production trade exhibition in ASEAN", added Michael Dreyer.

Alongside the exhibition, an in-depth conference programme, hands-on product demonstrations and exciting best practice showcases were presented on the exhibition floor.

furniPRO Asia Conference

The 2-day conference programme featured 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. Speakers were presenting key topics in the furniture market outlook as well as the latest certification and compliance regulations for key export markets. The latest trends in design and sustainability for the furniture and panel production sector were discussed as well innovative and best practice furniture and panel production technologies. In collaboration with leading associations such as the AFIC, SFIC and the Centre For Industrial Studies (CSIL), the conference was well-attended by more than 60 international delegates.

furniPRO Asia Showroom

The first of its kind in this region, the furniPRO Showroom garnered strong interest from trade visitors, media and exhibitors alike as it gave industry experts the opportunity to see and feel the quality of finished products across the multiple applications that innovative manufacturers can provide today.

Positive feedback from furniPRO Asia 2014 attendees

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"The event was exceptionally well laid out with top level exhibitors at a world class venue. I enjoyed the conference presentations, especially Gabriele Nardin from PAL. He is a true educator, and really engaging", said Fred Kurpiel, Senior Correspondent, Panel World, USA.

"We are overall satisfied with the number of interested leads resulting from the exhibition, and the awareness that it helped to create for our brand and philosophy. We hope that this event will become the main event for the woodworking technology trade in South-East Asia, attracting all producers from this region", commented Rusev Edgar, MD of Schelling Asia (S) Pte Ltd.

"We from the German Furniture and Woodworking Industries are happy to be here again at furniPRO Asia 2014. The demand for furniture is as high as never before with the worldwide consumption reaching approximately USD 450 billion. This reinforces the well growing furniture production industry and it makes sense that we come with woodworking machinery to Singapore for the event. It is nice to be here again", highlighted Ursula Geismann, Spokesperson for the Confederation of German Woodworking and Furniture Industries, Germany.

"The visitors at this event which the organizer invited were real buyers who know the importance of quality over price. They were not here to just collect information for reference or price comparison", emphasized Lynn Chen, Executive Assistant, Pioneer Woodworking Machinery Magazine, Taiwan.

Mary Wu, Manager, OAV Equipment & Tools, Inc., Taiwan, concluded: "This is the first time we are here exhibiting at furniPRO Asia. The show is positive, with many potential customers from Singapore, Malaysia and Indonesia. The result of this show is better than what we had expected."

Adding on to this, Ryan Trainer, President, International Sleep Products Association (ISPA), observed and concluded: "The mattress industry is growing tremendously in South-East Asia, and I think that furniPRO Asia 2014 offers an excellent avenue for companies that supply the mattresses to come, make contacts, meet new customers,

and learn more about the industry and what the trends are here. This is an excellent venue, and certainly a beautiful city. I have made a few good contacts that are very interesting for our association. I think it will be very good for others to come and exhibit here.”

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The next edition of furniPRO Asia will take place in Singapore in 2016. More information can be found on the furniPRO Asia website at 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