

# POST SHOW REPORT

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- The first edition of International Furniture Expo (IFEX) took place between 11-14 March 2014, completely filling the available space at Indonesia's largest exhibition venue, the Jakarta International Exhibition Center (JIExpo), with exactly 400 exhibiting companies, attracted 6,113 trade visitors, 2,021 of whom were from overseas.
- The event also hosted the annual meeting of the International Alliance of Furnishing Publications, as well as the annual meeting of Indonesia Trade Promotion Center and a host of seminars dealing with the European and U.S. markets.

# Fact Sheet



**Exhibition Dates**

**11 – 14 March 2014**

**Exhibition Venue**

**JIExpo Kemayoran, Jakarta, Indonesia**

**Exhibition Net Space**

**17,000 sqm**

**No. Exhibitors**

**400**

**No. Visitors**

**6,113**

**Organizer**

**Dyandra UBM International**

**Hosted**

**Indonesia Furniture and Craft Association (AMKRI)**



# Event Programs

## Opening Ceremony,

**Tuesday, 11 March 2014**

At Semeru Room, 6th floor,  
Trade Mart Building – JIEXPO.

Attended by governments,  
associations, embassies, trade  
representatives, APINDO,  
medias, and exhibitors.

## Exhibitors & Buyers Night,

**Wednesday, 12 March 2014**

At Semeru Room, 6th floor,  
Trade Mart Building – JIEXPO

Attended by buyers, VIPs,  
exhibitors, and associations

## IFEX Award,

**Wednesday, 12 March 2014**

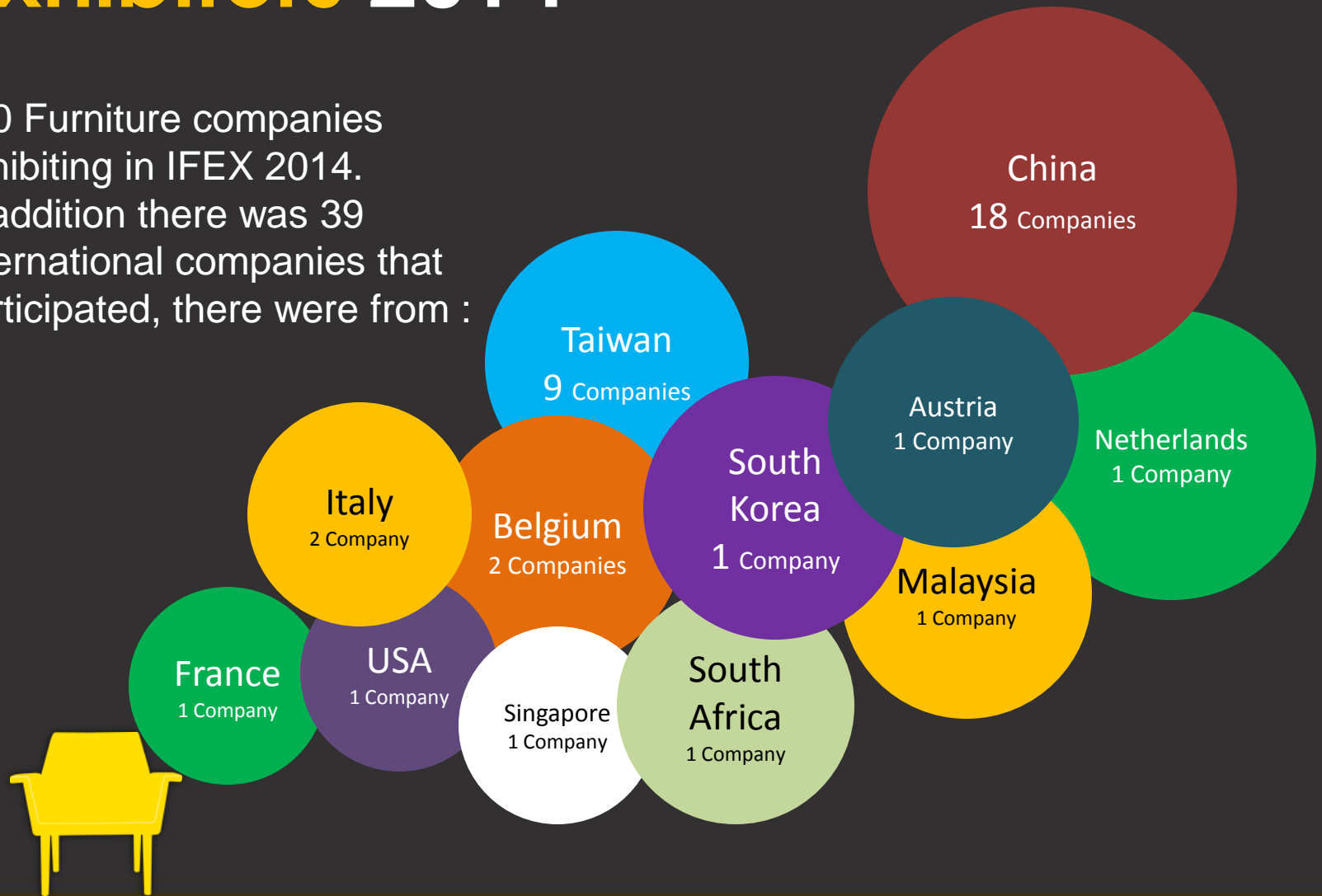
At Semeru Room, 6th floor, Trade  
Mart Building – JIEXPO

Awarding for Best Furniture and  
Craft Design and Best Stand for  
Inspiring, Communicative, Space  
Usage and Aesthetics.

Events & Activities	Time
Design Development	13:15 – 16:00, Wednesday 12 March 2014
The European Furniture Market - Segmentation and Trends	11: 00 – 13:00, Thursday 13 March 2014
- Consumer Product Safety in the United States - Market and Design Trend in Europe	14:00 – 16:00, Thursday 13 March 2014
Indonesia Trade Promotion Center (ITPC) Annual Meetings	Friday 14 March 2014

# Exhibitors 2014

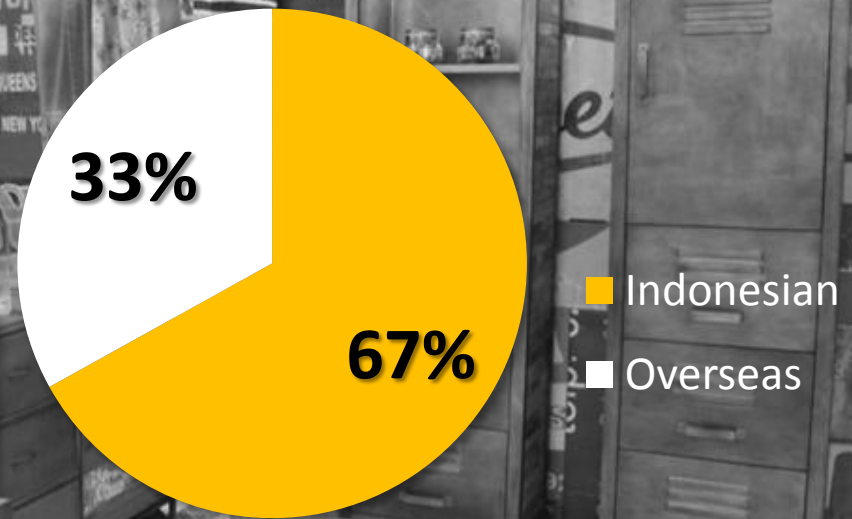
400 Furniture companies exhibiting in IFEX 2014. in addition there was 39 International companies that participated, there were from :



# Visitors 2014

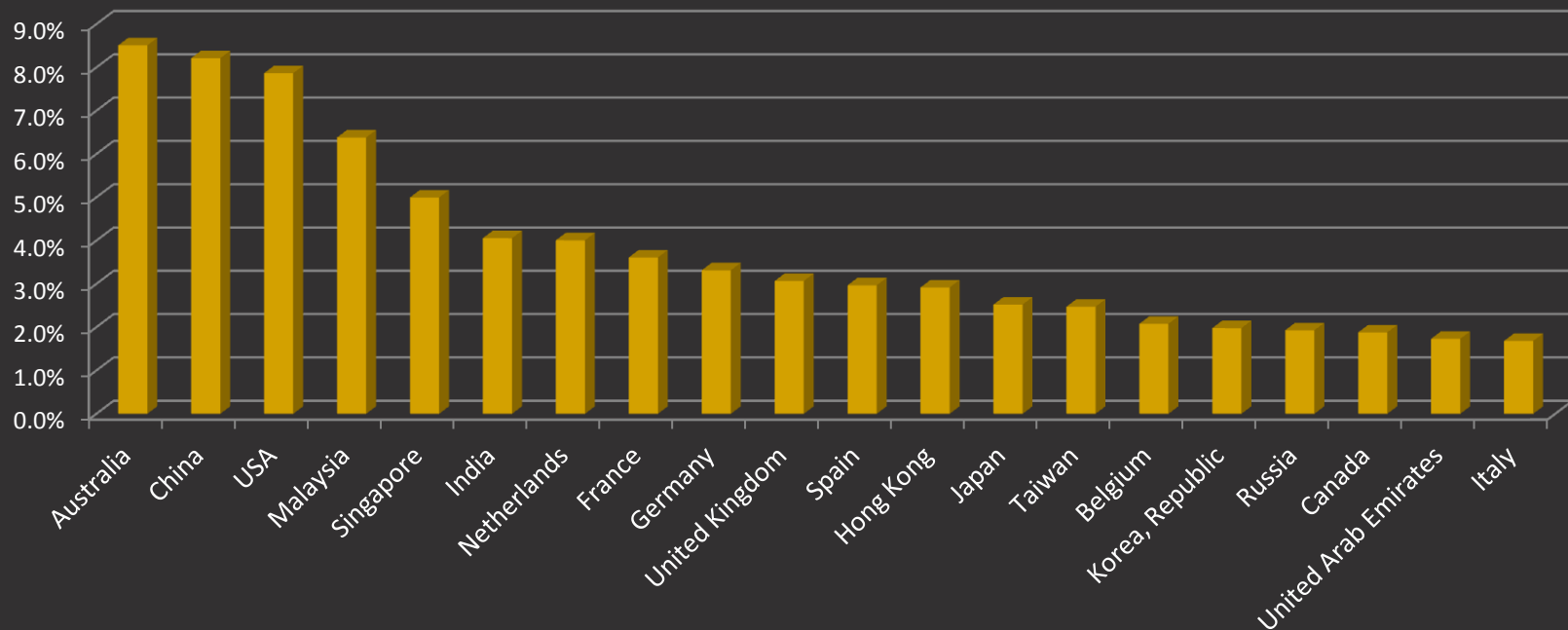
Attended by  
**6,113 visitors**

Coming from 4,092 local visitors and 2,021 from overseas which drew visitors from 108 countries.



# Visitors 2014

Overseas visitors by  
Top 20 origin countries



# Visitors 2014

## Top 6 buyers background industry

Background of industrial types of buyers who come to IFEX 2014 mostly is coming from:

- Importers
- Manufacturer
- Independent Retailer
- Wholesaler
- Buying Office
- Service Company

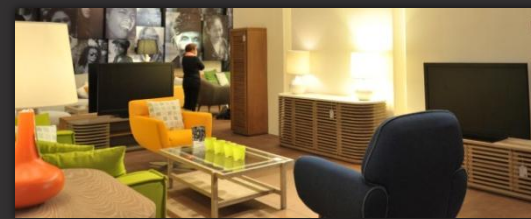
## Top 8 products interest

As Indonesia 's largest international furniture and handicraft show, our valued buyers came to the show to source new fascinating products for:

- Garden - Outdoor Furniture,
- Rattan / Wicker / Cane / Wire,
- Bedroom Furniture,
- Living Room Furniture,
- Dining Room,
- Customized Furniture,
- Handcrafted Furniture,
- Office Furniture / System,



# IFEX 2014 Impression





# The 2<sup>nd</sup> edition of IFEX



Indonesia International Furniture Expo will be held for 4 days from 12 – 15 March, 2015

The success of the event in March 2014 confirms the country's growing strength, and popularity in this sector and sets the stage for even larger show for March 2015.



**THANK**  
**YOU**

