



IIFF

INDIA INTERNATIONAL

FURNITURE FAIR

22 - 23 - 24 NOVEMBER 2017

BOMBAY CONVENTION & EXHIBITION CENTRE (BCEC) MUMBAI, INDIA

ORGANISED BY
EFEEXIM

Association of Inegal
Furniture Manufacturers
IMOS

POST EVENT REPORT



I I F F

INDIA INTERNATIONAL FURNITURE FAIR

ABOUT THE FAIR

The market preference in India is moving more towards organised furniture segment. This is marked by increasing customer preference for readymade and branded furniture. Preference is tilting towards high-end, low maintenance and quickly installable products, with customisation options.

At the India International Furniture Fair, Indian furniture businesses have a great opportunity to take leads of high commodity diversification and the mass production to fine furniture in the fair – all under one roof.

It gives Indian businesses in the furniture trade the opportunity to do business in a relaxed environment and provides attendees a welcome environment to see new products from all over the world, innovative ideas and avail exclusive deals and discounts from the businesses on show.

DELIGHTFUL EXPERIENCE WITH A RELAXED BUSINESS ENVIRONMENT

42
Exhibitors

2000+
Visitors

IIFF HIGHLIGHTS

Turkish furniture, one of the 13th largest furniture exporters came to India by taking part in India's biggest international furniture fair.

The fair organised by EFEEXIM and powered by Trescon, a global business events and consulting firm, took place on 22nd, 23rd, and 24th November 2017 at Bombay Convention & Exhibition Centre (BCEC) in Mumbai.

This inaugural fair hosted Indian furniture importers, wholesalers, retailers, and manufacturers who met and discussed business with regional and international furniture manufacturers - all under one roof. It featured the most recent outlines and patterns of Turkish furniture and access to the best items, an insight into the current scenario of Indian export and import markets. The diverse international presence of buyers bolstered IIFF's position as one of the ideal gateways to capture business opportunities in India.

The show offered the full range of furniture with extensive selections of modern and contemporary styles for Living Room Furniture & Sets, Dining Room Furniture & Sets, Bedroom Furniture & Sets, Wall & TV Units, Armchair, Sofa and Sofa Beds, Garden Furniture, Baby, Children and Teenager Furniture, Table and Chairs, Office Furniture and Coffee & End Tables.

INAUGURAL CEREMONY

Mr Yavuz Ugurdag, Chairman of Inegöl Furniture Manufacturers Association, "Inegöl companies make 35% of total Turkish furniture manufacturing and 15% of Turkish furniture export are made by companies in Inegöl itself. We are here in Mumbai with 40 of the top Turkish exhibitors. The designs of our furniture are very elegant at the same time very comfortable. Turkish furniture is steeped in history as many of the designs had even received the patronage of the Ottoman Sultans of antiquity. What sets us apart from our competitors in Europe and the world is that we make furniture at half the cost without compromising on our very high standards of quality. We see a great potential in the ever-growing furniture market in India due to its growth and IIFF is the platform which will herald our entry into the Indian market."

Pulin Shah, President, Association of Furniture Manufacturers & Traders (India) "Had an opportunity to be present at the inaugural function for IIFF, pretty enthused to see about 40 participants from Turkey displaying their furniture products. I noticed that they have comparable quality with European producers at an affordable price. Being ideally located at the doorstep of Europe, Turkey can be an ideal gateway for Indian producers to source and sell their products. I see a lot of activity and development between India & Turkey in near future."

Mohammed Saleem, CEO, Trescon, "I am delighted that we have managed to facilitate such a huge platform for the global furniture manufacturers and I see a lot of local wholesalers and importers have kick-started promising conversations with many international manufacturers here. I am hopeful that concrete deals will emerge from these connections. I can't wait to see two more days of this amazing event."



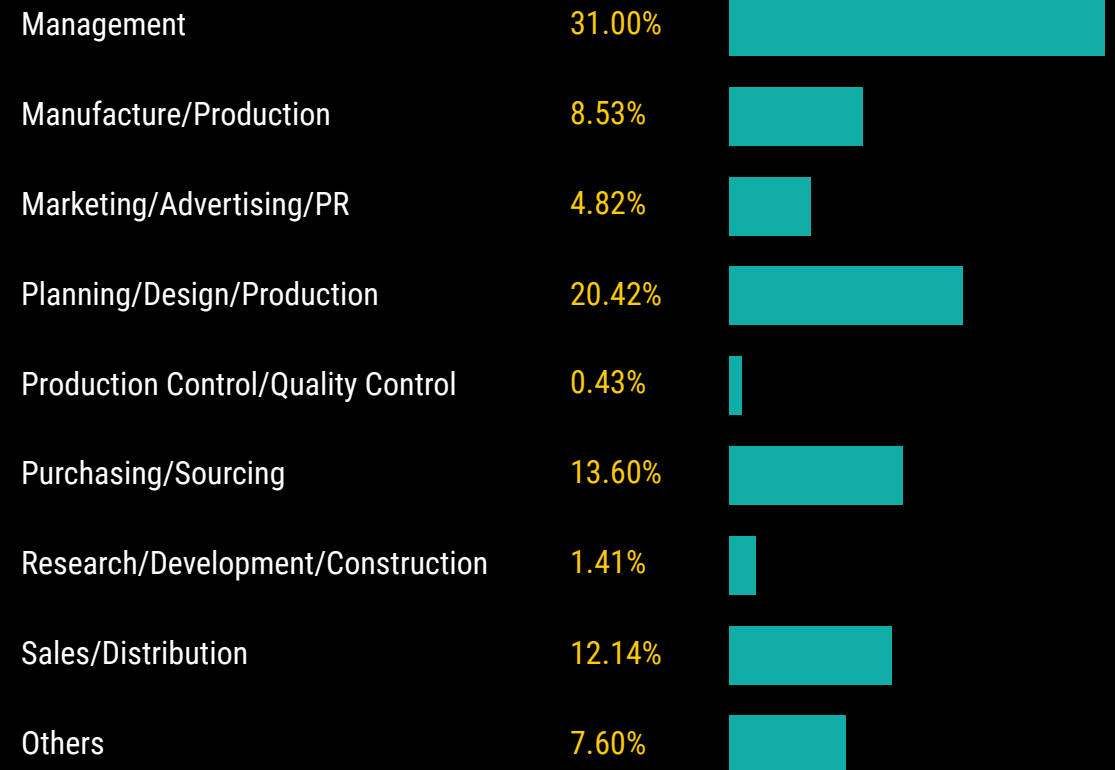
PHOTO GALLERY



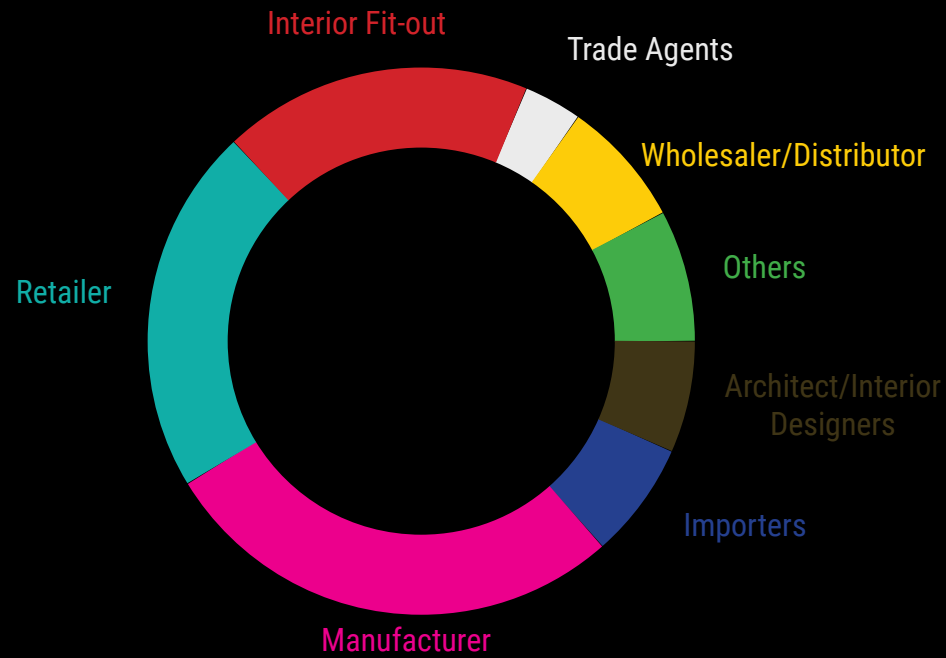
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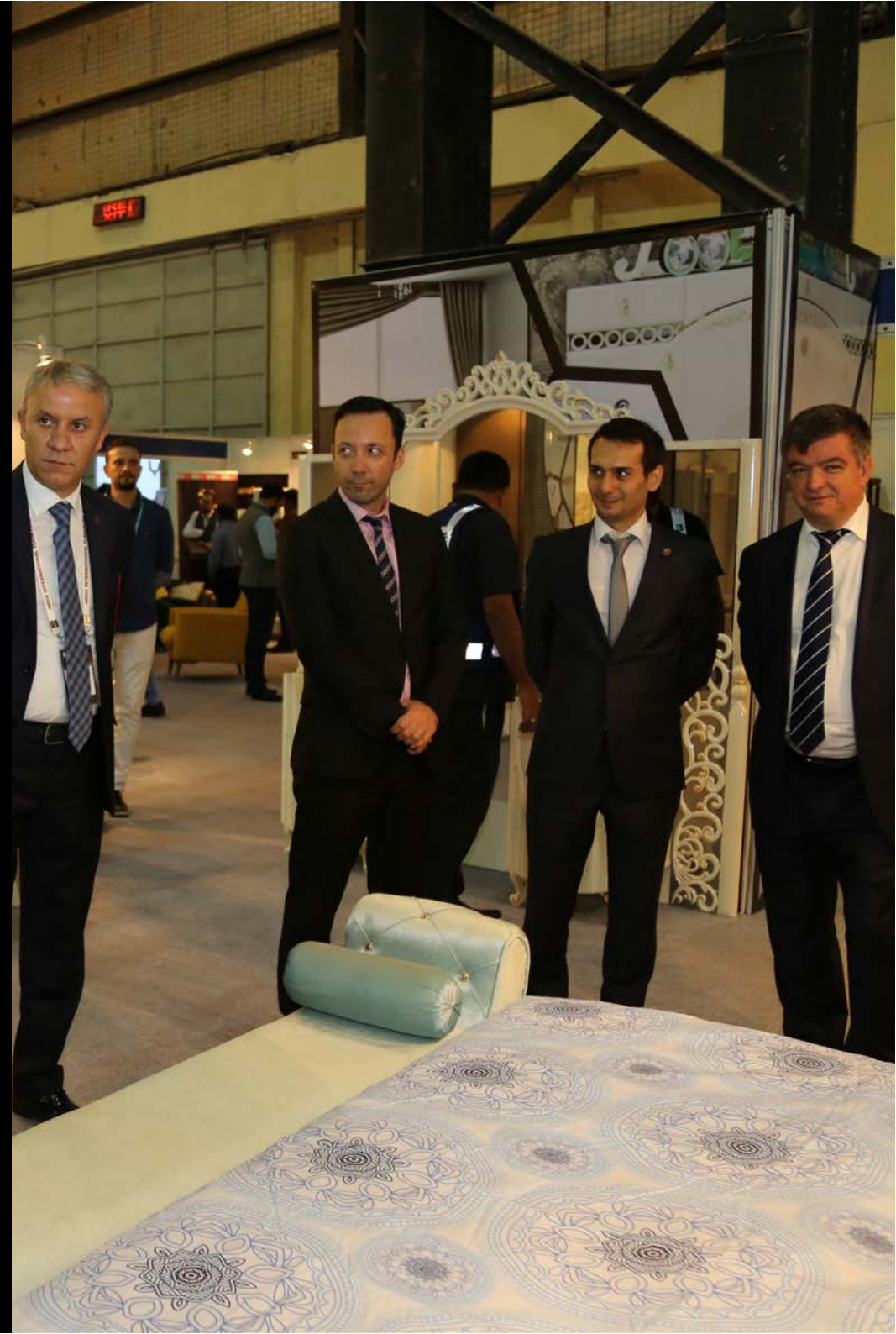
PROFILES OF VISITORS



BUSINESS THEY ARE INTO?



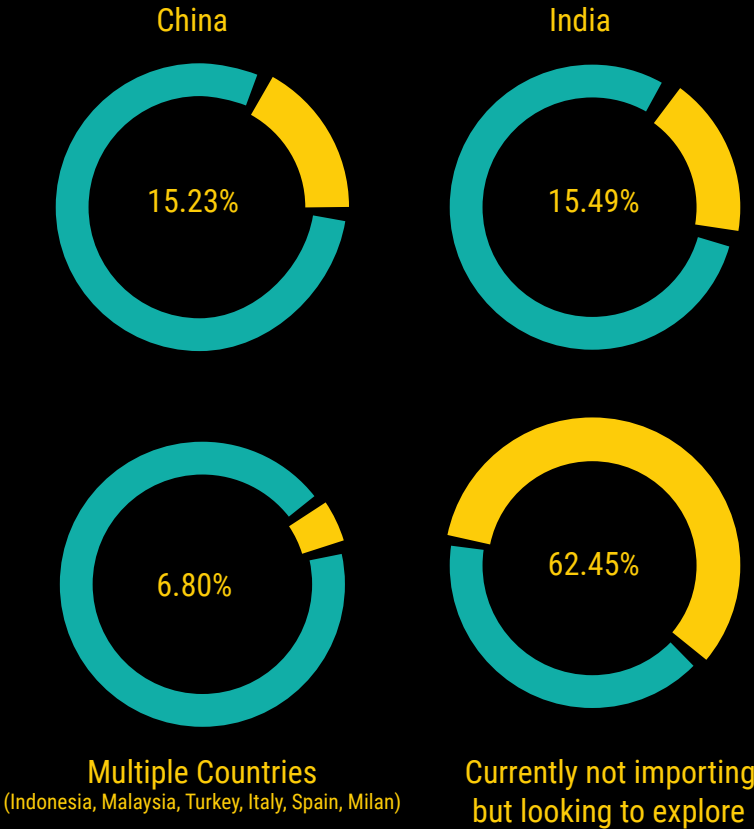
Manufacturer	20.44%
Wholesaler/Distributor	14.84%
Retailer	17.12%
Trade Agents	5.01%
Importers	11.07%
Interior Fit-out	16.03%
Architect/Interior Designers	7.49%
Others	11.07%

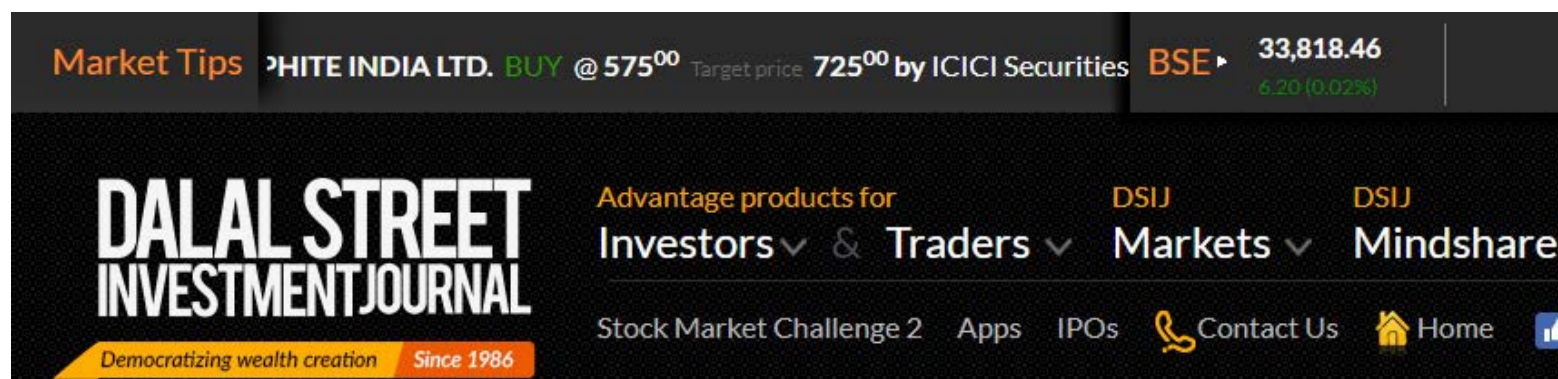


TYPES OF FURNITURE VISITORS LOOKED FOR

10.11%	Living Room Furniture & Sets
11.27%	Dining Room Furniture & Sets
11.10%	Bedroom Furniture & Sets
9.55%	Wall & TV Units
9.19%	Armchair, Sofa and Sofa Beds
8.00%	Garden Furniture
6.40%	Baby, Children and Teenager Furniture
8.91%	Table and Chairs
10.10%	Office Furnitures
8.82%	Coffee & End Tables
6.49%	Rugs and Carpets

VISITORS CURRENTLY IMPORTING FURNITURE FROM





Press Release

Exclusive Collection of Turkish Furniture to Enter the Indian Market

BANGALORE, November 3, 2017 /PRNewswire/ --

One of the 13th largest furniture exporters, Turkish furniture, is entering the Indian market by taking part in India's biggest international furniture fair. India International Furniture Fair is taking place on 22nd, 23rd, and 24th November, 2017 at Bombay Convention & Exhibition Centre (BCEC) in Mumbai, organised by EFEEXIM and powered by Trescon, a global business events and consulting firm.

(Photo: http://mma.prnewswire.com/media/596688/IIFF_EFEEXIM_Trescon.jpg)

In a recent India-Turkey forum, Yavuz Ugurdag, the President of Inegol Furniture Manufacturers Association in Turkey unveiled that around 50 exhibitors will participate at IIFF this year, out of which Inegol is the most extensive furniture manufacturing region of Turkey.

[Read more >>](#)



Top Furniture Businessman, Experts, Analysts, Traders and Architects to Meet at IIFF in Mumbai

BANGALORE, November 21, 2017 /PRNewswire/ --

A pool of India's biggest furniture manufacturers, dealers, importers and exporters, and architects will grace a three-day international furniture fair in Mumbai from 22nd November, 2017, organised by EFEEXIM and powered by Trescon.

(Photo: http://mma.prnewswire.com/media/596688/IIFF_EFEEXIM_Trescon.jpg)

India's furniture market is growing at a quick pace because of rising discretionary cash flow, outmatching middle-class lifestyle and a number of urban family units getting exposed to online retailers. The market is also witnessing a growing trend, wherein, an increasing number of domestic manufacturers are entering into tie-ups with foreign manufacturers in order to improve product design and quality. With all of these parameters, India's furniture industry is likely to cross USD 32 billion by 2019.

The gathering will take place in Bombay Convention & Exhibition Centre (BCEC), Mumbai on 22-23-24 November between 10 am to 7 pm each day. IIFF is an excellent platform for facilitating Turkey-India trade relations and it

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PR Newswire



CISION

The Legacy of Ottomans has Come to Mumbai at IIFF

BANGALORE, November 23, 2017 /PRNewswire/ --

India's biggest furniture event began with a grand start which saw Inegöl Furniture Manufacturers Association along with the cream of the Turkish furniture manufacturing industry, coming together with their Indian counterparts to announce their entry into the burgeoning Indian furniture market. The India International Furniture Fair is organized by EFEEXIM and powered by Trescon.

(Photo: http://mma.prnewswire.com/media/596688/IIFF_EFEEXIM_Trescon.jpg)

(Photo: http://mma.prnewswire.com/media/609841/IIFF_event.jpg)

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EXHIBITORS

adaline
koltuk

idealhome

albimo

area
www.areamobilya.com.tr

ARREDA
mobili d'arte

ÇISA SALOTTI
HANDMADE FURNITURE

BALIN

GABBA
www.gabba.com.tr

BOSSE
STRONG DESIGN

CANDESS

CASSETTO
the great design factory

GÜMÜŞ ev

eral
mobilya & aksesuar

HOMAGE

İNEFAVORI
MOBİLYA

ERONUR
furniture & sofa

GOZDE

CELMO
MODERN CLASSIC FURNITURE

İSKEMLE

tetri|home

Kreative Ideas

acrylicore
Structural Light Panels
MANUFACTURING INDIA

OKAN

PURPLE STEM

Tuğra
HALI

sanatconcept

Nayab

Sai FURNITURE ART
A Prestigious Brand of

kodi

kg

EXHIBITORS



EFEEXIM

Rak Free Zone
PO Box 329230
Ras Al Khaimah, UAE

Efeexim produces, promotes and hosts 'deal flow' platforms in the liquid growth markets.

We operate fairs/events across those sectors:

infrastructure, and executive training.

Efeexim includes business-to-business summits, leadership forums, capital raising meetings and executive training programs.

Our Leadership forum unites influential business experts through interactive conferences, educational workshops and networking activities designed to create business opportunities.

We offer a wide range of executive courses covering a variety of key disciplines, are held in-house or at a number of 5-star venues and representative of trade fairs in various overseas countries.

We connect pre-screened purchasing decision makers with pre-qualified global solution providers to do business.