

# FURNITURE+ CRAFT

Co-located with:



September  
17-20.2025 \_\_\_\_\_  
\_\_\_\_\_ Indonesia Convention Exhibition (ICE)

# Hello

IFFINA, Indonesia's leading furniture and craft exhibition platform, is redefining itself as IFFINA+. This annual event will showcase the latest trends in the living industry to expand the market for furniture and home living.

IFFINA+ aims to bridge this gap by offering a complete platform that serves both trade exporters and project buyers. By presenting itself as the top-of-mind destination, IFFINA+ provides a distinct value proposition.

The interior design industry is undergoing a period of rapid transformation. While consolidation continues in industrial and retail sectors, customer preferences, aspirations, and purchasing behaviors are evolving at an unprecedented pace.

To cater to this evolving landscape, IFFINA+ is segmented into exciting new sectors: Furniture+Craft, Hospitality+Hotel, and Kitchen+Bathroom, Flooring. Visitors can find everything they need at one place.

Book your booth now and be part of the largest and trendiest furniture and home living exhibition!

**IFFINA +**

# FURNITURE + CRAFT



Indonesian furniture brands have garnered global recognition for their high-quality craftsmanship, distinctive designs, and competitive pricing. By participating in prestigious events like Furniture+Craft, these brands can showcase their latest offerings to a worldwide audience and expand their international market reach.

Today, finding high-quality local furniture brands that meet international standards is easier than ever. Many architects and interior designers are increasingly drawn to Indonesian brands for their projects. Homeowners, too, are embracing local furniture, recognizing the benefits of supporting domestic industries, reducing environmental impact, and adding a unique touch to their living spaces.

**Sustainable** Design  
**Ethical** Sourcing



# Global Market Opportunity

## **SUSTAINABILITY**

Consumers are increasingly demanding eco-friendly products and sustainable practices.

## **LOCAL CRAFTSMANSHIP**

The government supports the integration of traditional Indonesian craftsmanship into modern furniture and hotel design, promoting local culture and heritage.

## **EXPORT POTENTIAL**

Indonesia's strategic location and strong manufacturing capabilities position it well to capitalize on global export markets, particularly in Europe, the US, and Asia-Pacific.

## **CHANGING LIFESTYLE**

Urbanization and changing lifestyles are influencing consumer preferences, leading to a shift towards modern and contemporary furniture designs.

## **HOTEL & HOSPITALITY INDUSTRY GROWTH**

The global tourism industry is expanding, leading to increased demand for hotel furniture and supplies. The growing trend of luxury and boutique hotels is driving demand for high-end furniture and decor.

# Facts & Figures

Date of Event

**17 - 20 SEPTEMBER 2025**  
**WEDNESDAY to SATURDAY**

**INDONESIA CONVENTION EXHIBITION (ICE)**  
**BSD TANGERANG, INDONESIA**

Venue

Hall Location

**HALL 5,6,7,8,9,10**

**09.00 A.M - 09.00 P.M**

Opening Hours

Target Group Visitors

**TRADE BUYERS,**  
**PROJECT BUYERS,**  
**GOVERNMENT/ CORPORATE,**  
**INSTITUTIONAL BUYERS,**  
**INTERNATIONAL BUYERS**

[www.iffina.com](http://www.iffina.com)  
[www.kbsindonesia.com](http://www.kbsindonesia.com)  
[www.hotelhospitalityproject.com](http://www.hotelhospitalityproject.com)  
[www.floortechindonesia.com](http://www.floortechindonesia.com)

Website



# The Venue

Covering a total land area of 22 hectares, the venue is designed to be one of the most spacious exhibition and convention center in Indonesia. It offers to facilitate a full spectrum of business events simultaneously additional to the core business of Meetings, Incentives, Conventions and Exhibition (MICE) industries in Indonesia.

ICE offers 10 exhibition halls with a total area of 50.000 sqm and an additional 50.000 sqm outdoor exhibition space, a 4000 sqm convention hall divisible into 4 rooms, 33 meeting rooms, and a 12.000 sqm convenient pre-function lobby.





# Product Sector



INDONESIA FURNITURE BRANDS

CRAFT

INTERIOR DESIGNER

PRODUCT DESIGNER

FURNITURE MANUFACTURER

OFFICE FURNITURE

CUSTOM FURNITURE

OUTDOOR/ GARDEN FURNITURE



# The Attendees

## INTERIOR DESIGNERS AND ARCHITECTS

Professionals who design and oversee interior spaces for residential, commercial, and hospitality projects



## FURNITURE RETAILERS AND WHOLESALERS

Business owners and buyers seeking to source new products, expand their product range, and establish partnerships with manufacturers and suppliers



## HOTEL AND HOSPITALITY PROFESSIONALS

Hotel/cafe/restaurant owners, managers, and purchasing agents responsible for furnishing and decorating hotel rooms, lobbies, and public space



## HOMEOWNERS AND CONSUMERS:

Individuals seeking to furnish or renovate their homes



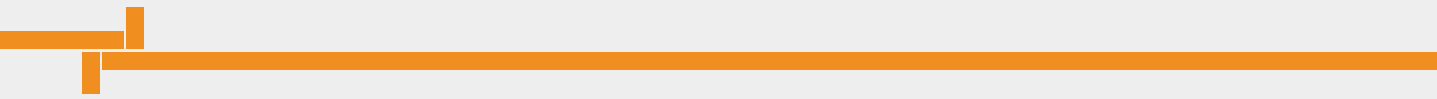
## STUDENTS AND EDUCATORS

Students and educators from design schools and universities



## GOVERNMENT OFFICIALS AND POLICYMAKERS

Government officials involved in trade, industry, and tourism



**Timothy Laksmana**  
Associate Social Media Director  
of Publicis Groupe Indonesia

**Namira Daufina**  
Senior Story & Book Consultant  
of Simpul Group & Pear Press



# The Programs

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## IFFINA + TALK

Listen to industry leaders discuss the latest trend, innovations, products, and solutions

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## IFFINA+ AWARD 2025

The IFFINA+ AWARDS celebrate the brilliance and creativity that elevate the interior design industry, recognizing the outstanding achievements and innovations that shape the future.

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## TREND PAVILIONS

Curate dedicated areas showcasing the latest trends in furniture design, materials, and technology

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## HOSTED BUYER PROGRAM

Invite key buyers from target markets and provide them with special benefits like complimentary accommodation, travel assistance, and exclusive networking opportunities

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## HANDS-ON WORKSHOP

led by renowned designers or craftspeople, focusing on specific techniques or skills relevant to both Trade Export and Project buyers (e.g., Indonesian wood carving, batik textile design for interiors).

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# Sponsorship Collaboration

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## **ETHICAL ELEGANCE**

### ***A collaboration between furniture & fashion designer***

Collaboration between the furniture and fashion industries offers a wealth of opportunities for innovation, sustainability, and expanded market reach. By combining their expertise, these industries can create stylish, environmentally friendly products that resonate with consumers.

By collaborating with talented designers and innovative designs, brands can increase visibility, enhance image, explore new products, attract a wider audience, and build stronger customer relationship.

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## **INDONESIA FURNITURE DESIGNER (IFG) COMPETITION**

### ***Ignite Your Imagination, Shape Indonesia's Design Future!***

This is an initiative aimed at nurturing and showcasing emerging talent in the field of furniture design. Typically, it encourages young designers, often students or recent graduates, to submit innovative and original concepts that challenge traditional norms and explore new materials, techniques, and aesthetics.

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## **SUSTAINABLE WASTE MANAGEMENT INITIATIVE**

### ***Creating a more sustainable and impactful movement***

By collaborating with various stakeholders, the furniture expo can develop a comprehensive waste management plan that addresses both environmental and economic concerns, creating a more sustainable and impactful movement.

Sponsoring waste management initiatives at furniture exhibitions provides a valuable opportunity for your company to demonstrate your commitment to sustainability, enhance their public image, engage with the community, differentiate themselves from competitors, and potentially realize long-term cost savings.

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# What's New



## Co-located Event

IFFINA has evolved into IFFINA+ 2025 by expanding its scope to encompass Hospitality+Hotel Projects, Kitchen+Bathroom, and International Flooring+Surface Show, aiming to attract a wider audience and buyers, ultimately solidifying its position as Indonesia's largest and trendiest furniture and home decor exhibition.

The global hotel and hospitality industry is experiencing significant growth driven by strong travel demand, technological advancements, a focus on sustainability, and a shift towards experiential travel, while navigating challenges such as inflation, talent shortages, and cybersecurity.

## HOTEL+ HOSPITALITY PROJECT

The relentless pursuit of design excellence fuels a showcase of innovative designs, products and material options tailored for the kitchen and bathroom sectors. It will offers a focused trade exhibition for the dynamic regional market and will present the latest trends, cutting-edge concepts, and visionary solutions in modern kitchen and bathroom space.

## KITCHEN+ BATHROOM

The flooring and surface business in Indonesia is a dynamic market driven by strong domestic demand, particularly from the growing construction and middle-class sectors. Key market segments include residential, commercial, and industrial projects. The competitive landscape involves both local and international players, with price sensitivity being a crucial factor. Discover a diverse range of high-quality flooring and surface materials from leading brands and manufacturers.

## INTERNATIONAL FLOORING & SURFACE SHOW





**Further Information Please Contact :**

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