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AUSTRALIAN
FURNITURE
ASSOCIATION

AUSTRALIAN INTERNATIONAL PAVILIONS
2016



CAN YOU AFFORD TO MISS OUT?



HUGE SUCCESS OF AUSTRALIAN INTERNATIONAL PAVILIONS 2015 PROMISES TO BE BIGGER AND BETTER IN 2016.

CAN YOU AFFORD TO MISS OUT?

AFA's Australian delegation of furniture designers and makers to China and the UK received a tremendous response in 2015 as the 'Aussie invasion' to some of the world's largest furniture trade events featured a diverse mix of industry members in the Australian Pavilion.

'I highly recommend AFA's International Pavilions as a great introduction to the global marketplace for furniture and furnishing, supported by an Association with real credibility on the international scene.'

Dylan Falecki, TV Presenter,
AFIA Award Winner and International Exhibitor, NSW

Featured in very highly sought after locations, the Australian Pavilions showcased a fabulous mix of designers, makers, commercial, bedding, lounge, dining, seating and theatre/stadium solutions, in a magnificent backdrop of the Australian outback.

'We're thrilled with the results for our delegates. One of the highlights has been to take Australia to the world and get the results for our members that they deserve. One bespoke maker sold a piece for a five figure sum, and another was picked up by one of China's leading design galleries for permanent display and custom orders. Larger suppliers sold out before lunch on day one and another could have sold a container of product just from prototype, so we can only imagine what next year will bring for all those involved in International Pavilions 2016'

Patrizia Torelli
CEO- Australian Furniture Association



AUSTRALIA IS A SERIOUS CONTENDER IN THE GLOBAL BUSINESS OF FURNITURE AND FURNISHING

Following the success of International Pavilions in 2015 the Australian Furniture Association has been formally invited to lead delegations to 'exhibit' under the banner of Australia again in 2016. Due to the quality feedback from attendees and exhibitors alike, event organisers have seen first-hand the demand for unique, quality Australian products. (www.australianfurniture.org.au)

'Being involved in the Furniture China event, I witnessed the number of international visitors who attended the event. It gave me the hope and belief that I can grow my furniture business into a company that designs, manufactures and sells its Australian made products to China, as well as to other countries in the Asia-Pacific region. Since the event finished I've been in discussions for privately commissioned pieces for clients in China, and I've had opportunities to display my product in major cities across China, as well as in India, Korea, Japan, Malaysia, and Turkey.'

Ross Wilding
Wild about Wood, Victoria

The AFA is continuing its work to develop an Australian presence in more countries from 2016 and to act as a door opener to the International market for Australian designers and manufacturers, whilst simultaneously building awareness of Australian design in a global market.

The Australian International Pavilions will showcase works of both established and up-and-coming designers, and feature a number of the country's leading manufacturers. Those selected to take part will benefit from being part of the AFA's International Pavilions exhibition program abroad and will be given a unique opportunity to network with international buyers and the global design industry.

'One of the highlights was the strength and support between us as a group exhibiting under the banner of the AFA in the Australia Pavilion. The times shared together, debriefing and discussing ideas will be invaluable. This is no doubt due to the work and efforts by the AFA.

Business highlights include establishing relationships with potential clients across a range of sectors in the furniture industry, confirmation of my work and personal style by making sales during the exhibition, being within a new environment inspiring new ideas and a greater clarity in my future business direction'.

Alby Johnston
Furniture Designer and Maker, NSW

'To be involved in the International Pavilions with the AFA was what we needed for that extra step in our business development. The AFA alleviated any difficulties we would have had on our own about where to exhibit, how much space we would need, how would we separate ourselves from other brands, and how we would successfully get our products into the global marketplace.'

David Sappupo
Comfort Sleep Bedding, Victoria

HURRY PLACES
GENUINELY LIMITED!

**Furniture China in Shanghai
from September 8-11, 2016
is the first event to be confirmed.**

The AFA will provide subsidised support for design and curation services, together with access to export readiness training and support from various service providers such as legal, freight, travel, accommodation and logistics. Federal Government Grants are available. Cost efficiencies will be managed for the group to maximise savings

TICK THE BOX TO EXPAND YOUR BUSINESS
INTO GLOBAL MARKETS

HOW TO APPLY

Designers and Manufacturers interested in AFA's International Pavilions 2016 should apply via email to Craig Cock at compliance@australianfurniture.org.au.

The following information should be included in your expression of interest:

- Completed 2016 International Pavilions Expression of Interest Form
- Information/images about products for exhibition or sketches/illustrations/renderings or initial plans for new prototype
- Total Size of products for exhibition; minimum of 3m x 3m (9 sqm's) please allow minimum ½m walking room around each piece for visitors
- Short biography of designer/manufacturer
- Please advise if these pieces will be entered in 2016 AFIA or ACE Awards (Winning pieces for the 2016 awards will be provided with free floor space at Furniture China 2016 - visit www.australianfurniture.org.au for details. Conditions apply*)

TERMS AND CONDITIONS

- The International Pavilions are open only to AFA Members and the Association's Reciprocal Partners.
- The rate for booking at the AFA's International Pavilions is as follows;
Floor Space only - \$825 per sqm; minimum of 3 x 3 (9 sqm's)
- All participants are responsible for insurance and freight to and from the collection points
- The Participants are required to cover their own travel & accommodation and all relevant marketing material.

For more information or simply book your space.

Please contact **Craig Cock** today on **+61 413 544 923** or email compliance@australianfurniture.org.au

Additional \$\$\$ Support - The Export Market Development Grants (EMDG)

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia. The EMDG scheme:

- encourages small and medium sized Australian businesses to develop export markets
- reimburses up to 50% of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000
- For more information, go to: <http://www.austrade.gov.au/Australian/Export/Export-Grants/What-is-EMDG>

