

# Seizing Potential Buyers at the Open Space of IFEX 2019

**M**ore than 20 exhibitors choose to take the Open Space Area at the largest Business-to-Business (B2B) furniture expo in Indonesia, the Indonesia International Furniture Expo (IFEX) 2019, which is located between Hall A and Hall B of the Jakarta International Expo (JIExpo), Kemayoran, Jakarta. Some exhibitors have been occupying the Open Space area for years.

A frequent to IFEX, Fahma Furniture prefers to build their booth at the Open Space because it really suits with the concept of Fahma furniture products. General Manager Fahma Furniture, Ismawan Amir, said the decision to exhibit their products at the Open Space is to enable them to attract buyers' attention easily. "Displaying wood and rattan-based products at the Open Area will make the products more stand out. Potential buyers will get a fresh look of the furniture products when they are exploring the outdoor area," he explained.

Another reason why Fahma Furnitures prefers to display their products at the Open Space is due to the high traffic of IFEX's visitors around the outdoor area. Ismawan noted that the growth of year-on-year sales in IFEX is more than 50 percent, with 70 percent of buyers originated from Indonesia and 30 percent are foreign buyers.

Another exhibitor who chooses to exhibit at the Open Space of IFEX 2019 is BVRio who collaborates eight Indonesian furniture companies such as Bentang Alam Indonesia that comes with the name "Good Wood Expo". "We like the idea of the Open Space because it is a specific space and buyers will be able to see our difference. BVRio wants to create a special space where we can talk about eco-friendly, sustainable timber furniture products. The Open Space gives us more room for seminar and to showcase companies that are interested in sustainable timber



furniture," said Grace Blackham, Project Manager BVRio in Jakarta.

This is the first time BVRio participate in IFEX and it has decided to join trade fairs worldwide starting in Indonesia. "We think IFEX is a very great opportunity to promote legal and sustainable timber furniture product to the international audience. We choose IFEX because thousands of visitors come to IFEX from all over the world," said Blackham.

She added that after joining IFEX 2019, BVRio plans to join furniture trade fairs in Africa, Vietnam, and China. Blackham also said that BVRio is impressed with the number of Indonesian companies that are interested in making legal and certified timber furniture products. According to her, Indonesia produces very high quality of timber furniture products.

BVRio Responsible Timber Exchange ([www.bvr.io/timber](http://www.bvr.io/timber)) is an online negotiations platform designer to promote the trading of forest products of legal or certified origin, integrated with a

Due Diligence and Risk Assessment system. According to Blackham, around 40 companies from Indonesia have joined the BVRio online market place for selling legal and certified timber furniture products. (SDI/WAF)

## Find These Exhibitors in IFEX 2019 Open Space

- OS-025 ANTEX JAYA EXIM, PT
- OS-001 ARCHIPELAGO, CV
- OS-014 BENTANG ALAM INDONESIA, PT
- OS-004 BERKAT BINTANG SEJATI
- OS-018 BONUO EXHIBITION (DALIAN) CO, LTD
- OS-06B CHANTIK MABEL INDUSTRY, PT
- OS-003 CIPTA GRAHA, CV
- OS-007 DEKOR ASIA JAYAKARYA, PT
- OS-020 DEVARANGGA ART
- OS-015 FAHMA GLOBAL INDUSTRY, PT
- OS-012 INSPIRO INDORAYA, PT
- OS-013 KRUDUT LEATHER FURNITURE, CV
- OS-016 MARAS, CV
- OS-006 MARTINO RATTAN, CV
- OS-009 MIRANTI GLOBAL MANDIRI, CV
- OS-017 MULIA JATI, CV
- OS-005 MULTI DIMENSI, CV
- OS-024 MULYA RATTAN, CV
- OS-011 MY CONTAINER ORDER BY SUMBER INTI
- OS-007b PURIARTHA ARTISTIKA JATI INDONESIA, PT
- OS-010 RENE KLASIK INDO, PT
- OS-022 RUMAH MASA DEPAN, PT
- OS-008 SUMBER PINUS JAYA, CV