

NATIONAL FURNITURE FAIR

Displaying changing tastes

CITY CORRESPONDENT

The five-day Fourth National Furniture Fair concluded in the city yesterday amid huge response from buyers and visitors.

Bangladesh Furniture Manufacturers, Exporters and Traders Association and Design and Technology Centre (DTC) jointly organised the fair that started on March 23 with the slogan of "No Alternative to Originality."

Organisers said they arranged the fair aiming to promote mainly the local household and office furniture. They design and display the furniture keeping in mind the changing taste of the customers.

The fair drew huge crowd every day, especially on the Independence Day. Thirty-six furniture companies and business houses showcased their products at 129 stalls in the fair. Of them, 120 stalls were of local or imported furniture and one of Indian furniture. Besides, there were eight stalls that displayed furniture-making machinery

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foreign furniture to traditional home interiors.

Furniture made of wood, hard board, plastic and wrought iron occupied a large space of the venue -- Bangladesh-China Friendship Conference Centre.

"Buyers can compare prices and quality of products in the fair that helps develop a direct buyer-seller relationship. From this point of view, the fair has been successful," said Shamim Rahman, marketing executive of DTC, co-organiser of the fair.

Most participants reported a 50 to 70 percent increase in orders at their showrooms during the fair.

Direct sales from the fair were



Scene at the furniture fair that concluded yesterday.

10x3

10x2

10x3