

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-making machinery.

The organisers said leading local furniture makers including Otobi, Hatil, Akhter Furniture, Prince Furniture and others received huge spot orders.

Most participants offered 5 to 10 percent discounts on their products. The participants believed that the discounts had helped them to draw a huge number of visitors to visit the fair.

The exhibitors displayed furniture of innovative designs. Office and kitchen furniture drew attention of the visitors. The products on display ranged from

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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

permitted but the participants preferred to receive orders and deliver products from their showrooms. Foreign buyers showed keen interest in traditional local furniture.

"We intended to put on show items that reflect the changing lifestyle," said an official of Otobi Furniture. Others echoed the same.

The organisers also arranged art competition every day on the fair premises for the children aged 6-10 years. The prize giving ceremony took place on the concluding day of the fair.



Scene at the furniture fair that concluded yesterday.

10x3

10x2

10x3