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Amara Group and Koelnmesse GmbH Announce the Strategic Integration of Indonesia's Leading Furniture Trade Fairs into a Unified Upstream-to-Downstream Industry Platform

Jakarta, 15 January 2026 - Starting in 2026, four of Indonesia's most influential and established trade fairs for the materials, manufacturing, furniture, and interior sectors will unite under one strategic platform to represent the entire furniture industry value chain. Taking place between 23 to 27 September 2026, the co-located events will form a one-stop destination for Indonesia's furniture industries, covering the full spectrum from upstream materials and production technologies to downstream design and market-ready solutions.

Held across two venues in Jakarta - the newly opened Nusantara International Convention Exhibition (NICE), and JIExpo Kemayoran, the combined events will together create a comprehensive business and knowledge platform for industry professionals.

As part of the alignment, **Amara Group and Koelnmesse GmbH will jointly take over the management of IFFINA+**, the annual flagship furniture event of the Indonesian Furniture Industry and Handicraft Association (ASMINDO), and also join the organising team of Indonesia's leading woodworking machinery event **IFMAC WOODMAC**. Both events will co-locate with **interzum jakarta** and the **International Hardware Fair Indonesia** to form a strong portfolio of internationally recognised trade fair brands, underscoring Indonesia's growing role as regional manufacturing, sourcing, and design hub for the global furniture and interior markets.

At the **downstream, market-facing** end, **IFFINA+** joins the portfolio as a key platform for finished furniture, design, and lifestyle products. **interzum jakarta** represents the **upstream segment**, focusing on materials, components, surfaces, fittings, and interior production solutions. The **midstream manufacturing segment** is covered by **IFMAC WOODMAC**, showcasing machinery, manufacturing systems, and technologies that enable furniture production at scale.

Initiated by **Amara Group and Koelnmesse GmbH**, this collaborative initiative brings together established and well-positioned trade fair platforms within a coordinated ecosystem framework that mirrors how the furniture industry operates across its entire value chain. The strategic alignment preserves the distinct market positioning and core strengths of each exhibition while fostering deeper industry connectivity, cross-sector collaboration, and a more seamless visitor experience.

Collectively, this unified ecosystem is presented as **Indonesia Materials, Manufacturing & Furniture Connect** - an integrated platform linking upstream

IFFINA+

POWERED BY:
imm cologne

IFFINA powered by imm
cologne
Indonesia's Innovative
Hub for Furniture, Design
& Craft
24.09.-27.09.2026
iffinaindonesia.com

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HDII

Indonesian Furniture Industry & Handicraft Association

materials and production with downstream furniture, design, and market-ready solutions within one coordinated industry week.

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“This alignment brings together key industry platforms in a way that reflects how the furniture industry operates today,” said **Dedy Rochimat, Chairman of ASMINDO**. “It supports business development and international market access through a coordinated, end-to-end industry platform.”

“This co-location and alignment represent a significant milestone in how industry platforms are developed in Indonesia and the wider Asia-Pacific region,” said **Mathias Kuepper, Managing Director and Regional President Asia Pacific, Koelnmesse Pte Ltd**. “With strong support from **ASMINDO**, this initiative strengthens Indonesia’s position as an increasingly important manufacturing and sourcing hub, while providing international and regional players with a highly relevant platform for business development, knowledge exchange, and long-term collaboration.”

From the perspective of the design community, the ecosystem format also supports closer collaboration between creative and industrial disciplines. “By connecting design, materials, and production within one coordinated industry week, this platform encourages more effective collaboration across the value chain,” said **Adi Surya Triwibowo, S.Sn., M.Ars., Chairman of the Indonesian Society of Interior Designers (HDII) 2024-2027**.

Beyond the exhibition floors, the aligned events will be complemented by **curated programmes** including industry forums, expert-led discussions, sustainability-focused sessions, and cross-sector knowledge exchange. As Indonesia continues to strengthen its position as a regional manufacturing and sourcing hub, this industry-wide platform offers exhibitors and visitors a strategic opportunity to engage with **decision-makers, industry professionals, and emerging talent** across the entire furniture ecosystem. Together with the International Hardware Fair Indonesia, the platform extends beyond furniture into broader **hardware and hand tool** solutions, reinforcing it as a truly **end-to-end industry platform**.

- End -

About the Organisers

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world’s top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside the trade fair duo imm cologne and idd cologne (interior design days cologne), other formats hosted at the trade fair hub of Cologne such as ORGATEC, interzum, FSB, spoga+gafa and aquanale are among the most internationally renowned and established industry gatherings. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, garden lifestyle as well as

modern work environments, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres.

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Beyond that, Koelnmesse is strategically expanding its portfolio in international growth markets. The imm brand family now includes imm india and La Feria De Diseño Medellín - powered by imm cologne in Colombia. The ORGATEC brand has established a global footprint with ORGATEC Tokyo, ORGATEC India, and ORGATEC WORKSPACE Saudi Arabia. The international presence of the interzum brand extends to interzum guangzhou, interzum bogota, interzum jakarta, and the interzum forum italy.

Koelnmesse - industry trade fairs for the hardware industry

Koelnmesse is the global leader in hosting top-tier international trade fairs for the tools and hardware sector. Its leading event, EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR, is held in Cologne, where Asia-Pacific Sourcing, the largest sourcing platform outside of Asia, also showcases its products. Beyond Cologne, Koelnmesse is expanding its portfolio across key international markets. The China International Hardware Show in Shanghai, International Hardware Fair Italy in Bergamo, International Hardware Fair India in New Delhi and El Gran Salón Ferretero in Colombia are leading regional trade fairs with international participation. The latest additions to the portfolio are the International Hardware Fair Indonesia in Jakarta and the International Hardware Fair Saudi Arabia in Riyadh.

Amara Group (PT Amara Pameran Internasional)

Amara Group is a leading professional exhibition organiser in Indonesia, specializing in the Interior, Furniture, and Home Living industries. The Group develops international-standard trade exhibitions that connect manufacturers, designers, suppliers, buyers, and key stakeholders through curated platforms that drive innovation, collaboration, and sustainable business growth.

Through strategic partnerships with global exhibition organisers and industry associations, Amara Group delivers integrated exhibitions spanning the full value chain – from interior design solutions, furniture production, materials, and components to woodworking technologies, hardware, and fittings – positioning Indonesia as a key hub for the regional and global home living industry.

WAKENI (PT Wahana Kemala Niaga)

With over 25 years of expertise, WAKENI stands as a trailblazer in Indonesia's exhibition industry, delivering world-class trade events that connect businesses locally, regionally, and internationally. Based in Jakarta, WAKENI combines unmatched market expertise with a steadfast commitment to innovation, driving the growth of cutting-edge B2B exhibitions while ensuring exceptional service for exhibitors and visitors alike.

At the forefront of WAKENI's stellar portfolio is IFMAC WOODMAC, Southeast Asia's leading exhibition for woodworking machinery and furniture production components. This flagship exhibition has evolved under WAKENI's dedicated stewardship, cementing its status as Indonesia's most influential business platform for the

woodworking and furniture industries, and a benchmark for excellence in trade exhibitions that propels industry growth.

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ASMINDO (Indonesian Furniture Industry and Handicraft Association)

Established in 1988, ASMINDO is the leading national organization representing the interests of Indonesia's furniture and handicraft industries. With a mission to foster sustainable growth and global competitiveness, ASMINDO serves as a strategic bridge between Indonesian artisans, manufacturers, and the international market. The association plays a pivotal role in policy advocacy, industrial skill development, and the promotion of Indonesian craftsmanship on a global scale.

As a cornerstone of the industry, ASMINDO is the primary force behind IFFINA+, the Indonesia Furniture & Design Expo. By endorsing high-caliber trade exhibitions such as IFFINA+, interzum jakarta, and IFMAC WOODMAC, ASMINDO underscores its commitment to integrating the entire value chain—from raw materials and woodworking machinery to finished designer furniture. These endorsements reflect the association's vision of making Indonesia a premier global hub for the furniture industry, driven by innovation, legal compliance (SVLK), and the unique heritage of Indonesian design.

HDII (Indonesian Society of Interior Designers)

Since 1983, the Indonesian Society of Interior Designers has been the official, non-profit organization that consistently supports and advances the interior design profession and industry in Indonesia. With a presence in over 22 provinces across the country HDII has become a hub where professionals, educators, affiliates, and aspiring interior designers can connect, grow their network, and exchange ideas to support the growth of the industry and increase public awareness of the interior design profession in Indonesia.

4 Shows, 2 Strategic Dates & Locations:

Date: 23 - 26 September 2026

Venue: JIExpo Kemayoran

- **IFMAC WOODMAC**

Date: 24 - 27 September 2026

Venue: NICE PIK 2

- **IFFINA+**
- **interzum jakarta**
- **International Hardware Fair Indonesia**

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