

KFFIC

Korea Federation of Furniture Industry Cooperatives



Contents

01 / About KFFIC

Greeting
Foundation
Status
Members
History
Performance

02 / Business

General Business
Quality & Certification Management
Group Purchasing & Sales
Co-brand Project
Publish 「Furniture News」
GaGu Living Design Competition
International Cooperative Exhibition



01

About KFFIC

Greeting
Foundation
Status
Members
History
Performance

Greetings, Foundation

"KFFIC" is

A professional furniture organization, established in 1962, representing Korea SMEs furniture industry by promoting healthy development of furniture industry and welfare of our members.

Under KFFIC, we have 12 regional cooperatives nationally with 608 furniture companies as our members.

KFFIC has served for our members with group purchasing and selling for furniture production, governmental furniture projects, international furniture fair organization, and making a recommendation to government.

KFFIC will always do the best for prosperity of Korea furniture industry.

Sincerely,

President of KFFIC
Mr, Lee, Sun Jong

이순종



Foundation

Since 1962

For Actualizing social justice through economy revival which aims national reconstruction, we, furniture manufacturers take it hard to see the time of innovation for all with creative mind and strong will, sweeping away of old conventional industrial way of thinking we have in the past.

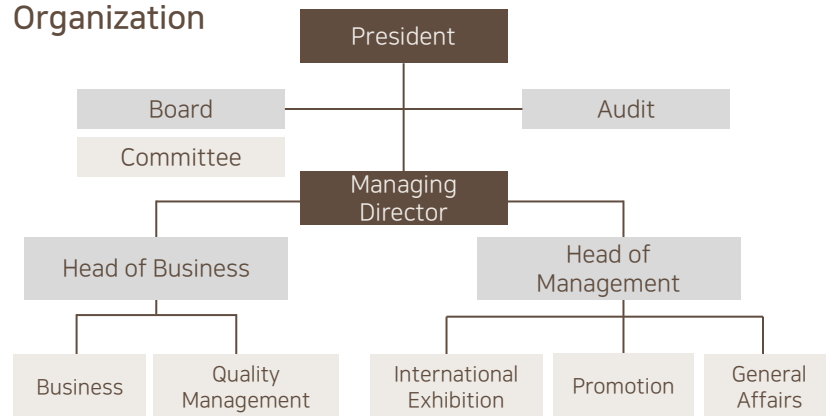
As government proclaimed the acts of small-medium enterprises cooperatives and small-medium company business adjustment for a way of supporting and protecting small-medium companies, each industry have built their own organic alliances strongly, that would be said a huge innovation in the field of SME industry.

We, furniture manufacturers shall unite and cooperate by law-material group purchasing, production standard establishing, inspection policy enacting, and other supportive project implementing and shall break out of worthless competition and irresponsible selfishness, so that independent furniture economy can be arisen and consolidated its social status. Under these causes, we announce that it is time to establish Korea federation of furniture industry cooperatives with union of regional furniture cooperatives.

Kffic status, Members of Cooperatives

- Established on 12th of Dec 1962 with a permission by Ministry of Trade, Industry and Energy
- Furniture manufacturers' organization under Ministry of SMEs and Startups
- Members with nationally 12 regional cooperatives & 608 Furniture companies

Organization



Main Business

General Business	Group Purchasing & Sales
<ul style="list-style-type: none"> Strengthening & Functioning the organization Industry University Institute Collaboration Furniture employees training Making a recommendation to the Government 	<ul style="list-style-type: none"> Law materials group purchasing Group furniture sales Furniture Showroom Eco Co-brand (IROCHE)
Quality & Certification Management	International Exhibition
<ul style="list-style-type: none"> Group Standard Development Certification issuing R&D support and Test service Certification consulting 	<ul style="list-style-type: none"> Organizing Korea Furniture Fair and Seoul Furniture Fair Participating Korea Pavilion at the Overseas Furniture Fairs Overseas Market Development Global furniture network

Seoul Kyungin Furniture Industry Cooperative

(1962, 175 companies)

A : 3F, 79, Janghan-ro, Dongdaemun-gu, Seoul
T : +82-2-2212-0050

Incheon Furniture Industry Cooperative

(2014, 18 companies)

A : 24, Gahyeonsan-ro 23beon-gil, Seo-gu, Incheon
T : +82-32-563-2700

Seoul Kyong-in Steel&Metal Furniture Industry Cooperative

(1967, 114 companies)

A : 511ho, 227, Gonghang-daero, Gangseo-gu, Seoul
T : +82-2-924-7755

Gyeonggi Province Furniture Industry Cooperative

(1983, 65 companies)

A : 301ho, 1, 187beon-gil, Hwasan-ro, Jangan-gu, Suwon-si, Gyeonggi-do
T : +82-31-253-4321

Jeollabukdo Furniture Industry Cooperative

(1963, 18 companies)

A : 78-20, Naewondang-gil, Wansan-gu, Jeonju-si, Jeollabuk-do
T : +82-63-271-1595

Gwangju Jeonnam Furniture Industry Cooperative

(1965, 31 companies)

A : 403ho, 730, Bitgaram-ro, Naju-si, Jeollanam-do
T : +82-62-603-0753

Chungbuk Sejong Furniture Industry Cooperative

(1962, 13 companies)

A : 5F, 769, Jikji-daero, Heungdeok-gu, Cheongju-si, Chungcheongbuk-do
T : +82-43-256-5597

Daejeon Sejong Chungnam Furniture Industry Cooperative

(1975, 23 companies)

A : 102ho, 15, Wanggabong-ro 24beon-gil, Yuseong-gu, Daejeon
T : +82-42-625-0870

Daegu Kyungbuk Furniture Industry Cooperative

(1969, 19 companies)

A : 53, Jungang-daero 49-gil, Nam-gu, Daegu, Republic of Korea
T : +82-53-652-0525

Ulsan Gyeongnam Furniture Industry Cooperative

(1963, 16 companies)

A : 372, Changwon-daero, Uichang-gu, Changwon-si, Gyeongsangnam-do
T : +82-55-264-2670

Busan Furniture Industry Cooperative

(1962, 48 companies)

A : 1502ho, 39, Jobang-ro, Dong-gu, Busan
T : +82-51-466-5203

History

1962's~1980's

- 1962 KFFIC Established(Seoul, Gyeongnam, Chungbuk Cooperatives attended)
- 1963 Jeonbuk Furniture Industry Cooperative Join
Gyeongnam, Gyeongbuk Furniture Industry Cooperative Join
- 1965 Jeonnam Furniture Industry Cooperative Join
- 1967 Seoul Metal Furniture Industry Cooperative Join
- 1975 Chungnam Furniture Industry Cooperative Join
- 1977 Seoul Lacquer Furniture Industry Cooperative Join
- 1980 Korean furniture export recommendation work Begin
- 1981 **National Best Furniture Fair**
Held a touring technical seminar
- 1982 **Korea International Wood Working Machinery Fair**
Held wood paint and technology seminars
Korea Furniture Total Catalog Publishing
- 1983 **Furniture Quality Management Training**
Gyeonggi-do Furniture Industry Cooperative Join
- 1984 Seoul International Furniture Fair
Monthly <Furniture News> Publishing
- 1985 Furniture A/S standard(draft) case Approved
- 1986 Quality Management Education and Energy Consumption
Saving Technology Seminar
Seoul International Furniture Fair
- 1987 Furniture Quality Management Training
- 1988 Seoul International Furniture Fair
Designated by the Industrial Promotion Agency as its own
quality inspection association
- 1989 Furniture Quality Management Training
Publicity of Furniture Quality Labelling System
Enforcement of a crackdown on the distribution of
defective furniture products



History

1990's~

- 1990 Conduct safety hazard item investigation and distribution crackdown
Conduct Furniture Price Indication System
Furniture Quality Management Training
Revised KS Specification for Desk and Chair for Wood Office
A Study on the International Competitiveness of the Furniture Industry
Creating a Cooperative Complex for Furniture in Cooperation Projects
Seoul International Furniture Fair
Operate the CAFA President-elect Secretariat
- 1991 Furniture Quality Management Training
Basic training for wood furniture
Daejeon General Furniture Exhibition
- 1992 Furniture Quality Management Training
Basic training for wood furniture
Seoul International Furniture Fair & Seoul International Woodworking Machinery Fair
Daejeon General Furniture Exhibition
University student furniture design contest
- 1993 MDF Group purchasing from Indonesia
Participation in the International Small and Medium Business Conference (IDBC)
Quality Management (QM) training for furniture
<30 Years History of Furniture Cooperatives> Publishing
<'94KOREAN FURNITURE> Publishing
- 1994 University student furniture design contest
International Furniture Seminar
- 1995 QM training for furniture
Group Standard Permitted by Government
<'95KOREAN FURNITURE> Publishing
- 1996 Designation of a group standard quality certification organization
Seoul International Furniture Fair & Seoul International Woodworking Machinery Fair
International Furniture Symposium
- 1997 'Furniture Tech & Quality Management Training
<'98KOREAN FURNITURE> Publishing
- 1998 Awarded at the Small and Medium Business Advancement Contest
Seoul International Furniture Fair & Seoul International Woodworking Machinery Fair
3rd International Furniture Seminar
- 1999 Seoul International Furniture Fair
Korean Pavilion at Singapore Furniture Fair
Korea Pavilion to INDEX(UAE)
Korean Pavilion to IFFT(Tokyo)
Attended CAFA Meeting



History

2000's~

- 2000 Seoul International Furniture Fair & Seoul International Woodworking Machinery Fair
4th International Furniture Seminar
Korea Pavilion to Singapore furniture fair
Korea Pavilion to IFFT(Tokyo)
- 2001 **Attended CAFA meeting**
Korea Pavilion to Singapore furniture fair
Korea Pavilion to INDEX(UAE)
Korea Pavilion to IFFT(Tokyo)
- 2002 Seoul International Furniture Fair & Seoul International Woodworking Machinery Fair
17th CAFA annual congress
Korea Pavilion to MIFF(Malaysia)
- 2003 Seoul International Furniture Fair
19th CAFA annual congress
Korea Pavilion to China furniture fair
Korea Pavilion to IFFT(Tokyo)
- 2004 Seoul International Furniture Fair
Korea Pavilion to China furniture fair
Koreas Pavilion to CIFF
Korea Pavilion to NeoCon(USA)
- 2005 Korea International Furniture & Interior Fair
Korea Pavilion to China furniture fair
Korea Pavilion to NeoCon(USA)



- 2006 Korea International Furniture & Interior Fair
Korea Pavilion to China furniture fair
Korea Pavilion to NeoCon(USA)
- 2007 Korea International Furniture & Interior Fair
1st ~2nd WFA Congress
Korea Pavilion to China furniture fair
Korea Pavilion to NeoCon(USA)
- 2008 **Revised group standard & register 44 standards to KSA**
Korea International Furniture & Interior Fair
Korea Pavilion to China furniture fair
Korea Pavilion to NeoCon(USA)
- 2009 Customs approval to medium density fiberboard
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)



History

2010~2016

- 2010 KFFIC Co-Brand register(KOFURNI)
Korea International Furniture & Interior Fair
Attended CAFA meeting
Korea Pavilion to INDEX(UAE)
- 2011 Korea International Furniture & Interior Fair
Asian Trade Show with Korea-ASEAN Center
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)
- 2012 **50 Years of KFFIC Publishing**
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)
Philippines Furniture Trade Show
- 2013 **Standard certificate issuing business Group**
1st Group Standard Certification Committee
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)



- 2014 **6th~7th Group Standard Certification Committee**
2nd Group Standard Staff Training
- 2015 **6th~13th Group Standard Certification Committee**
Group Standard Staff Training
Quality Control Staff Regular Training
MOU with S2B (School to Business)
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)
Korea Pavilion to CIFF(China)
- 2016 **14th~18th Group Standard Certification Committee**
MOU with KCL(Korea Conformity Lab.)
MOU with KEITI(Korea Environmental Industry & Technology Institute)
MOU with China Shandong Wood Association
Launch KOKURN MALL(www.kofurnmall.co.kr)
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)
Korea Pavilion to CIFF(China)



- 2014 **2nd~5th Group Standard Certification Committee**
1st Group Standard Staff Training
Korea International Furniture & Interior Fair
Korea Pavilion to NeoCon(USA)
Korea Pavilion to INDEX(UAE)
Korea Pavilion to CIFF(China)



KFFIC

History

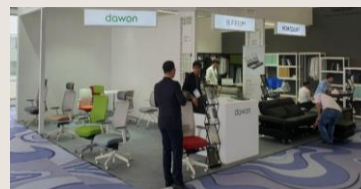
2017~

- 19th~27th Group Standard Certification Committee
- Group Standard Staff Training
- Group Standard Examination Committee
- Monthly 'Furniture News' Publishing
- Korea International Furniture & Interior Fair
- Qatar-Singapore Trade Meeting(Delegation)
- Korea Pavilion to INDEX(UAE)
- Korea Pavilion to CIFF(China)
- Korea Pavilion to FC(China)
- Korea Pavilion to Mebel(Russia)
- Win Grand Prize SMEs Competition 2017



2018~

- 28th~33th Group Standard Certification Committee
- Group Standard Staff Training
- Group Standard Examination Committee
- Quality Management Manager Regular Training
- Furniture Co-Brand Development Support
- MOU with SEMAS
- Furniture Co-brand Committee
- Korea International Furniture & Interior Fair
- Qatar-Turkey Trade Meeting(Delegation)
- Korea Pavilion to Orgatec(Germany)
- Korea Pavilion to MIFF(Malaysia)
- Korea Pavilion to INDEX(UAE)
- Korea Pavilion to CIFF(China)
- Korea Pavilion to Formobile(Brazil)
- Korea Pavilion to FC(China)
- Korea Pavilion to CIFF(China)
- Visitor Delegation to INEGOL(Turkey)
- Korea-Philippines Furniture Trade Show
- Visitor Delegation to Salone del Milano(Italy)



1-3 History



2019~

- 34th~38th Group Standard Certification Committee
- Group Standard Examination Committee
- Furniture Co-brand Launching Ceremony
- 'Korea World Class' secretariat Briefing
- Furniture Co-brand 'iroche' Trademark Registration
- Launching 'iroche' Furniture Showroom
- MOU to Revitalize the Furniture Industry
- MOU for 'Iroche-Singapore' Furniture Market Entry
- MOU with Iroche-Kenya Furniture Market Entry
- 'iroche' Cooperatives Foundation Committee
- MOU with KAID (Korea Association of Industrial Designers)
- 'GaGu Living Design Competition' Committee
- MOU with Kongju National University
- Korea International Furniture & Interior Fair
- South Africa-Kenya Export Consortium
- Saudi-Kuwait Export Consortium
- Korea Pavilion to CIFF(China)
- Korea Pavilion to FC(China)
- Korea Pavilion to MIFF(Malaysia)
- Korea Pavilion to INTERZUM(Germany)
- Korea Pavilion to INDEX(UAE)



History

2020~

- Re-launching 「Furniture News」 (Vol.1-3)
- 'Hyundai Department Store' Furniture Pop-up Store
- MOU for Furniture Industry Platform
- MOU with China Qingdao Furniture Association
- Seoul International Furniture & Interior Fair
- Korea International Furniture & Interior Fair
- Korea-Indonesia Import Online Meeting
- Egypt-Morocco Export Consortium Online Meeting
- Overseas Export Online Meeting (Vietnam, Singapore, Saudi, Qatar, Kenya)
- China Export Consortium Online Meeting
- Indonesia-Thailand Export Consortium Online Meeting
- Korea-Indonesia Import Online Meeting



2021~

- 45th Group Standard Certification Committee
- Group Standard Examination Committee
- Publish 「Furniture News」 (Vol.4-7)
- GaGu Living Design Competition
- Homeplus' Furniture Pop-up Store
- Seoul International Furniture & Interior Fair
- Korea International Furniture & Interior Fair
- UAE-Saudi Export Consortium Online Meeting
- Indonesia-Thailand Export Consortium Online Meeting
- Malaysia-Singapore Export Consortium Online Meeting
- China Export Consortium Online Meeting
- WFC Regular General Meeting



1-3 History

2022~

KFFIC 60 Years

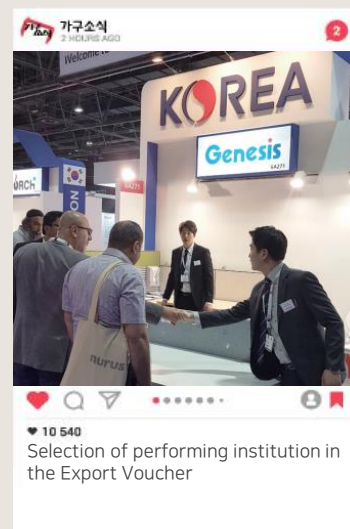
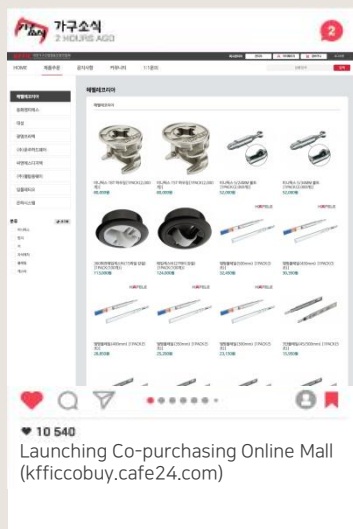
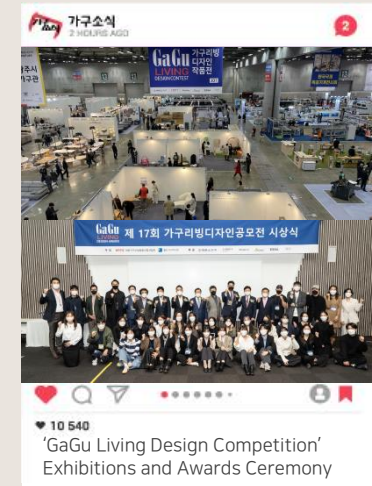
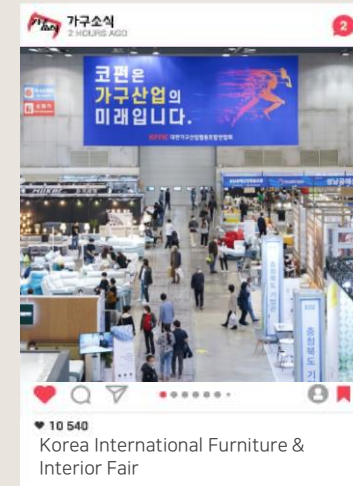
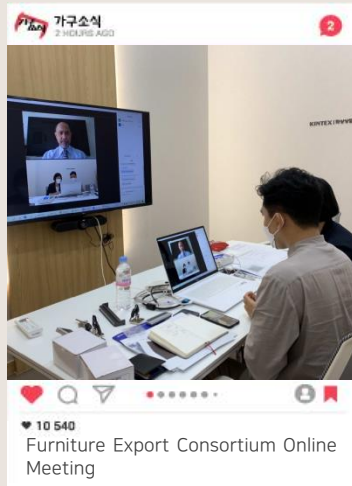
- Launch Co-purchasing Online Mall
- MOU with FITI
- Publish 「Furniture News」 (Vol.8-11)
- GaGu Living Design Competition
- Selection of performing institution in the Export Voucher
- Seoul International Furniture & Interior Fair
- Korea International Furniture & Interior Fair
- MOU with KFFIC-OKTA for Developing Korea Exhibition Industry
- Korea Pavilion to INDEX(UAE)
- North America LA, Chicago Export Consortium

2023~

- Quality Management Manager Regular Training
- Publish 「Furniture News」
- GaGu Living Design Competition
- Seoul International Furniture & Interior Fair
- Korea International Furniture & Interior Fair
- Korea Pavilion to INDEX(UAE)
- Indonesia-Thailand Export Consortium



Performance





02

Business

General Business

Quality & Certification Management

Group Purchasing & Sales

Co-brand Project

Publish 「Furniture News」

GaGu Living Design Competition

International Cooperative Exhibition

General business

1. Strengthening & Functioning of Cooperatives

A. Strengthening Organization and Cooperation

- ① Increasing furniture representation
- ② Enhancing Members' status & Expanding Membership
- ③ Strengthening Cooperation & Function of Cooperatives

B. Substantiality of Member Cooperatives Management

- ① Improving Substantiality & Reliability in Members' management
- ② Intensive Training and Business Improvement for Effective management
- ③ Planning Furniture Projects for Boosting Members' Profit System

C. Focusing on Support Program to Member Cooperatives

- ① Building Information Delivery System
 - Cooperatives' Magazine 'Furniture News' Release
- ② Accelerating Network Exchange between Cooperatives' Members
 - Interchange Finished products & Subsidiary materials
 - Interchange Conglomerate & SMEs
 - Factory Tour Program



D. Network with Furniture Related Organizations

- ① Group Response to Furniture Issues for Furniture Industry Progress
- ② Active Participation to Furniture Industry Development Expert Committee
- ③ Expansion of Co-Business
 - Workshop Co-host
 - Domestic & Overseas Furniture Fair Korea Pavilion & Delegation

2. Industry University Institute Collaboration

A. Korea Furniture Society

Collaborate with Korea Furniture Society to conduct academic research for furniture industry



B. Wood Culture Forum

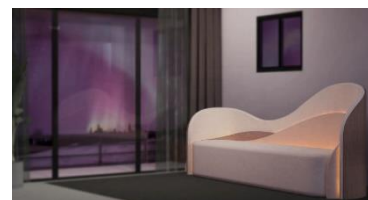
Through study & education for wood culture and spread & settlement of wood culture activity, it contributes to human's emotional cultivation, such as improvement of residence, lifestyle, and education environment, being healthy in body and mind, by connecting wood and human.

C. Professional Manpower

- ① Support technical information and materials to universities with furniture design curriculum
- ② Enhancement of cooperative relationship between furniture industry & universities

D. Cooperation of Technical Development with Young Generation(University)

Wood Furniture Design Contest and Fair for university students



General business

3. Furniture Employees' Training Program

A. Cooperatives Workshop

- Participants : Cooperatives' employees
- Program :
 - I. Plan for joint projects
 - II. Discussion strategy for vitalizing the fair
 - III. Socializing among employees

B. OJT for Quality Management Manager

- Participants : Managers in charge of Group Standardization & KS certificate
- Program :
 - I. Group standardization OJT
 - II. Training for revised standardization for KS certificate & group standard
 - III. Explanation of market sales support act revision and group-purchasing system
 - IV. Training diverse policy changes including Environmental product declaration

C. School Market(S2B) Manager Training

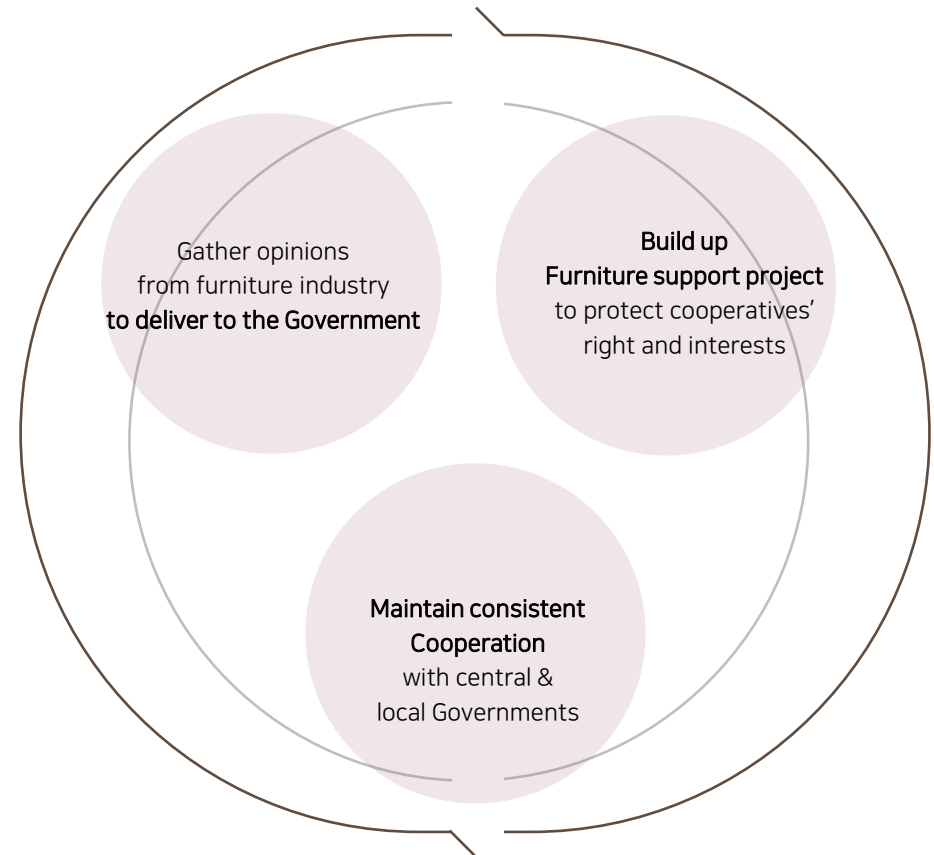
- Participants : Company workers preparing registration for S2B
- Program :
 - I. Registration & usage of S2B
 - II. Method for activating S2B

D. R&D for furniture

- Program :
 - I. R&D for environmentally hazardous material
 - II. Standard development related technology, function, and criteria
 - III. Technical consulting

4. Make a recommendation to the Government

Solving difficulties By making a recommendation to the Government



Quality & Certification Management

1. Group Standard Development & Certification Issue

Purpose of Business

- Open up a market thorough quality management
- Lead overall quality improvement in furniture industry
- A practical standard development by reflecting companies' opinions
- Give reliability to consumer with consistent management & inspection
- Develop quality awareness among manufacturers

Target Goal

- Expand group standard products & Activation of certificate issuing
- Increase product quality by revision of KFFIC group standard
- Establish new group standard
- Standardization & Quality improvement in furniture products

Group Standard Certification Management

- Group standard certificate evaluation & management
– 150 companies (As of 2021)
- Group standard certification activation – support certification & instruction check
- KS-group standard integration – KS certificated company to group standard switching seminar, switching evaluation, etc.

Main Content

- Revise and remedy standards, Expand products (39 standard incl. shoe rack)
- Get reliability of consumer by guarantee of products produced under standardization

2. Certification & R&D business

Purpose of Business

- Reducing Evaluation Fee such as Eco Label, Group Standard, KS for cooperative members
- Supporting for furniture quality improvement

Target Goal

- Reduce Certificate Cost
- Activate Certificate System
- R&D Business between research institute and manufacturer

Main Content

- Sign a contract with "Korea Conformity Laboratories", "Gyeonggi Furniture Certification Center", "Korea Testing Certification institute", "FITI Testing & Research Institute" to get up to 28% discount for every evaluation of our regional cooperatives members
- Encourage product development through R&D project with research institute
- Get entrusted certification issuing by MOU with "Korea Environmental Industry & Technology Institute"

3. Certification Consulting

Purpose of Business

- Develop new technology & Establish quality system • Certificate consulting for KS, ISO, and Eco Label

Target Goal

- Support a quality system to be applied reasonably and get built up its reliability
- Consult and discount certificate fee for cooperative members

Main Content

- Quality system
- Encourage and consult new technology development
- Certificate consulting for KS, Eco Label, ISO
- ISO certificate issue

Group Purchasing & Sales

1. Group Purchasing for Law Materials

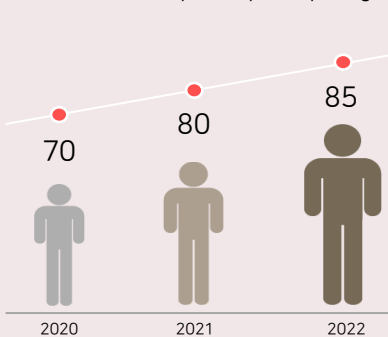
Group Purchasing Business

- Goal : Competitive price, Production cost reduction, Business Expansion, Reliable Management
- Products : PB, MDF, Mini fix, PVC, Mobile Drawer Unit, hinge, piece, etc
- Participants : 85 companies (2021)
- Result : US\$ 9,000,000

Group Purchasing Platform

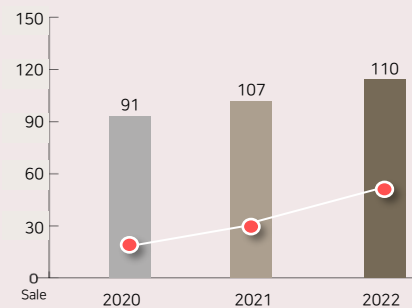
- Issuance of guarantees by credit guarantee institutions to ease the burden of purchasing raw materials for SMEs
- Revitalization of Group-purchasing through the KBIZ Cooperative Exclusive Guarantee System
- Creating demand for Group-purchasing through Funding
- Participants : SMEs, Small Business Owner
- Benefit : 5-year use of Industrial Bank of Korea funds with warranty
Restoring the limit by repaying it to the Industrial Bank of Korea by the expiration date (90 days, up to 180 days for one extension)

- Number of Companies participating -



- Amount of Sales -

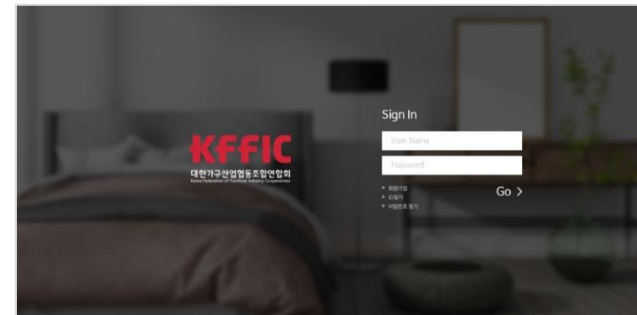
(Unit : 100 million won)



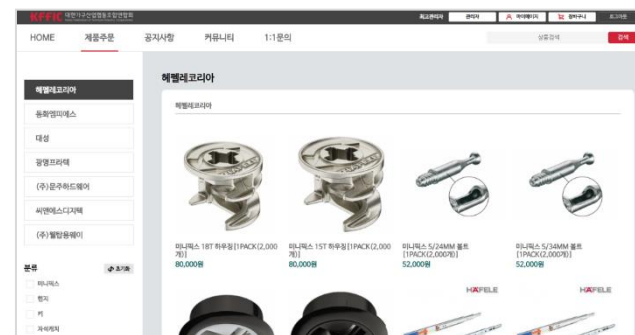
2. Online Mall for Group-Purchasing

Target Goal

- Goal : Convenient to order and various product configurations
- Products : Mini fix, Hinge, Drawer Slide, Square Key, Handle, Electronic Key, Mobile Drawer Unit, Pieces Etc
- Website : kfficcobuy.com (Orderable after registration)



▲ Website



▲ Purchasing page on website

Scan to Go Online
Mall for Group-
Purchasing



Group Purchasing & Sales

3. Supporting Public Procurement System

Confirmation of manufacturing

- Where a public institution enters into a product procurement contract through a competition method between SMEs or a private contract method of more than 10 million won, it is required to check whether the SME is directly produced.
- In order for SMEs that produce competitive products among small and medium-sized enterprises to participate in public purchase bidding, they must register themselves in the comprehensive public purchase information (smpp.go.kr) after receiving confirmation of direct production.
- Check method: The surveyor visits the production plant, production facility, production process, production personnel, and other matters for each competitive product by visiting the production factory.
- Processing period: within 14 days (excluding Saturdays, Sundays and statutory holidays)
- Sanctions: Direct production confirmation will be canceled for SMEs that have delivered products that have not been directly produced, and re-application will not be possible for 6 months to 1 year.

Competitive products between small and medium-sized enterprises (SMEs)

- A system that obliges public institutions to conclude procurement contracts in accordance with limited competition or bidding methods for designated competition among SMEs when purchasing competitive products among SMEs.
- In 2022, KFFIC received designation of new items (blackboard supplement, medicine cabinet, stool chair, practice table, and table) among competitive products between small and medium-sized enterprises.
- Designated period: 3 years
- Number of designated items: 48 total items

4. School Market – Group Sales

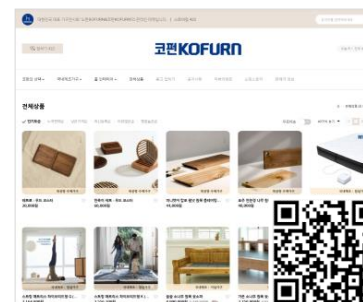
- Making cooperatives profit through active cooperation in S2B



▲ www.s2b.k))

5. Furniture Showroom

- Furniture Showroom & Mall “KOFURN MALL” On-Offline furniture sales support



▲ KOFURN MALL / ONLINE



▲ KOFURN MALL / OFFLINE

Co-Brand Project

1. Furniture Co-Brand 'IROCHE'

Overview

Co-brand of eco-friendly furniture operated by the KFFIC and Korean small business furniture companies in cooperation with each other to enhance reliability of products produced by domestic furniture manufacturers, operate marketing operations, and develop domestic and overseas markets

Brand Logo and Identity



1. 'r' from iroche shows a door opens
2. iroche's door means a gate toward healthy price, environment, and belief
 - 'IROCHE fills novelty to furniture market, IROCHE fills novel furniture'

Sales Item



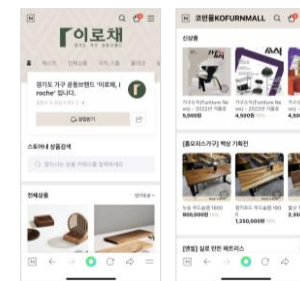
Channel Sales



▲ Offline Store(Gimpo)



▲ Official Online Shop



▲ Smartstore (iroche, Kofurn mall)

Join Process

1. Fill out Form
2. Examine
3. Set contents
4. Go on Sale
5. Sales Completed

Brand History

2019

- 12 Open IROCHE Offline Store
- 09 Delivery Furniture of B2B to Public Institutions
- 09 MOU with Singapore and Sample Order
- 09 IROCHE Pavilion to INDEX(UAE)
- 08 Furniture Co-Brand(iroche) Launched
- 08 Exhibit to KOFURN
- 08 MOU with Kenya

2020

- 11 Exhibit to KOFURN
- 11 Relocate to Offline Store(Gimpo)
- 10 Hyundai Department Store Pop-up Store
- 08 Exhibit to SOFURN&LIFESHOW
- 03 Co-promotion of CES

2021

- 08 Exhibit to KOFURN
- 04 Exhibit to SOFURN&LIFESHOW

2022

- 10 MOU with Gimpo Welfare Foundation
- 09 MOU with Gimpo Child Center
- 09 MOU with Yonsei Hana Hospital
- 08 Exhibit to KOFURN
- 08 Exhibit to SOFURN&LIFESHOW

Publish 「Furniture News」

1. 「Furniture News」 Overview

Background

- Founded in December 1984, "Furniture News" is a representative newsletter for the furniture industry, such as sharing the current status of the domestic furniture manufacturing industry and sharing information on overseas furniture markets.
- Re-published No. 1 in May 2020 due to the need to resume the existing role by re-publishing the suspended "Furniture News".

Purpose

It aims to provide information on the domestic and foreign furniture market, share the current status and difficulties of furniture manufacturers, and guide various support projects conducted by the Korea Furniture Association to help revitalize the furniture industry and establish a network that grows together

Contents

- KFFIC and Cooperatives news
- Statistics on the Furniture Industry
- Guidelines on Support Projects
- Information furniture events
- Introduction to books
- Domestic and foreign furniture industry information
- Status of woodworking machinery and raw materials
- An interview with a furniture designer
- Sharing trends in the furniture industry
- Status of cooperatives and organizations

Blog_ blog.naver.com/kffic
Instagram_ [furniture_news](https://www.instagram.com/furniture_news)



Distribution

- Distribution destination : national institutions and organizations, federation national member associations, furniture manufacturing and raw materials and subsidiary materials companies, machinery manufacturing companies, related media and academia, etc
- Type : Magazine, Web magazine, Newsletter
- Copies : 10,000 copies per a volume



GaGu Living Design Competition

1. GaGu Living Design Competition

공모전 소개

가구리빙디자인공모전은 2002년부터 시작되어 올해로 19회를 맞이하는 가구디자인 공모전으로 대한가구산업협동조합연합회와 월간가구가이드가 공동으로 개최함.

개최목적

1. 국내 가구 디자이너 양성 및 제조기업과의 연계
2. 한국 가구디자인 역량 강화 및 국제적 도약
3. Korea Furniture 브랜드가치 및 인지도 향상

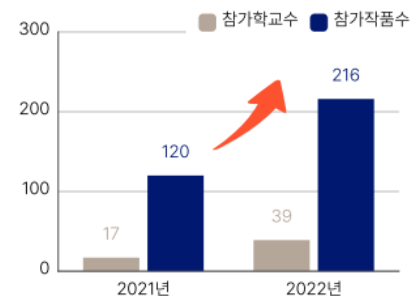
사업개요

- 추진일정 : 2023년 3월 5일 ~ 8월 25일
- 주제 : Planterior with Bespoke Home Object (플랜테리어 + 비스포크 홈 오브제)
- 부문 : 가구류(침대, 소파, 테이블, 아트퍼니처 등 상세품목 제한없음)
- 대상 : 디자인 분야에서 활동 중인 디자이너, 국내외 대학(원) 산업·가구디자인 관련학과 재학생 또는 졸업생
- 주최 : **KFFIC** 대한가구산업협동조합연합회 **월간 가구가이드**
- 후원 : **Emons** **JA KOMO** **HANSEM** **HÄFELE** **Dauning** **ESSA**

전년도 공모전 결과

216개 작품접수
39개교 참가대학
5개사 후원기업
216m² 전시규모
24:1 경쟁률

- 2개년도 작품접수 현황 -



Homepage _ www.gagudesign.or.kr



International Cooperative Exhibition

1. SOFURN&LIFESHOW

Overview

Title	Seoul International Furniture & Life Show(SOFURN&LIFESHOW)
Period	4 th – 7 th May, 2023 (Thursday - Sunday) 10:00AM – 18:00PM
Venue	COEX Hall A(10,368m) 130 Companies, 550 Booths, Visit amount 40,000 people
Items	Home Living & Deco / Kitchen / Smart Office / Smart Appliances / Outdoor / Beauty & Health / Art Gallery
Organizer	KFFICE, ChosunMedia
Host	(Expected) MOTIE, MSS, PPS, SEOUL CITY, KBIZ, KOTRA, KITA, KCCI, CAFA

Goal of SOFURN&LIFESHOW

1. Present the future furniture industry that combines furniture and lifestyle with the trend of diversifying the functions of the house
2. To promote balanced growth of the furniture industry by operating a 'large and medium-sized win-win cooperation project' using exhibitions
3. Promotion of trade through the internationalization of Korean furniture and interior industries as a place for promoting international exchanges and exchanging information for furniture industries

Competitiveness

1. It was held again in 2020 at KOEX(currently COEX), which held the 「National Best Furniture Fair」 for the first time in 1981, and continued until this year.
2. An exhibition that leads the rapidly changing lifestyle and the resulting home-style trend under the theme of furniture and lifestyle encounters



Events

1. Opening Ceremony
2. Conference
3. Trade Meeting
4. Tea Culture Performance
5. Buyer Meeting
6. Live Shopping



Homepage _ www.sofurn.or.kr
Instagram _ [sofurn_lifeshow](https://www.instagram.com/sofurn_lifeshow)

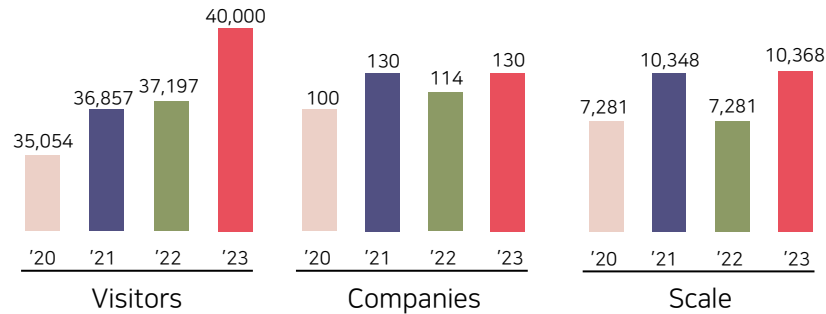
International Cooperative Exhibition

1. SOFURN&LIFESHOW

Result of the fair

Performance Analysis

- In 2023, 130 companies and 550 booths are set up, aiming to attract 40,000 visitors, and plans to grow the exhibition by expanding items.



Highlights

“Lifestyle Conference”

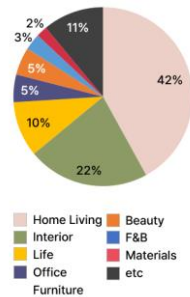
- Hosting a talk show by inviting various speakers every year

“Shopping Live Commerce”

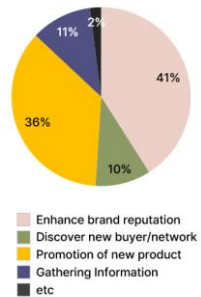
- Shopping live for online promotion and sales other than offline sales



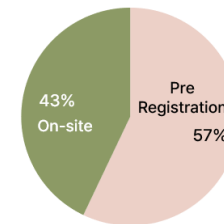
Product of Exhibitors



Purpose of Participation



Classification by Registration



International Cooperative Exhibition

2. KOFURN

Overview

Title	Korea International Furniture & Interior Fair(KOFURN)
Period	24 th – 27 th August, 2023 (Thursday - Sunday)
Venue	KIntex(21,546m ²) 210 Companies / 1,200 Booths / 62,000 People Visited
Items	Home Living Furniture, Office Furniture, Furniture for Industrial Art Furniture, Interior & Home Deco, Kitchen & Tableware Home Appliances, Woodworking Machinery & Raw Materials
Co-Event	Korea International Woodworking Machinery Fair
Organizer	KFFIC
Host	(Expected) MOTIE, MSS, PPS, KBIZ, GTO, KOTRA, KITA, KCCI, CAFA



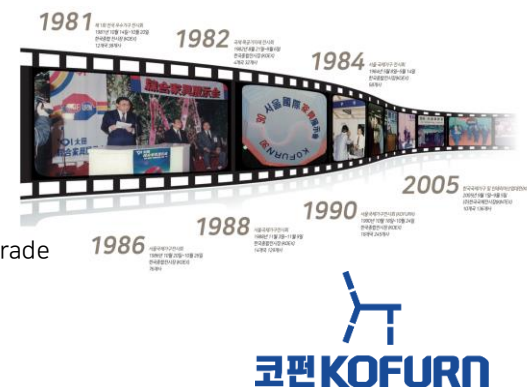
▲ 1992~2023 Poster of KOFURN

Goal of KOFURN

1. Domestic & International Trendy furniture & interior, wood-working machinery, raw materials to compare through fair and information share for new products and technology innovation
2. Quality improvement of domestic furniture & industry and global competitiveness intensification for consistent growth in trade
3. Being a platform to build a global network and to share furniture industry information

Competitiveness

- 1) KOFURN, the largest, longest and best furniture exhibition in Korea since 1981
- 2) Korea's representative furniture exhibition covering the furniture industry from raw materials and subsidiary materials to finished furniture products
- 3) Exhibition with the highest percentage of participation in manufacturing, internationally certified global furniture exhibition



코편 KOFURN

Homepage _ www.kofurn.or.kr
_ kofurnglobal.or.kr
Instagram _ kofurn

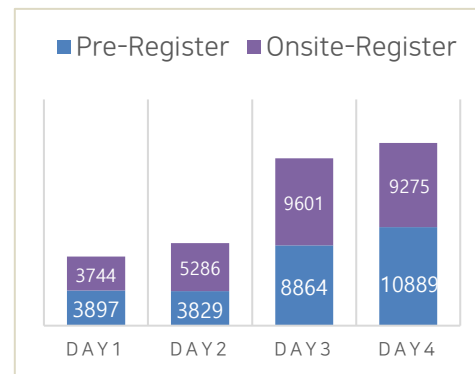
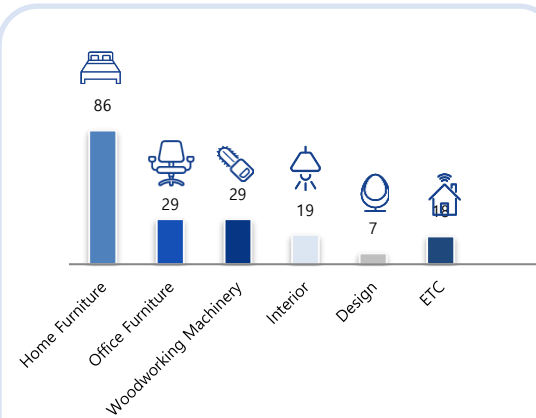
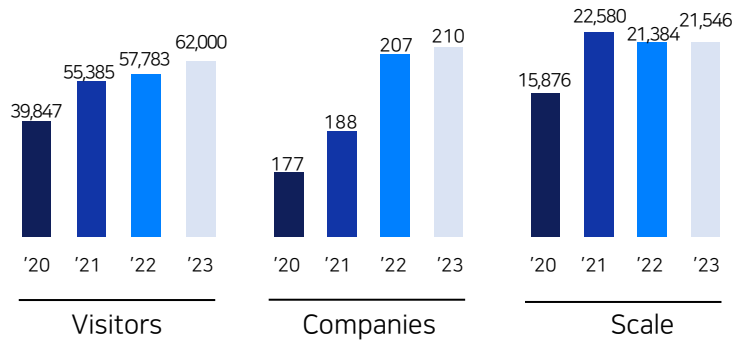
International Cooperative Exhibition

2. KOFURN

Result of the fair

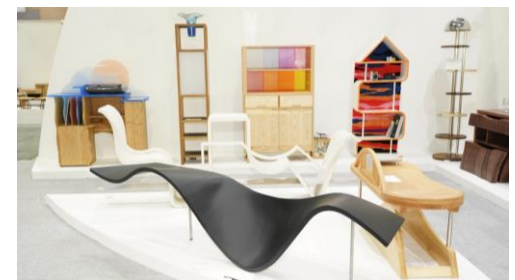
Performance Analysis

- KOFURN, the largest Furniture industry exhibition in Korea, promotes the domestic and foreign furniture industry development and revitalizes market and trading through the new products



Highlights

- "Major Vendors Sourcing Consulting"
- "1:1 On&Offline Business Matching"
- "Exhibition by related institutions"
- "Furniture Living Design Competition"
- "Conference"
- "Academic Symposium"



International Cooperative Exhibition

1. International Furniture Fair & Korea Pavilion

Participating List



MIFF 2019

- 8 companies
- 286 meetings / \$ 4,586,000



INDEX 2019

- 10 companies
- 187 meetings / \$ 9,116,000



FC 2019

- 10 companies
- 227 meetings / \$ 8,851,000



CIFF Guangzhou 2019

- 10 companies
- 191 meetings / \$12,264,000



INTERZUM 2019

- 8 companies
- 190 meetings / \$ 5,783,000



MEBEL 2019

- 8 companies
- 337 meetings / \$ 9,470,000

Support Program for Korean Participants

- Booth Space & Construction : 70% support (1 booth 12sqm)
- One way Shipping 1 CBM : 100% support
- Others
 - Online Directory, Buyer Matchmaking, Interpreters, Group Shuttle

International Cooperative Exhibition

4. Overseas Delegation Project

Furniture Trade Project

KFFIC & highly qualified Korea furniture manufacturers visit a target country to make a business discussion and show their sample products. 1:1 pre-arranged business meeting and local factory & showroom tour are conducted.

Process

Step 1
Market Research
Step 2
Business Meeting
Step 3
Invitation to Korea



▲ 1 Business meeting



▲ Furniture Showroom Tour



▲ Furniture seminar

Trade Project Performance



2019 Saudi/Kuwait Trade Meeting

- 9 Korean Manufacturers
- 107 meetings / \$ 206,169,000



2019 South Africa/Kenya Trade Meeting

- 9 Korean Manufacturers
- 132 meetings / \$ 8,170,000



North America LA Trade Meeting

- 11 Korean Manufacturers
- 145 meetings / \$ 10,573,000

Furniture Showroom Tour



▲ Factory Tour in Korea



▲ KOFURN Fair



▲ KOFURN Trade Meeting

International Cooperative Exhibition

5. Online Trade Meeting

- Support for non-face-to-face exports through online video meetings to explore overseas markets for SMEs and enhance export vitality that have shrunk in the after COVID-19
- Systematically supports 'matching-meeting-management' such as placement of dedicated personnel and support for follow-up meeting so that actual contracts can be made with matched buyers

Performance in 2020

Egypt, Morocco Trade Meeting

- 79 meetings
- \$ 5,013,000

Thailand, Indonesia Trade Meeting

- 74 meetings
- \$ 5,799,000

UAE, Saudi Trade Meeting

- 62 meetings
- \$ 8,893,000

China Trade Meeting

- 45 meetings
- \$ 2,919,000

Performance in 2021

Malaysia, Singapore Trade Meeting

- 47 meetings
- \$ 6,414,000

China Trade Meeting

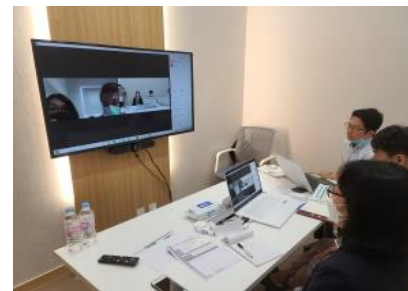
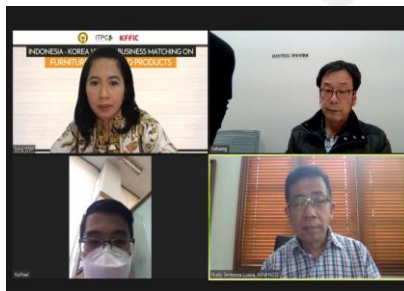
- 55 meetings
- \$ 7,357,000

Middle East Trade Meeting

- 50 meetings
- \$ 9,268,000

Thailand, Indonesia Trade Meeting

- 76 meetings
- \$ 20,371,000



International Cooperative Exhibition

6. Export Voucher

Export Voucher

This is a newly introduced project in the form of a 'voucher' to remove barriers between government departments' export support projects and to allow small and medium-sized enterprises to freely select export support projects that fit their export capabilities.

KFFIC support export marketing

Type	Business		Service
Support for Exhibitions / Events / Overseas Sales	SOFURN&LIFESHOW - '23.5.4-7 (COEX Hall A)		Domestic Exhibitions (Booth fee & Equipment fee & Marketing fee)
	KOFURN – '23.8.24-27 (KINTEX)		
Support for Overseas Exhibitions	IMM Cologne – '23.06.04-07	Neocon – '23.06.12-14	Overseas Exhibitions (Registration Form & Equipment fee & s)
	CIFF – '23.9.5-8	Furniture China – '23.9.11-15	
	Maison & Objet – '23.9.7-11	Intermob – '23.9.30-10.3	
General Consulting	Overseas Buyer Invitation Trade Meeting		Invitation and visits to factories
	Overseas Market Research and Build a Buyer DB		Market research report, buyer DB provided
	Overseas Buyer Online Trade Meeting Arrangement		Arrange buyer consultation for item

Coming together is a beginning.
Working together is success
- Henry Ford

같이 모이는 것은
시작을 의미한다.

같이 협력해서 일하는 것은
성공을 의미한다.

- 헨리포드

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