

SFIC Functional Committees

Singapore
Furniture
Industries
Council

FINANCIAL MANAGEMENT

Advisory Committee

Chairman

Andrew Ng

Kiat Lee Industries Pte Ltd

Committee Members

Choo Yong Fee

Cheng Meng Furniture Co Pte Ltd

James Koh

Koda Ltd

Bert Choong

Nobel Design Holdings Ltd

Steven Chew

Sitra Holdings (International) Limited

Finance Committee

Chairman

Steven Chew

Sitra Holdings (International) Limited

Committee Members

Alison Kwok

Cathay Decoration & Construction Pte Ltd

Quah Soon Chow

Getz Bros & Co (S) Pte Ltd

James Goh

Lorenzo International Ltd

IFFS PTE LTD

Board of Directors

Chairman

Andrew Ng

Kiat Lee Industries Pte Ltd

Committee Members

Jerry Tan

Jaco Singapore Pte Ltd

James Koh

Koda Ltd

Kenny Koh

Star Furniture Pte Ltd

IFFS/AFS 2010

Advisor

Jerry Tan *Jaco Singapore Pte Ltd*

Chairman

Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

Advertising & Promotions Committee

Chairman

Sim Kah Choon *Abitex Designs (S) Pte Ltd*

Exhibitorship & Visitorship Promotion Committee

Jeffrey Yong *Eurosa Furniture Co (Pte) Ltd*

Ernie Koh *Richin Furniture Décor Pte Ltd*

Steven Chew *Sitra Holdings (International) Limited*

Operations Committee

Advisor

Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

Exhibitors/Buyers Night Committee

Committee Members

Neo Sia Meng *Four Star Industries Pte Ltd*

Simon Ong *Kingsmen Creatives Ltd*

Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

INDUSTRY DEVELOPMENT PROGRAMMES

Singapore Mozaic

Advisors

Andrew Ng

Kiat Lee Industries Pte Ltd

Choo Yong Fee

Cheng Meng Furniture Co Pte Ltd

Chairman

Simon Ong

Kingsmen Creatives Ltd

Committee Members

Jimmy Tan

Cellini Design Center Pte Ltd

Neo Sia Meng

Four Star Industries Pte Ltd

Por Khay Ti

HTL International Holdings Limited (Till April 2010)

James Koh

Koda Ltd

James Goh

Lorenzo International Ltd

Ernie Koh

Richin Furniture Décor Pte Ltd

Steven Chew

Sitra Holdings (International) Limited

Kenny Koh

Star Furniture Pte Ltd

International Marketing Committee

Chairman

Jerry Tan

Jaco Singapore Pte Ltd

Vice Chairman

Ernie Koh

Richin Furniture Décor Pte Ltd

Committee Members

Jeffrey Yong

Eurosa Furniture Co (Pte) Ltd

Por Khay Ti

HTL International Holdings Limited (Till April 2010)

Kenny Koh

Star Furniture Pte Ltd

International Design Advisory Panel

Chairman

Simon Ong *Kingsmen Creatives Ltd*

Vice Chairman

Andrew Pang *Lavaworks*

Committee Members

Local

Carsten Ovesen *Carsten Ovesen Design*
Jeremy Ong *DesignScale Pte Ltd*
Patrick Chia *Incubation Design Centre, NUS*
Kenny Hong *Technigroup Far East Pte Ltd*
Kelley Cheng *The Press Room*
Michael Ian Buckley *Turnstone Communications Pte Ltd*
Felix Low *Urban Foundry Pte Ltd*
Lim Choon Hong *X-TRA Designs Pte Ltd*

International

Naoto Fukasawa *Naoto Fukasawa Design*

Design Development Committee

Chairman

Simon Ong *Kingsmen Creatives Ltd*

Vice Chairman

Andrew Pang *Lavaworks*

Committee Members

Jeremy Ong *DesignScale Pte Ltd*
Patrick Chia *Incubation Design Centre, NUS*
Kenny Hong *Technigroup Far East Pte Ltd*
Kelley Cheng *The Press Room*
Felix Low *Urban Foundry Pte Ltd*
Lim Choon Hong *X-TRA Designs Pte Ltd*

Furniture Learning Institute

Advisors

Simon Ong
Andrew Sng

Kingsmen Creatives Ltd
Decision Processes International

Chairman

Neo Sia Meng

Four Star Industries Pte Ltd

Committee Members

Jimmy Tan
James Goh

Cellini Design Center Pte Ltd
Lorenzo International Ltd

China Operations

Chairman

Tony Lin

Eurosa Furniture Co (Pte) Ltd

Green Movement Programme

Chairman

Ernie Koh

Richin Furniture Décor Pte Ltd

Vice Chairman

Mark Yong

Ewins Pte Ltd

Committee Members

Choo Yong Fee
Neo Sia Meng
Simon Ong
Gavin Woo
Steven Chew
Kenny Koh

Cheng Meng Furniture Co Pte Ltd
Four Star Industries Pte Ltd
Kingsmen Creatives Ltd
Office Planner Pte Ltd
Sitra Holdings (International) Limited
Star Furniture Pte Ltd

Group Retailing Programmes

Chairman

Kenny Koh

Star Furniture Pte Ltd

Committee Members

Sim Kah Choon

Abitex Designs (S) Pte Ltd

Jimmy Tan

Cellini Design Center Pte Ltd

Jeffrey Yong

Eurosa Furniture Co (Pte) Ltd

Neo Sia Meng

Four Star Industries Pte Ltd

James Goh

Lorenzo International Ltd

LEAD Programme

Advisors

Choo Yong Fee

Cheng Meng Furniture Co Pte Ltd

Andrew Ng

Kiat Lee Industries Pte Ltd

James Koh

Koda Ltd

Chairman

Neo Sia Meng

Four Star Industries Pte Ltd

Committee Members

Alison Kwok

Cathay Decoration & Construction Pte Ltd

Por Khay Ti

HTL International Holdings Limited (Till April 2010)

Simon Ong

Kingsmen Creatives Ltd

Andrew Pang

Lavaworks

Ernie Koh

Richin Furniture Décor Pte Ltd

Steven Chew

Sitra Holdings (International) Limited

Kenny Koh

Star Furniture Pte Ltd

Youth Furniture Committee (YFC)

Chairman

Alison Kwok

Cathay Decoration & Construction Pte Ltd

Vice Chairman

Andrew Pang

Lavaworks

3rd Member Assistance Scheme

Advisors

Choo Yong Fee

Cheng Meng Furniture Co Pte Ltd

Andrew Ng

Kiat Lee Industries Pte Ltd

James Koh

Koda Ltd

Chairman

Steven Chew

Sitra Holdings (International) Limited

Committee Members

Alison Kwok

Cathay Decoration & Construction Pte Ltd

Neo Sia Meng

Four Star Industries Pte Ltd

Quah Soon Chow

Getz Bros & Co (S) Pte Ltd

Por Khay Ti

HTL International Holdings Limited (Till April 2010)

Jerry Tan

Jaco Singapore Pte Ltd

James Goh

Lorenzo International Ltd

Kenny Koh

Star Furniture Pte Ltd

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

INTERNATIONAL FURNITURE CENTRE (IFC)

IFC Committee

Advisors

Choo Yong Fee

Cheng Meng Furniture Co Pte Ltd

Andrew Ng

Kiat Lee Industries Pte Ltd

James Koh

Koda Ltd

Chairman

Kenny Koh

Star Furniture Pte Ltd

Vice Chairman

Jimmy Tan

Cellini Design Center Pte Ltd

James Goh

Lorenzo International Ltd

Building Management & Operations Committee

Chairman

Quah Soon Chow

Getz Bros & Co (S) Pte Ltd

Tenant Recruitment Committee

Chairman

Neo Sia Meng

Four Star Industries Pte Ltd

Visitorship Promotions (Trade)

Chairman

Kenny Koh

Star Furniture Pte Ltd

Vice Chairman

Jeffrey Yong

Eurosa Furniture Co (Pte) Ltd

Advertising & Promotions Committee

Chairman

Sim Kah Choon

Abitex Designs (S) Pte Ltd

CORPORATE SERVICES

Publications – SFIC E-Newsletter / Website

Advisors

Sim Kah Choon

Abitex Designs (S) Pte Ltd

Steven Chew

Sitra Holdings (International) Limited

Public Relations

Chairman

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

Vice Chairman

Steven Chew

Sitra Holdings (International) Limited

Committee Members

Sim Kah Choon

Abitex Designs (S) Pte Ltd

Simon Ong

Kingsmen Creatives Ltd

Ernie Koh

Richin Furniture Décor Pte Ltd

Membership Services Committee

Chairman

Alison Kwok

Cathay Decoration & Construction Pte Ltd

Committee Members

Sim Kah Choon

Abitex Designs (S) Pte Ltd

Por Khay Ti

HTL International Holdings Limited (Till April 2010)

Simon Ong

Kingsmen Creatives Ltd

Andrew Pang

Lavaworks

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

Singapore Furniture Industry Awards 2010

Advisors

Choo Yong Fee	<i>Cheng Meng Furniture Co Pte Ltd</i>
Andrew Ng	<i>Kiat Lee Industries Pte Ltd</i>
James Koh	<i>Koda Ltd</i>

Chairman

Neo Sia Meng	<i>Four Star Industries Pte Ltd</i>
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Committee Member

Kenny Koh	<i>Star Furniture Pte Ltd</i>
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Dinner & Dance / Chinese New Year Celebrations Organising Committee

Chairman

Mark Yong	<i>Ewins Pte Ltd</i>
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Committee Members

Alison Kwok	<i>Cathay Decoration & Construction Pte Ltd</i>
Andrew Pang	<i>Lavaworks</i>
Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>

Golf Tournament Organising Committee

Chairman

James Goh	<i>Lorenzo International Ltd</i>
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Committee Members

Sim Kah Choon	<i>Abitex Designs (S) Pte Ltd</i>
Jimmy Tan	<i>Cellini Design Center Pte Ltd</i>
Quah Soon Chow	<i>Getz Bros & Co (S) Pte Ltd</i>

REPRESENTATION TO OTHER ORGANISATION

ASEAN Furniture Industries Council

Chairman

Jerry Tan *Jaco Singapore Pte Ltd*

Vice Chairman

Andrew Ng *Kiat Lee Industries Pte Ltd*

Secretary General

Steven Chew *Sitra Holdings (International) Limited*

Committee Members

Jeffrey Yong *Eurosa Furniture Co (Pte) Ltd*

Neo Sia Meng *Four Star Industries Pte Ltd*

Kenny Koh *Star Furniture Pte Ltd*

Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

Specialists Trade Alliance Singapore

Alison Kwok *Cathay Decoration & Construction Pte Ltd*

Quah Soon Chow *Getz Bros & Co (S) Pte Ltd*

DesignS

Simon Ong *Kingsmen Creatives Ltd*

Andrew Pang *Lavaworks*