

Publication : Design Taxi
Date : 20 January 2009
Headline : Singapore Mozaic goes to Cologne
Link :
<http://www.designtaxi.com/news.jsp?id=23712&monthview=0&month=1&year=2009>
Client : SFIC/Singapore Mozaic

The screenshot shows a Windows Internet Explorer browser window displaying the Singapore Mozaic website. The address bar shows the URL: <http://www.designtaxi.com/news.jsp?id=23712&monthview=0&month=1&year=2009>. The page features a yellow header with the 'DESIGN NEWS' logo and a search bar. The main content area is white and contains a news article titled 'NEWS: Singapore Mozaic goes to Cologne' dated '20 Jan 2009'. The article is categorized as a 'PRESS RELEASE' and is dated 'January 2009'. The text describes the Singapore furniture initiative and mentions the Singapore Furniture Industries Council (SFIC). A sidebar on the left contains navigation links like 'HOME', 'Become a member', 'Advanced search', 'Subscribe', 'FAQs', 'Daily News', 'JobsTAXI', 'Fresh Hot Features', 'The Front Seat', and 'The Driver'. A right sidebar lists 'January 2009' news items, including 'New York Times: \$250 Million Agreement With Bianco Inbursa And Immobiliaria Cars' and 'Icograda Appoints New Members To Board'. The browser's taskbar at the bottom shows the 'Internet' icon.

The biggest Singapore furniture initiative will partake in imm cologne 2009 this year where a total of 18 Singaporean furniture companies and brands will be showcasing their finest collection.

This marks the second major international showcase for Singapore Mozaic (the country's industry initiative) in Europe, following its successful debut at Salone Internazionale del Mobile in Milan last year.

Helmed by Singapore Furniture Industries Council (SFIC), Singapore Mozaic is supported by International Enterprise (IE) Singapore and SPRING Singapore, agencies under the Ministry of Trade and Industry.

"Singapore Mozaic has proven to be successful, backed by experienced management, a skilled workforce and proven infrastructure, we are able to provide an efficient and credible one-stop touch point for European and global buyers

seeking best mix of high quality and competitively priced furniture,” said Andrew Ng, President of SFIC.

“This international showcase is part of a longer-term strategy to vastly strengthen our efforts and firmly establish Singapore furniture companies and brands in key countries including Germany, France and the United Kingdom,” said Ng.

“We will work hard to establish our presence in the international furniture arena to showcase the sheer range, high quality and competitive pricing of Singapore furniture so that we can become the regional hub for furniture design, manufacture and export. At Singapore Mozaic, we are convinced that a world in recession is not a world without opportunities.”

Singapore furniture companies and brands exhibiting at imm cologne this year consist of leading industry players that have achieved global recognition and have over the years won international accolades and awards for design and product excellence.

Singapore Mozaic brand ambassadors vary across mass furniture brands to design-centric companies, offering a wide selection for buyers based on their needs and budget requirements.

Products from Singapore furniture companies and brands are largely conceptualised and designed locally, manufactured regionally and sold to the world.

Some of the companies from Singapore Mozaic participating in imm cologne 2009 include Eurosa Furniture Co, HTL International Holdings, Haleywood Industries, Home of Homes Furniture, Getz Bros & Co, Koda, Richin Furniture Décor, Star Furniture Industries and Univonna.

“Given Singapore’s strategic location, local furniture companies are able to offer buyers the best of both worlds through its unique blend of Eastern and Western business practices, dynamic design capabilities and versatile production resources. With support from public sector trade agencies, we are able to gain greater accessibility to secure global buyers’ trust and commitment,” said Ernie Koh, Vice Chairman, International Trade Development, SFIC and Executive Director of Marketing, Koda.

The local industry is also proud to be exhibiting design-centric furniture through brands like Air Division, Exit Design and Urban Foundry. These brands have established a strong retail base in various overseas markets across Europe and within Asia, through their wide range of design-focused products ranging from living room furniture, to dining collections and accent pieces.

Other unique names from Singapore include PLATFORM; an initiative under the Design Entrepreneur Development Programme by SFIC that aims to help promising local designers to launch their prototypes overseas. Brands under this initiative include 1degOFF by Bomania DesignWorx, OutofStock and Air Design Group. These brands create design-driven furniture that epitomizes creativity while challenging conventions.

Outside the Singapore Mozaic umbrella, Box Living Pte Ltd, Wayco International and Ivena International are also exhibiting their collections. These products cut across rattan, teak, mahogany and many household furniture aesthetics.