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February 9 -13, 2009
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Singapore Furniture Companies To Show In Dubai

Monday, October 20, 2008

By: *Furniture World Magazine* [Print Page](#) | [Send This Article By E-mail](#) | [Click to Review](#)

Singapore Furniture Industries Council (SFIC) announced that it will be leading a Singapore contingent to the prestigious Index Dubai, the UAE's premier furniture and interiors event, from 3 to 7 December 2008.

This year, a total of 12 companies will be participating at the Singapore Pavilion at Index Dubai, showcasing a wide range of furniture in a variety of styles, from contemporary to classic furniture. These companies are Ewins Pte Ltd, Richin Furniture Decor Pte Ltd, Zhaplin Work Pte Ltd, Chaplin Design Pte Ltd, Power Foam (S) Pte Ltd, HybridMatter LLP, Sitra Holdings (International) Ltd, Getz Bros & Co (S) Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Classique Furnishings Pte Ltd, Urban Object Creation Pte Ltd and Prestige Lifestyle Pte Ltd. In particular, visitors can look forward to exciting, new-to-market collections from design-led companies such as HybridMatter, Getz Bros and Zhaplin. Furniture firms with strong focus on product innovation like Ewins and Sitra will also be showcasing their comprehensive range of furniture fittings and outdoor furniture.

This year's showing also marks the debut of Singapore Mozaic at Index Dubai. Singapore Mozaic is the Singapore furniture industry brand that brings together a group of successful furniture companies bound by principles such as agility in the workplace, vibrancy in furniture design and products, forward-looking business practices and transparency in the workplace. After a successful showing at other international shows such as International Furniture Fair Singapore and Salone Internazionale del Mobile at Milan, Singapore Mozaic looks to expand its international reach to the UAE and beyond at Index Dubai. Singapore Mozaic ambassadors such as Richin, Sitra Holdings, Getz Brothers, Eurosa Furniture and Ewins will be showcasing their furniture collections under the Singapore Mozaic branding.

This is the seventh time that Singapore furniture companies are participating in Index Dubai. Occupying 436 sqm this year, the size of the Singapore Pavilion has increased 60 per cent from last year's fair, making it the largest-ever local booth at Index Dubai.

Mr Andrew Ng, President, SFIC, said, "As a world-renowned fair, Index Dubai is an excellent platform for the Singapore furniture industry to reach out to the Middle-Eastern market. The fair has always brought about many new business opportunities and helped our Singapore exhibitors cultivate valuable contacts in the global furniture industry. The introduction of Singapore Mozaic at this year's Index Dubai will also serve to highlight our members' unique capabilities and strengths to an even wider audience. Following our success at the fair last year, we are hopeful that our Singapore contingent will see even better results at Index Dubai 2008. "

At the conclusion of the fair in 2007, the Singapore contingent had garnered on-spot sales of S\$1.9 million, with sales of S\$3.3 million under negotiation and S\$4.5 million in expected sales over the 12 months following the trade fair.



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More room needed to show a wider selection of the Prestige and Matrix Collection gliders.

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This year, a total of 12 companies will be participating at the Singapore Pavilion at Index Dubai, showcasing a wide range of furniture in a variety of styles.

[Top 100 Furniture Retailer Uses Technology To Boost Average Ticket](#)

Jerome's Furniture reports 20% increase in average ticket with automated kiosk that pre-approves customers for in-store credit.

[Furniture.com Hires Morgan Woodruff as COO](#)

Woodruff will have primary responsibility for driving results for Furniture.com clients and new business development.

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Would you rather follow someone who is constantly preaching failures and bad



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Poll

1) The biggest Problem Facing Independent Furniture Retailers Is...

- Competition from mass merchants
- Proliferation of factory owned stores
- Delivery and supply chain issues
- Product quality and repair issues
- Low price points for imported goods
- Problems hiring qualified employees
- Other issues (see comments below)

Your Comments :

The participation of Singapore companies in Index Dubai is supported by IE Singapore and SPRING Singapore.

For more information on SFIC, visit www.singaporefurniture.com.

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Ask Joe...

"How do I compete in the expensive metro billboard market?"

luck or someone who is persistent in finding opportunity?

[Furnitureland South Selects Icovia Interactive Room Planner](#)

Company expects that the room planner will reduce IT costs and improve the overall customer experience.

[In Challenging Times, Service Matters Most!](#)

Use the following eight principles to build a superior service culture for your organization. The time to make it happen is now.

[Flexsteel Residential Sales For Quarter Decrease Slightly](#)

Company continues to adjust their operations and workforce to bring production capacity in line with demand.

[American Leather Purchases Assets Of John Charles Designs](#)

American Leather will purchase the rights to John Charles' home furnishing designs, textile collection and marketing materials.

[SHOWPLACE To Unveil "The Villas" Display This Week In High Point](#)

The Villas showrooms are designed for maximum exposure with an inviting, open environment, which includes stained flooring, lighting and overhead accent trellis.

[Dell Computer & High Point Market Authority Team Up To Enhance Market Attendees' Experience](#)

Technology Leader Will Supply Computers for Product Locator Stations, Buyer and Media Centers.

[Copeland Furniture Introduces New FSC-Certified Bedroom Collection In High Point](#)

Newport Bedroom Group continues the company's commitment to sustainable forestry practices and environmentally sound furniture manufacturing.

[Tempur-Pedic 3rd Quarter Domestic Sales Decrease 17%](#)

Mattress units declined 18% domestically and 10% internationally.

[Globe Manufacturer Introduces Frank Lloyd Wright Collection In High Point](#)

The globes have been adapted from select Wright drawings and concepts, chosen by Replogle and authorized by the Frank Lloyd Wright Foundation.

[Lamp Manufacturer Mario Industries To Debut Virtual Online Sales Office In High Point](#)

Home furnishings manufacturer says it will now offer the industry's first 24/7 online sales support.

[In the Current Economy, the Highest-Income Affluents Have Cut Their Spending the Most](#)

A new Unity Marketing survey of luxury consumers found that ultra-affluents who represent the top 2 percent of U.S. households are changing their lifestyles and shopping behavior.

[Raffle Underway To Benefit RugMark](#)

Certified child-Labor-free rug donated by Creative Matters will support RugMark's Most Beautiful Rug campaign to end illegal child labor.

[Research Report Examines Current Mindset Of Home Furnishings Consumers](#)

Unity Marketing has just published a new research study of the home furnishings market that examines the results of two consumer surveys.

[Over 36,000 Visitors Attend 22nd CIFF Show Guanzhou](#)

Post show report - 22nd CIFF hosted 677 exhibitors and 36,247 visitors, which is almost the same as last year.

[ICS Announces Close Out Company Will Show In High Point](#)

Company to offer furniture and accessory closeouts in High Point at 40-60% off their original cost.

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