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Singapore sources launch branding effort

By Gary Evans

SINGAPORE – The Singaporean furniture industry has created a new global brand for its furniture products called [Singapore Mozaic](#).

The brand aims to position Singapore as a leading source for fashion-forward furniture designs and provide a focal point for the promotion of Singaporean products overseas.

singapore
mozaic



Established in markets in Germany, Denmark and Morocco, Mozaic member Air Division has turned its sights on the United States with design-oriented pieces like this sleek, low console.

“With this collective branding of the industry, we hope to sharpen our competitive edge as we challenge ourselves further in design and innovation in the international arena,” said Andrew Ng, president of the Singapore Furniture Industries Council (SFIC), the campaign’s main organizer.

“This brand positioning will harness the collective strength of industry players to differentiate their products and enhance the recognition of quality, design, reliability and value” offered by Singapore furniture companies, he added.

Mozaic members, called brand ambassadors, range from upholstery maker Abitex Designs to contemporary case goods and upholstery maker Urban Foundry. Mozaic members must belong to the SFIC, which represents 95% of Singapore-based companies that sell their products abroad.

About one-half of the Mozaic participants have expressed interest in doing business in North America.

The Mozaic brand made its first appearance at this spring’s Salone del Mobile fair in Italy. The group also plans to participate in other key overseas furniture shows this year and will conduct a trade mission to Las Vegas and High Point.

Since many companies are based here but manufacture in other Asian countries, the organizers of Moziac require members to have at least a 30% Singaporean equity stake. Members also must have the infrastructure and workforce to keep up with export demand, use a blend of Eastern and Western business practices and be able to respond to customer needs and market conditions.

In addition, visitors at the recent International Furniture Fair Singapore and the 15th ASEAN Furniture Show here saw the market debut of a new exhibition center to promote international companies and trade. The \$17 million International Furniture Center is a one-stop, year-round platform for export business built to complement the annual furniture show.

The new center opened with 28 furniture exporters showcasing items made in Singapore and the region. Two more centers are planned. The IFC also will serve as a center of learning for furniture manufacturing, design, marketing, sales, logistics and management through the Furniture Learning Institute that is located on the premises.