

Sit up, Mozaic is here

New branding for Singapore furniture

A NEW brand identity to stamp Singapore furniture on global buyers' minds was launched yesterday.

Under the banner, Singapore Mozaic — launched by the Singapore Furniture Industries Council — 27 firms will promote

the Singapore brand. For a start, their products will be showcased at events such as the renowned Milan Furniture Fair next month, and Cologne's Orgatec and the Index Dubai later in the year.

Information, Communications and the Arts Minister Lee Boon Yang called Singapore Mozaic a "timely initiative" to strengthen the nation's share in global furniture exports.

From 0.7 per cent, the industry can confidently expect its slice of the pie to grow to 2 per cent by 2015, he said at the opening of the International Furniture Fair and 25th Asean Furniture Show at Singapore Expo yesterday.

He said: "This positioning will harness the collective strength of industry players to differentiate their products and enhance the recognition of quality, design, reliability and value by Singapore furniture firms.

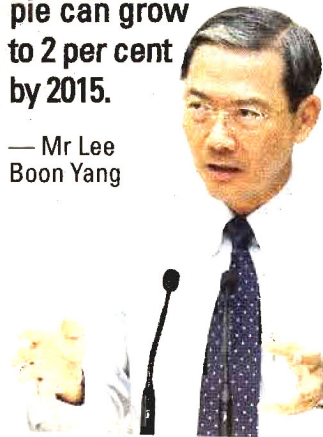
"A distinctive brand positioning is fundamental to the industry's future growth. It will also help to attract new investment and design talent to energise the industry with new ideas and innovative designs."

Singapore's annual furniture growth — at 15 per cent — is higher than global figures of 6 to 8 per cent, said council president Andrew Ng. In the pipeline is "a lot of branding, design and product development".

"With strong support from the Government, such as IE Singapore, Spring Singapore, and the various government agencies, things look promising ... "

From 0.7 per cent, Singapore's piece of the global furniture pie can grow to 2 per cent by 2015.

— Mr Lee Boon Yang



TODAY FILE PHOTO

Meanwhile, Dr Lee said the 2007 National Design Industry Study conducted by Ernst and Young showed that 44 per cent of firms acknowledged that design gives them a competitive edge, an increase from the 32 per cent in 2005.

He urged industry players to work with the Ministry's DesignSingapore Council to further internationalise Singapore designs and design capabilities.

In terms of capability development, design is one of the disciplines considered as part of the integrated learning approach for Singapore's future fourth university.

On Tuesday, the Education Ministry said the university will offer a cross-disciplinary education, emphasising "solutions-directed research" to provide answers to problems faced by the industry. — CHANNEL NEWSASIA