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SINGAPORE MOZAIC RETURNS FROM MILAN FURNITURE FAIR 2009 IN HIGH SPIRITS

Singapore's star shone brightly at the 48th Salone Internazionale del Mobile in Milan, Italy through its contingent of six local furniture players that exhibited under the furniture industry brand, Singapore Mozaic.

A unique B2B platform led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore, Singapore Mozaic was represented by Air Division Pte Ltd, Getz Bros & Co (S) Pte Ltd, Koda Ltd, Office Planner Pte Ltd and Star Furniture Industries Pte Ltd as well as exit design in an expanded showcase with a 129 per cent increase in space as compared to last year.



At the six-day fair from 22 to 27 April, the Singapore delegation achieved an estimated S\$250,000 worth of spot orders with additional deals valued at S\$350,000 still under negotiation. New business leads established during the fair are expected to generate follow-on

sales of S\$1.8 million over the next 12 months.

SPRING Singapore's Director of Lifestyle, Kee Ai Nah, said "The ongoing efforts to promote Singapore furniture companies internationally under the Singapore

Mozaic brand are showing results. Besides generating greater brand awareness at international platforms, the increased sales orders, despite the challenging times, are testament to the success of this industry-led initiative and the quality of Singapore furniture."

Adding prestige and stature was the official visit by Singapore's Senior Minister Goh Chok Tong and Mr S Iswaran, Senior Minister of State for Trade and Industry. SM Goh and Mr Iswaran toured the Singapore Mozaic booth on the opening day of the fair and spoke with local exhibitors and designers.

Andrew Ng, President of SFIC said, "Senior Minister Goh's visit to the fair in support of Singapore Mozaic was a great honour for all of us. It was a great boost to our spirits as it affirmed our collective efforts to increase the prominence of Singapore furniture in the world market."

All six companies at the Singapore Mozaic pavilion stepped up their game and collectively showcased a wide selection of furniture and furnishing products ranging from dining and bedroom sets to office furniture and accent pieces. The participants garnered much interest from the top-tier international buyers and manufacturers at the fair, especially from visitors from the European markets.

Said Tan Soon Kim, Deputy Director, Business and Lifestyle Services, IE Singapore, "The Salone Internazionale del Mobile, being one of the most prestigious design oriented furniture shows in Europe, enabled our furniture companies to show global buyers that they too are able to produce furniture of top-class original design. Indeed, the encouraging sales registered by our companies is a signal of market acceptance and acknowledgement of our capabilities."

In particular, Singapore Mozaic ambassador Office Planner Pte Ltd chose the fair for its European debut of Pinker, a collaboration with international celebrity designer Karim Rashid. The company managed to draw keen interest from distributors and agents in Europe. This June, selected pieces from the Pinker series will also be exhibited at the new multi-functional Not Only Architecture gallery in Zona Tortona in Milan, the famed art, design and exhibition district.

Another Singapore Mozaic ambassador, Koda Ltd, also took advantage of this prestigious event to unveil its Asolo collection, which was, fittingly, the result of a special partnership with Italian designer, Luigi Garbarino. With



this Italian touch, the company has sealed fruitful orders and also opened doors to new markets such as Italy, Middle East, United Kingdom and other regions in Europe.

Exit design also enjoyed success at Salone Internazionale del Mobile. Three of exit design's pieces, "Vice Versa" line table, "Before and After" chaise lounge and "Paper Fold" armchair, have been chosen for display at the lobby of the hip Nhow Hotel as part of its new exhibition, "CONmunication".

Singapore's representatives at SaloneSatellite, 1degOFF design

playgroup, d.labTM, Jarrod Lim Design, Air Design Group, Outofstock and Studio JUJU, who were supported by Design Singapore Council's Overseas Promotion Partnership Programme (OPPP), also fared well.

These companies saw a healthy number of enquiries from international furniture companies interested to manufacture or retail their designs. They also built up a good network of potential business contacts at the show.

For more information, please visit www.singaporefurniture.com and www.singaporemozaic.com