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Client: Singapore Furniture Industries Council      Date: 10 September 2009  
Publication: Furnishing Report      Impressions: -  
Editorial Profile: Furniture News      Frequency: Daily  
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## Italy and Singapore sign furniture knowledge share and partnership agreement

9th September 2009 | [international](#) | Furniture firms in Italy and Singapore will share design knowledge and may form partnerships following an agreement signed between the lead trade associations for the two nations yesterday (8th Sep).

The Singapore Furniture Industries Council (SFIC) and FederlegnoArredo (FLA) have agreed a memorandum of understanding to foster relationships between manufacturers and designers - among the first of its kind between Far Eastern and European states.

The furniture industry in Singapore is looking to build its worldwide reputation as a design leader and recently introduced the Singapore Mozaic brand to European buyers in Milan earlier this year - a collective of suppliers from Singapore. The Italian furniture industry, already established for its design credentials, is thought to want to increase its penetration across Asia - with Singapore viewed as a potential gateway to other export markets.

Under the terms of the agreement, the trade bodies will try to match make relationships - with Singapore manufacturers put in contact with appropriate Italian retailers, and distributors in Singapore gaining access to Italian brands, including the possibility of local companies franchising brands themselves.