

## SINGAPORE RETURNS WITH S\$1.8M SALES POTENTIAL FROM MILAN

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**Singapore:** Singapore Mozaic member returned from the Salone Internazionale del Mobile in Milan, Italy with an estimated S\$250,000 (US\$171,753) 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.

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 percent increase in space as compared to last year.

Singapore's Senior Minister, Goh Chok Tong visited the fair on April 22, 2009 to lend support to the Singapore contingent. Goh's visit is a strong testimony for the local furniture industry and an endorsement of its efforts to expand internationally. Goh was in Milan to boost political and economic ties and to conclude a bilateral agreement with Milan's mayor Letizia Moratti.



**Singapore Senior Minister Goh Chok Tong at the Singapore Mozaic booth in Milan**

In particular, several Singapore Mozaic ambassadors used the fair as a platform to launch their exciting new collections. Koda Ltd unveiled its Asolo dining and bedroom

collections which have been specially designed by multiple award-winning Italian designer Luigi "Gigi" Garbrino. Star Furniture Industries Pte Ltd premiered its clean and fresh Gavino Bed Set and Saverio Sideboard pieces.

Also hoping to create a buzz is Office Planner Pte Ltd, who debuted PINKER, its collaboration with international celebrity designer Karim Rashid. Centred on the "Happy Office Concept", the pinker Pine features psychedelic colours, unusual shapes and funky graphics that will inject an element of playfulness into any room.

Exit has also signed a partnership with Kreon, an international company specialised in spot lighting's design. Kreon will host PC Ee's creations in its shops in Belgium and Singapore. A cooperation agreement signed between Milan's Nhow Hotel and PC Ee, will see two of his most prestigious pieces at the "CONmunication"'s gallery that opened at Nhow on the May 7, 2009.

During the six-day event, Air Division signed about 100 orders and Getz received orders amounting to about EUR 100,000 (US\$135,937). Koda registered a turnover of EUR 40,000. ➤

The six Singapore representatives showcased their latest collections under the Singapore Mozaic umbrella within a 160 sq m booth (L01/M02) located in Hall 13. These companies' participation were subsidised by the International Marketing Activities Programme (IMAP) from IE Singapore and Overseas Promotion Partnership Programme (OPPP) by DesignSingapore Council.

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."

Said SPRING Singapore's Director of Lifestyle, Kee Ai Nah: "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."

# SPRING singapore

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**Kee Ai Nah, Director of Lifestyle,  
SPRING Singapore**



**INTERNATIONAL  
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**Singapore**



**Tan Soon Kim, Deputy Director, Business  
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