

Singapore Companies To Show At imm cologne 2010

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By: *Furniture World Magazine*

The Singapore Furniture Industries Council (SFIC) announced that it will be leading a Singapore contingent featuring Singapore Mozaic ambassadors and other local companies to the first major international trade fair of the New Year, imm cologne 2010 in Germany, from 19 to 24 January.

After a successful debut showing at the 2009 fair, Singapore Mozaic says it is looking to impress again with its wide variety of designed-focused, quality pieces.

Singapore Mozaic will be represented by Air Division Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Haleywood Industries Pte Ltd, Home of Homes Furniture Pte Ltd, HTL International Holdings Ltd, Koda Ltd, Lorenzo International Ltd, MLC Marketing Pte Ltd, Richin Furniture Décor Pte Ltd, Star Furniture Pte Ltd, Suncoast Sitra Pte Ltd, Univonna Pte Ltd and Urban Foundry Pte Ltd. Joining the Singapore Pavilion are Ivena International Pte Ltd, Wayco International Pte Ltd and Wood Bros Furniture Ltd, bringing the total number of participating companies from Singapore to 16.

Mr Andrew Ng, President of SFIC, said: "This year, we had a very positive experience at imm cologne 2009 and we're delighted to be heading back for Singapore Mozaic's sophomore showing. We're confident that with the added experience and international exposure that the brand has garnered over the past year as well as the innovative pieces created by our local companies, we will attract even more attention from global visitors and see greater interest from buyers all over the world."

Occupying a total of 2,800 square metres, Singapore's furniture players will be spread across four locations – the Singapore Pavilion will be located in Hall 2.2 (Basic) while several Singapore Mozaic ambassadors will be exhibiting in Halls 6.1 (Comfort), 8 (Smart) and 11.1 (Pure) .

Two Singapore companies to look out for at the fair are Singapore Mozaic ambassadors, Air Division and Urban Foundry. Having garnered increased international attention for their outstanding designs, they have been selected to exhibit at the Pure Hall (Hall 11.1), where the world's top designers gather to display their latest collections. Air Division, known for its contemporary, urban designs, will be leveraging its first appearance in the Pure Hall by introducing its new collection based on the concepts of Construction, Shape and Pattern. Urban Foundry, which was commissioned to design the furniture pieces at the recent APEC Economic Leaders Retreat 2009 in Singapore, will be showing in the Pure Hall for the second time and the company will be launching its new brand – Foundry. Foundry offers a collection created by a group of young talents from Singapore, Japan, Finland, Germany, Spain and Serbia. Each piece of furniture is inspired by the individual designer's home city yet all the pieces complement each other as they share similar design philosophies.

Showcasing environment-friendly and socially-responsible furniture are Singapore Mozaic ambassadors Haleywood Industries and Home of Homes Furniture, located within the Singapore

Pavilion in Hall 2.2, as well as Koda which can be found at Hall 8. Haleywood Industries, a member of the Forest Stewardship Council, will exhibit its solid wood furniture, Home of Homes Furniture will display its unique collection created from tropical hard wood recycled from decommissioned boats and Koda will present its new range of contemporary furniture made from responsibly-forested, highly renewable bamboo and eco-board.

Said Mr Tan Soon Kim, Deputy Director of the Lifestyle Services Division from IE Singapore, the agency driving the overseas growth of Singapore companies and trade: "The global trend towards green practices and products means that corporates and end-consumers are looking at increased accountability when it comes to protecting the environment. Being responsible corporate citizens, Singapore furniture companies have this development on their radar and are looking into ways to better serve their customers and contribute to environment sustainability at the same time. Together with their strong track record of producing quality products that meet the needs of the market, Singapore furniture companies are the preferred partners of global furniture buyers."

At the conclusion of imm cologne 2009, the Singapore contingent had garnered a total of S\$92.7 million worth of sales, consisting of spot-on and expected sales over the 12 months following the trade fair.

The participation of Singapore companies in imm cologne is supported by IE Singapore.

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

About Singapore Furniture Industries Council (SFIC)

SFIC was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship. SFIC organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia.

SFIC, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show.

It also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region.

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

www.singaporefurniture.com

About Singapore Mozaic

The Singapore Mozaic brand brings together a collection of successful Singapore furniture companies that offers a diverse portfolio of consumer, business and specially crafted products. With the commitment to improve how consumers worldwide live and work, Singapore Mozaic delivers business with passion and style. Singapore Mozaic is a B2B brand that encapsulates the essence of Singapore furniture as well as the attributes of Singapore furniture companies.

www.singaporemozaic.com

About International Enterprise Singapore (IE Singapore)

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economic wing. Its mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and its "3C" framework of assistance -Connections, Competency, Capital, IE offers services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, IE works to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.www.iesingapore.com

About SPRING Singapore

As the agency for enterprise development, SPRING Singapore aims to enhance the competitiveness of enterprises to develop a strong base of dynamic and innovative Singapore enterprises. We help to nurture a pro-business environment, facilitate the growth of industries and enhance innovation and enterprise capabilities of small and medium enterprises for better access to markets and business opportunities. As the lead agency for the furniture sector, SPRING Singapore helps furniture manufacturers to build on their strengths and tap opportunities presented by emerging global trends. Our vision is to develop Singapore into an International Furniture Hub where value-added functions like headquarters, design and branding are anchored.

www.spring.gov.sg

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