

**NEWS: Singapore Mozaic Goes To Salone Internazionale Del Mobile 2009**

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**PRESS RELEASE**

**April 2009**

Armed with the finest furniture offerings and creative designs, Singapore is fully equipped to take the furniture world by storm at the prestigious 48th Salone Internazionale del Mobile held in Milan, Italy.

Exhibiting again in Milan after last year's successful run, six Singapore representatives will be showcasing their latest collections under the Singapore Mozaic umbrella within a 160 square metre booth.

These companies' participation is supported by the International Marketing Activities Programme (IMAP) from International Enterprise Singapore (IE Singapore).

Flying the Singapore Mozaic flag are its brand ambassadors - 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.

Singapore Mozaic is a unique B2B industry furniture brand led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore.

The brand represents the finest in Singapore furniture, bringing together an array of successful Singapore furniture companies that offer a diverse portfolio of quality, well-designed products at reasonable prices.

There are currently 34 ambassadors for Singapore Mozaic, each possessing qualities synonymous with the strengths of the Singapore furniture industry.

Given the grim global economic outlook and the importance of Europe as an export market for Singapore furniture manufacturers, Mr Andrew Ng, President of SFIC, reaffirmed the relevance of the Singapore Mozaic brand: "Presently, it is even more important for the Singapore furniture industry to unite together to create a bigger impact internationally."

"This is the second year that we are represented under the Singapore Mozaic brand at Salone Internazionale del Mobile, one of the premier global furniture trade fairs, and we hope to again make a positive impact."

With the current economic slowdown, we are a little cautious about our sophomore outing, but at the same time, we are positive that we will achieve encouraging results and I am confident that our Singaporean 'never-say-die' attitude will shine through"

"There will be pockets of opportunities for Singapore companies even in such challenging times as buyers seek out quality supplies," said Mr Tan Soon Kim, Deputy Director of Business and Lifestyle services at IE Singapore.

Mr Tan continued, "Our companies offer a compelling proposition to both trade buyers and end consumers with its diversified production bases, strong fundamentals and superior offerings."

"Our trademark reliability and consistency in supplying to buyers offer an added assurance to the way business is concluded in such times."

"IE Singapore will continue to work closely with our furniture industry to increase their presence at global premier shows such as the Salone Internazionale del Mobile."

The six exhibitors at Salone Internazionale del Mobile will display a wide selection of furniture products ranging from dining and bedroom sets to office furniture and accent pieces, fully demonstrating the excellent design capabilities offered by Singapore furniture players.

In particular, several Singapore Mozaic ambassadors will be using the fair as a platform to launch their exciting new collections.

Koda Ltd is unveiling its ASOLO dining and bedroom collections which have been specially designed by multiple award-winning Italian designer Luigi "Gigi" Garbrino, while Star Furniture Industries Pte Ltd will be premiering its clean and fresh Gavino Bed Set and Saverio Sideboard pieces.

Also hoping to create a buzz is Office Planner Pte Ltd, who will be debuting PINKER, its collaboration with international celebrity designer Karim Rashid.

Centred on the "Happy Office Concept", the PINKER line features psychedelic colours, unusual shapes and funky graphics that will inject an element of playfulness into any room.

Up-and-coming Singapore furniture design talents are also represented at this year's 12th SaloneSatellite alongside the best young designers from around the world.

An annual showcase for new designs and ideas by young architects and students of industrial design under the age of 35, SaloneSatellite is a must-see for furniture industry professionals and manufacturers.

Visitors to SaloneSatellite, can expect to see simple yet creative designs and cutting-edge pieces from 1degOFF design playgroup, d.lab, Jarrod Lim Design, Air Design Group, Outofstock and Studio JUJU, each pushing design boundaries while maintaining strong functionality.

The participation of these six companies is supported by the Overseas Promotion Partnership Programme (OPPP) by DesignSingapore Council.

In addition, SFIC is leading a furniture study mission to Milan together with SPRING Singapore and DesignSingapore Council over the duration of Salone Internazionale del Mobile.

Mrs Kee Ai Nah, Director of Retail, Furniture, Textile and Apparel Division, SPRING Singapore, said, "It is heartening that Singapore Mozaic and some young designers are able to maintain their presence at Salone Internazionale del Mobile and Salone Satellite this year."

"It is also timely that more Singapore furniture companies are taking steps to become design-centric and several are participating in the first design-focused mission led by SPRING."

"We hope to encourage and nurture our young designers through opportunities to meet, interact and learn from their European counterparts."

Besides visiting the Milan fair and various design events, Singapore furniture players and designers will also meet with renowned Italian furniture designers and companies such as Driade and Magis.

These exchanges will help these companies better understand the latest design trends as well as the requirements of the European market.

It also allows participants to explore possible international collaborations and partnerships.

Mr Ng added: “Despite the market uncertainties, we are still actively working with our government agencies and local furniture players on initiatives to boost the Singapore furniture industry and to increase our presence in the international furniture scene.”

“We remain upbeat that with our combined efforts, the Singapore furniture industry will be able to weather the challenges ahead and emerge even better and stronger.”