

Client:	Singapore Furniture Industries Council	Date:	March 2010
Publication:	FDM Asia (online PDF)	Circulation:	8,107
Editorial Profile:	Furniture news	Frequency:	8 times a year
Section/ Page:	Design & Decor / page 60-61		

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Exhibition Review

Cologne 2010:

Singapore Mozaic

makes an impression at

A group of companies led by the Singapore Furniture Industries Council brings in substantial orders for the island state.

singaporemozaic



in the European market by showcasing their range of fine products and innovative designs in such a high-profile event on the international furniture circuit. Having learnt a lot from last year's debut experience, the Singapore contingent really upped their game and as a result, achieved an exponential increase in sales figures," said Andrew Ng, president of SFC.

The participation of Singapore companies in imm cologne 2010 was also supported by IE Singapore. Said Tan Soon Kim, IE Singapore's Lifestyle Business Group director. "One feature which stood out this year at the fair was Singapore companies' green furniture showcase. We received positive feedback from European visitors on companies such as Halseywood Industries, Home of Homes Furniture and Koda's incorporation of environmentally-friendly features into their furniture design."

"As the world places more emphasis on accountability towards the environment, our furniture companies have proven to be forward-looking in this aspect. IE Singapore will continue to promote green manufacturing practices to our companies and help them think 'green', to give them a headstart in positioning for a global green marketplace."

High Visibility

The Singapore Pavilion also received praise from buyers for its striking design

led by the Singapore Furniture Industries Council (SFC), Singapore Mozaic ambassadors and other local companies, returned with excellent sales results from imm Cologne 2010 which ran from January 19 to 24. The 16 Singapore participants clearly impressed and secured S\$14.6 million (US\$10.4 million) in on-spot orders, with S\$15.4 million worth of sales under negotiation. The contingent also forecasts an additional S\$236 million worth of sales in the coming 12 months, a more than 200 per cent increase from 2009.

Flying The Flag

Singapore Mozaic is a unique B2B furniture industry brand led by SFC and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore. It brings together successful

local furniture companies bound by principles such as agility and transparency in the workplace, forward-looking business practices and vibrancy in furniture design and products.

Flying the Singapore Mozaic flag were Air Division, Eurosa Furniture, Halseywood Industries, Home of Homes Furniture, HTL, Koda, Lorenzo, MLC Marketing, Richin Furniture Décor, Star Furniture, Suncoast Sitra, Univorna and Urban Foundry. Also showing as part of the Singapore Pavilion were Ivana International, Wayco International and Wood Bros Furniture.

Showcasing Talent

"We are heartened by the excellent outcome of Singapore Mozaic's second showing at imm cologne 2010. This was a tremendous opportunity for the best of our local key industry players to extend their presence

Exhibition Review



thanks to the collective and highly-visible Singapore Mozaic branding that made the pavilion stand out from the other booths in the hall.

The Singapore contingent not only won rave reviews from visitors for their wide array of creations on display, from living to dining room sets, to home office pieces and occasional furniture, but also garnered commendations on the excellent service quality rendered.

Added Mr Ng: "As a brand, Singapore

Mozaic has really blossomed since our launch in 2008. We can see the building up of brand recognition at all the international furniture trade fairs we've participated in and with our ambassadors actively championing the attributes of Singapore furniture, we are confident that our local companies will continue to shine on the global furniture stage."

The Next Show

Singapore Mozaic will next be showcasing

its range of versatile, high quality and attractive furniture at the upcoming International Furniture Fair Singapore 2010/27th ASEAN Furniture Show (IFFS/AFS 2010) at the Singapore Expo from March 9 to 12, 2010.

Thereafter, Singapore Mozaic will be flying its flag high at the 40th Salone Internazionale del Mobile in Milan, Italy, from April 14 to 19, 2010 in Hall 20.

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