



## NEWS RELEASE

### Singapore Debuts at International Contemporary Furniture Fair 2010

#### *Five Singapore companies set to impress at Singapore Pavilion*

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**NEW YORK/SINGAPORE**, 12 May 2010 – Singapore is set to make its show debut at the 22<sup>nd</sup> International Contemporary Furniture Fair (ICFF) that will be held at New York City's Jacob K. Javits Convention Center. Five Singapore companies will showcase their latest product lines at the ICFF, embodying the finest of what the Singapore furniture industry has to offer. They are Singapore Mozaic ambassadors: Air Division Pte Ltd and Office Planner Pte Ltd, as well as design companies, 1degOFF by Bomania Designworx, Mad Scientists Pte Ltd and oon.

Organised by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore as well as DesignSingapore Council, the Singapore Pavilion will be located at Booth 1866. Visitors can expect inspirational furniture, furnishings and home accessories that defy their usual, expected forms to ensue innovative yet extremely functional creations.

With a heavy emphasis on construction, structure and design, these companies will be exhibiting their bestselling collections, including Office Planner's dynamic office desking furniture with individual work desks and oon's innovative clip seat and pocket storage system. Air Division will proudly present its inspirational and eco-friendly range of furniture pieces from the 2010 Plank Living Collection, which was well-received at earlier

international exhibitions such as imm cologne, International Furniture Fair Singapore (IFFS), and the Milan Furniture Fair. 1degOFF intends to dazzle with its Light Play collection, made up of creations that attempt to defy conventional associations with lamps, while Mad Scientists aim to impress with their collection of Modular Structural System products.

Mr Andrew Ng, President of the Singapore Furniture Industries Council, said, "The ICFF is an internationally reputed fair where one can find unique exhibits showcasing the latest trends in furniture design. Our exhibiting furniture companies have an excellent combination of experience, flair for design and production capabilities, giving them an edge in creating a diversity of quality products for the international market. Our maiden participation in this event is a significant step for Singapore, allowing them to pit their creativity against more global players, opening up more doorways to alternative and new markets while establishing more fruitful connections within the international furniture design industry.

Said Mr Tan Soon Kim, Group Director for Lifestyle Business, IE Singapore, "The US is the furniture trade's main growth driver and largest furniture importer with imports at about US\$32 billion in 2009. With the upturn of the economy, we see incipient signs of renewed and growing interest from US buyers who are actively sourcing for new products and lines. Singapore furniture companies achieved healthy export sales of S\$4.7 billion (around US\$3.4 billion) despite the downturn last year, only a slight decrease of 4% from 2008. This speaks volumes about the quality players we have. We are therefore confident that the participation in ICFF will propel our furniture industry's growth while fulfilling the wide-ranging needs of the huge US furniture market."

The ICFF, which will be held from 15 to 18 May 2010 is one of North America's most anticipated contemporary furniture shows and is expected to attract more than 24,000 interior designers, architects, retailers, designers, manufacturers, representatives, distributors, and developers. More than 500 exhibitors will display contemporary furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, and kitchen and bath for residential and commercial interiors.

For more information, please visit [www.icff.com](http://www.icff.com) and [www.singaporefurniture.com](http://www.singaporefurniture.com).

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#### **About Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council 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 also organises the annual Furniture Design Award to spur trendsetting furniture designs from Asia. 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](http://www.singaporefurniture.com)

#### **About Singapore Mozaic**

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 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:

- Experience management, skilled workforce and proven infrastructure help generate consistent and progressive solutions
- Unique blend of Eastern and Western business practices, up-to-date design capabilities and versatile production resources
- Anticipate, adapt and respond to customer needs and market conditions
- Reliable, service-oriented, deliver good quality and help our customers stay one step ahead of competition
- Principled, open and honest in adhering to the brand's philosophy

[www.singaporemozaic.com](http://www.singaporemozaic.com)

#### **About International Enterprise Singapore**

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economy

Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our 3C framework – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

[www.iesingapore.com](http://www.iesingapore.com)

#### **About DesignSingapore Council**

The DesignSingapore Council formed in August 2003 as a department within the Ministry of Information, Communications and the Arts, is the national agency for promotion and development of Singapore design.

As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multidisciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets  
[www.designsingapore.org](http://www.designsingapore.org)

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**Issued by** : **Foreword Communications Pte Ltd**

**On behalf of** : **Singapore Furniture Industries Council**

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