

NEWS RELEASE

SFIC sends Singapore Mozaic delegation to Salone Internazionale del Mobile 2010

SFIC's third show sees bigger exhibition space

Milan, 1 April 2010 – The Singapore Furniture Industries Council (SFIC) will be participating in the annual Salone Internazionale del Mobile 2010, which will run from 14-19 April 2010, for the third time in a row. This year sees the delegation of 15 Singapore companies offering up an exciting panorama of products, ranging from modern lifestyle furniture to kitchen furnishings. The Singapore Mozaic brand will also have greater presence at the show with an increase in exhibition space.

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 35 ambassadors for Singapore Mozaic, each possessing qualities synonymous with the strengths of the Singapore furniture industry.

The Singapore Mozaic booth, supported by the International Marketing Activities Programme (IMAP) from IE Singapore, will be located at Pavilion 20, Booth D01/D05. This year the group of brand ambassadors will be adding more clout to Salone 2010 with a bigger exhibition space of 200 square metres, underscoring the growing presence of Singapore companies in the international furniture scene. Singapore Mozaic will be represented by Air Division Pte Ltd, Koda Ltd, Getz Bros & Co (S) Pte Ltd, Lorenzo International Ltd, Star Furniture Pte Ltd and Univonna Pte Ltd. Joining them at Pavilion 20 are Cilicon Faytory and Think Design.

This year also sees newcomer BI & L showcasing its innovative range of kitchen furniture and furnishings at Hall 9, Booth M04 of Eurocucina. Visitors can look forward to BI & L's newest kitchen collection designed in a modern and contemporary style, consisting of a wide range of mechanical equipments including a series of doors and shelf finishings. Other highlights of the collection include aluminium-edged plywood furniture and glass fiber-coated basins.

Also waving the Singapore flag high are young designers D'Lab, Jarrod Lim Design, Nathan Yong Design, Out of Stock and Studio Juju who will be showing their pieces over at SaloneSatellite, at Pavilion 22- 24, an area devoted to young designers and their creative works. Exit Design, another Singapore company, will also be exhibiting at the Zona Tortona show.

Andrew Ng, President of SFIC, said, " Our participation at the Salone Internazionale del Mobile 2010 marks a significant achievement for Singapore Mozaic. Not only will it allow members to attract new and key buyers from overseas markets by offering them a larger selection from their collections, it also offers them the opportunity to cultivate and grow brand awareness of their companies."

Last year, the Singapore delegation achieved around \$250,000 Singapore dollars in spot orders. New business leads established during the fair also generated an estimated \$1.8 million Singapore dollars in follow-on sales.

Said Mr Yew Sung Pei, Assistant Chief Executive Officer of IE Singapore, "Singapore furniture players, with their strong design capabilities, uncompromising high quality standards and customer-centric management, have made good progress in Europe. One example is Air Division, which received international acclaim from the prestigious Red Dot Awards, and will be a key component of the Singapore Mozaic exhibition at this year's Milan fair. In addition, Exit Design who made successful inroads into Europe last year, and will be exhibiting with their Italian partner at Zona Tortona for the first time this year. IE Singapore looks forward to working with more Singapore furniture companies to support them in their internationalisation journey, and to help enhance the global recognition of the industry."

The participation of Singapore companies in **Salone Internazionale del Mobile 2010** is supported by IE Singapore and DesignSingapore Council.

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About Singapore Furniture Industries Council

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, 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 trend-setting 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

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:

- 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

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 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 of assistance – 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

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

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

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