

NEWS RELEASE

RESOUNDING SUCCESS FOR SINGAPORE DELEGATION AT SALONE INTERNAZIONALE DEL MOBILE 2010

**Sales from this year's show up by
100 per cent compared to 2009**

Milan, 21 May 2010 – Singapore Mozaic members and local furniture companies who participated at the recent Salone Internazionale del Mobile 2010 in Milan surpassed their sales achieved in 2009. Furniture spot orders at the event amounted to S\$500,000, a healthy increase of 100 per cent compared to last year's S\$250,000. Participating companies also performed equally well in follow-on sales, hitting a total of S\$3.4 million, almost double the S\$1.8 million achieved in 2009. Targets for sales under negotiation also surpassed expectations, increasing by 200 per cent to a staggering S\$1.3 million.

With the support of International Enterprise (IE) Singapore and DesignSingapore Council, the 14 member delegation, comprising some of Singapore's leading furniture companies and design-centric firms, contributed to a growing presence of Singapore furniture on the international scene at the Milan show. The excellent showing by Singapore Mozaic members such as Air Division Pte Ltd, Koda Ltd, Getz Bros & Co (S) Pte Ltd, Lorenzo International Ltd, Star Furniture Pte Ltd and Univonna Pte Ltd as well

as Singapore companies, Cilicon Faytory, Think Design and BI & L, contributed to the increased sales at this year's event held from 14-19 April 2010.

Mr Andrew Ng, President of SFIC, said: "We are pleased with the overwhelming positive response towards Singapore furniture at this year's show. The boost in sales reaffirms our country's reputation as a strong player in the international market and one that is highly capable of offering a wide portfolio of quality, well-crafted home products and accessories at competitive prices. We are also thrilled to note that our success in this sector of the global arena is clear testament to the fact that the international market is actively seeking out Singapore furniture's finest. With an enhanced brand image of the Singapore furniture industry as a credible player and business partner on the world stage, we are more confident than ever of reaching our goal of become the furniture hub of Asia."

Added Mr Yew Sung Pei, Assistant Chief Executive Officer of IE Singapore, "The strength of Singapore furniture companies' designs are coming through superbly, as evidenced by the growing presence of Singapore companies at the Salone Internazionale del Mobile and increased sales figures achieved at the show. As Singapore furniture companies continue to innovate and grow, backed by their forward-looking business practices and outward looking perspective, IE Singapore will continue to help our furniture players expand to new and more diverse markets overseas, and gain greater market share worldwide."

The Singapore exhibitors were eagerly received at Salone Internazionale del Mobile 2010 as they collectively showcased a diverse range of furniture and furnishing products and accessories ranging from contemporary kitchen furniture and fittings to home furniture and accent pieces. The participants garnered much interest from the top-tier international buyers and manufacturers at the fair, including France, Italy and Russia.

In particular, Cilicon Faytory's "Fairies" collection met with strong response with several buyers praising the furniture's quality craftsmanship and intricate designs. The company, together with fellow design companies, Jarrod Lim Design and Nathan Yong Design, were also selected by Designboom, a leading independent international design

publication, to showcase their products at the upcoming “Asia Now” exhibition in Los Angeles from 25 to 27 June 2010, a show exploring Asia’s design culture.

Said Lui Hon Fay, co-founder of Cilicon Faytory, “We were extremely busy during the show. The Fairies collection, in particular, received numerous accolades from the international buyers, with many being intrigued by the delightful mix of traditional Asian feel and modern furniture design form. The design concept is reflective of what the Singapore culture is about – a fusion of East and West. It was a breath of fresh air to the European market, which explains why it caught the attention of many high-end furniture distributors.”

First-time exhibitor at the Milan show, BI & L, impressed buyers from Saudi Arabia, India, Brazil, Australia and Italy with their products, particularly with their kitchen technological innovations and stainless steel works. Said Mr Trevor Siew, Marketing and Business Development Manager for BI & L, “We were impressed by the huge number of visitors to our booth and the interest they had in our products. Along with all the inspiring conversations we’ve had with other international exhibitors and buyers, this trip was definitely a worthwhile one.”

Singapore designers, D’Lab, Jarrod Lim Design, Nathan Yong Design, Out of Stock and Studio Juju, also showcased their creative works at SaloneSatellite, an area devoted to young designers at Salone Internazionale del Mobile.

Singapore Mozaic is a unique B2B industry furniture brand led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, 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. Singapore Mozaic will next be showcasing its arrays of high quality, stylist and functional products at the renowned INDEX Dubai 2010 from 8 to 11 November 2010.

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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

Singapore Mozaic is an industry programme established by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore and SPRING Singapore. It 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

About International Enterprise (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

Issued by : Foreword Communications Pte Ltd

On behalf of : Singapore Furniture Industries Council

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