

## **NEWS RELEASE**

### **FIRST SINGAPORE FURNITURE DELEGATION AT MOVESUL, BRAZIL TO EXPLORE NEW FRONTIERS**

***SFIC supported by IE Singapore's IMAP Scheme and Overseas  
Centre, aims to seek business partnerships in Brazil***

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**Singapore, 20 March 2010** – Riding on the success of the previous exploratory trip to Brazil in August 2009, the Singapore Furniture Industries Council (SFIC), together with International Enterprise (IE) Singapore and SPRING Singapore will be leading another group of 10 Singapore furniture companies on a business mission to Rio Grande Do Sul and São Paulo, Brazil from 22 – 28 March 2010. The highlight of the seven-day mission include a visit to the biennial Movelsul Brazil, one of the largest furniture fairs in Latin America which hosted over 400 exhibitors, and attracted over 33,000 trade visitors, generating approximately US\$270 million in business during its 2008 edition.

In addition to visiting Movelsul, the 20-member business mission will also be meeting major furniture importers, retailers, manufacturers and trade associations, such as Sindmoveis, the furniture association from Bento Goncalves and organiser of the Movelsul Furniture Fair.

The Singapore delegation will be led by Mr Andrew Ng, President of SFIC, and Managing Director of Getz Bros & Co (S) Pte Ltd. The participating companies in this business mission hails from different clusters of the furniture industry, ranging from the contract manufacturing sector, parts and component suppliers as well as residential furniture suppliers. The companies participating in this mission are Ewins Pte Ltd, Excel Hardware Pte Ltd, Falcon Incorporation Pte Ltd, Getz Bros & Co (S) Pte Ltd, Kiat Lee

Industries Pte Ltd, Manila Furnishing, Nobel Design Holdings Ltd, QC@Paul Furniture, Sitra Holdings (International) Ltd and Suncoast Sitra Pte Ltd.

According to Mr Andrew Ng: “Other than our traditional markets like Asia, Western Europe and North America, our Singapore furniture companies are keen to seek out new opportunities. Brazil is one of the most populous countries in Latin America. We believe it possesses a wealth of business potentials and would like to give our members the opportunity to experience it personally. Through this mission, we hope to gather first-hand knowledge of the market, network, develop bilateral trade contacts and seek out fresh business leads.”

Added Mr Tan Soon Kim, Group Director of Lifestyle Business Group of IE Singapore: “IE Singapore continues to work closely with our industry partners to help Singapore companies expand their business links beyond the traditional markets. Brazil’s domestic furniture market, estimated to be worth over S\$25 billion in 2008<sup>1</sup>, has also been increasing their furniture imports, which grew to US\$630 million in 2008, a two-fold increase from 2006. This represents good opportunities for Singapore furniture players, with their well-designed, quality furniture and high standard of service.”

Brazil is the 5th largest country in the world and is the 10th largest economy in terms of purchasing power parity. With Brazil’s young population and growing middle class, Brazil continues to be one of the most attractive new consumer markets in the world.

Ms Kee Ai Nah, Director of Lifestyle Services at SPRING Singapore, said “The successful growth of the Singapore furniture industry have been possible due to the commitment of SFIC and the strong support from the various government agencies. SFIC’s consistent focus on capability building and internationalization is keeping the industry on track to achieving its goal of 1% of world market share by 2015. SPRING will continue to help SFIC and its members to build up their capabilities, including Design, to become more competitive and anchor them in the world market.”

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<sup>1</sup> R\$32.94 billion from CSIL Report 2009.

In addition to this business mission to Brazil, SFIC and IE Singapore will continue to work with furniture players to enter more overseas markets, grow Singapore furniture industry's global market share, and build worldwide recognition of Singapore furniture companies as a choice provider of quality design-oriented furniture.

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

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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](http://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 is a B2B brand that encapsulates the essence of Singapore furniture as well as the attributes of Singapore furniture companies.

On the global front, a strong and distinctive branding for the Singapore Furniture Industry will enhance recognition of the quality, design, reliability and value offered by local furniture companies. This will help to build on the reputation that we already have. The awareness created by strong branding will in turn increase demand for "Singapore Furniture" in the international arena, enabling local furniture companies to gain market share and move away from price competition posed by mass-produced furniture from developing countries. This will benefit both manufacturers and retailers.

On the local front, Singapore Mozaic will help to rejuvenate the image of the furniture industry to show how dynamic and globalised it has become, quite different from its early years. The purpose for this is to attract new investments as well as fresh talent into the industry and to ensure a constant renewal of management and ideas in the industry.

To date, there are 35 Singapore Mozaic brand ambassadors.

[www.singaporemozaic.com](http://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 economic wing.

Its mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and its "3C" framework of assistance - Connections, Competency, Capital, IE Singapore offers services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, IE works 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 SPRING Singapore**

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. We work with partners to help enterprises in financing, capabilities and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING also develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade.

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](http://www.spring.gov.sg)

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### **For media enquiries, please contact:**

Cheryl Lim (Consultant) / Sean Neo (Associate)  
Foreword Communications Pte Ltd  
Tel: +65 6338 5918  
Email: [cheryl@foreword.com.sg](mailto:cheryl@foreword.com.sg) / [sean@foreword.com.sg](mailto:sean@foreword.com.sg)

Shermaine Ong (Executive Director) / Joey Ng (Manager, Marketing Communications) / Zhang Zhijia (Executive, Marketing Communications)  
Singapore Furniture Industries Council  
Tel: +65-6569-6988  
Email: [shermaine@singaporefurniture.com](mailto:shermaine@singaporefurniture.com) / [joey@singaporefurniture.com](mailto:joey@singaporefurniture.com) / [zhijia@singaporefurniture.com](mailto:zhijia@singaporefurniture.com)