

## **PRESS RELEASE**

### **Calling for Achievers and Excellence in Furniture Industry**

**Singapore, 20<sup>th</sup> July 2010** – The Singapore Furniture Industries Awards 2010 (SFI Awards 2010) is back for the third time. Nominations are now opened to honour outstanding enterprises and individuals who have made significant contributions to the furniture industry in Singapore.

The Awards, opened to all local furniture companies is organised by the Singapore Furniture Industries Council (SFIC) and supported by IE Singapore, SPRING Singapore and DesignSingapore Council.

SFIC President, Mr. Andrew Ng, said, "The SFI Awards have been an inspiration to furniture players here, and have promoted entrepreneurship amongst them. Since its launch in 2003, it has been well-supported and we are glad to be able to advance our vision in making Singapore an important destination in the global furniture market."

Categories for SFI Awards 2010 include:

- The Furniture Manufacturer Award
- The Furniture Retailer Award
- The Interior Builder Award
- The New Entrant Award
- The Outstanding Individual Award

In the previous edition of the Awards, The Furniture Manufacturer Award went to Koda Ltd whilst Air Division Pte Ltd bagged the Furniture Retailer Award. The Gold Award for Interior Builder was won by Kingsmen Creatives Ltd. Miss Rose Lim of Cellini Design Center Pte Ltd won The Outstanding Individual Award. The New Entrant Award went to Anthony Furnisshen Pte Ltd.

"The New Entrant Gold Award has made us a company that is recognised by our existing and potential clients, both locally and internationally. The Award has also helped in boosting partnership confidence and we certainly look forward to winning many more such recognition in the future," said Benny Phang, President, Anthony Furnisshen Pte Ltd

Entries at the SFI Awards 2010 will be shortlisted based on the merits of their written submissions and interviews. An independent judging panel, made up of government agencies, associations and professional organisations, will select the winners to be recognised at the Awards Ceremony on 1<sup>st</sup> October 2010.

Nominations for SFI Awards 2010 close on Friday, 30<sup>th</sup> July 2010.

For more information on the SFI Awards, or to download the nomination forms, please visit [http://www.singaporefurniture.com/services\\_sfia.htm](http://www.singaporefurniture.com/services_sfia.htm).

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**About Singapore Furniture Industries Council**

SFIC 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 organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia. SFIC, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show. It also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region. 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.

SFIC is a network partner of DesignS. Please visit: [www.singaporefurniture.com](http://www.singaporefurniture.com)

**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 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 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. Please visit: [www.iesingapore.com](http://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.

Please visit: [www.spring.gov.sg](http://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. Please visit: [www.designsingapore.org](http://www.designsingapore.org)

## **Backgrounder on Awards**

The Furniture Manufacturer Award, The Furniture Retailer Award, The Interior Builder Award and The New Entrant Award will honour the spirit of entrepreneurship within the furniture industry. These Awards will profile local enterprises' outstanding competencies in the areas of international business development, furniture retail business and contract furniture manufacturing.

**The Furniture Manufacturer Award** will confer the highest recognition to companies which have become household names internationally through their consistent production of high quality and leading-edge furniture designs.

**The Furniture Retailer Award** honours retail companies which have thrived despite the competitive retail scene in Singapore, by consistently providing excellent service to their customers and constantly creating innovative ways to market their products.

**The Interior Builder Award** pays tribute to the "specialists" in customised furniture and interior designs. The Award will highlight companies which have created stunning interior designs for homes, offices and other commercial buildings by focusing on quality, design and delivery.

**The New Entrant Award** is presented to companies in recognition of their abilities to penetrate and gain a significant share of the furniture market within a short span of time. These companies should have been established or have had a major change in leadership in the last Four years.

The **Outstanding Individual Award** was developed to motivate and inspire industry individuals to scale new heights, and encourage good and consistent performance, exemplary conduct and attitude.

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