

MEDIA RELEASE

SINGAPORE FURNITURE INDUSTRY AWARDS 2010 WINNERS ANNOUNCED

SINGAPORE, 1st October 2010 – The Singapore Furniture Industries Council (SFIC) today announced the winners of the hotly contested 3rd Singapore Furniture Industry Awards (SFIA) 2010, which honours outstanding companies and individuals who have contributed significantly to the furniture industry in Singapore.

The Awards were first presented in 2003 as part of the Furniture Industry Capability Upgrading Programme and underscore the SFIC's drive to raise the profile of Singapore's furniture industry, both globally and locally. The Awards are well recognised within the furniture industry, and are supported by DesignSingapore Council, IE Singapore and SPRING Singapore.

Mr. Andrew Ng, President of SFIC, said, "The SFIA recognises the best in class amongst local industry players and encourages the industry as a whole to strive to improve and innovate. Now into its third edition, the SFIA continues to see strong competition, and is a testament to the prestige of the awards."

The Awards were judged by a panel, representing business, government and allied creative industries, based on written submissions and interviews with the shortlisted entrants. After careful deliberation, the winners are:

The Furniture Manufacturer Award

- Star Furniture Pte Ltd (Gold)
- Eurosa Furniture Co (Pte) Ltd (Silver)
- Innoplan Technology Pte Ltd (Bronze)

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The Furniture Retailer Award

- Air Division Pte Ltd (Gold)
- Mondi Lifestyle Pte Ltd (Silver)
- Teak & Mahogany Pte Ltd (Bronze)

The Interior Builder Award

- Kingsmen Creatives Ltd (Gold)
- Grandwork Interior Pte Ltd (Silver)
- Falcon Incorporation Pte Ltd (Bronze)

The New Entrant Award

- Admira Pte Ltd (Gold)
- Cilicon Faytory (Silver)

The Outstanding Individual Award

- Mr. Toh Teng Sing from Star Furniture Pte Ltd (Gold)

Mr. Neo Sia Meng, Organising Chairman of SFIA 2010, said, "Entries to the SFIA are judged based on a well-rounded variety of criteria, including competencies, innovation, performance and entrepreneurship as well as contributions to the industry, environment and community. Many entrants at this year's awards demonstrated impressive achievements, despite a difficult business climate and the judges had a tough time narrowing the field down. The winners, therefore, represent some of the most accomplished in their category."

Mr. Andrew Ng added, "The SFIA helps establish a benchmark for other enterprises and individuals to work towards. Through the awards, we hope to promote a spirit of continuous improvement and learning across the industry, keeping Singapore on track to being a leading international centre for furniture in Asia."

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Winners of the 3rd SFIA will be recognised at the Awards Ceremony later today at the Raffles City Convention Centre. Guest of Honour, Mr. Lim Hng Kiang, Minister for Trade and Industry, will present the awards.

For more information about the SFIA, please visit www.singaporefurniture.com.

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About Singapore Furniture Industries Council (SFIC)

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, India, 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/ASEAN Furniture Show, Hospitality Asia and Deco Asia. 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.
www.singaporefurniture.com

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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 Council 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

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.

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. It helps 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. Its 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