

## NEWS RELEASE

### SINGAPORE MOZAIC TO WOW GLOBAL AUDIENCE AT IFFS/AFS 2010

**Unique B2B industry brand set to impress on home ground with new  
unique furniture collections**

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**Singapore, 9 March 2010** – Singapore Mozaic will be flying the Singapore flag high on home ground at the International Furniture Fair Singapore 2010/27<sup>th</sup> ASEAN Furniture Show (IFFS/AFS 2010) after a series of successful showings at several prestigious furniture trade fairs around the world. Launched at IFFS/AFS 2008, the unique B2B furniture industry brand led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore, has burgeoned in the short span of two years, racking up impressive sales from participation in international furniture trade shows. This is clear testimony of the success of the brand in raising the profile of Singapore furniture on the global market and increasing Singapore's market share worldwide. At the recent imm Cologne 2010 showing, which ran from 19 to 24 January, the Singapore participants secured S\$14.6 million in on-spot orders, with S\$15.4 million worth of sales under negotiation and an additional S\$236 million forecasted in the coming 12 months.

Bringing together a selection of Singapore furniture's finest companies, Singapore Mozaic encapsulates the best of what Singapore furniture companies have to offer and champions key attributes that have contributed to their success, which include agility and transparency in the workplace, forward-looking business practices and vibrancy in furniture design and products. The brand is the first of its kind in Asia and currently counts 35 companies as its brand ambassadors.

Mr Andrew Ng, President of SFIC, reaffirmed the relevance of the Singapore Mozaic brand: "Today, it is even more important for the Singapore furniture industry to unite together to create a bigger impact internationally. This is the third year that we are represented under the Singapore Mozaic brand at IFFS/AFS - a premier global furniture trade fair with the most

comprehensive representation from Asia. This year's group collection will focus on environment-conscious products that champions design and innovation alongside sustainability."

International Enterprise (IE) Singapore's Assistant Chief Executive Officer, Mr Yew Sung Pei said, "Singapore furniture companies' offerings are well-received overseas and they continue to impress buyers with their forward-looking concepts, such as the inclusion of green elements in their product lines. With Singapore furniture companies' strong export presence in developed markets such as Europe and the US, it is timely for them to look towards new growth areas. IE Singapore will work with the industry to drive internationalisation and take our players to emerging markets such as Brazil in March and Mexico in August, where the distinctive branding of Singapore Mozaic, representing quality, reliability and value, will help our players stand out."

Mr Ted Tan, Deputy Chief Executive, SPRING Singapore said, "The Singapore Mozaic brand is a strong mark of distinction for the industry as it represents our best furniture companies. Through this initiative, foreign companies can be assured of working with an excellent furniture business partner from Singapore. We will continue to support SFIC in promoting this business-to-business brand to overseas markets, as well as work with our furniture companies to strengthen their key capabilities and growth."

Taking full advantage of this international platform are several Singapore Mozaic ambassadors who will be launching their new collections at this year's Fair. Koda Ltd is introducing its two new collections – Walkerville and Colorado – which encompasses dining, bedroom, living and occasional furniture. Designed by Reylan Reario, the Walkerville collection features chamfered corner edges on its table tops and drawer faces, creating the illusion of a crooked surface and thereby giving the pieces an interesting aesthetic. The collection is made with American Black Walnut Timber with its distinctive grain adding much character to the collection's contemporary designs. In contrast, the Colorado collection, designed by Ernie Koh, combines the rough surfaces of distressed oak with rustic and gun metal steel frames to offer a modern interpretation of an ancient style.

Also showcasing its latest innovation for the first time in Singapore is Ewins Pte Ltd which will be launching its Harachair, the world's first chair to be classified by the US Food and Drug Administration (FDA) as a medical device. The Harachair is a revolutionary design with a base that provides tailored support for the pelvis and disperses the distribution of a body's

pressure on the chair. It also adapts to body stances and movements to minimize stress, making it perfect for the office or home.

Office Planner Pte Ltd too, is back at IFFS/AFS 2010 after the successful launch of its PINKER line of office and home furniture with celebrity designer Karim Rashid last year. The company is re-launching the iconic Boomerang desk by Maurice Calka at this year's Fair. Moulded from fibreglass, the Boomerang desk's contrast of the baroque shape and 1970's modern material won it many admirers when it was first launched and Office Planner's 2010 version looks set to captivate a new generation of fans. Offering two versions, it boasts a set of three individual drawers and either a top drawer or a glove box, each piece is produced on demand by a team of skilful fibreglass sculptors, so buyers can customise the colour of their chosen option. Office Planner is also the first office furniture manufacturer in Singapore to obtain its Ecolabel status for the new "Blade" open plan panel system for the choice of materials used in the manufacturing process, choice of material used in the packaging of the products, the warranty provided against manufacturer defects as well as replacement parts and the compliance to labour, anti-discrimination and safety regulations.

Others, like Star Furniture Group, are pulling out all the stops and exhibiting a wide range of their best pieces. The Group has brought five collections from the Italian-inspired Lucano range and six from Zen, a collection that fuses Asian and Western aesthetics, to IFFS/AFS 2010. Star Furniture is also rolling out IFFS/AFS 2010 STAR Buys, which are its new Corvina Dining Set and Bovia Bedroom Set, at special prices for international buyers.

But for a snapshot, visitors can visit the Singapore Mozaic special showcase booth located in Hall 6. The pieces on display there are not only visually appealing but also incorporate environment-friendly features, highlighting the forward-looking mindset of Singapore Mozaic ambassadors, given the growing importance of accountability towards the environment.

Singapore Mozaic will next be showcasing at the 49th Salone Internazionale del Mobile in Milan, Italy, from 14 to 19 April 2010 in Hall 20. Singapore Mozaic will see a 56% increase in participation at the Milan fair and this is a significant achievement as exhibitors are selected and awarded exhibition space based on design and manufacturing excellence.

The 22 brand ambassadors for Singapore Mozaic participating at IFFS/AFS 2010 are Air Division Pte Ltd, Cellini Design Center Pte Ltd, Dionic (S) Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Ewins Pte Ltd, Falcon Incorporation Pte Ltd, Four Star Industries Pte Ltd, Getz Bros & Co (S) Pte Ltd, Haleywood Industries Pte Ltd, Harvest Link International Pte Ltd, Home of

Homes Furniture Pte Ltd, Koda Ltd, Lorenzo International Ltd, MLC Marketing Pte Ltd, Office Planner Pte Ltd, Richin Furniture Décor Pte Ltd, Seng Kwong Furniture Company, Star Furniture Pte Ltd, Suncoast Sitra Pte Ltd, TAK Products & Services Pte Ltd, The Life Shop Pte Ltd and Univonna Pte Ltd.

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

[www.singaporefurniture.com](http://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

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

[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.

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

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