

# NEWS RELEASE

## SINGAPORE MOZAIC IMPRESSES AT IMM COLOGNE 2010

*On-spot orders and sales under negotiation double 2009 figures*

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**SINGAPORE, 23 February 2010** – Led by the Singapore Furniture Industries Council (SFIC), Singapore Mozaic ambassadors and other local companies, returned with excellent sales results from imm Cologne 2010 which ran from 19 to 24 January. The 16 Singapore participants clearly impressed and secured S\$14.6 million in on-spot orders, with S\$15.4 million worth of sales under negotiation. The contingent also forecasts an additional S\$236 million worth of sales in the coming 12 months, a more than 200 per cent increase from 2009.

Singapore Mozaic is a unique B2B furniture industry brand led by SFIC and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore. It brings together successful local furniture companies bound by principles such as agility and transparency in the workplace, forward-looking business practices and vibrancy in furniture design and products. Flying the Singapore Mozaic flag were Air Division Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Haleywood Industries Pte Ltd, Home of Homes Furniture Pte Ltd, HTL International Holdings Ltd, Koda Ltd, Lorenzo International Ltd, MLC Marketing Pte Ltd, Richin Furniture Décor Pte Ltd, Star Furniture Pte Ltd, Suncoast Sitra Pte Ltd, Univonna Pte Ltd and Urban Foundry Pte Ltd. Also showing as part of the Singapore Pavilion were Ivena International Pte Ltd, Wayco International Pte Ltd and Wood Bros Furniture Ltd.

“We are heartened by the excellent outcome of Singapore Mozaic’s second showing at imm cologne 2010. This was a tremendous opportunity for the best of our local key industry players to extend their presence in the European market by showcasing their range of fine products and innovative designs in such a high-profile event on the international furniture circuit. Having learnt a lot from last year’s debut experience, the Singapore contingent really

upped their game and as a result, achieved an exponential increase in sales figures”, said Mr Andrew Ng, President of SFIC.

The participation of Singapore companies in imm cologne 2010 was also supported by IE Singapore. Said Mr Tan Soon Kim, IE Singapore’s Lifestyle Business Group Director, “One feature which stood out this year at the fair was Singapore companies’ green furniture showcase. We received positive feedback from European visitors on companies such as Haleywood Industries, Home of Homes Furniture and Koda’s incorporation of environmentally-friendly features into their furniture design. As the world places more emphasis on accountability towards the environment, our furniture companies have proven to be forward-looking in this aspect. IE Singapore will continue to promote green manufacturing practices to our companies and help them think ‘green’, to give them a headstart in positioning for a global green marketplace.”

The Singapore Pavilion also received praise from buyers for its striking design thanks to the collective and highly-visible Singapore Mozaic branding that made the pavilion stand out from the other booths in the hall. The Singapore contingent not only won rave reviews from visitors for their wide array of creations on display, from living to dining room sets, to home office pieces and occasional furniture, but also garnered commendations on the excellent service quality rendered.

Added Mr Ng: “As a brand, Singapore Mozaic has really blossomed since our launch in 2008. We can see the building up of brand recognition at all the international furniture trade fairs we’ve participated in and with our ambassadors actively championing the attributes of Singapore furniture, we are confident that our local companies will continue to shine on the global furniture stage.”

Singapore Mozaic will next be showcasing its range of versatile, high quality and attractive furniture at the upcoming International Furniture Fair Singapore 2010/27<sup>th</sup> ASEAN Furniture Show (IFFS/AFS 2010) at the Singapore Expo from 9 to 12 March 2010. Thereafter, Singapore Mozaic will be flying its flag high at the 49<sup>th</sup> Salone Internazionale del Mobile in Milan, Italy, from 14 to 19 April 2010 in Hall 20.

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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