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SFIC SECURED \$2.4 MILLION WORTH OF ESTIMATED SALES AT INAUGURAL INDIA INTERNATIONAL FURNITURE FAIR 2011

Singapore, 16 December 2011 – Led by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore, the Singapore's team of 16 participating furniture companies, secured S\$2.4 million worth of estimated sales at the recently held India International Furniture Fair 2011 (IIFF).

The inaugural IIFF, which was held in November, is the premier platform for top furniture makers to showcase their innovative furniture designs and quality furnishing to the professionals of the India furniture industry.

Mr. Mark Yong, Marketing Director of Ewins Pte Ltd, one of the participating Singapore companies enthused, "I was surprised by the excellent results we had achieved at IIFF. Being a furniture components company which targets the niche market of kitchen manufacturers and wardrobe manufacturers, I was able to establish valuable contacts with many international manufacturers at the inaugural IIFF. I am certain that the quality leads garnered from the trade show will translate into more sales in the coming months."

Winning praises from participants for its trade-focused format, IIFF was attended by key decision-makers in the local furniture industry like architects, interior designers, consultants, furniture importers, wholesalers, retailers, hospitality purchasing professionals and more. The 2,100 attending trade visitors were exposed to a wide array of international exhibitors, spanning across countries like Singapore, India, Spain, and China. IIFF provided an excellent opportunity for the exhibitors and visitors alike to meet and network directly with the furniture industry players at their doorstep.

Said Mr. Ernie Koh, Vice President of SFIC at the opening ceremony of the India International Furniture Fair, "One of the key goals of the IIFF is to establish a business-to-business platform which will present opportunities for India's furniture industry to interact and network with international brand names. Mr. Ernie Koh also pointed out,

“Indeed, each time our two countries cooperated, new worlds were being born. It is my great hope that, in years to come, we can look back at IIFF as a landmark in the development of ties and friendship between our two furniture industries.”

SFIC seeks to continue its collaboration with IIFF in 2012, to create another spectacular furniture fair that offers an opportunity for international furniture companies and furniture-lovers to exchange industry knowledge as well as culture.

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For media enquiries & high resolution images, please contact:

Diana Low
Strategic Public Relations Group
Tel: +65 6325 8264
Email: diana.low@sprg.com.sg

Christina Ngiam
Singapore Furniture Industries Council
Tel: +65 6569 6988
Email: christina@singaporefurniture.com

Viviane Then
Strategic Public Relations Group
Tel: +65 6325 8271
Email: viviane.then@sprg.com.sg

Nicole Wu
Singapore Furniture Industries Council
Tel: +65 6569 6988
Email: nicole@singaporefurniture.com

About Singapore Furniture Industries Council (SFIC)

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, 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.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments.

It also manages the International Furniture Centre and organizes the annual Furniture Design Award, PLATFORM as well as International Furniture Fair Singapore/ ASEAN Furniture Show, Deco Asia and Hospitality 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

About International Enterprise Singapore (IE Singapore)

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. It spearheads the overseas growth of Singapore-based companies and promotes international trade.

With its global network in over 35 locations spanning many emerging markets, the agency connects businesses with relevant Singapore-based companies for their business expansion by:

- helping to identify and cultivate relationships with the best Singapore-based partners
- facilitating introductions to Singapore-based companies through business matching, industry and market-specific missions, and networking events
- keeping companies abreast of the latest products and solutions to grow their business

IE Singapore also promotes Singapore as a base for foreign businesses to expand into Asia in partnership with Singapore-based companies. Singapore's unique advantages of strategic location, stable government, competitive workforce, and pro-business environment make it an ideal launch pad to the region.

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