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## **SFIC DONATED \$82,330 TO THE HANDICAPS WELFARE ASSOCIATION**

**Singapore, 11 November 2011** – To mark its 30 years of success, Singapore Furniture Industries Council (SFIC) focused on giving back to the community by making a donation of S\$82,330 to the Handicaps Welfare Association (HWA).

This quantum was raised among valued fellow industry players and associates at SFIC's Charity Golf Tournament that was held at the new course of Singapore Island Country Club in August 2011. Nett proceeds raised during the event were donated to HWA via a cheque presentation ceremony held during SFIC's 30<sup>th</sup> Dinner and Dance (D&D) at Orchard Hotel in October 2011.

To express their heartfelt gratitude, members of HWA performed wheelchair ballroom dancing during the D&D. Dancers in their sequined dresses stole the limelight of the night with their sultry dance moves and megawatt smiles.

Said Mr. James Goh, President of SFIC, "For all the kindness and blessings that SFIC have been receiving since its establishment in 1981, SFIC has decided to make this year, a year of difference. It is our greatest honour to contribute to HWA just as others have kindly bestowed upon SFIC. Also, we seek to continually contribute to the society by grooming new talents and expanding the furniture industry in Singapore."

With many big plans in the pipeline, SFIC can look forward to scaling new heights for the Singapore furniture industry in the years ahead. The inaugural **SingaPlural – Singapore Furniture Design Week**, which will be held in conjunction with the annual International Furniture Fair Singapore in March 2012, will celebrate creative designs out of the fairgrounds and provide an opportunity to infuse furniture design as part of the Singapore culture.

The SFIC has also embarked on the 2nd LEAD Programme to further enhance the competitiveness of Singapore furniture industry and enterprises over the next three years. Supported by International Enterprise Singapore and SPRING Singapore, this will cover areas on strengthening Singapore Mozaic - the B2B industry brand; expanding the Singapore furniture industry's share of the global market; targeting new areas of growth through initiatives to promote eco-friendly products and manufacturing practices as well as nurturing Singapore design talent.

With 30 years of experience under its belt, SFIC seeks to reach even greater heights and fulfill its vision of making Singapore the premier furniture hub for the region.

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**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.

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