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SINGAPORE FURNITURE COMPANIES POSTED COMMENDABLE SALES PERFORMANCE FOR INDEX DUBAI

Singapore, 30 November 2011 – Singapore Furniture Industries Council (SFIC) and its local furniture companies posted commendable sales performance after exhibiting at INDEX Dubai - Middle East and North Africa's largest and most diverse international design exhibition.

The five Singapore furniture companies clearly impressed global trade visitors during the four-day fair held in October 2011 and secured S\$3.5 million worth of on spot and follow up sales over the next 12 months, a 17 percent increase in average sales per exhibitor from 2010.

With the support of International Enterprise (IE) Singapore, the five Singapore companies, which had proudly showcased their furniture expertise and mastery at Dubai include two Singapore Mozaic members; Harvest Link International Pte Ltd and Innoplan Technology Pte Ltd, as well as Singapore furniture companies Danovel Pte Ltd, Greenlam Asia Pacific Pte Ltd and Power Foam (S) Pte Ltd.

“We are encouraged by the noteworthy performance of Singapore's tenth showing at INDEX Dubai. The Singapore contingent has continued to excel in their showmanship of furniture expertise. INDEX Dubai remains as an excellent platform for our local industry players to extend their presence in the Middle Eastern market by showcasing their range of products and innovative designs at such a high-profile event on the international furniture circuit”, said Mr James Goh, President of SFIC.

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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 Singaporefurniture 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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