

NEWS RELEASE

1. BIGGEST EVER SINGAPORE CONTINGENT AT IMM COLOGNE 2008

COLOGNE/SINGAPORE, 15 November 2007 – The Singapore Furniture Industries Council (SFIC), the official representative body of the republic's burgeoning furniture industry is making the lion city's presence felt in the world's most prestigious furniture show with a contingent of 18 top notch furniture companies at imm Cologne, Germany in 2008.

This is more than double the number of Singapore exhibitors that took part at the international furniture fair in 2007 and by far, the largest Singapore contingent to participate in the fair to date with a total floor space of 2,062 square metres.

Of the 18 companies, 10 can be found in the 416-square-metre Singapore pavilion in Hall 1. They include repeat exhibitors namely Haleywood Industries Pte Ltd, Home of Homes Furniture Pte Ltd, and Power Foam (S) Pte Ltd; as well as companies such as Acanthus Collection Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Gnee Hong Co Pte Ltd, Ivena International Pte Ltd, Richin Furniture Décor Pte Ltd, Sheldon Systems Pte Ltd and Univonna Pte Ltd, who are making their debut at the fair.

Visitors to imm Cologne 2008 can also look forward to viewing the works by design-centric Singapore companies such as Air Division Pte Ltd, Zhaplin Work Pte Ltd, Urban Foundry Pte Ltd and Exit Design as well as a unique range of first-to-market furniture pieces by selected participants from SFIC's design initiative, Platfor^m 2007, in the prime design pavilion in Hall 3.1. Amongst these, Air Division deserves special mentions as they were previously invited by the imm Cologne organisers, Koelnmesse GmbH, to take part in its design showcase.

In addition, exhibition stalwarts HTL and Koda Ltd from Singapore will also be participating with their own furniture stands in Halls 6 and 8 respectively. Star Furniture Industries Pte Ltd, which had a booth within the Singapore pavilion in previous shows, will be exhibiting their products in a standalone space for the first time in Hall 1.

Mr Andrew Ng, President of the Singapore Furniture Industries Council, said, " imm Cologne is an internationally reputed fair where one can find quality exhibitors and buyers as well as the latest range of well-designed furniture products. We are proud to have Singapore furniture players join the ranks of imm Cologne exhibitors as it gives them an opportunity to exhibit alongside established global players. Our exhibiting companies have a great combination of experienced management, a skilled workforce, excellent design and production capabilities. This gives them an edge in creating a diversity of high quality furniture products for the international market. Participating in the event will also elevate the profile of Singapore furniture designers and manufacturers in the international arena."

Singapore Exhibitors at imm Cologne 2007 achieved excellent results, garnering spot orders of S\$3.7 million and an estimated S\$14 million in follow-on sales. With the larger contingent for imm Cologne, SFIC expects even better results for 2008.

Besides the exhibitors, the SFIC as well as International Enterprise Singapore and SPRING Singapore (both of which are agencies under the Singapore Ministry of Trade and Industry) will also be jointly leading a group of Singapore furniture manufacturers and exporters on a study mission to imm Cologne, Meuble Paris and Maison de Objet and in Paris. The group is expected to meet with European furniture retailers to gain further understanding of the market and explore business opportunities.

For more information, please visit www.singaporefurniture.com.

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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 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 also organises the annual Furniture Design Award to spur trendsetting furniture designs from 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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On behalf of : **Singapore Furniture Industries Council**

For media enquires, please contact:

Juliana Teo (Associate Account Director) / Jasmine Sim (Senior Consultant) / Sylvia Lim (Consultant) / Alanna Yeo (Associate)

Foreword Communications Pte Ltd

Tel: +65 6338-5918

Email: juliana@foreword.com.sg / jasmine@foreword.com.sg / sylvia@foreword.com.sg / alanna@foreword.com.sg

Shermaine Ong (Executive Director) / Joey Ng (Assistant Marketing Communications Manager)

Singapore Furniture Industries Council

Tel: +65-6569-6988

Email: sfic@singaporefurniture.com