

## NEWS RELEASE

### **SINGAPORE MOZAIC RETURNS FROM INDEX DUBAI 2009 PUMPED UP FOR THE YEAR AHEAD**

*Singapore furniture companies project sales of S\$29 million over the next 12  
months*

---

**Singapore, 1 December 2009** – Singapore furniture companies that have recently returned from Index Dubai 2009, the UAE's premier furniture and interiors event, have much to celebrate. The 12 companies that were part of the Singapore Pavilion collectively secured S\$0.6 million in on-spot orders with a total of S\$2.1 million in sales currently under negotiation.

Business leads garnered over the four-day fair, which took place from 14 to 17 November, is also expected to generate additional sales of S\$26.95 million over the next 12 months. Notably, up to 80 per cent of the leads obtained by the Singapore exhibitors were with new potential partners.

These results achieved by the Singapore contingent at Index Dubai 2009 look set to surpass 2008 figures which totalled S\$24.11 million, including on-spot orders and expected sales over the 12 months following the trade fair.

Made up of Singapore Mozaic ambassadors and other local furniture players, the Singapore contingent was led by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore, an agency spearheading the development of Singapore's external economic wing.

Representing Singapore Mozaic at Index Dubai 2009 were ambassadors Eurosa Furniture Co (Pte) Ltd, Getz Bros & Co (S) Pte Ltd, Harvest link International Pte Ltd, Koda Ltd, Lorenzo International Limited, MLC Marketing Pte Ltd and Richin Furniture Décor Pte Ltd. Other local companies that exhibited within the Singapore Pavilion were Exsto Asia Pte Ltd, Innoplan Technology Pte Ltd, MKS Corporate Interior (S) Pte Ltd, Power Foam (S) Pte Ltd and Shang Manufacturing Pte Ltd.

Summing up the experience at Index Dubai 2009, Mr Andrew Ng, President of SFIC, said: “Our Singapore Pavilion had a great showing at Index Dubai 2009. We were in a prime location within the main halls alongside other esteemed national pavilions. Our open-concept layout for the booth gave full exposure to the stellar designer pieces displayed by our local furniture companies and the Singapore Pavilion attracted much interest from international furniture players. These overseas visitors were full of praise for our design-centric, high quality products, our competitive prices and the reliable service that we offer. We have pulled in a commendable amount in on-spot orders and are certainly looking forward to sealing many more deals in the next year, thanks to the new relationships forged at Index Dubai.”

He added: “The global economy is definitely picking up as we observed more visitors at the Singapore Pavilion and the atmosphere was also one of optimism. We’ve spent the last year laying the groundwork to ensure that the Singapore furniture industry is well placed for the economic recovery. I believe we’ve done a good job and we should see our forward-planning bear fruit in the coming months.”

Singapore Mozaic is a unique B2B furniture industry brand initiated by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore. Bringing together a group of successful furniture companies bound by principles such as agility in the workplace, vibrancy in furniture design and products, forward-looking business practices and transparency in the workplace, these brand ambassadors offer both trade buyers and end consumers diverse selection, assurance of quality and design excellence at competitive pricing.

In 2010, Singapore Mozaic will continue to showcase the finest of Singapore furniture at renowned international furniture trade fairs, beginning with imm cologne 2010 from 19 to 24 January, followed by the International Furniture Fair Singapore 2010/ 27<sup>th</sup> ASEAN Furniture Show from 9 to 12 March and Salone Internazionale del Mobile 2010 from 14 to 19 April.

For more information, please visit [www.singaporefurniture.com](http://www.singaporefurniture.com) and [www.singaporemozaic.com](http://www.singaporemozaic.com).

- End -

---

#### **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)

---

**Issued by** : **Foreword Communications Pte Ltd**

**On behalf of** : **Singapore Furniture Industries Council**

**For media enquiries, please contact:**

Juliana Teo (Account Director) / Sylvia Lim (Senior Consultant) / Adeline Li (Senior Associate)

Foreword Communications Pte Ltd

Tel: +65 6338 5918

Email: [juliana@foreword.com.sg](mailto:juliana@foreword.com.sg) / [sylvia@foreword.com.sg](mailto:sylvia@foreword.com.sg) / [adeline@foreword.com.sg](mailto:adeline@foreword.com.sg)

Shermaine Ong (Executive Director) / Joey Ng (Manager, Marketing Communications) / Zhang Zhijia (Executive, Marketing Communications)

Singapore Furniture Industries Council

Tel: +65-6569-6988

Email: [sfic@singaporefurniture.com](mailto:sfic@singaporefurniture.com)