

NEWS RELEASE

SINGAPORE MOZAIC ALL SET TO DAZZLE THE MIDDLE EAST MARKET AT INDEX DUBAI

*Singapore furniture companies to gain awareness
internationally and shine with the Singapore advantage*

Singapore, 28 October 2009 – Singapore Furniture Industries Council (SFIC) will once again be leading a Singapore contingent featuring Singapore Mozaic ambassadors and other local companies to the prestigious Index Dubai, the UAE's premier furniture and interiors event, from 14 to 17 November 2009.

For the eighth year running, the 12 participating companies in the Singapore Pavilion will showcase a wide array of furniture styles, ranging from the contemporary to the classical. Representing Singapore Mozaic are ambassadors Eurosa Furniture Co (Pte) Ltd, Getz Bros & Co (Singapore) Pte Ltd, Harvest link International Pte Ltd, Koda Ltd, Lorenzo International Limited, MLC Marketing Pte Ltd and Richin Furniture Décor Pte Ltd. Other participating local companies include Exsto Asia Pte Ltd, Innoplan Technology Pte Ltd, MKS Corporate Interior (S) Pte Ltd, Power Foam (S) Pte Ltd and Shang Manufacturing Pte Ltd.

Singapore Mozaic is a Singapore furniture industry brand, led 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 Singapore companies offer a compelling proposition to both trade buyers and end consumers with its diversified production bases, strong fundamentals and superior offerings. Singapore's trademark reliability and consistency in quality and service will be the key focuses for the Singapore Pavilion in this four-day fair.

Occupying 318 square metres and located strategically between Halls 2 and 3 of the Dubai World Trade Centre, the Singapore Pavilion will boast a chic stylistic design using clean white walls, clever lighting and full-height clear acrylic panels as the perfect canvas for the wide range of furniture on show.

On display will be two stunning collections featuring CRYSTALLIZED™ – *Swarovski Elements* by Lorenzo and Koda. Lorenzo pioneered the use of Swarovski crystals as embellishments for furniture in the local market when it added these perfectly faceted crystals onto its finest quality Italian leather sofas using the latest production technology. With *Cristallo Collezione*, Lorenzo ingeniously combines glamour with luxurious comfort, producing furniture that is truly fit for royalty. Koda will also be launching its Sterling Collection featuring Swarovski crystals at Index Dubai. This nouveau-classical look in high-gloss is accentuated with Swarovski crystals to achieve a perfect blend of function and fashion. Swarovski crystals have been making waves on fashion runways and its use in furniture demonstrates how current trends are now being creatively applied to modern furniture design.

Function and technological features will also rank high at the Singapore booth with Innoplan Technology featuring two full collections of creatively flexible workstation furniture that comes complete with ergonomic features and even a remote control.

Mr Andrew Ng, President of SFIC, said: "Index Dubai is a renowned fair that has allowed the Singapore furniture industry to reach out to the Middle-Eastern market and globally. This year is the second year since Singapore Mozaic's debut at the fair and we have put in an extra effort to highlight our members' unique capabilities and strengths, exhibit our versatility and heighten awareness for the Singapore advantage to reap good results."

“Eurosa Furniture Co (Pte) Ltd is excited to be a participant of Index Dubai again this year. Exhibiting under the Singapore Mozaic brand in 2008, the strong Singapore branding attracted much attention from buyers and exhibitors alike, and allowed us to demonstrate our collective capabilities as a strong country contingent. This was highly beneficial to us as a company and garnered us great success in terms of sales,” said Vice President of Eurosa Furniture, Mr Jeffrey Yong.

At the conclusion of the fair in 2008, the Singapore contingent had garnered a total of S\$24.11 million worth of sales, consisting of spot-on and expected sales over the 12 months following the trade fair.

The participation of Singapore companies in Index Dubai is supported by IE Singapore.

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

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

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

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

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 / sylvia@foreword.com.sg / 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