

NEWS RELEASE

SINGAPORE FURNITURE COMPANIES HEAD TO THE MIDDLE EAST FOR FURNITURE TRADE FAIR

Singapore Mozaic to debut at Index Dubai after success in Milan and Singapore

Singapore, 20 October 2008 – Singapore Furniture Industries Council (SFIC) will be leading a Singapore contingent to the prestigious Index Dubai, the UAE's premier furniture and interiors event, from 3 to 7 December 2008.

This year, a total of 12 companies will be participating at the Singapore Pavilion at Index Dubai, showcasing a wide range of furniture in a variety of styles, from contemporary to classic furniture. These companies are Ewins Pte Ltd, Richin Furniture Decor Pte Ltd, Zhaplin Work Pte Ltd, Chaplin Design Pte Ltd, Power Foam (S) Pte Ltd, HybridMatter LLP, Sitra Holdings (International) Ltd, Getz Bros & Co (S) Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Classique Furnishings Pte Ltd, Urban Object Creation Pte Ltd and Prestige Lifestyle Pte Ltd. In particular, visitors can look forward to exciting, new-to-market collections from design-led companies such as HybridMatter, Getz Bros and Zhaplin. Furniture firms with strong focus on product innovation like Ewins and Sitra will also be showcasing their comprehensive range of furniture fittings and outdoor furniture.

This year's showing also marks the debut of Singapore Mozaic at Index Dubai. Singapore Mozaic is the Singapore furniture industry brand that brings 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. After a successful showing at other international shows such as International Furniture Fair Singapore and Salone Internazionale del Mobile at Milan, Singapore Mozaic looks to expand its international reach to the UAE and beyond at Index Dubai. Singapore Mozaic ambassadors such as Richin, Sitra Holdings, Getz

Brothers, Eurosa Furniture and Ewins will be showcasing their furniture collections under the Singapore Mozaic branding.

This is the seventh time that Singapore furniture companies are participating in Index Dubai. Occupying 436 sqm this year, the size of the Singapore Pavilion has increased 60 per cent from last year's fair, making it the largest-ever local booth at Index Dubai.

Mr Andrew Ng, President, SFIC, said, "As a world-renowned fair, Index Dubai is an excellent platform for the Singapore furniture industry to reach out to the Middle-Eastern market. The fair has always brought about many new business opportunities and helped our Singapore exhibitors cultivate valuable contacts in the global furniture industry. The introduction of Singapore Mozaic at this year's Index Dubai will also serve to highlight our members' unique capabilities and strengths to an even wider audience. Following our success at the fair last year, we are hopeful that our Singapore contingent will see even better results at Index Dubai 2008. "

At the conclusion of the fair in 2007, the Singapore contingent had garnered on-spot sales of S\$1.9 million, with sales of S\$3.3 million under negotiation and S\$4.5 million in expected sales over the 12 months following the trade fair.

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

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

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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.

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