

## **News Release**

# **New brand identity aims to raise international profile and increase global market share of Singapore's furniture industry**

Singapore, 9 March 2008: A new brand identity for Singapore's furniture industry was unveiled at the Opening Ceremony of the International Furniture Fair Singapore 2008/25<sup>th</sup> ASEAN Furniture Show (IFFS/AFS 2008) today. Known as Singapore Mozaic, the new B2B brand aims to enhance global recognition of the quality, design, reliability and value offered by Singapore's furniture companies and enable them to gain greater market share worldwide,

Speaking at the launch of the Singapore Mozaic and opening of the IFFS/AFS2008, Minister for Information, Communications and the Arts, Dr Lee Boon Yang noted that the launch of an industry branding initiative is a timely move to further strengthen the growth of the furniture industry.

Spearheaded by the Singapore Furniture Industries Council (SFIC), and supported by SPRING Singapore and International Enterprise (IE) Singapore, Singapore Mozaic is one of Singapore's pioneering industry-wide branding initiatives and the first of its kind for Singapore's furniture industry.

The new brand identity encapsulates the best of what Singapore's furniture companies has to offer and champions five key attributes that have contributed to the success of Singapore's furniture companies. These include the ability to anticipate and respond quickly to changes in the market and customers' needs; the capability and experience to deliver high quality products and services, and strong professionalism and openness in business conduct.

“Unity is strength. We are convinced that such a banding together of already successful furniture companies will allow us to better compete in the global market and strengthen Singapore’s leading position as a hub for international trade in Asia,” said Mr Andrew Ng, President of the Singapore Furniture Industries Council (SFIC). “The launch of the Singapore Mozaic brand is but the first of many more coordinated and synergised efforts to come, as we continue to expand our export capabilities and reach.” he added.

The pioneer batch of 27 Singapore Mozaic brand ambassadors were selected by a working committee consisting of representatives from SFIC, SPRING Singapore and IE Singapore. To be considered as brand ambassadors, companies need to fulfil several criteria. For instance, a company needs to be Singapore-registered, with at least 30% Singaporean equity stake, and should possess strong corporate fundamentals and adopt good, ethical business practices. It should also have its own range of products and brand name.

“HTL today has established market presence in more than 40 countries over the last 30 years. Singapore Mozaic will further reinforce our identity as a Singapore company and enhance our reputation on the international marketing platform.” Said Mr Por Khay Ti, Deputy Group Managing Director/COO, HTL International Ltd. HTL is one of the 27 pioneering members of Singapore Mozaic.

As the enterprise development agency, SPRING Singapore has strongly supported SFIC in developing the new brand for the furniture industry. Said SPRING's Chief Executive, Mr Loh Khum Yean, "Singapore Mozaic represents our best furniture companies. Foreign companies can hence be assured of working with an excellent furniture business partner from Singapore. We will support SFIC in promoting this business-to-business brand to overseas markets at international exhibitions and fairs to increase its visibility and recognition. Concurrently, we will work with our furniture companies to enhance their own key capabilities and growth. Ultimately, we aim for the new brand to become a strong mark of distinction for Singapore furniture companies."

With Singapore poised to be a centre of excellence in Asia for the design and marketing of quality and innovative furniture and furnishings, the launch of Singapore Mozaic marks the first step towards more international collaborations and partnerships for Singapore furniture companies.

IE Singapore, an agency under the Ministry of Trade and Industry promoting overseas growth of Singapore-based enterprises and international trade, hopes the new brand identity will help more local furniture companies expand in key export markets. “Singapore Mozaic provides an overall brand identity for the Singapore furniture industry and will boost IE Singapore's efforts to promote the industry internationally. Singapore Mozaic will be an industry brand that will feature prominently in major overseas exhibitions, roadshows and in marketing plans for major markets including the United States and Europe.” said Mr Ted Tan, Deputy CEO, IE Singapore.

Following the Singapore Mozaic launch at the IFFS/AFS 2008, SFIC will be taking the brand overseas for its first international showcase at the world renowned, Milan Furniture Show - Salone del Mobile, from 16-21 April 2008. This will also be SFIC's first Singapore showcase at the Milan Furniture Show. SFIC is also in the midst of planning for more overseas publicity for Singapore Mozaic in other international furniture fairs including Las Vegas World Market and Index Dubai.

For more information on Singapore Mozaic, please visit [www.singaporemozaic.com](http://www.singaporemozaic.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% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, 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 trend-setting 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.

[www.singaporefurniture.com](http://www.singaporefurniture.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)

### **About International Enterprise 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)

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