

**FOR IMMEDIATE RELEASE**

## **Singapore Mozaic enhances presence at imm cologne 2009**

*Singapore Furniture Industries Council bringing Singapore furniture's finest to the world*

**Singapore, 12 December 2008** – Singapore will showcase its furniture manufacturing capabilities and a wide selection of high-quality furniture at imm cologne 2009 through **Singapore Mozaic**, an industry initiative by Singapore's furniture industry trade association, **Singapore Furniture Industries Council (SFIC)**. The showcase at Cologne will be the second major international showcase following the successful launch of Singapore Mozaic at the Salone Internazionale del Mobile, Milan in April 2008.

Singapore companies exported about S\$2.4 billion worth of furniture in 2007. Based on recent survey of leading Singapore-owned furniture manufacturers, about half of the overseas exports are destined for Europe.

"In today's challenging economic climate, it is important to work with reliable manufacturers who can deliver uncompromised quality at reasonable prices," commented Mr. Tan Soon Kim, Deputy Director, Business Services & Lifestyle Division, International Enterprise (IE) Singapore. "Singapore furniture companies, with their vast experience and established connections in serving the global markets have a solid reputation as credible and trustworthy business partners. IE Singapore will continue to facilitate such partnerships through platforms such as imm cologne, as well as on-the-ground support via our overseas centres in Europe and other export markets."

Singapore Mozaic was formed as a unique B2B brand that brings together leading Singapore furniture companies and brands, offering an international platform to tap further into growing opportunities in the European furniture market and beyond.

“Singapore Mozaic with its increasing number of Singapore’s finest furniture companies focusing on design, innovation, service and reliability is gaining recognition as the Singapore brand for furniture excellence. SPRING Singapore will continue to facilitate our companies’ growth by enhancing these capabilities which will put them in good stead even during these challenging times. We look forward to seeing more of our companies being showcased at global platforms such as imm cologne,” said Mrs Kee Ai Nah, Director of Retail, Furniture, Textile and Apparel Division, SPRING Singapore.

Singapore Mozaic, supported by International Enterprise (IE) Singapore and SPRING Singapore, agencies under Singapore’s Ministry of Trade and Industry, currently has 31 ambassadors backed by experienced management, a skilled workforce and proven infrastructure to generate consistent and progressive solutions to meet exacting demands of the changing global market.

Mr. Andrew Ng, President of SFIC, said, “We are able to offer products that meet the strict requirement of discerning buyers globally, particularly the European markets. We have plans in the pipeline that will vastly strengthen our efforts to firmly establish Singapore furniture companies and brands in key countries in Europe and other parts of the world.”

Singapore Mozaic will have an enhanced presence at the upcoming imm cologne 2009, with a total of 18 companies and brands participating in the fair, the largest ever contingent from Singapore so far. Visitors can expect to view a wide range of furniture spanning different functions, aesthetics and design inspirations from Singapore furniture players.

Eight Singapore furniture companies will exhibit under the Singapore Mozaic booth in imm basic, and 10 others will feature an extensive collection of furniture showcased in various halls based on their different aesthetics for easy navigation, including imm prime, imm prime design, imm pure, [d<sup>3</sup>] design talents and imm comfort.

“The concept of Singapore Mozaic proves to be a successful formula for the Singapore furniture industry to strengthen its visibility and market presence in the international arena. It gives local industry players greater opportunities to reach out to the wider market through efficient modern business structure with support from the relevant trade authorities,” said Mr. Simon Ong, Chairman of Singapore Mozaic.

Singapore Mozaic is able to provide international buyers a good mix and full spectrum of leading, quality furniture solutions that extend from classical to contemporary and even iconic-design pieces, from interiors to outdoors, at most competitive pricing.

Singapore business players have earned a strong reputation based on their foresight and ability to anticipate as well as adapt to rapidly changing trends and market conditions. Leveraging on Singapore’s work culture for positive business relations and the Singapore brand name which is synonymous with reliability and credibility, Singapore Mozaic launches its ambassadors into the international market, while reinforcing the core attributes of the thriving local furniture industry.

For more information on Singapore Mozaic, please visit [www.singaporemozaic.com](http://www.singaporemozaic.com)

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## **Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 percent of the furniture manufacturers in Singapore, 65 percent of whom have subsidiary manufacturing plants in the region, including China, Indonesia, Malaysia, Thailand and Vietnam.

Its primary roles include promoting the interest of its members and the Singapore furniture industry, facilitating member's exposure to the world market, creating more entrepreneurs through human resource development, development local talent, creating more leading-edge and award winning designs by organizing competitions such as the annual Furniture Design Award, forging strategic partnerships with government and trade-relating agencies, harnessing technology and knowledge for growth through the use of information technology.

SFIC, the parent company of the International Furniture Fair Singapore Pte Ltd, is organizer for the annual International Furniture Fair Singapore and ASEAN Furniture Show (IFFS/AFS).

SFIC also manages the International Furniture Centre, a year-round platform that complements the annual IFFS/AFS for international buyers to source for a wider range of quality, well-designed furniture from Singapore and the region.

In addition, SFIC represents Singapore in the ASEAN Furniture Industries Council (AFIC).

## **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 customers to stay one step ahead of competition
- Principled, open and honest in adhering to the brand's philosophy

## **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.

## **SPRING Singapore**

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. It works with partners to help enterprises in financing, capabilities and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING also develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade.

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. Its vision is to develop Singapore into an International Furniture Hub where value-added functions like headquarters, design and branding are anchored.

## **imm cologne**

imm cologne is the international leading trade fair for the furnishing sector. Each year, imm cologne is the first event to present the latest home trends for Europe and overseas. The unparalleled breadth and depth of the exhibits is the trademark and claim to top quality of imm cologne. Here, international trade visitors discover furniture and home styles from all over the world. The comprehensive programme of furniture and furnishings ranges from traditional interior suites to premium designer furniture. The products are clearly arranged by sales channels, so that exhibitors are grouped together in an effective way.