

## NEWS RELEASE

### Singapore Mozaic returns from Milan Furniture Fair 2009 in high spirits

*Singapore Mozaic posts commendable results of S\$250,000 in on-spot orders with follow-on sales of S\$1.8 million in the pipeline*

---

**SINGAPORE, 28 May 2009:** Singapore's star shone brightly at the 48<sup>th</sup> Salone Internazionale del Mobile in Milan, Italy through its contingent of six local furniture players that exhibited under the furniture industry brand, Singapore Mozaic. A unique B2B platform led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore, Singapore Mozaic was represented by **Air Division Pte Ltd, Getz Bros & Co (S) Pte Ltd, Koda Ltd, Office Planner Pte Ltd** and **Star Furniture Industries Pte Ltd** as well as **Exit Design** in an expanded showcase with a 129 per cent increase in space as compared to last year.

At the six-day fair from 22 to 27 April, the Singapore delegation achieved an estimated S\$250,000 worth of spot orders with additional deals valued at S\$350,000 still under negotiation. New business leads established during the fair are expected to generate follow-on sales of S\$1.8 million over the next 12 months.

Mr Andrew Ng, President of SFIC said, "We are very pleased with the results of our showing at this year's Salone Internazionale del Mobile, the second under the Singapore Mozaic umbrella. The excitement and buzz was very much alive at the fair. In fact, we received many commendations from visitors for our range of products and designs. Aided by our strong branding attributes, the Milan fair gave our local companies and young design talents excellent exposure to the international market. In a fair of such

magnitude, it is very easy for companies to get lost in the crowd. However, the Singapore Mozaic brand helped as it created visibility and more importantly, the clustering and variety made us an attractive draw for visitors. I am very pleased with the results of our participation at the event as our local players did well both as a group and individually.”

Adding prestige and stature was the official visit by Singapore’s Senior Minister Goh Chok Tong and Mr S Iswaran, Senior Minister of State for Trade and Industry. SM Goh and Mr Iswaran toured the Singapore Mozaic booth on the opening day of the fair and spoke with local exhibitors and designers. The visit was welcomed by all as it was a clear reflection of the Singapore government’s strong support to champion and raise the profile of the Singapore furniture industry.

“Senior Minister Goh’s visit to the fair in support of Singapore Mozaic was a great honour for all of us. It was a great boost to our spirits as it affirmed our collective efforts to increase the prominence of Singapore furniture in the world market”, continued Mr Ng.

Said Mr Tan Soon Kim, Deputy Director, Business and Lifestyle Services, IE Singapore: “The Salone Internazionale del Mobile, being one of the most prestigious design oriented furniture shows in Europe, enabled our furniture companies to show global buyers that they too are able to produce furniture of top-class original design. Indeed, the encouraging sales registered by our companies is a signal of market acceptance and acknowledgement of our capabilities. This complements our already good reputes established in IMM Cologne as furniture manufacturers with diverse manufacturing bases in Asia. As we continue to take part in major European shows along with business missions to major European countries, Singapore furniture companies would be able to build a name for itself and capture greater market and mindshare amongst buyers and consumers alike.”

Said SPRING Singapore's Director of Lifestyle, Mrs Kee Ai Nah: "The ongoing efforts to promote Singapore furniture companies internationally under the Singapore Mozaic brand are showing results. Besides generating greater brand awareness at international platforms, the increased sales orders, despite the challenging times, are testament to the success of this industry-led initiative and the quality of Singapore furniture."

All six companies at the Singapore Mozaic pavilion stepped up their game and collectively showcased a wide selection of furniture and furnishing products ranging from dining and bedroom sets to office furniture and accent pieces. The participants garnered much interest from the top-tier international buyers and manufacturers at the fair, especially visitors from the European markets.

In particular, Singapore Mozaic ambassador **Office Planner Pte Ltd** chose the fair for its European debut of *Pinker*, a collaboration with international celebrity designer Karim Rashid. The company managed to draw keen interest from distributors and agents in Europe. This June, selected pieces from the *Pinker* series will also be exhibited at the new multi-functional Not Only Architecture gallery in Zona Tortona in Milan, the famed art, design and exhibition district.

Another Singapore Mozaic ambassador, **Koda Ltd**, also took advantage of this prestigious event to unveil its *Asolo* collection, which was, fittingly, the result of a special partnership with Italian designer, Luigi Garbarino. With this Italian touch, the company has sealed fruitful orders and also opened doors to new markets such as Italy, Middle East, United Kingdom and other regions in Europe.

**exit design** also enjoyed success at Salone Internazionale del Mobile. Three of exit design's pieces – “Vice Versa” line table, “Before and After” chaise lounge and “Paper Fold” armchair – have been chosen for display at the lobby of the hip Nhow Hotel as part of its new exhibition, “CONmunication”. Nhow is a luxury hotel located in Zona Tortona which hosts art and design exhibitions, thus serving as a ‘hotel-gallery’ for young talents as well as famous designers to express their creativity. The full collection from exit design will also be exhibited at the Not Only Architecture gallery come June.

Singapore's representatives at SaloneSatellite, **1degOFF design playgroup**, **d.lab™**, **Jarro Lim Design**, **Air Design Group**, **Outofstock** and **Studio JUJU**, who were supported by DesignSingapore Council's Overseas Promotion Partnership Programme (OPPP), also fared well. These companies saw a healthy number of enquiries from international furniture companies interested to manufacture or retail their designs. They also built up a good network of potential business contacts at the show.

Commenting on his experience at Salone Internazionale del Mobile, Mr Gavin Woo, Managing Director of Office Planner Pte Ltd said: “Being part of Singapore Mozaic and making our PINKER debut at the Milan Furniture Fair was truly a unique opportunity. For a young brand like PINKER, it would not have been possible for us to do it alone. Our presence in Milan under the Singapore Mozaic identity helped us gain a lot of credibility internationally.”

Summing up his thoughts on the fair, Mr Ng said: “I believe our local designers and companies have benefited greatly from the creative exchange of ideas with elite furniture players from all over the world. We were able to see the different design perspectives presented by other international exhibitors and gain better knowledge of global trends. We have all been inspired by the energy and passion for design excellence at the Milan Furniture Fair and encouraged by the opportunities available. I am sure our Singapore Mozaic ambassadors and talents will return motivated and raring to go for similar events in future!”

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**

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 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

### **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)

### **About DesignSingapore Council**

The DesignSingapore Council formed in August 2003 as a department within the Ministry of Information, Communications and the Arts, is the national agency for promotion and development of Singapore design.

As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multidisciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets

[www.designsingapore.org](http://www.designsingapore.org)

**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) / Juliana Gan (Marketing Communications Manager) /

Zhang Zhijia (Executive, Marketing Communications)

Singapore Furniture Industries Council

Tel: +65-6569-6988

Email: [shermaine@singaporefurniture.com](mailto:shermaine@singaporefurniture.com) / [juliana@singaporefurniture.com](mailto:juliana@singaporefurniture.com) /  
[zhijia@singaporefurniture.com](mailto:zhijia@singaporefurniture.com)