

NEWS RELEASE

SINGAPORE FURNITURE INDUSTRIES COUNCIL ANNOUNCES EXECUTIVE COMMITTEE FOR 2008/2010

Mr Andrew Ng reappointed as President for second term

SINGAPORE, 24 November 2008 – The Singapore Furniture Industries Council (SFIC) recently announced the new Executive Committee for 2008/2010. Mr Andrew Ng, Managing Director of Kiat Lee Industries Pte Ltd has been re-elected as President of SFIC for a second term.

During his two years at the helm, Mr Ng oversaw the successful launch of several strategic SFIC initiatives. These include the official opening of International Furniture Centre in December 2007, a key SFIC initiative that Mr Ng had personally led since its inception and the launch of the Singapore furniture industry brand, Singapore Mozaic in March 2008. Mr Ng will continue to play an important role in the development and implementation of several exciting SFIC industry programmes and networking events that are currently on the drawing board.

“I am honoured to be re-elected to the post of president once again. Supported by the new and highly capable Executive Committee members, we will continue to push forth and actively grow the programmes that we have successfully put into place. Although the current economic climate is challenging, we will not be slowing down. In fact, it has become more important for us to further develop and implement new strategies and initiatives that will help propel the local furniture industry to a prominent position in this competitive world market. Our priority remains with promoting the interests of our members, the local Singapore furniture industry players, and to help our industry weather the current financial situation,” said Mr Andrew Ng.

“I’m also very pleased to have again the opportunity to work with Mr Neo Sia Meng, Executive Director of Four Star Industries Pte Ltd, Mr Jerry Tan, Managing Director of Jaco Singapore Pte Ltd and Mr Kenny Koh, Managing Director of Star Furniture Industries Pte Ltd, all of whom were re-elected to resume their posts as vice-presidents. They bring with

them many strengths – Jerry and Kenny are highly experienced in regionalisation and marketing, and Sia Meng has been a key supporter and contributor to our successful local enterprise development and training programmes. In addition, Tony Pang, who was re-elected to resume the post of Honorary Secretary, also chairs the International Furniture Fair Singapore Show Advisory Panel. The committee members all bring with them unique expertises and extensive experiences in the different aspects of the furniture industry and the combined strengths of this A-team will surely result in a very exciting year ahead.” He continued.

In the other appointments, Mr Steven Chew, Chief Operating Officer of Sitra Holdings (International) Limited was elected Honorary Treasurer, while Ms Alison Kwok, Managing Director of Cathay Decoration & Construction Pte Ltd was appointed as Assistant Honorary Treasurer.

Mr Andrew Pang, Creative Director of Lavaworks has also joined the committee as a co-opt member. Together with Mr Simon Ong, Managing Director of Kingsmen Projects Pte Ltd who chairs both the International Design Advisory Panel and the Design Development Committee, Mr Pang will continue to lead various design and technology initiatives such as Furniture Design Award, FLIP Challenge and PLATFORM.

The Executive Committee also welcomes Mr Ernie Koh, Executive Director of Richin Furniture Décor Pte Ltd as the newly appointed Assistant Honorary Secretary.

The SFIC Executive Committee consists of prominent local furniture players who will work together to spearhead the Council’s mission of establishing Singapore as a premier furniture hub.

The members of the SFIC Executive Committee 2008/2010 are as follows:

President:	Mr Andrew Ng Managing Director Kiat Lee Industries Pte Ltd
Vice-President:	Mr Neo Sia Meng Executive Director Four Star Industries Pte Ltd
Vice-President:	Mr Jerry Tan Managing Director Jaco Singapore Pte Ltd

Vice-President: Mr Kenny Koh
Managing Director
Star Furniture Industries Pte Ltd

Honorary Secretary: Mr Tony Pang
General Manager
V-Mark Woodcraft (S) Pte Ltd

Honorary Treasurer: Mr Steven Chew
Chief Operating Officer
Sitra Holdings (International) Limited

Assistant Honorary Secretary: Mr Ernie Koh
Executive Director
Richin Furniture Décor Pte Ltd

Assistant Honorary Treasurer: Ms Alison Kwok
Managing Director
Cathay Decoration & Construction Pte Ltd

Executive Committee Members: Mr Sim Kah Choon
Managing Director
Abitex Designs (S) Pte Ltd

Mr Jimmy Tan
Director
Cellini Design Center Pte Ltd

Mr Choo Yong Fee
Deputy Managing Director
Cheng Meng Furniture Co. Pte Ltd

Mr Jeffrey Yong
Vice President
Eurosa Furniture Co (Pte) Ltd

Mr Quah Soon Chow
Vice President
Getz Bros & Co (S) Pte Ltd

Mr Por Khay Ti
Deputy Group Managing Director & Chief Operating
Officer
HTL International Holdings Ltd

Mr Simon Ong
Managing Director
Kingsmen Projects Pte Ltd

Mr James Koh
Deputy Chairman & Managing Director
Koda Ltd

Mr James Goh
Executive Chairman
Lorenzo International Ltd

Co-Opt members:

Mr Richard Koh
Chief Operating Officer
Buylateral Group Pte Ltd

Mr Tony Lin
President
Eurosa Furniture Co (Pte) Ltd

Mr Andrew Pang
Creative Director
Lavaworks

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, 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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