

News Release

SINGAPORE FURNITURE COMPANIES DEBUT AT THE SALONE DEL MOBILE

Singapore, 10 April 2008 : Singapore will be presenting its debut showcase at the forthcoming Salone del Mobile scheduled to be in Milan from 16 to 21 April 2008. The country's furniture industry employs 15 thousand people and is valued at almost two billion euros, with a 15% growth in 2007.

Led by the Singapore Furniture Industries Council (SFIC), the official representative body of the republic's burgeoning furniture industry, and supported by government agencies, SPRING Singapore, International Enterprise (IE) Singapore and DesignSingapore Council, six Singapore design-led furniture companies, namely Star Furniture, Koda, Getz Gallery in collaboration with HybridMatter, The Lifeshop and Air Division, will be showcasing their unique furniture designs under the newly launched Singapore furniture brand - **Singapore Mozaic** - at this international trendsetting event.

Singapore Mozaic is all about 'Singapore furniture's finest'. A national furniture industry brand, it brings together a group of successful Singapore furniture companies bound by principles such as agility in response to market demands, vibrancy in furniture design and products, as well as forward-looking and transparent business practices.

Andrew Ng, President of SFIC says: "Like Italy, Singapore pays very close attention to the design and quality of our furniture pieces. Drawing inspiration from both East and West, our cosmopolitan city has allowed us to develop styles and designs that work for both local and international clientele. The abundance of raw materials in the region also allows our designers to bring energy and originality to our products. We believe that Singapore has the ability to be a key commercial partner for Italy due to the transparency of our business practices and our unique design capabilities. Along with our efficient infrastructure and organisations, Singapore can be an important avenue for Italian companies looking to enter Asian markets".

As the government agency for enterprise development in Singapore, SPRING Singapore strongly supports SFIC's efforts to showcase Singapore Mozaic and its group of furniture companies at the Salone del Mobile. "Participating in such major trade events enables our local furniture companies to reach out to more potential buyers and business partners, while at the same time, market Singapore Mozaic and Singapore's furniture industry to the world," said Mr Loh Khum Yean, Chief Executive, SPRING Singapore.

Said Mrs Tan Li Lin, Director, Lifestyle and Business Services Division, IE Singapore, "Situated in the heart of Asia yet highly cosmopolitan in business, Singapore furniture companies have an extensive base of worldwide sourcing and production networks to help international buyers to fulfill their sourcing requirements. Companies under the Singapore Mozaic brand bring together a diverse portfolio of Singapore's finest furniture and offer buyers a reliable one-stop sourcing contact for Asia. As the government agency promoting overseas growth and international trade, International Enterprise Singapore hopes that the umbrella brand Singapore Mozaic will communicate the furniture's industry's efficient logistics capabilities and resourcefulness to our valued business partners in a more consistent manner, and extend this awareness to more furniture buyers, especially those unfamiliar with Singapore."

The six companies participating in Salone del Mobile demonstrate the broad spectrum of furniture products and unique design capabilities offered by Singapore. **The Lifeshop** for instance, has instilled elements from the vivid yet mysterious traditions of oriental China; the clean lines of “Zen minimalism” from Japan; the sensuality, spice and splendor of ethnic India; and the rustic charms of Indochina. Since its debut, the company has received rave reviews and won many international awards for its creations.

Getz Gallery is a fine example of a forward-thinking company that has teamed up with **HybridMatter**, a budding design company, to evolve a new design language with the cultural confluence of the East and the West. With distinctive clarity of design and exquisite attention to detail, its timeless products are simple yet sophisticated. Products from Getz Gallery have been featured in several international publications such as the Japanese publication “The Home Living” and “Furniture Today” of USA.

Koda has made a name for itself for its ability to anticipate, adapt and respond to trends and customers’ demands. Well-known for its expertise in product design and workmanship, Koda now exports its dining, living and bedroom furniture to more than 250 established customers in over 50 countries.

Air Division is a leading contemporary furniture design specialist with a passion for continuous innovation. Known for its design creativity, quality and reliability of products, Air Division provides for both exports and retail markets. Since its inception, Air Division has garnered numerous awards for its designs. These include the Merit Award at the 9th International Bicycle Design Competition for Venture Bike, the Silver and Bronze Awards at the Mines International Design Intelligence 2006 and the Singapore Furniture Design Award 2006 for Break Stool as well as the red dot award: design concept 2006 for the work "BIOPOD".

For **Star Furniture**, other than form and function, versatility is also a key design factor to ensure that its furniture range is highly adaptable to a variety of users.

Always keeping an eye on the latest trends and utilising the latest technology in its factories, Star Furniture delivers on its promise to bring to market innovative products of superior quality that are also always affordable.

For more information, please visit :

www.singaporefurniture.com

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

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

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

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, multi-disciplinary 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.

More information on the Council is available at www.designsingapore.org.

Issued by : **Foreword Communications Pte Ltd**

On behalf of : **Singapore Furniture Industries Council**

For media enquires, please contact:

Juliana Teo (Associate Account Director)/Sylvia Lim (Consultant)/Alanna Yeo (Associate)

Foreword Communications Pte Ltd

Tel: +65-6338-5918

Email: juliana@foreword.com.sg/ sylvia@foreword.com.sg

[/alanna@foreword.com.sg](mailto:alanna@foreword.com.sg)

Ms Shermaine Ong (Executive Director) / Ms Joey Ng (Assistant Manager, Marketing Communications)

Singapore Furniture Industries Council (SFIC)

Tel: +65-6569-6988

Email: sfic@singaporefurniture.com