

NEWS RELEASE

**Stellar results for Singapore Mozaic ambassadors at
Milan Furniture Fair 2008**

S\$60,000 in spot orders, follow-on sales of S\$1.8 million to be expected

SINGAPORE, 28 May 2008: Singapore made a highly successful debut at the 47th Salone Internazionale del Mobile, or Milan Furniture Fair, held in Italy from 16 to 21 April 2008.

Representing the country were five design-led Singapore companies, who showcased the best of their collections under the national furniture industry brand, Singapore Mozaic. Together, they achieved an estimated S\$60,000 worth of spot orders over the six-day show. New business leads established during the fair are expected to generate follow-on sales of S\$1.8 million over the next 12 months.

The five Singapore Mozaic brand ambassadors are Air Division Pte Ltd, Getz Gallery in collaboration with HybridMatter, Koda Ltd, Star Furniture Industries Pte Ltd and The Life Shop Pte Ltd. Led by the Singapore Furniture Industries Council (SFIC) with the support of government agencies, SPRING Singapore, International Enterprise (IE) Singapore and DesignSingapore Council, this marked the first time Singapore companies participated in the prestigious Salone Internazionale del Mobile, widely regarded as the launch pad for the latest trends in furniture and furnishings.

Mr Andrew Ng, President of the Singapore Furniture Industries Council said, "We are very encouraged by the success of Singapore Mozaic's first outing to the Milan Furniture Fair. Many international industry players visited our booth and gave us very positive feedback on Singapore Mozaic and our ambassadors. We are also honoured to meet with Ms Letizia Moratti, the Mayor of Milan and representatives from Italian furniture companies. This will certainly pave the way for successful partnerships between the Singapore and Italian furniture industry and we hope to continue making our presence felt at the Fair next year."

Mr Ernie Koh, Senior Vice President of Koda Ltd said, "It was a wonderful experience and a very fruitful trip for us. Over the six-day fair, we were able to touch base with trade visitors, build new business contacts and view the hottest furniture innovations from all over the world. We are proud to be one of the pioneer Singapore Mozaic companies to exhibit at this invaluable platform and contribute towards pushing the Singapore furniture industry to greater prominence in the global market."

Commenting on SPRING Singapore's support of the Singapore Mozaic showcase at Salone del Mobile, Mrs Kee Ai Nah, Director of Retail Division, said, "Participating in such major trade events enables our local furniture companies to reach out to more potential buyers and business partners, and spread the good name of Singapore's furniture industry to the world through Singapore Mozaic. SPRING will continue to help local furniture enterprises upgrade their business capabilities, and work closely with SFIC and IE Singapore to raise the profile of Singapore furniture overseas."

Besides the Singapore Mozaic ambassadors, nine budding Singapore-based designers, led by the DesignSingapore Council, also presented their

works at the Fair. They include Jarrod Lim, Jason Ong, Gabriel Tan and Wendy Chua, participants of PLATFORM 2008, the design entrepreneur programme initiated by SFIC, which is held in conjunction with the annual International Furniture Fair Singapore in March. Exhibiting under Blueprint 2008, these young designers showcased unique pieces created in collaboration with fashion designers alongside new additions to their collections. Together with the design-led Singapore Mozaic companies, the Singapore contingent showcased the largest-ever range of Singapore designs at the Fair.

Mrs Tan Li Lin, Director, Lifestyle and Business Services Division, IE Singapore said, "Design provides an important competitive advantage for Singapore companies' internationalisation strategy. International Enterprise (IE) Singapore has been supporting SFIC's internationalisation and design initiatives such as the participation in overseas trade shows and the Furniture Design Award, Furniture Design Forum, FLIP, and Platform. The Singapore furniture industry's inaugural showing at the prestigious Salone Internazionale del Mobile is an international nod of recognition for Singapore design and helped raised the profile of Singapore's furniture industry to international furniture players and architects. Aside from establishing business leads, the show was an excellent platform for Singapore companies to learn about cutting-edge design and to explore collaboration with international designers. IE Singapore and SPRING will continue to support companies' participation in such shows."

Following the success at Milan, SFIC is planning to bring Singapore Mozaic to the renowned imm cologne in January 2009.

For more information, please visit www.singaporefurniture.com and www.singaporemozaic.com

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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.

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For media enquires, please contact:

Juliana Teo (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

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

Singapore Furniture Industries Council

Tel: +65-6569-6988

Email: sfic@singaporefurniture.com