



For Immediate Release

SINGAPORE MAKES A SPLASH AT MILAN FURNITURE FAIR 2008

Singapore, April 18, 2008 - Singapore Mozaic made an auspicious debut at the 47th Salone Internazionale del Mobile, better known as the Milan Furniture Fair, held at the New Milan Fairgrounds (Fiera Milano) in Rho, Italy.

From 16 to 21 April 2008, six Singapore design-led companies had the honour of being the first Singapore Mozaic brand ambassadors to represent the local furniture industry at the Salone Internazionale del Mobile, widely regarded as the best and biggest furniture and furnishings trade fair in the world. This year, some 2,000 exhibitors showcased furniture, lighting and design accessories over 2.2 million square feet of exhibition space, with more than 200,000 visitors expected for the six-day event.

At the Singapore Mozaic booth which occupied 700sq ft space at Pavilion/Hall 13, on show was a furniture collection that featured high glass crystal acrylic finishes, unique soft-closing mechanisms, simple yet timeless designs and culturally rich Asian inspired pieces. The six companies that participated were Air Division, Getz Gallery, HybridMatter, Koda, Star Furniture Industries and The Life Shop.

The Singapore booth also received a visit from a distinguished guest. On opening day, the Mayor of Milan, Ms Letizia Moratti, visited the stand and met with the delegates of Singapore Furniture Industries Council (SFIC) with a view to draw up plans for cooperation between Singapore and Italian furniture companies.

Said Mr Andrew Ng, president of Singapore Furniture Industries Council (SFIC): "I am delighted to have met the Mayor of Milan and with our accomplishments here over the past few days. This is an extremely important fair, attracting some 200,000 visitors from all over the world. In the first two days alone, we have more than 300 enquiries. We've also received an amazing welcome from the Lombardy institutions and this is sure to generate exciting new partnerships".

Said Ms Letizia Moratti, Mayor of Milan: "This opportunity to meet with Singapore enables us to lay the foundations for agreements, and also for our own companies operating in the furnishing and design sectors in view of Expo 2015 (which will be hosted by Milan)."

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ABOUT SINGAPORE MOZAIC

The 18-month long journey of Singapore Mozaic began in September 2006. The Singapore Furniture Industries Council (SFIC), together with the support of SPRING and IE Singapore, embarked on the Singapore furniture industry branding project, targeted to further differentiate Singapore furniture from international competition and to raise the awareness of Singapore furniture in world markets.

Today, Singapore Mozaic represents the myriad of furniture products by Singapore Furniture companies that together addresses the needs and expectations of customers all over the world. The "z" in Mozaic stands for "Zeal" - which translates to a passion and devotion for innovation, good designs, professionalism, service and quality products.

ABOUT SINGAPORE FURNITURE INDUSTRIES COUNCIL

Singapore Furniture Industries Council (SFIC) 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. For more information, please visit www.singaporefurniture.com

ABOUT SPRING SINGAPORE

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. We work 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 Singapore works with industries to put in place an internationally-recognised standards and conformance infrastructure. We also promote the use of standards and quality assurance in our industries and enterprises to enhance competitiveness. For more information, please visit www.spring.gov.sg

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