



**ASEAN FURNITURE INDUSTRIES COUNCIL**

# **NEWS RELEASE**

## **SINGAPORE FURNITURE INDUSTRIES COUNCIL TAKES OVER CHAIRMANSHIP OF ASEAN FURNITURE INDUSTRIES COUNCIL**

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**SINGAPORE, 4 December 2008** – Singapore Furniture Industries Council (SFIC) has been formally handed the reins of the ASEAN Furniture Industries Council (AFIC) starting 8 November 2008. Taking over from the Philippines, Singapore will act as the Chairman, Secretary General and Secretariat for AFIC from 2008 to 2010. The other member countries of AFIC are Indonesia, Malaysia, Myanmar and Thailand.

The Singapore Furniture Industries Council (SFIC) Executive Committee has appointed Mr Jerry Tan as Chairman of AFIC for the two-year term. Mr Tan is the Vice President of SFIC and Managing Director of Jaco Singapore Pte Ltd. He is a well known figure in the regional furniture circles and has tremendous experience in the organisation of international furniture trade exhibitions and missions. He has extensive contacts with major furniture players and regional furniture associations throughout the ASEAN countries. His wealth of experience in regional furniture trade issues will put him in good stead to play a key role in fast tracking AFIC's strategic initiatives to accelerate the growth of the ASEAN furniture industries.

He said: "I am honoured to take on this new role as Chairman for AFIC. The past committees have established a strong foundation for AFIC and we will work towards cementing even stronger ties and partnerships between the ASEAN furniture

communities. I am confident that collectively with our partner members; we can forge ahead and make the ASEAN furniture trade more prominent in international markets and visible worldwide.”

To further strengthen the committee’s knowledge and expertise, the SFIC Executive Committee has appointed Mr Steven Chew, Executive Director of Sitra Holdings (International) Limited, as Secretary General of AFIC. Mr Chew has over a decade of experience in the furniture and timber industries. He is also a strong supporter of the green movement and brings with him a wealth of industry experience in sales, purchasing, operations and finance functions. Together with Mr Jerry Tan, he is expected to play a key role in further strengthening AFIC and instilling it with a renewed sense of purpose.

“In these challenging economic times, AFIC plays an even more important role, that of ensuring healthy intra-ASEAN trade and an enhanced competitiveness to stay buoyant amidst the sea of fast-moving global players who are increasingly focused on speed and value. ASEAN integration is our primary focus and I hope to see immediate results in the form of a smoother, more cohesive and effective ASEAN furniture exhibition circuit.” adds Mr Jerry Tan.

AFIC member countries like Indonesia, Malaysia, the Philippines, Singapore and Thailand hold annual furniture trade fairs, namely International Furniture & Craft Fair Indonesia (IFFINA), Malaysian International Furniture Fair (MIFF), The Philippine International Furniture Show - Manila (PIFS), Cebu International Furniture and Furnishings Exhibition (Cebu X), International Furniture Fair Singapore in conjunction with ASEAN Furniture Show (IFFS/AFS), and Thailand International Furniture Fair (TIFF). The ASEAN Furniture Show held in conjunction with IFFS in Singapore adds to the vibrancy of this circuit, bringing the best of ASEAN players together in a dynamic and comprehensive trade event annually.

AFIC will work with member countries to devise a more efficient exhibition timetable and route for exhibitors and buyers alike. This will bring about better efficiency in terms of time and expenses for all exhibitors and visitors, and encourage higher participation and greater visibility for member countries. AFIC is also keen to support effective design and

value propositions in a bid to offer the global market a bigger, newer and more innovative ASEAN show.

In the next two years, AFIC will continue to roll out initiatives to promote closer relations and cooperation between furniture manufacturing business communities in member countries and regional and international organisations. Actively making recommendations on trade incentives and measures to benefit the ASEAN furniture industries, AFIC aims to further accelerate and harmonise the growth and progress of the furniture and fixture industries regionally with a global consciousness.

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#### **About ASEAN Furniture Industries Council (AFIC)**

ASEAN Furniture Industries Council (AFIC) was established in 1978 as a regional trade organisation with the primary objectives of promoting the interests of the ASEAN furniture industries.

AFIC currently comprises constituent members that represent the furniture industries of each ASEAN country and are certified by their respective ASEAN Chamber of Commerce and Industries or its equivalent.

Current AFIC members are: ASMINDO (Indonesia), Malaysian Furniture Industry Council (Malaysia), Myanmar Forest Products and Timber Merchants Association (Myanmar), Chamber of Furniture Industries of the Philippines (Philippines), Singapore Furniture Industries Council (Singapore), and Thai Furniture Industry Club - Federation of Thai Industries (Thailand).

Singapore currently holds the Chairman, Secretary General and Secretariat portfolios for AFIC for the 2008/2010 term.

#### **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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