

NEWS RELEASE

SINGAPORE FURNITURE INDUSTRY AWARDS RETURNS TO GIVE RECOGNITION TO OUTSTANDING INDUSTRY PLAYERS & BEST PRACTICES

SINGAPORE, 12 June 2006 - The prestigious Singapore Furniture Industry Awards 2006 (SFI Awards 2006) is now calling for entry to honour outstanding industry individuals and enterprises that have made significant contributions to the furniture industry in Singapore.

Organised by the Singapore Furniture Industries Council and supported by DesignSingapore Council, IE Singapore, SPRING Singapore and the Singapore Institute of Architects, the SFI Awards underscore SFIC's continuous push in raising the profile and global standing of local furniture enterprises.

The SFI Awards was launched in 2003. The winners of the inaugural Awards include HTL International Holdings Ltd, which was named one of the 200 best small companies in the world for four consecutive years by Forbes and Kingsmen Projects Pte Ltd, which was involved in an extensive number of high-profile interior design and building contracts in Singapore and around the world including BMW's eye-catching events, Vivo City and Marina Square Shopping Mall in Singapore, Nike's concept store in South Korea, launch of Raoul in the UAE and the China Film Museum in Beijing.

Open to all companies in the Singapore furniture industry, the categories for the Awards comprise:

- The Furniture Manufacturer Award
- The Furniture Retailer Award
- The Interior Builder Award
- The New Entrant Award
- The Outstanding Individual Award

Nomination forms for SFI Awards 2006 are now available for download at www.singaporefurniture.com/sfia.htm. The closing date for nomination is Friday, 28 July 2006. The Awards will culminate at an awards ceremony to be held in conjunction with the SFIC's 25th Anniversary Dinner & Dance in September.

For more information on the SFI Awards, please find a backgrounder attached for your reference.

- End -

Backgrounder

The Singapore Furniture Industry Awards is designed to honour outstanding industry individuals and enterprises that have made significant contributions to the furniture industry in Singapore.

The categories for the Awards are:

- **The Furniture Manufacturer Award**
- **The Furniture Retailer Award**
- **The Interior Builder Award**
- **The New Entrant Award**
- **The Outstanding Individual Award**

The Furniture Manufacturer Award, The Furniture Retailer Award, The Interior Builder Award and The New Entrant Award will honour the spirit of entrepreneurship within the furniture industry. These Awards will profile local enterprises' outstanding competencies in the areas of international business development, furniture retail business and contract furniture manufacturing.

The Furniture Manufacturer Award will confer the highest recognition to companies which have become household names internationally through their consistent production of high quality and leading-edge furniture designs.

The Furniture Retailer Award honours retail companies which have thrived despite the competitive retail scene in Singapore, by consistently providing excellent service to their customers and constantly creating innovative ways to market their products.

The Interior Builder Award pays tribute to the "specialists" in customised furniture and interior designs. The Award will highlight companies which have created stunning interior designs for homes, offices and other commercial buildings by focusing on quality, design and delivery.

The New Entrant Award is presented to companies in recognition of their abilities to penetrate and gain a significant share of the furniture market within a short span of time. These companies should have been established or have had a major change in leadership in the last three years.

The **Outstanding Individual Award** was developed to motivate and inspire industry individuals to scale new heights, and encourage good and consistent performance, exemplary conduct and attitude.

About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of furniture manufacturers in Singapore, 65% of whom have subsidiary manufacturing plants in the region; including Malaysia, Indonesia, China, Vietnam and Thailand. Its primary roles include promoting the interests of its members and the Singapore furniture industry, facilitating members' exposure to the world market, creating more entrepreneurs through human resource development, developing local talents, creating more leading-edge and award-winning designs by organising competitions such as the annual Furniture Design Award, forging strategic partnerships with government- and trade-related agencies, harnessing technology and knowledge for growth through the use of information technology.

Issued by : Foreword Communications Pte Ltd

On behalf of : Singapore Furniture Industries Council

For media enquires, please contact:

Shannen Fong (Account Director)/Jasmine Sim (Consultant)/Pok Chiu Ling (Associate)

Foreword Communications Pte Ltd

Tel: +65-6338-5918

Email: shannen@foreword.com.sg/jasmine@foreword.com.sg/chiuling@foreword.com.sg

Shermaine Ong, Executive Director

Joey Ng, Marketing Communications Executive

Singapore Furniture Industries Council

Tel: +65-6569-6988

Email: sfic@singaporefurniture.com