



## NEWS RELEASE

### SINGAPORE FURNITURE INDUSTRY AT IMM COLOGNE 2008

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**COLOGNE/SINGAPORE, 09 JANUARY 2008** - 18 Singapore companies will showcase a variety of high-quality furniture and innovative designs at imm cologne 2008 (14 – 20 January 2008).

For the first time, the furniture industry trade association – the Singapore Furniture Industries Council (SFIC) has organised two national pavilions in Hall 1 and Hall 3. Two of Singapore's largest furniture companies will also be taking individual stands in Hall 6 and Hall 8.

Mr Andrew Ng, President of SFIC, said, "Our exhibiting companies have a great combination of experienced management, a skilled workforce, excellent design and production capabilities. This gives them an edge in creating a diversity of high quality furniture products for the international market."

The Singapore contingent's participation is supported by International Enterprise (IE) Singapore, an agency under the Ministry of Trade and Industry promoting overseas growth of Singapore-based enterprises and international trade.

Mrs Tan Li Lin, Director of Corporate Group (Lifestyle and Business Services), IE Singapore said, "The Singapore players have earned a strong reputation based on their ability to leverage on Asia's competitive production costs and abundant raw materials while developing marketing, design, branding and product development in the Singapore headquarters. The result is innovative, well designed and high-quality furniture which is widely accepted worldwide. In addition, the probability of default is a rarity in the Singapore furniture industry and it is this high level of trust and reliability that has increased our Singapore companies' standing in the eyes of the world."

## **Singapore companies in Hall 1 (subsection: imm basic)**

Ten companies are located in a Singapore pavilion of more than 400 m<sup>2</sup> area in Hall 1 (subsection: imm basic). Furniture manufacturers Eurosa, Home of Homes, Haleywood and Power Foam are familiar names in Cologne, and visitors can look forward to new offerings from Acanthus, Gnee Hong Co., Ivena International, Richin Furniture Decor, Sheldon Systems and Univonna who are participating for the first time at the imm cologne.

Eurosa was established in 1972, and has developed into an internationally successful manufacturer of quality furniture at affordable prices. The product portfolio comprises living room furniture in the most varied styles and tastes, from American prestige furniture and European classics to modern variants. The company, which has also made a name for itself as OEM partner, manufactures in China and Malaysia. Its sales and marketing headquarters is located in Singapore.

Since its beginnings in 1979, Home of Homes has been successful in establishing itself as a “furniture specialist” in 15 countries in Asia, America and Europe. The company, which now operates two production facilities in China, began as a supplier to hotels and restaurants, but today also produces glass display cabinets and dining room suites for the home.

For wood specialists Haleywood, research and development are especially important, as well as the high quality standard and reliable service. This company manufactures tables, chairs and bedroom furniture in many different kinds of wood and varied colour schemes. Haleywood has been selling to the UK and various parts of Europe for the past two decades

The upholstered furniture specialist Power Foam supplies to Belgium, UK, Ireland and various other European countries, as well as to Iceland, Australia and Japan. Its products are leather and textile covered seat groups and sofa beds.

Richin Furniture Decor also specialises in the manufacture of upholstered furniture. Founded in 1988, this company manufactures in Vietnam.

Acanthus relies upon the tradition of European craftsmanship. As a specialist in woodworking, Acanthus is currently offering three different ranges, from products of timeless, classical beauty to the modern-oriented style.

Gnee Hong Co. Pte Ltd was founded in 1934 and is one of Singapore's most traditional furniture makers. Today, the company is among the innovative symbols of the furniture industry in the city-state. Gnee Hong manufactures trendy, functional, high quality tables and chairs in a variety of materials, e.g., aluminium, steel, wood or acrylic glass. Its products are mainly supplied to restaurants, schools and offices.

Ivena International produces furniture of teak, acacia and mahogany in its facilities in Indonesia and Vietnam, For its outdoor furniture range "Andrew," Ivena uses teak from FSC-certified forests.

Sheldon Systems produces furniture for indoor and outdoor use. Sheldon products are characterised by their attractive design, recognised high quality and long service life.

Upholstered furniture manufacturer Univonna's production site is located in Singapore's neighbouring province, Johor. The product range, developed by the company's own design team, combines a modern style with high quality finish.

In addition to the Singapore pavilion, Star Furniture which has been exporting extensively to Europe for the last seven years will also have its own booth in Hall 1.

### **Singapore companies in Hall 3 (sub-section: imm prime design)**

Singapore design-oriented furniture companies such as Air Division, Zhaplin Work (Ximula.com), Urban Foundry and Exit Design are located in Hall 3.1. (sub-section: imm prime design). Look out for Air Division's "Break Stool" which was included in the "imm cologne hit guide 2008."

Selected exhibits from the design program "Platform 2007," which was initiated by the SFIC, are on display here. Platform 2007" features designs by HybridMatter, Jarrod Lim Design, Kelvin Fred Designs and DOT International.

DOT International has participated in various international shows including SaloneSatellite, Satellite in Production, Tokyo Designers Block and 100% Tokyo. Its OW1 also received the Red Dot Concept Award 2006.

Jarrold Lim is an exciting young designer who has received a lot of recognition for his innovative and distinctive design work. Apart from garnering several design awards, Jarrod has spent time working at some of the most renowned and exciting design houses in the world, including the world famous designer, Patricia Urquiola, and SCP, one of the U.K's

### **Singapore companies in Hall 6 and Hall 8**

HTL and Koda are located in Halls 6 and 8. Both have exhibited at imm cologne for years and are global players.

Koda has made a name for itself exporting dining room suites to UK, Scandinavia and US, while HTL is the first Asian manufacturer of upholstered furniture to have successfully established Europe as its main market.

For more information, please visit [www.singaporefurniture.com](http://www.singaporefurniture.com)

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### **Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council 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, Myanmar, 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 trendsetting 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.

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### **International Enterprise Singapore**

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economic wing.

Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our "3C" framework of assistance – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

Please visit [www.iesingapore.com](http://www.iesingapore.com) for more information.

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