

SHAPING TOMORROW'S LIVING

ANNUAL REPORT
2016

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SingaPlural 2016 Design Installation

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SingaPlural 2016 Project X

VISION

To establish Singapore as a premier furniture hub that provides total solutions to the global market.

MISSION

Proactively identify and acquire key industry capabilities that strengthen Singapore's position as Asia's furniture hub.

Aggressively drive a spectrum of broad-based and targeted initiatives to meet industry needs.

Leverage on SFIC's resources, networks, and industry knowledge to be the Captain and Voice of the Industry.

WHO WE ARE

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as materials and equipment suppliers.

Currently, the Council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

Our primary role is to promote the interests of its members and of the Singapore furniture industry. For over 30 years, SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, as well as upgrading business capabilities.

Revolving around SFIC's 3i strategic framework; Improve + Innovate + Integrate, the Council's programmes aim to grow the local furniture industry and ultimately, to strengthen the 'Singapore brand' globally.

PRESIDENT'S FOREWORD



“ It has been a pleasure to have served as President of SFIC for the past four years, and to have worked with both fellow executive committee members and the SFIC management who are passionate and capable to drive progress for our industry. ”

Ernie Koh

President
Singapore Furniture Industries Council

PRESIDENT'S FOREWORD

It is a great pleasure and privilege for me to present SFIC's annual report – as it marks its 35th anniversary!

This is a remarkable achievement – attesting to the success of the Council's strategies, which have contributed to its ability to stand the test of time.

The year has been positive for the Singapore furniture industry and SFIC. The industry achieved an overall market value of S\$6.27 billion in 2015, up from S\$6.22 billion the previous year despite softer global growth.

This is a testament to the resilience of the furniture industry and our sound strategies to help our companies grow and tap new opportunities.

Over the past year, we had helped numerous local companies gain greater exposure to the global market via exhibitions, conferences and overseas missions. A total of 60 Singapore-based companies took part in the annual International Furniture Fair Singapore/ ASEAN Furniture Show and The Décor Show. Another 38 firms participated in other international trade fairs organised in China, Dubai, Germany and Malaysia. In addition to this, we have stepped up efforts to engage the emerging markets in Southeast Asia such as embarking on mission trips to Myanmar. We have also initiated collaborations through memorandum of understanding (MOUs) with industry counterparts in Europe and Asia to foster information exchange and facilitate business partnerships in distribution or franchising of foreign brands to help members expand their global footprints.

Through the SFIC Institute, we have implemented special Place-and-Train Programmes to build a pipeline of skilled designers and creative craftsmen for the furniture industry. To date, we have trained 81 designers as well as 72 creative craftsmen and placed them with 87 furniture companies. SFIC Institute is also designated by the

Ministry of Manpower as one of the 'LED Multipliers' tasked to raise awareness and drive adoption of manpower-lean solutions among SMEs under the Lean Enterprise Development (LED) Scheme. Our mission is not just to better train the workforce but also groom young talents in various institutions, including the Singapore Polytechnic, Nanyang Polytechnic and Institute of Technical Education (ITE).

SingaPlural, the anchor event of the Singapore Design Week (SDW), has made major strides. It has evolved into an important international platform connecting design with various businesses. It showcases novel content and design concepts, laying the base for the formation of strong partnerships to drive product and business innovation. Such innovation is crucial for our SMEs and design firms to tap new opportunities in an increasingly competitive business environment.

Moving forward, I am happy to see the redevelopment plans for the Sungei Kadut Industrial Estate coming closer to fruition. JTC is unveiling plans to build an eight-storey Furniture Hub by early 2019 to offer furniture companies a seamless transition from land-based factories to high-rise spaces. SFIC's Furniture and Furnishings Experience Centre will also be housed within the Hub, to support an ecosystem covering the gamut from production, trade, design and training to foster closer collaboration and synergies among local companies.

Externally, we need to help our members embrace the digital wave and capitalize on opportunities to cater to smart living in Singapore and overseas.

Internally, we will need to ramp up our efforts to build up and inject higher levels of professionalism through accreditation schemes that will lay the foundation for our longer-term plans and efforts.

SFIC too will need to change to position itself for a new dawn to stay relevant and thrive. The executive committee will continue to work with SFIC's management to plan for the future and ensure that we remain a leader in our field. An important part of planning for the future is leadership renewal. On that subject, we have made much effort to attract new talent to join us - to ensure our longer-term performance and strategic growth.

It has been a pleasure to have served as President of SFIC for the past four years, and to have worked with both fellow executive committee members and the SFIC management who are passionate and capable to drive progress for our industry. I would also like to thank our members, business associates, government agencies and media for their support in building SFIC to what it is today. We look forward to your continued support in the coming years.



Ernie Koh
President

Singapore Furniture
Industries Council

INDUSTRY OVERVIEW

The Singapore furniture and furnishings industry

1,977
COMPANIES



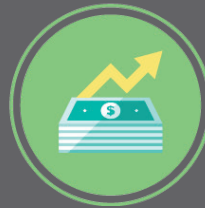
5

SECTORS

- Manufacturers
- Contract manufacturers
- Retailers
- Designers
- Supporting industries

GLOBAL FOOTPRINT

80
COUNTRIES



MARKET SHARE

\$6.27^B
(2015)

INDUSTRY OVERVIEW

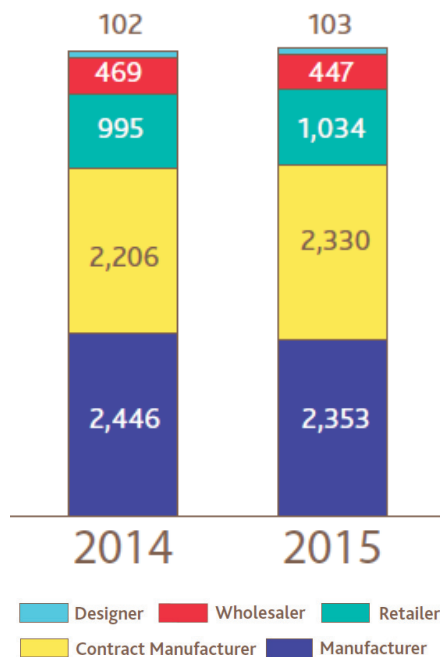
For the third year running, SFIC and SPRING Singapore commissioned BDO Consultants Pte. Ltd to conduct the 2014-15 Annual Industry Survey. By tracking market size, export figures and internationalisation trends, a better understanding of the industry is gained to help players target opportunities for growth and pinpoint trends and resources to tap onto.

Positive industry growth continues to unfold into 2015, hitting an annual market size of S\$6.27 billion. This is a 1% growth, surpassing last year's more modest estimate of 0.5%. Although industry players have remained prudent when expressing future growth expectations due to global market conditions, the industry is expected to remain strong with a forecasted value of S\$6.09 billion in 2016. Foreseeing the pace of slow growth provides players the opportunity to take the time to rethink their strategic development plans for upcoming years.

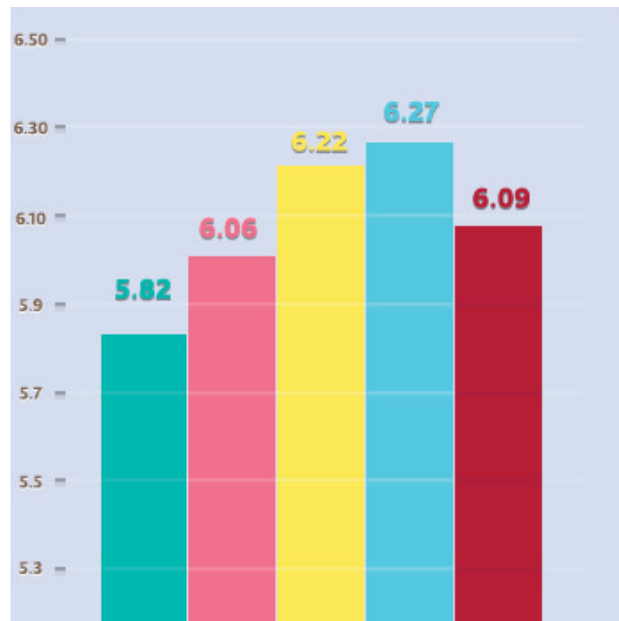
Industry Clusters

Amongst the various industry clusters, contract manufacturers, retailers and designers continued to grow, amidst the tough market conditions. Wholesalers and manufacturers, on the other hand, experienced a slight dip, mainly due to the slowdown in the global economy.

Market size breakdown by Industry Clusters (S\$ M)



Furniture Industry Market Size (SGD Billions)



Internationalisation Trends

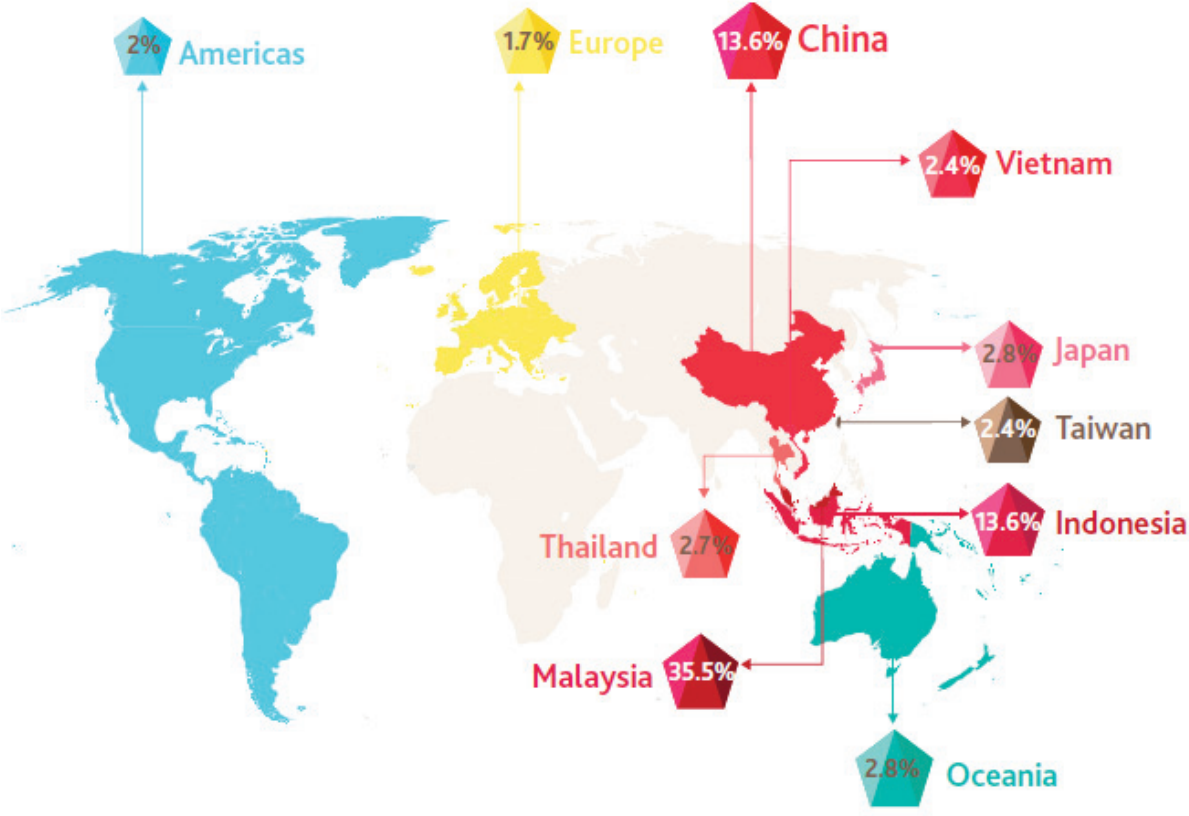
Internationalisation has long been a crucial component in strategic development plans across Singapore businesses.

To help local businesses explore market opportunities overseas, SFIC and respective government agencies have actively sought to promote and facilitate the process of opening up overseas, offering assistance in a range of ways from financial aid to Singapore presence in overseas trade shows as well as our own homegrown International Furniture Fair Singapore and Nook Asia (formerly known as The Décor Show).

INDUSTRY OVERVIEW

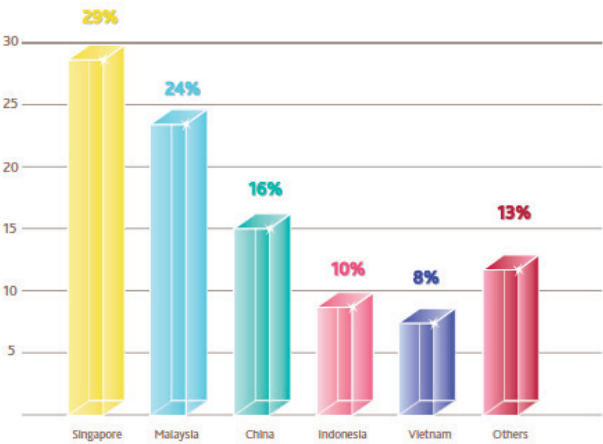
In terms of setting up overseas permanent business operations, Malaysia, Indonesia and China continued to be the top three choices, with South East Asia remaining highly attractive.

Permanent overseas business operations



In terms of manufacturing facilities, these three countries together account for roughly 50% of all manufacturing sites based overseas.

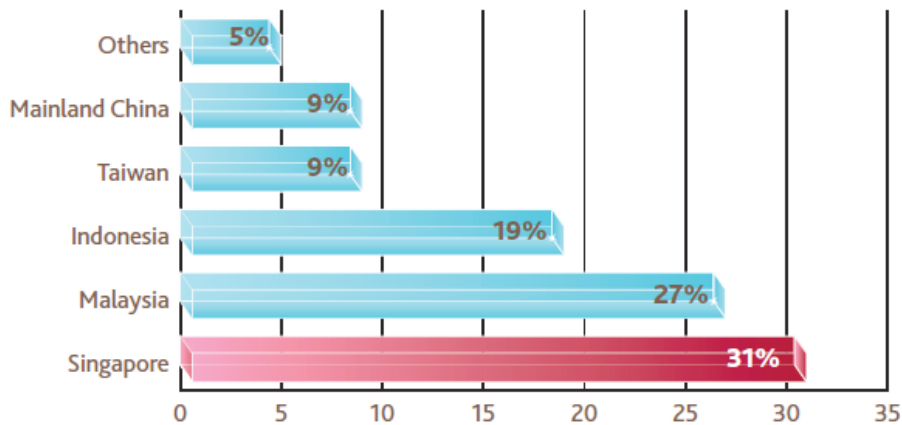
Location of manufacturing facilities



INDUSTRY OVERVIEW

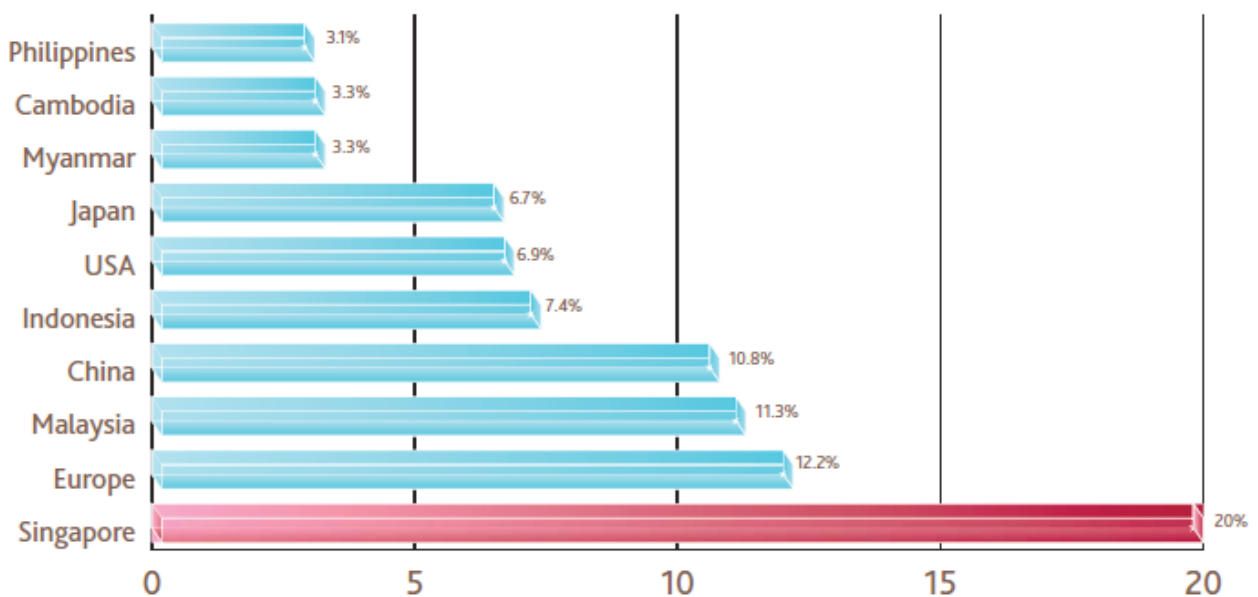
Alongside manufacturing facilities, the domestic scene remains a vital market as roughly a third of all furniture retail chains are situated in Singapore. Most players within the industry have expressed interest in expanding predominately within Asia, where growth opportunities continue to beckon.

Location of Retail Outlets



Undeviating from previous years, Singapore is to remain a crucial market in driving furniture sales. As local customers are expected to generate a fifth of all revenue for furniture companies, the domestic market should not be neglected or overlooked.

Expected Top Selling Markets in the Next 3 Years



Industry Transformation Initiatives, Going Forward

As the trend towards digitalization has crept through the lives of everyday consumers, furniture and furnishings businesses have to keep up with demands to provide faster, hassle free shopping experiences online.

Many traditional business models would have to keep up with the changing digital landscape. This presents vast opportunities for organisations, such as the revamping of internal processes to become more efficient, and creating new branding and marketing strategies to better reach customers around the world. However, this may also come with some risks businesses must be vigilant of.

Organisations must ensure proper training for employees to use new technologies and assess the readiness of the host country to embrace technological change if going overseas. Ultimately, each business is unique. It is imperative to find a way digitalisation can be integrated into the organisation to best fit its operational needs and stay relevant in today's ever changing digital marketplace.



SOURCE:
SINGAPORE FURNITURE INDUSTRY SURVEY 2016
COMMISSIONED BY SFIC & SUPPORTED BY SPRING SINGAPORE
RESEARCH PREPARED BY BDO CONSULTANTS PTE LTD

INDUSTRY OVERVIEW
SFIC MEMBERSHIP CLUSTERS

Strong local enterprises are critical drivers for the Singapore furniture and furnishings industry.



INDUSTRY OVERVIEW SFIC MEMBERSHIP CLUSTERS



MANUFACTURERS



Koda

#precise workmanship #design-intensive #sophistication #elegant #cost competitive



Star Furniture

#integrated retailer, manufacturer and exporter #seven product brands #long heritage #one-stop furniture and furnishings store #strong retail presence



Sam & Sara

#high quality home accessories and furniture #well-designed #timeless #traditional Indian craftsmanship #unorthodox materials

CONTRACT MANUFACTURERS



Sunray

#largest commercial fit-out specialists #quality interior components #capable resources #seamless supply chain



Roger&Sons

#second-generation carpenters #custom-made furniture #Impeccable workmanship #high-quality solid woods #hassle-free made-to-order



Grandwork Interior

#multiple-award-winning custom interior fittings firm #clients from more 20 major countries #strong working relationships

INDUSTRY OVERVIEW SFIC MEMBERSHIP CLUSTERS

DESIGNERS



Nathan Yong Design

#sense of wonder #lightness of restraints
#poetry of products #rigorous research #fit
effortless into the user's life



Quirky Haus

#client-centric #boutique interior design
firm #transforming ordinary spaces
#customized spaces



NextofKin

#multi-disciplinary design consultancy
#idea makers #cross pollinators
#emotional connections #physical and
experiential aspects

RETAILERS



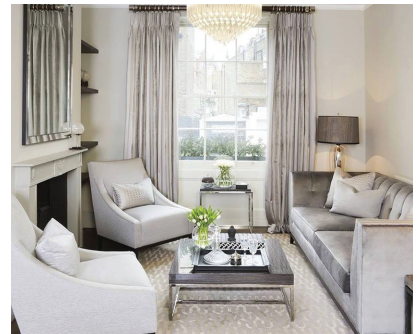
Hipvan

#inspiring home #affordable designer
furniture #online presence #quality of
living #overseas expansion



Journey East

#teak wood #eco-friendly designer
furniture #antique craftsmanship
#prominent commercial spaces
#personal touch



Danovel

#high quality home accessories
and furniture #well-designed #timeless
#traditional Indian craftsmanship
#unorthodox materials

MATERIALS & EQUIPMENT SUPPLIERS



Admira

#decorative laminates #trendy designer
focus #40 years experience #research and
development #East meets West character



Ecospace

#green agenda #sustainable business
practices #carbon emissions reduction
strategies #green-supply chain
implementation #energy and water-
efficiency adaptations



Luxx Newhouse

#Asia's premier solid surface provider
#20 years of specialist experience
#Innovation #Design Centre
#customisable solid surfaces

2015 IN REVIEW
EXPANDING BUSINESS LOCALLY & GLOBALLY

Helping the industry grow in the international arena has always been an important prerogative of SFIC.



2015 IN REVIEW EXPANDING BUSINESS LOCALLY & GLOBALLY



HELPING COMPANIES INTERNATIONALISE

55

local companies
participated in overseas projects

More than

20,000

companies from over 90 countries
leveraged on Singapore's position
as a global trading hub during IFFS.

5,693

business leads generated

TRADE, DESIGN & INSPIRATION

A good example is the annual International Furniture Fair Singapore/ ASEAN Furniture Show (IFFS/AFS), along with co-located events. The Décor Show and furniPRO Asia. The 33rd edition in March 2016 had once again carved for itself a solid reputation as Asia's premier sourcing platform and design-led exhibition, attracting 423 international exhibitors and 20,343 buyers from over 90 countries to Singapore.

EXPANDING GLOBAL FOOTPRINT

With the support of DesignSingapore Council and International Enterprise (IE) Singapore, the SFIC also led 38 companies to generate business leads and network in international trade exhibitions held in China, Dubai, Germany and Malaysia.

In addition, 17 companies went on business missions to explore growing opportunities in Myanmar and Italy.

STRENGTHENING BUSINESS PARTNERSHIPS

To further strengthen Singapore and Italy business partnerships, the SFIC signed an MOU with Federmobili, the National Federation of Furniture Stores Confindustria Enterprises for Italy, in May 2016. The two will encourage information exchange and facilitate business partnerships involving distribution or franchising of Italian brands, business matching and missions.



2015 IN REVIEW
CAPABILITY DEVELOPMENT: DESIGN

“We have achieved many firsts for SingaPlural 2016 – a timely achievement as the Singapore design industry is on a cusp of profound growth.”

Mr Mark Yong

SFIC Vice President and Chairman of SingaPlural



2015 IN REVIEW CAPABILITY DEVELOPMENT: DESIGN



28,000
visitors

OVER 100
designers

>20
local and global brands



SingaPlural

From a small in-city design event in 2012 that is a "companion piece" to the International Furniture Fair Singapore to a sizeable design festival with its own festival site, SingaPlural has certainly evolved very quickly over the five short years.

The 2016 edition brought a new level of design innovation to the industry, with many material players coming on board to showcase latest innovations and trends in materials through their collaborations with creatives. The festival

also matched global brands such as 3M, Bolon, Hafary and LG HI-Macs to local designers, providing a creative platform for brands to reach out and widen their exposure.

SingaPlural is supported by DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore and Singapore Workforce Development Agency. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

"Our involvement in SingaPlural through Project X has pushed new boundaries for us – in terms of product design innovation with LG HI-MACS solid surface materials and reaching out to the mass consumer market here in Singapore and overseas".

Jimmy Tong
President and Founder of
Luxx Newhouse Group

Furniture Design Award

A storied design competition for over two decades, the Furniture Design Award has produced many high calibre designers of international standing such as Oki Sato – Nendo (Japan), Kenneth Cobonpue (Philippines), Jarrod Lim and Nathan Yong (Singapore).

A departure from previous years, age and background restrictions were removed for the 2016 edition, in order for designers of all levels to compete and be recognised on the same platform. The cash prize was also doubled from previous years, to S\$20,000.



Winning entry **'Sit'** (Katarzyna Kempa) from **Poland**, a culmination of a year's research into human posture, brings home S\$20,000, and opportunity to exhibit at IFFS in 2017.

MOU with Design Institutions

Giving Singapore design another shot in the arm, SFIC signed its very first MOU with Seoul Design Foundation (SDF) to foster stronger collaboration across the two markets in the field of design.

Under the MOU, the two parties will boost innovation in design especially in furniture for "Smart Cities" in both Korea and Singapore. The MOU will also promote the overall creative design industry and develop design capabilities through design competitions and other cooperative activities through key events such as the Seoul Design Week and SingaPlural.

On the local front, MOUs were also being signed with design institutions such as Singapore Polytechnic, Nanyang Polytechnic and Raffles Design Institute.



315
entries from

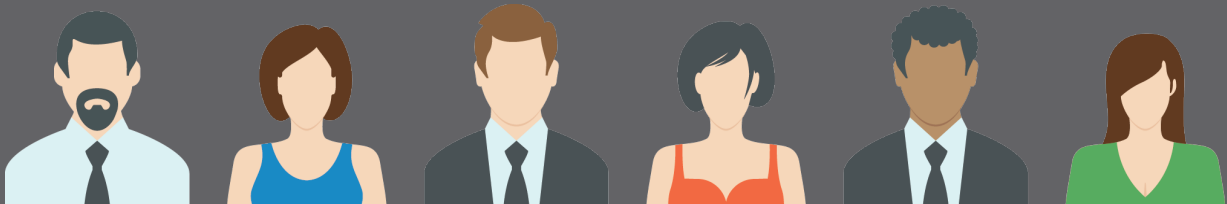
36
countries

2015 IN REVIEW
CAPABILITY DEVELOPMENT: HUMAN CAPITAL & OUTREACH

“We will need to intensify skills development, to prepare our workforce to handle more sophisticated technology.”

Mr Lee Yi Shyan

SFIC Honorary Advisor and Member of Parliament for East Coast GRC



2015 IN REVIEW

CAPABILITY DEVELOPMENT: HUMAN CAPITAL & OUTREACH



The SFIC Institute turned FIVE this year. Since its incorporation in 2010, the Institute has been helping the Singapore's furniture industry develop its human capital through a holistic range of training programmes and initiatives.

To attract and retain talents within the industry, the Institute worked closely with various governmental agencies such as e2i, Singapore Workforce Development Agency and SPRING Singapore as well as partners to develop apprenticeship programmes for designers and creative craftsmen as well as training for existing and older workers in the areas of retail sales, administration and project coordination. The apprenticeship programmes, acting on a Place-and-Train model, enable

employers to find suitable candidates in this tight labour market.

In addition, the Institute has been training professionals in other fields as well as tertiary educational institutions such as Singapore Polytechnic, Institute of Technical Education (ITE) and Nanyang Polytechnic.

A series of part-time courses specialising in furniture-making for the public have also been developed. These condensed and fun-filled courses, which ranged between three to seven days, allow participants to have first-hand experience at making their own furniture. Some of the courses are approved by SkillsFuture Singapore, making it beneficial and affordable for Singaporeans to attend through higher funding support and SkillsFuture credits. Through these courses, the Institute hopes to attract more interests and talents into the trade.

The Institute has also recently been appointed as a 'LED Multiplier'. It is tasked with raising awareness and driving adoption of manpower-lean solutions amongst SMEs under the Ministry of Manpower's Lean Enterprise Development (LED) Scheme.

DEVELOPING INDUSTRY RELEVANT SKILLS FOR OUR WORKFORCE

28

WSQ courses with

1730

participants trained

72

creative craftsmen and

81

designers matched to

87

employers

Hosted

127

workshops/seminars with

3,695

participants trained

Organised

24

vocational courses with

207

participants trained



Open dialogues, knowledge sharing and access to the right contacts make a difference in businesses. Working tirelessly to provide value, the SFIC brings together thought leaders from all relevant sectors to conduct seminars, facilitate SME business processes, address their concerns issues and recommend solutions. As a bridge between members and government, SFIC is able to provide timely updates to members on government policies and schemes, as well as assist members to tap on relevant government funding-

related matters.

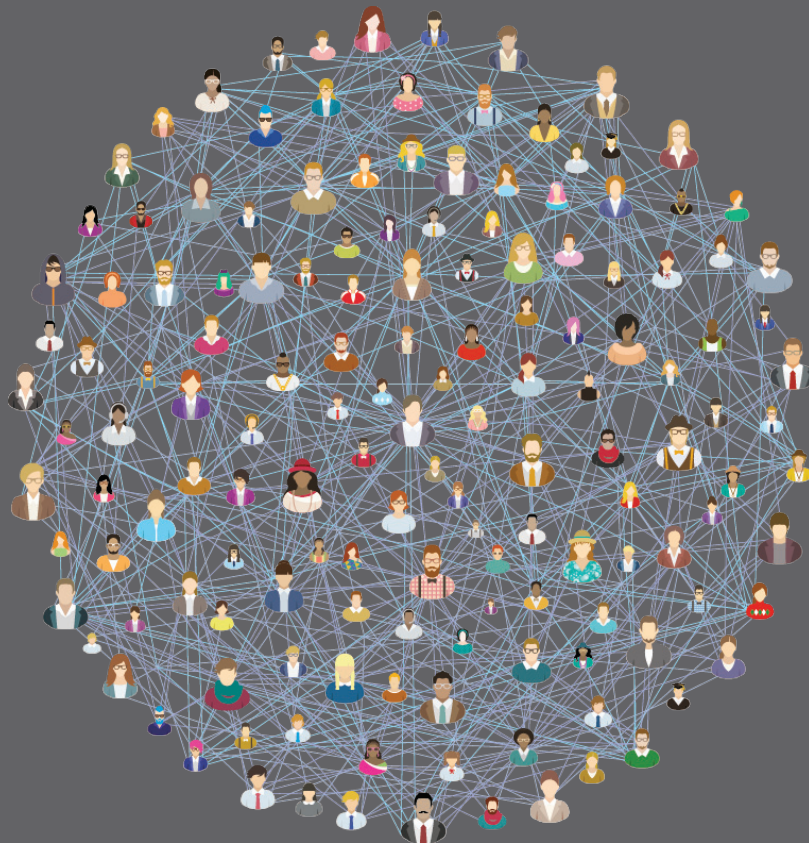
For the industry to be relevant and sustainable, there has also to be awareness of opportunities and innovations that have the potential to become major market disruptors in the medium to the long-term future. If correctly positioned, companies may be able to leverage upon new developments to reach new heights.

As many of the furniture and furnishings businesses have traditionally been



conservative, a significant amount of efforts have been placed to help more members capitalise on the multiple customer touch points (including brick and mortar stores, the internet, social media, mobile devices and other digital technology) and ensure that these channels integrate with and complement one another. In short, we have to stay true to the three important pillars to sustainable growth: **"Improve, integrate and innovate."**

As an intermediary between government agencies and the industry, SFIC is an invaluable platform... for feedback and to engage the authorities.



2015 IN REVIEW VOICE OF THE INDUSTRY



SFIC serves over 300 members from various sectors of the furniture and furnishings industry, including furniture manufacturers, contract manufacturers, retailers, designers, as well as materials and equipment suppliers.

Acting as an intermediary between government agencies and the industry, SFIC is an invaluable platform for feedback collection for policymaking as well as a vehicle to engage the authorities on industry matters.

The Council represents the industry in the Association of Small and Medium Enterprises, DesignS, Singapore Business Federation, Singapore Association of Convention and Exhibition Organisers and Suppliers, Singapore Chinese Chamber of Commerce and Industry, Singapore Manufacturing Federation, as well as Specialists Trade Alliance of Singapore.

At the ASEAN level, SFIC represents Singapore in the ASEAN Furniture

Industries Council. Creating opportunities for synergistic collaborations is also part of the Council's portfolio. Like-minded business owners and industry players seize the chance to participate in the various networking events such as the SFIC Lunar New Year Luncheon, the SFIC Golf Tournament, and SFIC Dinner & Dance. The relaxed environment fosters relationship building.



Dinner & Dance 2015



Golf Tournament 2015



CNY Luncheon 2016

SFIC LEADERSHIP



Lee Yi Shyan
Honorary Advisor



Ernie Koh
SFIC President
Executive Director
Koda Ltd



Steven Chew
Vice President
Executive Director
Sitra Holdings
(International)
Limited



Mark Yong
Vice President
Director
Ewins Pte Ltd



Kenny Koh
Vice President
Group Managing Director
Star Furniture Pte Ltd



Tony Pang
Vice President
General Manager
V-Mark Woodcraft (S)
Pte Ltd



Jake Tan
Honorary Secretary
Executive Director
Admira Pte Ltd



Phua Boon Huat
Honorary Treasurer
Director, Europe
HTL International
Holdings Ltd



Avelyn Teo
Assistant Honorary Secretary
Director
Benel Singapore Pte Ltd



Marcus Wong
Assistant Honorary Treasurer
Director
Danovel Pte Ltd

SFIC PRESIDENTS 1981-2016

From left to right/top to bottom

Wong Liang Han	1981/1984
Kesavan Choo	1985/1986
Tony Lin	1987/1990
James Koh	1991/1994 & 2003/2006
Choo Yong Fee	1995/1998
Bert Choong	1999/2002
Andrew Ng	2007/2010
James Goh	2011/2012
Ernie Koh	2013-2016

EXECUTIVE COMMITTEE MEMBERS

From left to right/top to bottom

Sim Kah Choon	Abitex Designs (S) Pte Ltd
Alison Kwok	Cathay Interiors Pte Ltd
Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
Neo Sia Meng	Four Star Industries Pte Ltd
Quah Soon Chow	Getz Bros & Co (S) Pte Ltd (Till October 2015)
	Singapore Furniture Industries Council (From October 2015)
Jerry Tan	Jaco Singapore Pte Ltd
Joshua Koh	Richin Furniture Decor Pte Ltd

CO-OPT MEMBERS

From left to right

Choo Yong Fee	Cheng Meng Furniture Group Pte Ltd
Tony Lin	Eurosa Furniture Co. Pte Ltd
James Koh	Koda Ltd
James Goh	Lorenzo International Limited
Andrew Ng	Lorenzo International Limited (Till September 2015)
	Singapore Furniture Industries Council (From September 2015)
Bert Choong	Singapore Furniture Industries Council
Gan Shee Wen	Koda Ltd
Kaden Choa	Excel Hardware Pte Ltd

FUNCTIONAL COMMITTEES

FINANCE

ADVISORY COMMITTEE

Chairman	Ernie Koh	Koda Ltd
Committee Members	Choo Yong Fee	Cheng Meng Furniture Group (Pte) Ltd
	Phua Boon Huat	HTL International Holdings Ltd
	James Koh	Koda Ltd
	Andrew Ng	Lorenzo International Limited (Till September 2015) Singapore Furniture Industries Council (From September 2015)

FINANCE COMMITTEE

Chairman	Phua Boon Huat	HTL International Holdings Ltd
Committee Members	Jake Tan	Admira Pte Ltd
	Marcus Wong	Danovel Pte Ltd
	Mark Yong	Ewins Pte Ltd
	Joshua Koh	Richin Furniture Decor Pte Ltd

SFIC TRUSTEES

Mr James Koh	Koda Ltd
Mr Choo Yong Fee	Cheng Meng Furniture Group (Pte) Ltd
Mr Bert Choong	Singapore Furniture Industries Council
Mr Andrew Ng	Singapore Furniture Industries Council

LEAD PROGRAMME

Chairman	Ernie Koh	Koda Ltd
Committee Members	Mark Yong	Ewins Pte Ltd
	Phua Boon Huat	HTL International Holdings Ltd
	Kenny Koh	Star Furniture Pte Ltd
	Steven Chew	Sitra Holdings (International) Ltd
	Tony Pang	V-Mark Woodcraft (S) Pte Ltd

INDUSTRY DEVELOPMENT PROGRAMMES

INTERNATIONAL MARKETING DEVELOPMENT

Chairman	Steven Chew	Sitra Holdings (International) Ltd
Vice-Chairman	Phua Boon Huat	HTL International Holdings Ltd
Committee Members	Jake Tan	Admira Pte Ltd
	Mark Yong	Ewins Pte Ltd
	Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
	Gan Shee Wen	Koda Ltd
	Kenny Koh	Star Furniture Pte Ltd

CHINA OPERATIONS ADVISORY PANEL

Chairman	Phua Boon Huat	HTL International Holdings Ltd
Panel Member	Gan Shee Wen	Koda Ltd
Advisor	Tony Lin	Eurosa Furniture Co (Pte) Ltd

GREEN AND STANDARDS COMMITTEE

Chairman	Steven Chew	Sitra Holdings (International) Ltd
Vice-Chairman	Avelyn Teo	Benel Singapore Pte Ltd
Committee Members	Jake Tan	Admira Pte Ltd
	Alison Kwok	Cathay Interiors Pte Ltd
	Marcus Wong	Danovel Pte Ltd
	Neo Sia Meng	Four Star Industries Pte Ltd
	Gan Shee Wen	Koda Ltd

Advisors	Choo Yong Fee	Cheng Meng Furniture Group Pte Ltd
	Michael Ian Buckley	Turnstone Communications (Pte) Ltd

DESIGN DEVELOPMENT

Chairman	Mark Yong	Ewins Pte Ltd
Vice-Chairman	Ernie Koh	Koda Ltd
Panel Members	Julian Koh	Commune
	Yap Kim Ming	Creativeans
	Patrick Chia	d.lab (or Design Incubation Centre (NUS))
	George Soo	FLIQ
	Nathan Yong	Grafunkt
	Kenny Hong	11H Pte Ltd
	Jarrod Lim	Jarrod Lim Design
	Andrew Loh	Andrew Loh Design
	Rodney Loh	NextofKin Creatives Pte Ltd
	David Tham	Studsonorm Design Consultants Pte Ltd

FUNCTIONAL COMMITTEES

E-COMMERCE STEERING COMMITTEE

Chairman	Neo Sia Meng	Four Star Industries Pte Ltd
Committee Members	Avelyn Teo	Benel Singapore Pte Ltd
	Kaden Choa	Excel Hardware Pte Ltd
	Marcus Wong	Danovel Pte Ltd
	Gan Shee Wen	Koda Ltd
	Emily Sim	NS Trading Pte Ltd

SINGAPLURAL ORGANISING COMMITTEE

Chairman	Mark Yong	Ewins Pte Ltd
Committee Members	Phua Boon Huat	HTL International Holdings Ltd
	Steven Chew	Sitra Holdings (International) Ltd
	Kenny Koh	Star Furniture Pte Ltd
	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Advisors	Ernie Koh	Koda Ltd
	Simon Ong	Kingsmen Projects Pte Ltd
	Bert Choong	Singapore Furniture Industries Council (From August 2015)

LOCAL ENTERPRISE DEVELOPMENT

Chairman	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Vice-Chairman	Marcus Wong	Danovel Pte Ltd
Committee Members	Jake Tan	Admira Pte Ltd
	Avelyn Teo	Benel Singapore Pte Ltd
	Alison Kwok	Cathay Interiors Pte Ltd
	Mark Yong	Ewins Pte Ltd
	Joshua Koh	Richin Furniture Décor Pte Ltd
	Kenny Koh	Star Furniture Pte Ltd
Advisor	Neo Sia Meng	Four Star Industries Pte Ltd

MEMBERSHIP SERVICES & NETWORKING EVENTS COMMITTEE

Chairman	Jake Tan	Admira Pte Ltd
Vice-Chairman	Avelyn Teo	Benel Singapore Pte Ltd
Committee Members	Sim Kah Choon	Abitex Design (S) Pte Ltd
	Neo Sia Meng	Four Star Industries Pte Ltd
	Joshua Koh	Richin Furniture Décor Pte Ltd
Advisor	Tony Pang	V-Mark Woodcraft (S) Pte Ltd

YOUTH FURNITURE COMMITTEE

Chairman	Jake Tan	Admira Pte Ltd
Vice-Chairman	Marcus Wong	Danovel Pte Ltd
Committee Members	Avelyn Teo	Benel Singapore Pte Ltd
	Gan Shee Wen	Koda Ltd
	Joshua Koh	Richin Furniture Décor Pte Ltd
Advisor	Ernie Koh	Koda Ltd

GOLF TOURNAMENT ORGANISING COMMITTEE

Chairman	Sim Kah Choon	Abitex Designs (S) Pte Ltd
Committee Members	Quah Soon Chow	Getz Bros & Co (S) Pte Ltd (Till October 2015) Singapore Furniture Industries Council (From October 2015)
Members	Joshua Koh	Richin Furniture Decor Pte Ltd
Advisors	James Goh	Lorenzo International Limited
	Andrew Ng	Lorenzo International Limited (Till September 2015) Singapore Furniture Industries Council (From September 2015)

GROUP RETAILING / INTERNATIONAL FURNITURE CENTRE

Chairman	Kenny Koh	Star Furniture Pte Ltd
Committee Members	Sim Kah Choon	Abitex Designs (S) Pte Ltd
	Marcus Wong	Danovel Pte Ltd
	Neo Sia Meng	Four Star Industries Pte Ltd

PROJECT FURNITURE HUB - SUNGEI KADUT REDEVELOPMENT

Chairman	Kenny Koh	Star Furniture Pte Ltd
Committee Members	Jake Tan	Admira Pte Ltd
	Neo Sia Meng	Four Star Industries Pte Ltd
	Steven Chew	Sitra Holdings (International) Ltd
	Mark Yong	Ewins Pte Ltd
	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Advisors	James Koh	Koda Ltd
	James Goh	Lorenzo International Limited
	Andrew Ng	Lorenzo International Limited (Till September 2015) Singapore Furniture Industries Council (From September 2015)
	Bert Choong	Singapore Furniture Industries Council

FUNCTIONAL COMMITTEES

CORPORATE COMMUNICATIONS

Chairman	Mark Yong	Ewins Pte Ltd
Vice-Chairman	Jake Tan	Admira Pte Ltd
Committee Members	Avelyn Teo	Benel Singapore Pte Ltd
	Marcus Wong	Danovel Pte Ltd
	Neo Sia Meng	Four Star Industries Pte Ltd
	Phua Boon Huat	HTL International Holdings Ltd
	Ernie Koh	Koda Ltd
	Steven Chew	Sitra Holdings (International) Ltd
	Kenny Koh	Star Furniture Pte Ltd
	Tony Pang	V-Mark Woodcraft (S) Pte Ltd

Alternate Directors	Phua Boon Huat	HTL International Holdings Ltd (Till July 2015)
	Jerry Tan	Jaco Singapore Pte Ltd (From July 2015)
	Gan Shee Wen	Koda Ltd (From July 2015)
	James Goh	Lorenzo International Limited (Till July 2015)
	Shermaine Ong	Singapore Furniture Industries Council (From July 2015)
	Tony Pang	V-Mark Woodcraft (S) Pte Ltd (Till July 2015)

SHOW ADVISORY PANEL (SAP)

Chairman	Phua Boon Huat	HTL International Holdings Ltd
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EXHIBITORSHIP/VISITORSHIP SUB-COMMITTEE:

Chairman	Phua Boon Huat	HTL International Holdings Ltd
Vice-Chairman	Gan Shee Wen	Koda Ltd

Committee Members	Jeffrey Yong	Eurosa Furniture (Co) Pte Ltd
	Jerry Tan	Jaco Singapore Pte Ltd
	Steven Chew	Sitra Holdings (International) Ltd
	Kenny Koh	Star Furniture Pte Ltd

A&P AND EBN SUB-COMMITTEE

Committee Members	Sim Kah Choon	Abitex Design (S) Pte Ltd
	Jake Tan	Admira Pte Ltd
	Avelyn Teo	Benel Singapore Pte Ltd

OPERATIONS SUB-COMMITTEE

Chairman	Jake Tan	Admira Pte Ltd
Advisor	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Ex-official Members for SAP	Ernie Koh	Koda Ltd
	James Koh	Koda Ltd
	James Goh	Lorenzo International Limited
	Andrew Ng	Lorenzo International Limited (Till September 2015)
	Bert Choong	Singapore Furniture Industries Council

SFIC REPRESENTATION IN SUBSIDIARY COMPANIES

IFFS PTE LTD

Chairman	Ernie Koh	Koda Ltd
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Board Members	Phua Boon Huat	HTL International Holdings Ltd (From July 2015)
	Jerry Tan	Jaco Singapore Pte Ltd (Till July 2015)
	James Koh	Koda Ltd
	Andrew Ng	Lorenzo International Limited (Till July 2015)
	Bert Choong	Singapore Furniture Industries Council
	Kenny Koh	Star Furniture Pte Ltd (From July 2015)

BOARD OF DIRECTORS

FUNCTIONAL COMMITTEES

SFIC INSTITUTE

Chairman Tony Pang

Vice-Chairman Jake Tan

Board Members Mark Yong
Ernie Koh
Shermaine Ong

Advisors Neo Sia Meng
Andrew Ng
Bert Choong

BOARD OF DIRECTORS

V-Mark Woodcraft (S) Pte Ltd

Admira Pte Ltd

Ewins Pte Ltd
Koda Ltd
Singapore Furniture
Industries Council

Four Star Industries Pte Ltd
Singapore Furniture
Industries Council
Singapore Furniture
Industries Council

SPRING STANDARDS TECHNICAL COMMITTEE

Representative Steven Chew Sitra Holdings (International) Ltd

WORKPLACE SAFETY & HEALTH COUNCIL (WSHC)

Representative Alison Kwok Cathay Interiors Pte Ltd

SINGAPORE POLYTECHNIC DESIGN SCHOOL ADVISORY COMMITTEE

Representative Ernie Koh Koda Ltd

INSTITUTE OF TECHNICAL EDUCATION (ITE) DESIGN & MEDIA ACADEMIC ADVISORY COMMITTEE

Representative Neo Sia Meng Four Star Industries Pte Ltd

REPRESENTATION TO OTHER ORGANISATIONS

ASEAN FURNITURE INDUSTRIES COUNCIL

Vice-Chairman Jerry Tan Jaco Singapore Pte Ltd

Committee Members Jake Tan Admira Pte Ltd
Jeffrey Yong Eurosa Furniture Co (Pte) Ltd
Ernie Koh Koda Ltd
Steven Chew Sitra Holdings (International) Ltd

DESIGNS


Representative Mark Yong Ewins Pte Ltd

SINGAPORE BUSINESS FEDERATION - SMALL AND MEDIUM-SIZED ENTERPRISES COMMITTEE

Representative Ernie Koh Koda Ltd

SPECIALISTS TRADE ALLIANCE SINGAPORE (STAS)

Representatives Jake Tan Admira Pte Ltd
Quah Soon Chow Getz Bros & Co (S) Pte Ltd
(Till October 2015)
Singapore Furniture Industries Council
(From October 2015)



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