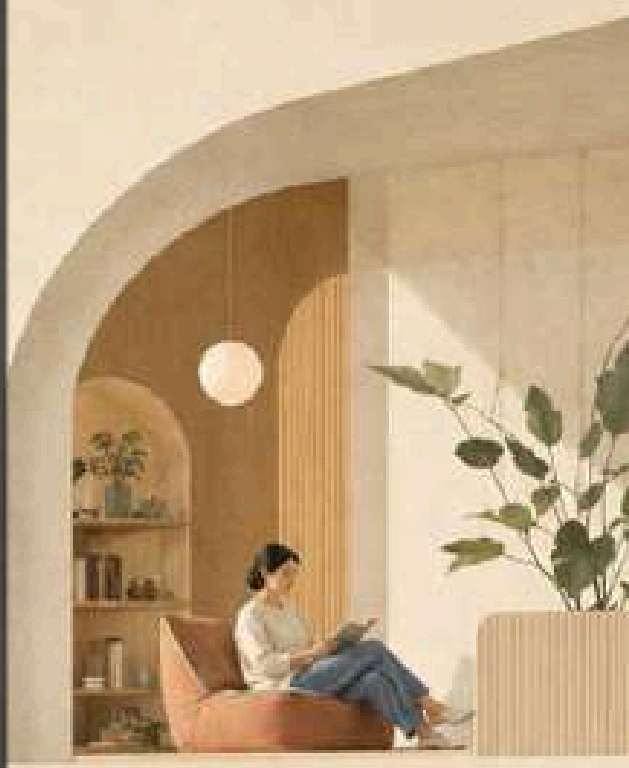
ANNUAL REPORT 2025/26

FORWARD TOGETHER

Enabling future living and working spaces that touch lives.







sfic

August 2025 to August 2026

A report about progress - and the lives it can shape.



This year marked a shift from setting direction to making it happen. Guided by our Roadmap 2026-2030, SFIC turned priorities into action — building connections, platforms and capabilities to move the industry forward.

01 President's Message

02 Our Refreshed Mission

03 Connections that Move Businesses Forward

04 Connections That Create Momentum

05 Technology

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07 SFIC Institute

08 Celebrating Moments Together

09 Growing the Next Generation

10 SFIC Leadership

CHAPTER 01

President's Message



Over the past year, Singapore's furniture and furnishings industry continued to progress in a rapidly evolving global landscape. Shifting consumer needs, new technologies and changing market dynamics have created opportunities for businesses to innovate, strengthen capabilities and pursue new avenues for growth.

At SFIC, we began by listening. Through company visits, small-group conversations and industry dialogues, we gained valuable insights into our members' challenges and aspirations. These shaped the SFIC Roadmap 2026–2030 and our refreshed vision of "Enabling the future of living and working spaces that touch lives."

Anchored on four strategic pillars — Advocacy and Thought Leadership; Member Engagement and Growth; Leveraging Singapore's Brand Equity; and Fit-for-Purpose Technology and Innovation — we have begun turning the Roadmap into action.

Internationalisation remains a key priority. Through the MarketForward programme, we are helping companies navigate new markets, build connections and strengthen resilience amid changing global trade dynamics.

We also introduced AI capability-building programmes to help businesses harness emerging technologies in practical ways to improve productivity and competitiveness.

At the same time, initiatives such as DIP 3.0, the Sustainability Furniture Mark and Future Living Asia reflect our ambition to bring design, sustainability and innovation together to shape better living and working environments. As our population ages and lifestyles evolve, our industry has an opportunity to create solutions that are more inclusive, adaptable and sustainable.

I have often spoken about "hunting as a pack." As we navigate change and pursue new opportunities, collaboration remains one of our greatest strengths.

My sincere thanks to our members, Executive Committee, partners and Secretariat for your continued trust and commitment. Together, we will continue strengthening our capabilities, opening new opportunities and shaping an industry ready for the future.

Joshua Koh

President, SFIC



CHAPTER 02

Our Refreshed Mission

The SFIC Roadmap 2026-2030 was developed with the industry, for the industry. Our mission is to enable future living and working spaces that touch lives through these four pillars:

01



Advocacy and Thought Leadership

02



Member Engagement and Growth

03



Leveraging Singapore Brand Equity

04



Fit-for-Purpose Technology and Innovation

CHAPTER 03

Connections that Move Businesses Forward

Business Matching, Internationalisation and Growth



CHAPTER 03

From Connections to Business Outcomes

Creating Pathways into New Markets

Trade shows provide an important entry point into new markets. SFIC leverages these platforms to help members gain market exposure, connect with potential buyers and partners, and uncover new business opportunities overseas.

Going Further with a Collective Singapore Presence

Through the Singapore Pavilion, SFIC brings companies together under a collective Singapore presence — increasing visibility, strengthening the Singapore brand, and helping members make meaningful connections as they expand into global markets.



IMPACT OF OUR SINGAPORE PAVILIONS

Close to

70

companies supported

Estimated

S$13 MIL

expected sales within the year.

CHAPTER 03

Connecting Markets, Creating Opportunities

Taking Our Industry Further

From Furniture China 2025 and FIND – Design Fair Asia 2025 to ARCHIDEX 2026, SFIC continued to open pathways for members to explore new markets and grow their international presence.

Through the Singapore Pavilions, companies gain greater visibility under a collective Singapore presence, while connecting with international buyers and partners. Beyond exposure, these platforms enabled members to test market demand, gain insights and build relationships that can translate into longer-term business growth overseas.

Furniture China 2025

SNIEC, Pudong, China



FIND Design Fair Asia

Marina Bay Sands, Singapore



ARCHIDEX 2026

MITEC, Kuala Lumpur, Malaysia



CHAPTER 03

Going Deeper into Markets



Turning Market Shifts into Growth

As markets and supply chains evolve, internationalisation is no longer simply about entering new markets — it is about knowing where opportunities are emerging and building the right connections to capture them. Trade missions give members first-hand market intelligence and access to industry networks, helping them make more informed decisions and build greater resilience for growth.



Strengthening Regional Networks

Our 2026 sourcing mission to Muar & Batu Pahat brought 11 companies into one of the region's established furniture manufacturing hubs. Through direct industry engagement and factory visits, members explored alternative sourcing opportunities, strengthened regional networks and opened conversations for longer-term partnerships

Looking Ahead: China

In October 2026, members will head to China to explore how shifts in technology, manufacturing and supply chains are creating new opportunities for sourcing, collaboration and growth.

CHAPTER 04

Connections That Create Momentum

Innovation



CHAPTER 04

Ideas made for real life.

Creating with Every Generation in Mind

Following the completion of DIP 1.0 and 2.0, which have delivered 58 collections to date, SFIC is taking the Design Innovation Programme into its next phase.

DIP 3.0 will focus on the growing needs of the silver generation and eldercare market, guided by insights from a commissioned study by STUCK Design on senior living trends, with a target of developing 20 new collections by June 2028.

DIP 3.0 builds on emerging market needs, using design innovation to help companies stay competitive, differentiate their offerings and unlock new opportunities in the growing silver economy.

58
DIP projects completed
DIP 1.0 and 2.0

20
Senior-living collections
To be completed by June 2028 for DIP 3.0


SUPERMAMA X SCRATCH DESIGN STUDIO: WORKSTATION


PURE INTERIOR X PALLAVI GOENKA: LUMINE WALL DESK


BENEL X STUDIO JUJU: MODULAR SOFA


WYNIST X JARROD LIM DESIGN: NESTING TABLE

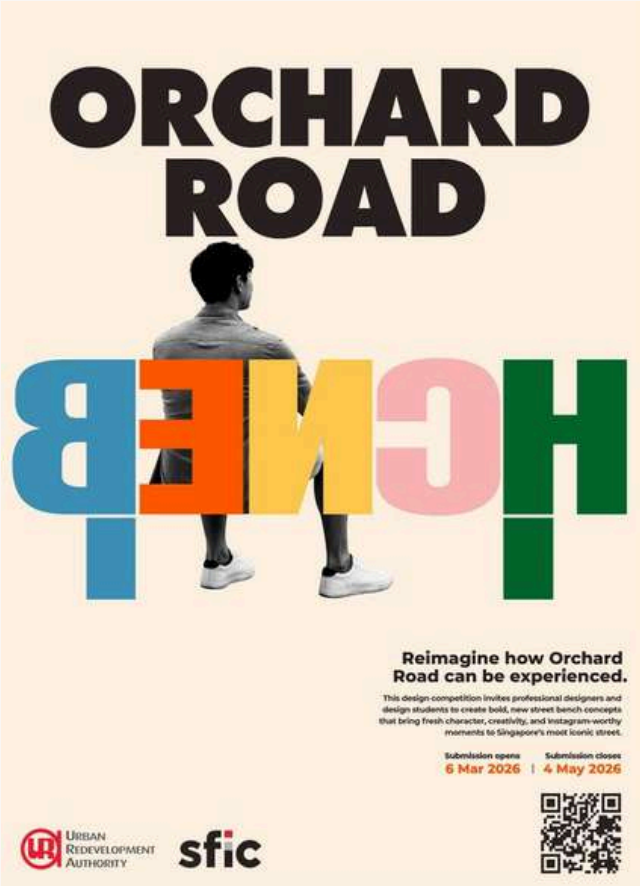
CHAPTER 05

Reimagining Spaces along SG's shopping district

Orchard Road Bench Design Competition

SFIC partnered the Urban Redevelopment Authority (URA) on the Orchard Road Bench Design Competition, bringing together design, industry and placemaking to reimagine public seating along one of Singapore's most iconic streets.

From the submissions, eight winning designs were selected to be brought to life along Orchard Road in October 2026 — transforming fresh design ideas into meaningful experiences in the public realm.



A multidisciplinary jury brought together perspectives across urban planning, tourism, architecture, academia and industry, assessing submissions for their creativity, functionality and potential to enhance the public realm. The panel included:

- **Ar. Fun Siew Leng** — Chief Urban Designer, Urban Redevelopment Authority
- **Ar. Rita Soh** - Managing Director, RDC Architects Pte Ltd
- **Ms Jean Ng** — Assistant Chief Executive (Experience Development Group), Singapore Tourism Board
- **Dr Jeffrey Hou** — Provost's Chair Professor and Head, Department of Architecture, National University of Singapore
- **Ar. Ong Ker-Shing** — Director, Lekker Architects
- **Mr Mark Yong** — Presidential Advisor, Singapore Furniture Industries Council

CHAPTER 06

Sustainability Furniture Mark

Sustainability that moves business forward

More companies are coming on board SFM, with 47 accredited companies and 71 certified products to date. Building on this momentum, SFIC is taking a more strategic approach to sustainability — continuing to grow the supply of SFM products while creating stronger demand for them.

The next phase will focus on increasing market awareness, buyer interest and visibility for SFM-certified products.

To continue supporting the industry needs, we refreshed the SFM to drive greater market demand, helping companies translate their sustainability efforts into commercial opportunities and long-term competitiveness.

26.2% YoY increase in **SFM accredited companies**

121.4% YoY increase in **SFM-certified products**



PEPPERWALL HEART® ACOUSTIC PANELS



PANAPLAST HIGH PRESSURE LAMINATES



CALVARY CARPENTRY: CALVARY COMPOSITE



S-TEAM SERVICES: ORANGE BLOSSOM WARDROBE

CHAPTER 05

Technology



CHAPTER 06

Technology with a human purpose.

Making technology practical, relevant and accessible.

SFIC is building stronger digital capabilities — both within the organisation and across the industry — to help our members adopt technology with purpose.

From AI and automation to digital commerce and smarter workflows, our focus is on turning technology into practical tools that help businesses work better, adapt faster and stay competitive.



AI-enabled member platform

An intelligent platform connecting company profiles, products and services with AI-powered search and recommendations — making it easier to discover capabilities and identify relevant business connections.



Building Capabilities for Tech-Enabled Retail

SFIC and the Singapore Retailers Association signed an MOU to strengthen industry capabilities in areas such as AI, livestreaming and social commerce, helping businesses respond to evolving consumer behaviours.



Strengthening SFIC's Digital Operations

Enhanced internal systems and processes through SharePoint migration, streamlined digital workflows and improved data management — supporting greater efficiency, collaboration and compliance.

CHAPTER 06

Future Living Asia



CHAPTER 07

Future Living Asia



Future Living Asia

26–28 MAY 2027

Marina Bay Sands Convention Centre, Singapore

Future Living Asia is a regional platform that brings together business, design, technology and research to explore how the way we live and work is evolving.

By connecting diverse perspectives and capabilities, it aims to spark new ideas, partnerships and solutions that can shape more innovative, inclusive and future-ready living and working spaces across Asia.

MOU signed with the Singapore Institute of Architects (SIA) to co-locate with Singapore Archifest Expo 2027. Part of the inaugural Singapore Design Biennale 2027.

CHAPTER 07

Five Themes. Three Experiences.

Future Living Asia will be a platform built around the way people live, work, age and connect.

Human-Centred Design

Real needs across ages, abilities and life stages.

Smart and Connected Environments

Technology improving everyday interaction with spaces.

Sustainable and Responsible Living

Healthier resources, smarter materials and circular solutions

Urban Living and Space Optimisation

Solutions for compact, dense living and changing habits.

Emotional and Experimental Living

Identity, wellbeing, comfort and social connection.

Three Complementary Experiences







1

Conference and Masterclasses

Thought leadership, research and practical learning.

2

Curated Innovation Showcase

Immersive environments bringing products, materials and technology together.

3

Industry Exchange

Exhibitions, meetings and business matching.

CHAPTER 07

SFIC Institute

Building Capacity and capability



CHAPTER 08

Building Capabilities for What's Next

SFIC Institute enables the Roadmap through training, consultancy, job redesign and applied learning.



SFIC Institute

Empowering enterprises and talent with future-ready skills and capabilities, driving innovation, competitiveness, resilience, and transformation across Singapore's furniture industry.

MOMENTUM STRATEGIES
By SFIC Institute

Delivering tailored consultancy solutions in business transformation, globalisation, sustainability, technology and AI adoption, design innovation, and manpower strategies. that help enterprises transform, innovate, grow, and build long-term resilience and competitiveness.

ARTISAN ACADEMY

Advancing craftsmanship through professional training, career pathways, lifelong learning and community programmes, inspiring appreciation for carpentry across generations.

4000
total learners

50
Workforce Transformation Projects Completed

CHAPTER 08

Celebrating Moments Together

Corporate Programmes



CHAPTER 09

Shared Moments, Lasting Connections

A strong industry is built on more than shared goals. It grows through the relationships that connect us, strengthen our community and move us forward.



SFIC Dinner and Dance 2025

Graced by Minister of State Alvin Tan, SFIC's Dinner & Dance 2025 brought the industry together for an evening of celebration, recognition and connection.

The evening honoured our Sol Award winners and three Distinguished Fellows, while giving members and partners an opportunity to reconnect, forge new relationships and celebrate the people shaping Singapore's furniture industry.



Chinese New Year 2026

This year, SFIC switched things up with a more relaxed bar setting, creating an easy-going space for members to connect beyond the usual business setting.

Over drinks and bites — and a little liquid courage — members reconnected with familiar faces, made new connections and sparked conversations that strengthened ties across the industry.

CHAPTER 09

SOL Awards 2025 - Winners



ALL-STAR ENTERPRISE AWARD

REDWOOD
bringing your design alive

Redwood Interior Pte Ltd

EXPERIENTIAL EXCELLENCE – GOLD

SPIN

SPIN Pte Ltd

EXPERIENTIAL EXCELLENCE – SILVER

EDL

EDL Pte Ltd

EXPERIENTIAL EXCELLENCE – BRONZE

OFFICE PLANNER

Office Planner Pte Ltd

CHAPTER 09

SOL Awards 2025 - Winners



NEW ENTRANT AWARD

FRACTION

Fraction Design Pte Ltd

S-TEAM
Interior Builder | Project Management
S-Team Services Pte Ltd
室内装修 | 项目管理咨询

S-Team Services Pte Ltd

OUTSTANDING INDIVIDUAL

William Deng
Woodmark Creation Pte Ltd

Caroline Chan
LFA Studio Pte Ltd

Doreen Tan
Benel Singapore Pte Ltd

CHAPTER 09

SOL Awards 2025 - Winners



SUSTAINABILITY LEADERS

JEB Asia Pte Ltd

Sitra Global Pte Ltd

Spin Pte Ltd

SUSTAINABILITY LEADERS

Speco International Pte Ltd

WORKFORCE TRANSFORMATION

Nova Furnishing Holdings Pte Ltd

CHAPTER 09

Service, Relationships and Community

Distinguished Fellows



The Distinguished Fellow Award recognises individuals whose sustained leadership, service and commitment have made a lasting impact on SFIC and Singapore's furniture industry. Each recipient has contributed at least 15 years of service, played an active role in advancing SFIC's work, and continues to contribute to the industry today.

Beyond their years of service, they represent the leadership, continuity and collective spirit that have helped build a stronger, more connected and respected furniture industry.

2025 Distinguished Fellows

- Mark Yong — Ewins Pte Ltd
- Phua Boon Huat - AlphaLeap Consulting Pte Ltd
- Jake Tan — Admira Pte Ltd

CHAPTER 09

National & Regional Engagement

Strengthening National Ties



SFIC participated in the SMF–SAF Dedication Ceremony in July 2026, with Vice President Gan Shee Wen serving as Organising Chair — reinforcing our industry's commitment to the broader business and national community.

CHAPTER 09

National & Regional Engagement

Strengthening our industry's voice and connections



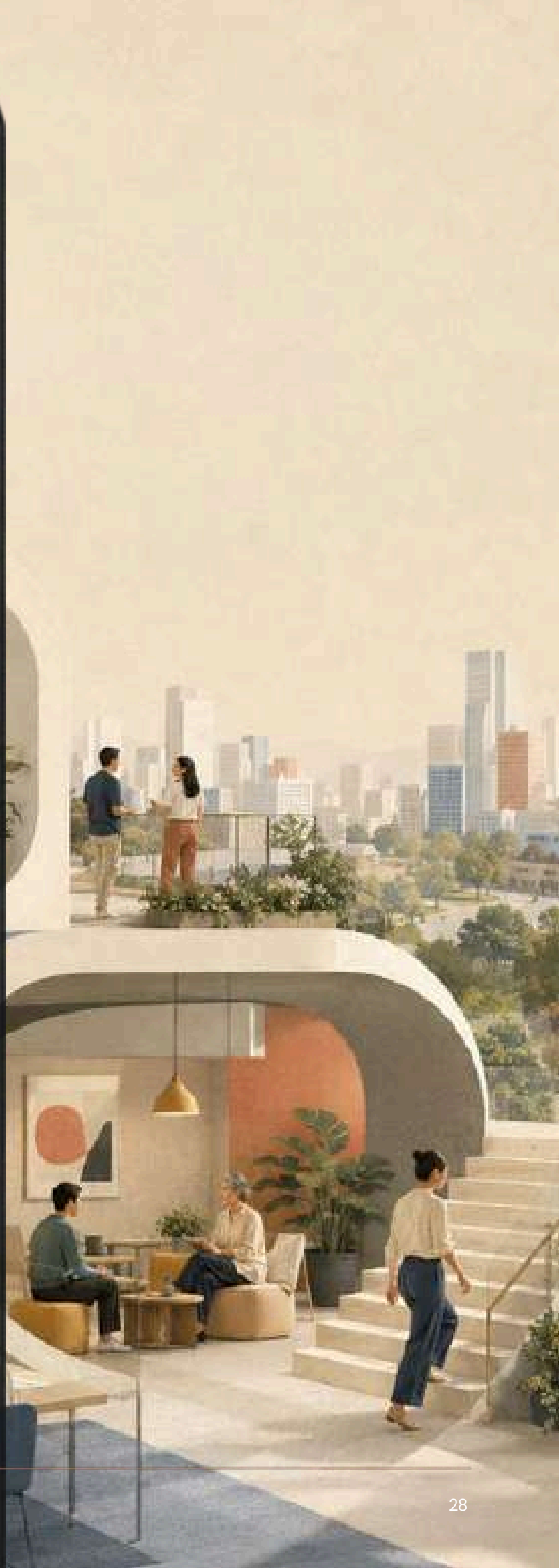
SFIC continued to represent Singapore's furniture industry across national and regional platforms, strengthening relationships and contributing to conversations that shape the wider business landscape. These engagements help keep our industry connected, represented and positioned for greater collaboration across ASEAN.

Through AFIC meetings and international exchanges, SFIC strengthened relationships with furniture industry counterparts across ASEAN. These engagements provide an important platform to advance shared priorities in sustainability, trade and industry development, while opening doors for greater regional collaboration.

CHAPTER 09

Growing the Next Generation

Youth Leaders Chapter



CHAPTER 09

Connecting today. Shaping tomorrow.

Young Leaders Chapter (YLC)

SFIC's Young Leaders Chapter (YLC) continues to create a space for the industry's emerging leaders to connect, exchange perspectives and build relationships that can grow with them throughout their leadership journey.

Connecting Our Young Leaders

This year, YLC brought members together through experiences designed to encourage genuine conversations and stronger peer connections. A wine tasting and networking evening welcomed a full house of 20 Young Leaders, while a subsequent engagement session combined ergonomic insights, hands-on coffee brewing and networking in a relaxed setting.

Building an ASEAN Network

Our young leaders also took their connections beyond Singapore. 12 SFIC Young Leaders joined close to 50 next-generation furniture leaders from across ASEAN at the 9th ASEAN Youth Furniture Entrepreneurs Programme in Bangkok — exchanging ideas, building regional relationships and strengthening connections among the next generation of ASEAN industry leaders.







SFIC Leadership



SFIC Leadership

PATRON



MS SIM ANN

SECOND MINISTER FOR FOREIGN AFFAIRS
SECOND MINISTER FOR HOME AFFAIRS

ADVISOR



MS CHEW MOK LEE

ADVISOR



PROF TAI LEE SIANG

DEPUTY PRESIDENT,
CHIEF INNOVATION & ENTERPRISE OFFICER,
CENTRE DIRECTOR (DESIGNZ), PROGRAMME DIRECTOR (DAI)
SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN (SUTD)

SFIC Leadership

PRESIDENT



MR JOSHUA KOH
CEO
COMMUNE LIFESTYLE PTE LTD

IMMEDIATE PAST PRESIDENT



MR PHUA BOON HUAT
DIRECTOR
ALPHALEAP CONSULTING PTE LTD

SFIC Leadership

PRESIDENTIAL ADVISORS



MR TONY LIN
PRESIDENT
EUROSA FURNITURE CO (PTE) LTD



MR JAMES KOH
EXECUTIVE CHAIRMAN & CEO
KODA LTD



MR CHOO YONG FEE
PRESIDENT
CHENG MENG FURNITURE GROUP (PTE) LTD



MR BERT CHOONG



MR ANDREW NG
BUSINESS ADVISOR/ CONSULTANT



MR JAMES GOH



MR ERNIE KOH
EXECUTIVE DIRECTOR
KODA LTD



MR MARK YONG
EXECUTIVE DIRECTOR
EWINS PTE LTD

SFIC Leadership

VICE PRESIDENTS



MS JAMIE LIM
REGIONAL MARKETING DIRECTOR
HAWAII FURNISHING PTE LTD



MR JAKE TAN
DIRECTOR
ADMIRA PTE LTD



MR GAN SHEE WEN
GROUP VP, SALES & MARKETING
KODA LTD



MR MARCUS WONG
DIRECTOR
DANOVEL PTE LTD

SFIC Leadership

HONORARY TREASURER



MR MELVIN CHONG
EXECUTIVE DIRECTOR
KONCEPT KREATION PTE LTD

HONORARY SECRETARY



MS EMILY SIM
BUSINESS DEVELOPMENT DIRECTOR
NS TRADING PTE LTD

ASSISTANT HONORARY TREASURER



MR SAURABH MANGLA
DIRECTOR
SAM & SARA HOLDINGS PTE LTD

ASSISTANT HONORARY SECRETARY



MS CELINE NG
DIRECTOR
FRACTION DESIGN PTE LTD

SFIC Leadership

EXECUTIVE COMMITTEE



MR MARK YONG
EXECUTIVE DIRECTOR
EWINS PTE LTD



MS FION NG
MANAGING DIRECTOR
GRANDWORK INTERIOR PTE LTD



MR JOHANES KURNIAWAN
DIRECTOR
IVENA INTERNATIONAL PTE LTD



MR DON LIM
DIRECTOR
RH DESIGN & BUILD PTE LTD



MR STEVEN CHEW
EXECUTIVE DIRECTOR
SITRA GLOBAL PTE LTD



MR KENNY KOH
GROUP MANAGING DIRECTOR
STAR FURNITURE PTE LTD



MR KELVIN KWEK
DIRECTOR
SUNGEI EMAS PTE LTD

SFIC Leadership

CO-OPT MEMBERS



MR GAVIN POR
DIRECTOR
GRAND BUILD INTERIOR PTE LTD



MR ERNIE KOH
EXECUTIVE DIRECTOR
KODA PTE LTD



MR STEVEN LEW
DIRECTOR
QUANMEI DESIGN & CONSTRUCTION PTE LTD



MR SIMON GOH
DIRECTOR
S-TEAM SERVICES PTE LTD



MR BENJAMIN CHUA
CEO
SPECO SINGAPORE PTE LTD

Functional Committee

MACRO DIRECTIONS

Macro Directions	Chair
Overall	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd
Business Innovation	Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd
Design Development	Mr Marcus Wong Director Danovel Pte Ltd
Enterprise & Human Capital Development	Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd
Internationalisation	Mr Jake Tan Director Admira Pte Ltd
Sustainability	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd

Industry Cluster	Chairpersons	Committee Members
Manufacturing/ Contract Manufacturing	Ms Fion Ng Managing Director Grandwork Interior Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd Mr Don Lim Director RH Design & Build Pte Ltd Mr Kenny Koh Group Managing Director Star Furniture Pte Ltd Mr Steven Lew Director Quan Mei Design & Construction Pte Ltd Mr Marcus Wong Director Danovel Pte Ltd Mr Johanes Kurniawan Director Ivena International Pte Ltd Mr Benjamin Chua CEO Speco Singapore Pte Ltd

Industry Cluster	Chairpersons	Committee Members
Retail	Mr Saurabh Mangla Director Sam & Sara Holdings Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd
Design	Ms Celine Ng Director Fraction Design Pte Ltd	Mr Mark Yong Executive Director Ewins Pte Ltd Mr Marcus Wong Director Danovel Pte Ltd Ms Emily Sim Business Development Director NS Trading Pte Ltd
Materials/ Components/ Services	Mr Jake Tan Director Admira Pte Ltd	Mr Mark Yong Executive Director Ewins Pte Ltd Mr Melvin Chong Executive Director Koncept Kreation Pte Ltd Mr Benjamin Chua CEO Speco Singapore Pte Ltd

Functional Committee	Chairpersons	Committee Members
Finance Advisory Committee	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Mark Yong Executive Director Ewins Pte Ltd Mr Melvin Chong Executive Director Koncept Kreation Pte Ltd Mr Ernie Koh Executive Director Koda Ltd *(Constitutional : Max 5 pax. Current President, Current Hon Treasurer and any of the past Presidents)*
Finance Committee	Mr Melvin Chong Executive Director Koncept Kreation Pte Ltd	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd Mr Saurabh Mangla Director Sam & Sara Holdings Pte Ltd Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd

Functional Committee	Chairpersons	Committee Members
Sustainability Taskforce	Mr Joshua Koh	Mr Mark Yong Executive Director Ewins Pte Ltd Ms Celine Ng Director Fraction Design Pte Ltd Mr Saurabh Mangla Director Sam & Sara Holdings Pte Ltd Mr Simon Goh Director S-Team Services Pte Ltd Mr Marcus Wong Director Danovel Pte Ltd Mr Steven Chew Executive Director Sitra Global Pte Ltd

Functional Committee	Chairpersons	Committee Members
Design & Innovation Committee	Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd	Mr Mark Yong Executive Director Ewins Pte Ltd Ms Celine Ng Director Fraction Design Pte Ltd Mr Saurabh Mangla Director Sam & Sara Holdings Pte Ltd Mr Don Lim Director RH Design & Build Pte Ltd Ms Emily Sim Business Development Director NS Trading Pte Ltd Mr Benjamin Chua CEO Speco Singapore Pte Ltd
Market Trends and Insights Committee	Mr Marcus Wong Director Danovel Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd Ms Fion Ng Managing Director Grandwork Interior Pte Ltd

Functional Committee	Chairpersons	Committee Members
Global Connect Committee	Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Jake Tan Director Admira Pte Ltd Mr Kenny Koh Group Managing Director Star Furniture Pte Ltd Mr Saurabh Mangla Director Sam & Sara Holdings Pte Ltd Mr Mr Johanes Kurniawan Director Ivena International Pte Ltd Mr Benjamin Chua CEO Speco Singapore Pte Ltd
Membership Services Committee	Mr Kelvin Kwek Director Sungei Emas Pte Ltd	Mr Don Lim Director RH Design & Build Pte Ltd Mr Marcus Wong Director Danovel Pte Ltd

Functional Committee	Chairpersons	Committee Members
Young Leaders Chapter	Ms Celine Ng Director Fraction Design Pte Ltd Mr Melvin Chong Executive Director Koncept Kreation Pte Ltd	
Mentorship Programme	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd	Mr Johanes Kurniawan Director Ivena International Pte Ltd Mr Don Lim Director RH Design & Build Pte Ltd Mr Ernie Koh Executive Director Koda Ltd
Distinguished Fellow Award Panel	Mr Kenny Koh Group Managing Director Star Furniture Pte Ltd	
Sol Awards 2025	Mr Mark Yong Executive Director Ewins Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd

Functional Committee	Chairpersons	Committee Members
Future Living Asia Pte Ltd	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Mark Yong Executive Director Ewins Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd Mr Joshua Koh CEO Commune Lifestyle Pte Ltd Ms Jamie Lim Regional Marketing Director Hawaii Furnishing Pte Ltd Mr Jake Tan Director Admira Pte Ltd Mr Marcus Wong Director Danovel Pte Ltd

REPRESENTATION IN SFIC SUBSIDIARY COMPANIES

	Chair	Committee Members
SFIC Institute Pte Ltd Board of Directors	Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Mark Yong Executive Director Ewins Pte Ltd Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd Ex-officio Member: Mr Joshua Koh CEO Commune Lifestyle Pte Ltd
IFFS Pte Ltd	Mr Ernie Koh Executive Director Koda Ltd	Mr Bert Choong
Future Living Asia Pte Ltd	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd	Mr Mark Yong Executive Director Ewins Pte Ltd Mr Ernie Koh Executive Director Koda Ltd

REPRESENTATION TO OTHER ORGANISATIONS

	SFIC Representatives
ASEAN Furniture Industries Council	Vice Chairman: Mr Joshua Koh CEO Commune Lifestyle Pte Ltd Members: Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Mark Yong Executive Director Ewins Pte Ltd
Specialists Trade Alliance Singapore (STAS)	Mr Don Lim Director RH Design & Build Pte Ltd (2024-2026; STAS Treasurer)
Workplace Safety & Health Council (WSHC	Mr Don Lim Director RH Design & Build Pte Ltd
Singapore Interior Design Accreditation Advisory Council	Mr Emily Sim (2024-2026)
Enterprise Singapore Retail & Wellness Technical Committee	Mr Gan Shee Wen Group VP, Sales & Marketing Koda Ltd (2024-2026)

REPRESENTATION TO OTHER ORGANISATIONS

	SFIC Representatives
SBF TAC Fellowship Evaluation Panel	Mr Phua Boon Huat Director AlphaLeap Consulting Pte Ltd Mr Ernie Koh Executive Director Koda Ltd
SBF Council	Mr Ernie Koh Executive Director Koda Ltd (2024-2026)
SCCCI Council	Mr Ernie Koh Executive Director Koda Ltd (2025-2028)
SCCCI Trade Assn Committee	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd (August 2025 - July 2028)
WSG JSIT-R Advisory Panel	Mr Joshua Koh CEO Commune Lifestyle Pte Ltd
MND AfA for Hoarding Management	Mr Mark Yong Executive Director Ewins Pte Ltd

REPRESENTATION TO OTHER ORGANISATIONS

	SFIC Representatives
SFIC Trustees	Mr Andrew Ng Mr James Koh Executive Chairman & CEO Koda Ltd Mr Bert Choong Mr Choo Yong Fee President Cheng Meng Furniture Group (Pte) Ltd

Group Secretariat Team

GROUP
Mr Gabriel Lim, Executive Director
Ms Annie Toh, Director, Finance/Admin/IT

Industry Development, SFIC
Mr Jason Tan, Assistant Director, Industry Development
Ms Shirley Tan, Manager, Industry Development

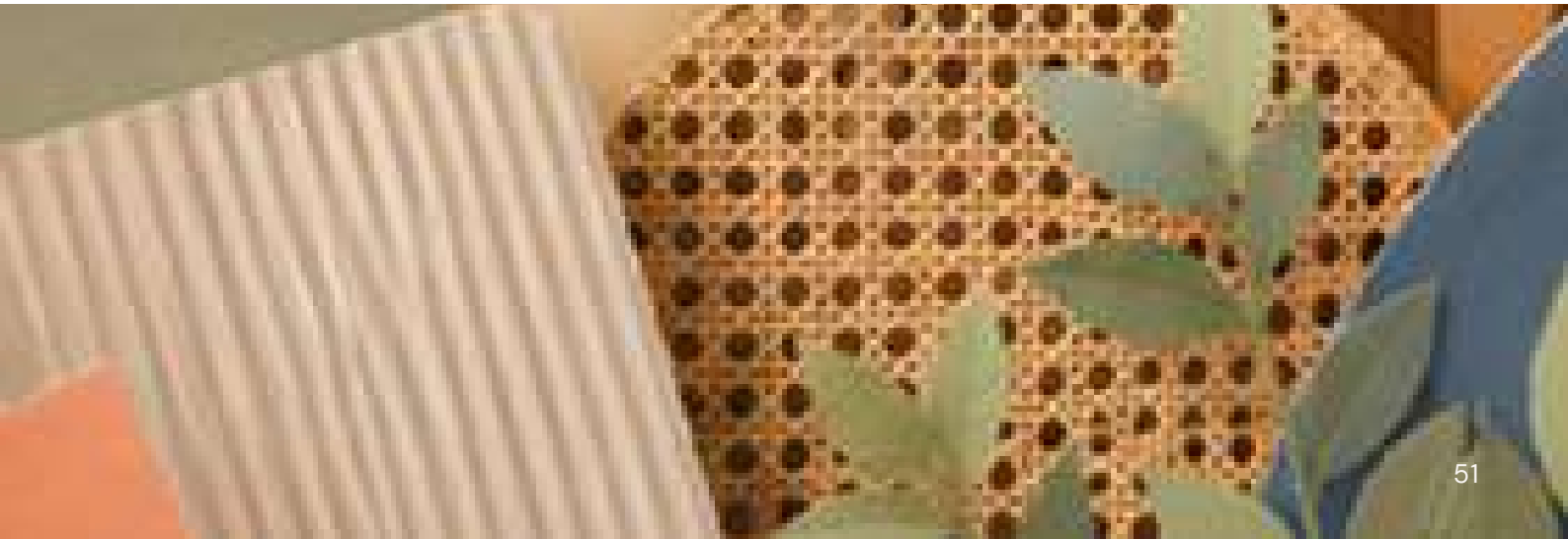
Projects & Memberships, SFIC
Ms May Ling, Director, Projects
Ms Daseul Eom, Manager, Industry Engagement

Sustainability, SFIC
Mr Dylan Chua, Manager

Communications & Events, SFIC
Ms Marlina Khairuddin, Senior Executive, Marcomms & Events

Finance, SFIC
Ms Eilis Yong, Manager

Future Living Asia
Mr Davin Er, Director



Group Secretariat Team

SFIC INSTITUTE
Mr Dominic Ng, Chief Executive Officer
Mr Paxton Chian, Assistant Director, Projects/Ops/Sales Marketing

Business Development
Mr Raymond Tuan, Business Development Manager
Ms Katherine Chia, Business Development Manager

Training & Development
Mr William Yap, Training & Quality Manager

Curriculum & Quality
Mr Ambrose Tay, Manager, Curriculum & Quality Manager

Learning & Development
Ms Jayleen Lee, Senior Admin Executive

Digital & Marcom
Ms Cheryl Foo, Assistant Manager, Marketing/Project & Consultancy
Ms Valerie Ng, Marketing & Project Executive, Project & Consultancy

HR & Finance
Ms Kylie Boo, Senior Executive, Finance/HR/Admin
Ms Wendy Yee, Manager, Finance

