

FOR IMMEDIATE RELEASE

MEDIA RELEASE

30 MARCH 2026

SFIC AND SRA SIGN MOU TO STRENGTHEN WORKFORCE CAPABILITIES IN EVOLVING RETAIL LANDSCAPE

SFIC and SRA partner to equip businesses with future-ready skills and capabilities to navigate evolving retail and consumer trends.

The Singapore Furniture Industries Council (SFIC) and the Singapore Retailers Association (SRA) have signed a Memorandum of Understanding (MOU) to support workforce transformation and capability development across their respective industries.

The MOU formalises a collaborative effort to equip businesses and their workforce with the skills needed to navigate an increasingly dynamic retail environment. This includes targeted reskilling and upskilling initiatives focused on emerging areas such as livestreaming, social commerce, Artificial Intelligence (AI), and evolving consumer behaviours.

Through this partnership, SFIC and SRA aim to strengthen industry resilience by enabling companies to adapt to new operating models and technological shifts. The collaboration will also support businesses in enhancing their competitiveness, as both sectors respond to changing market demands and digital transformation trends.

Mr Joshua Koh, President of SFIC, said: “This collaboration reflects our shared commitment to building a future-ready workforce. Retail is an important part of the

furniture industry, and we look forward to strengthening career pathways for furniture retail professionals and build essential digital commerce capabilities.”

Mr Ernie Koh, President of SRA, added: “The collaboration represents a key component of Singapore's broader retail sector digitalisation strategy, which includes artificial intelligence adoption, omnichannel integration and data-driven customer engagement solutions. Experiential retail integration serves to bridge the gap between physical and digital spaces and, social commerce is one of several digital transformation pathways helping retailers enhance their competitive edge in an increasingly connected marketplace.”

The MOU was witnessed by Mr Alvin Tan, Minister of State for the Ministry of Trade & Industry and Ministry of National Development.

This partnership emphasises both organisations’ commitment to advancing industry capabilities and supporting businesses in adapting to future retail and consumer trends, while contributing to more responsive and human-centric living and working environments.

END

For more information or request for media interviews, kindly contact:

Singapore Furniture Industries Council

Marlina Khairuddin

Senior Executive, Marcomms & Events

M: (65) 9839 1650

E: marlina@singaporefurniture.com

About SFIC

Established in 1981, the Singapore Furniture Industries Council (SFIC) is the official representative body of Singapore's furniture and furnishings industry.

With over 300 members spanning four key clusters — manufacturers/interior fit-out specialists, retailers, designers, and materials/components/service providers — SFIC represents a sector with a collective global footprint in more than 80 countries.

As an aggregator and multiplier in the furniture ecosystem, we help members stay future-ready and globally competitive through internationalisation, innovation, networking and capital development initiatives. We also nurture the next generation of industry leaders through the SFIC Young Leaders Chapter.

SFIC Institute, the Council's training and talent development arm, offers a comprehensive range of courses, masterclasses, consultancy services, and job placement programmes for the furniture ecosystem and built environment sectors.

We also represent Singapore in the ASEAN Furniture Industries Council (AFIC), fostering stronger intra-ASEAN collaboration and advancing the region's collective competitive advantage in the global marketplace.

Visit www.singaporefurniture.com for more information.

About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations. SRA organise a wide range of year-round programmes ranging from industry events and conferences, market insights sharing sessions, training and masterclasses, local learning journeys and overseas study missions as well as professional guidance and mentorship for retailers brand growth and business development.

Our membership of almost 600 members reflects the diversity and vibrance of Singapore's retail industry – Fashion Apparel/& Accessories, Furniture and Furnishings,

Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores. Collectively, they employ more than 80,000 workers, own or resell more than 4,500 brands, own more than 14,000 local stores, and account for more than \$30 billion in operating receipts annually.