

MEDIA RELEASE

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SFIC LAUNCHES 'MARKETFORWARD' TO HELP SINGAPORE FURNITURE COMPANIES CONNECT, COMPETE AND GROW GLOBALLY

Boosting Singapore furniture companies' competitiveness by combining structured internationalisation support and intelligent business connections through an AI based platform

SINGAPORE, 4 September 2026 – Singapore Furniture Industries Council (SFIC), in partnership with Enterprise Singapore (EnterpriseSG), today launched **MarketForward**, its flagship industry growth programme to help companies build stronger business connections, sharpen their international positioning and achieve sustainable growth in overseas markets.

The programme was officially launched by Ms Sim Ann, Second Minister for Foreign Affairs and Second Minister for Home Affairs, and SFIC Patron, during the opening of Scanteak's new flagship building on 4 September 2026.

As part of the opening, Scanteak will also unveil **ScanLiving**, a new brand that forms part of the Group's plans to broaden its customer offering and develop new avenues for growth.

AN INTEGRATED PROGRAMME FOR BUSINESS GROWTH

MarketForward brings together two flagship components — **MarketForward Connect** and **MarketForward Grow** — designed to address practical business needs across the industry. Through these initiatives, SFIC aims to onboard 100 companies onto its AI-enabled platform, facilitate at least 30 business matches, and support participating companies in generating a cumulative S\$450,000 in sales or investments by 2028.

MarketForward Connect – an intelligent business connection platform that will use AI-enabled recommendations to help members identify potential partners, complementary capabilities and new collaboration opportunities across the SFIC ecosystem.

MarketForward Grow – supports companies on their internationalisation journey, from building market readiness and making the right business connections to establishing in-market partnerships and pursuing long-term growth.

Mr Joshua Koh, President, SFIC, said:

“MarketForward reflects SFIC’s commitment to helping our members connect with the right partners, strengthen their international positioning and build lasting success beyond Singapore. For many companies, the challenge today is no longer whether they have a good product — it is whether they can find the right partners, enter the right markets and sustain growth over time.

Through this programme, we are bringing together technology, collaboration and internationalisation into a single platform that will empower our members to compete with greater confidence in global markets.”

Ms Cindy Ngiam, Director, Retail, Enterprise Singapore, said:

“Enterprise Singapore is pleased to work with the Singapore Furniture Industries Council on MarketForward, to support Singapore furniture companies in their overseas expansion. By leveraging AI-enabled tools and collective networks, MarketForward helps our companies better connect with business partners, strengthen their offerings and pursue opportunities in global markets. We look forward to seeing more Singapore furniture companies leverage this programme to thrive on the world stage.”

The first MarketForward Grow programme will focus on China, with 10 participating companies exploring new capabilities and business opportunities across areas such as hardware innovation, smart materials, advanced production equipment and techniques, technology integration, and research and design for evolving ways of living. This will help participating

companies strengthen their product offerings, develop new capabilities and identify opportunities that can translate into commercial growth.

SFIC plans to roll out another two MarketForward Grow programmes in 2027. In total, SFIC aims to support participating companies in generating a cumulative S\$450,000 in sales or investments by 2028. Together, these initiatives provide sustained support before, during and after market entry.

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Annex A – MarketForward Programme

MarketForward addresses key industry challenges by helping companies build stronger partnerships, strengthen their international positioning and expand into overseas markets. The programme will comprise of two flagship initiatives:

Marketforward Connect is an intelligent business connection platform that uses AI-enabled recommendations to help members discover relevant companies, complementary capabilities and potential business partners across the SFIC ecosystem.

Marketforward Grow, the market-facing evolution of SFIC's existing internationalisation efforts. Built on a "Learn–Land–Localise" framework, the programme supports companies throughout their overseas expansion journey — from market readiness and business matching to in-market partnerships and long-term growth.

- **Market Connections** – helping companies identify relevant partners, customers and complementary capabilities.
- **International Positioning** – strengthening how Singapore furniture companies present their brands, products and value propositions internationally.
- **Market Penetration** – supporting companies in entering overseas markets, establishing partnerships and translating opportunities into long-term business growth.

Annex B – MarketForward Grow (China)

Key Programme Highlights

Focus Area	Highlights	Potential impact for participants
Design and Future Trends	Engagement with a leading trend research and industrial design consultancy, including insights from its Industrial Design Museum and CMF Trend Lab.	Anticipate emerging consumer, design and material trends, and translate them into differentiated products and stronger market positioning.
Sustainable Materials and Surface Innovation	Exploration of cultivated leather, recycled PET acoustic materials, decorative panels, microcement, and self-cleaning, antibacterial and air-purifying coatings.	Identify sustainable and high-performance materials for new product development while responding to demand for healthier, more environmentally responsible spaces.
Smart Homes, Surfaces and Components	Exposure to IoT sensors, whole-home systems, electrochromic glass, responsive coatings and intelligent electrical hardware.	Discover opportunities to incorporate connectivity, adaptability, comfort and wellness features into furniture and interior solutions.
Advanced Manufacturing and Automation	Visits to Industry 4.0 solution providers offering intelligent machinery, automation systems, production software and integrated manufacturing services.	Assess practical ways to improve productivity, product quality, customisation capabilities and workforce efficiency.
Business Partnerships and Market Opportunities	Direct engagement with design experts, material innovators, technology providers and specialised manufacturers across China's furniture ecosystem.	Build new sourcing and technology partnerships, explore collaborative product development and accelerate the commercialisation of new ideas.

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.