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MEDIA RELEASE

28 OCTOBER 2026

SINGAPORE FURNITURE INDUSTRIES COUNCIL (SFIC) RE-ELECTS JOSHUA KOH AS PRESIDENT AND UNVEILS 2026/2028 EXECUTIVE COMMITTEE

Mr Joshua Koh to lead SFIC for a second term, driving industry transformation through internationalisation, sustainability, design innovation and technology adoption.

The Singapore Furniture Industries Council (SFIC) is pleased to announce the **reappointment of Mr Joshua Koh, Chief Executive Officer of Commune Lifestyle Pte Ltd, as President for a second two-year term (2026–2028)**, following its Annual General Meeting on 28 October 2026.

Since assuming the presidency in 2024, Mr Joshua Koh has spearheaded SFIC's 2026–2030 Roadmap under its vision of "*Enabling the future of living and working spaces that touch lives*", advancing industry collaboration, innovation and sustainable growth. Together with the newly elected Executive Committee, he will focus on translating the roadmap into tangible business opportunities, strengthening industry capabilities and driving long-term competitiveness.

Driving Industry Transformation and Sustainable Growth

With renewed leadership, SFIC remains committed to strengthening Singapore's furniture industry, unlocking new growth opportunities and shaping the future of living and working spaces.

This will be anchored on four strategic pillars – Advocacy and Thought Leadership; Member Engagement and Growth; Leveraging Singapore Brand Equity; and Fit-for-Purpose Technology and Innovation, with key initiatives including

- **Future Living Asia,** a cross-industry platform bringing together people, ideas, businesses and innovations shaping how we live, work and connect
- **SFIC MarketForward** to support enterprise growth and internationalisation,

- **Design Innovation Programme (DIP 3.0)** to drive innovative furniture solutions for the silver generation,
- **Sustainability Furniture Mark (SFM) Progressive Framework** to increase sustainability related capabilities and readiness in the industry
- **Momentum Strategies**, a consultancy-led approach to build capabilities for the industry
- **Artisan Academy** to build trade related skills for the industry

"I am honoured to continue serving as President of SFIC. Over the past two years, we have laid a strong foundation for our industry's future. Our priority now is to turn our vision into action, creating tangible business opportunities and helping members stay competitive in a changing global landscape. " said Mr Joshua Koh.

SFIC welcomes its newly elected 2026–2028 Executive Committee, comprising industry leaders from across the furniture and furnishings ecosystem, and extends its appreciation to the outgoing Committee members for their dedication and contributions.

For the full list of SFIC 2026–2028 Executive Committee members, please refer to Annex A.

END

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

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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.

Guided by its vision of *"Enabling the future of living and working spaces that touch lives,"* SFIC supports its members through internationalisation, design innovation, sustainability, digital transformation and capability development. It also nurtures the next generation of industry leaders through the SFIC Young Leaders Chapter.

SFIC Institute, the Council's training and talent development arm, offers courses, masterclasses, consultancy services and workforce development programmes for the furniture ecosystem and built environment sectors.

SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC), strengthening regional collaboration and advancing the industry's collective competitiveness.

Visit www.singaporefurniture.com for more information.

Annex A

SFIC 2026/2028 Executive Committee

Presidential Advisor:
Phua Boon Huat (Director, AlphaLeap Consulting Pte Ltd)

President:
Mr Joshua Koh (Chief Executive Officer, Commune Lifestyle Pte Ltd)

Vice-Presidents:
Ms Jamie Lim (Regional Marketing Director, Hawaii Furnishing Pte Ltd (Scanteak))
Mr Jake Tan (Director, Admira Pte Ltd)
Mr Gan Shee Wen (Vice President, Group Sales & Marketing, Koda Ltd)
Mr Marcus Wong (Director, Danovel Pte Ltd)

Honorary Secretary:
Mr Melvin Chong (Executive Director, Koncept Kreation Pte Ltd)

Assistant Honorary Secretary:
Ms Celine Ng (Director, Fraction Design Pte Ltd)

Honorary Treasurer:
Mr Saurabh Mangla (Founder, Sam & Sara Holdings Pte Ltd)

Assistant Honorary Treasurer:
Mr Kelvin Kwek (Director, Sungei Emas Pte Ltd)

Committee Members:
Mr Benjamin Chua (Group Chief Executive Officer, Speco Pte Ltd)
Mr Don Lim (Director, RH Design & Build Pte Ltd)
Ms Emily Sim (Business Development Director, NS Trading Pte Ltd)
Ms Fion Ng (Managing Director, Grandwork Interior Pte Ltd)
Mr Gavin Por (Director, Grand Build Interior Pte Ltd)
Mr Simon Goh (Director, S-Team Services Pte Ltd)
Mr Steven Lew (Director, Quan Mei Design & Construction Pte Ltd)

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