



FUTURE OF POSSIBILITIES

— 2015 ANNUAL REPORT —

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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.

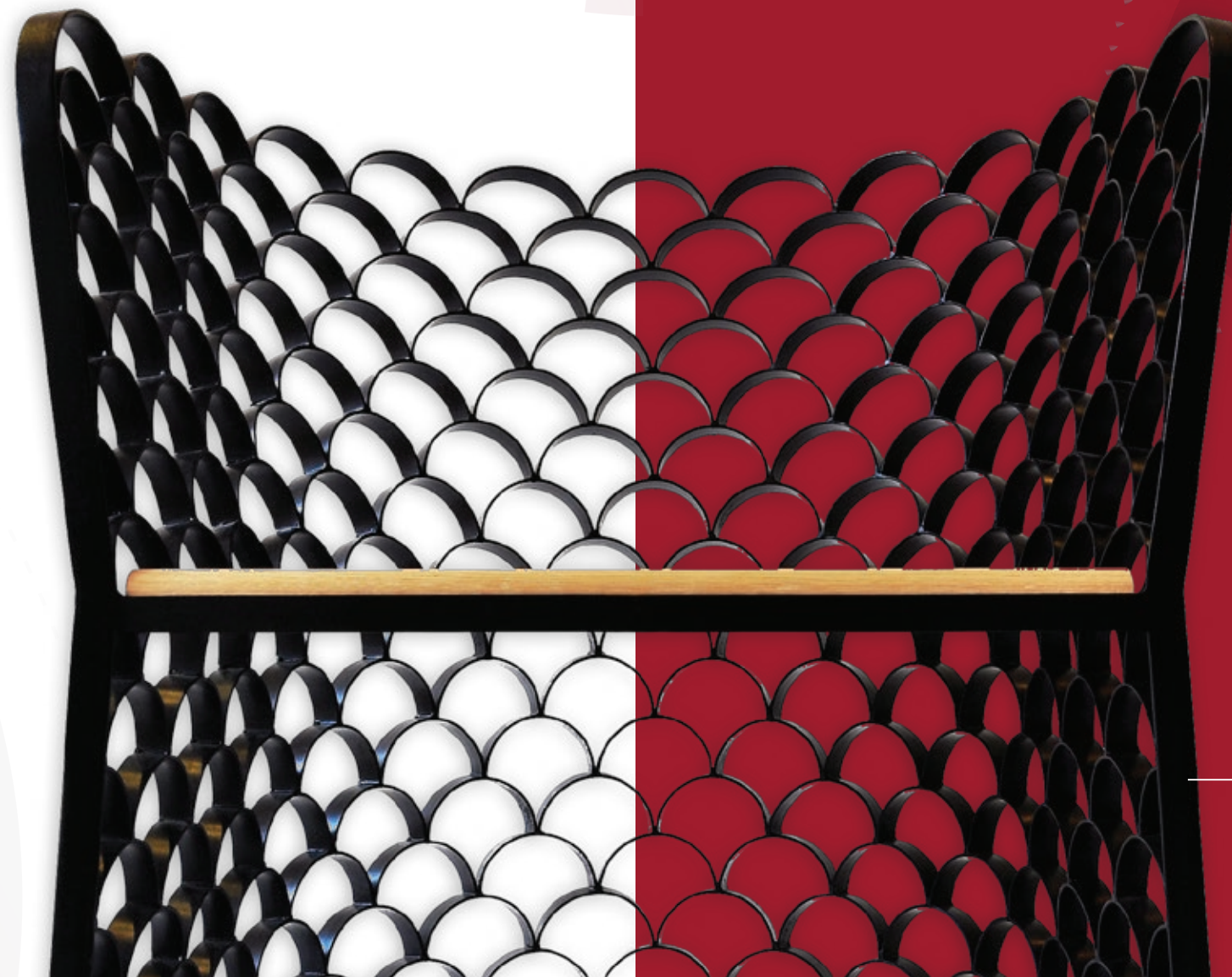
Aggressively drive a spectrum of broad-based and targeted initiatives to meet industry needs.

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

ABOUT SFIC

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 furniture services and materials 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.

SFIC's 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, and Integrate, all of the Council's programmes aim to grow the local furniture industry and ultimately, to strengthen the 'Singapore brand' globally.



• Jarrod Lim Design

“ Along with the nation’s growth, Singapore’s furniture and furnishings industry has also flourished to become a notable contributor to the country’s economy over the years. ”



PRESIDENT’S FOREWORD

Together as a nation, Singapore had a momentous SG50 celebration this year. As we look back on how our late founding father, Mr Lee Kuan Yew, set the vision and grew Singapore to the successful and prosperous city-state it is today, it reflects upon us how it has advanced from its humble beginnings since gaining independence five decades ago. Along with the nation’s growth, Singapore’s furniture and furnishings industry has also flourished to become a notable contributor to the country’s economy over the years. The furniture industry has blossomed into a resourceful, robust sector with a growth of 2.64% to S\$6.22 billion from 2013 to 2014.

As a Council, SFIC continues to hold on to its steadfast vision, that is, to be an association that puts members’ interests at the forefront, and to establish Singapore as the premier furniture hub by providing total solutions to the global market. With the 3i Strategic Framework: Improve, Innovate and Integrate as the anchor in our efforts to further drive mobility and growth in the industry, we expand our focus on capability development and on growing the industry’s profile.

Early this year, we officiated the first association-led overseas deal-seeking initiative for the Singapore furniture industry. Tapping into the Local Enterprise and Association Development (LEAD) programme jointly managed by International Enterprise (IE) Singapore and SPRING Singapore, SFIC engaged in-market consultants for the first time to help our local small and medium enterprises (SMEs) seek deals in overseas markets. As for our international marketing and business matching initiatives, SFIC led close to 65 Singapore-based companies to participate in eight overseas trade fairs and business missions, also with the support of DesignSingapore Council, IE Singapore and SPRING Singapore. As a result, more than 6,000 business leads were generated.

Back home, our International Furniture Fair Singapore 2015 / 32nd ASEAN Furniture Show (IFFS/AFS 2015), The Décor Show, and Hospitality 360°, featured a total of 487 exhibitors from a record number of 39 countries. The trilogy of events occupied 60,000 square meters of beautifully-decorated halls at the Singapore EXPO. In terms of footfall, the trade show welcomed 18,836 visitors from 102 countries, including 92 buying delegations and 380 VIP Hosted Buyers of The Prestige Club. As a gateway to Asia, IFFS is well poised to assist international furniture manufacturers enter the Asian market, and offers local and regional firms a platform to break into the global scene.

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**With the 3i Strategic Framework: Improve, Innovate and Integrate as the anchor in our efforts to further drive mobility and growth in the industry, we expand our focus on capability development and on growing the industry’s profile.**  
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On the design front, SingaPlural 2015 experienced its many firsts. Themed, ‘Process’, it was for the first time curated to project a better visitor experience. Held for the first time in one consolidated location at the iconic former Beach Road Police Station, at 99 Beach Road, the week-long event featured a total of 168 installations from 377 local and international participants as well as symposiums and competitions across multiple industries that facilitated the robust exchange of knowledge and best practices amongst business owners and designers. It recorded an attendance of 28,262.

By harnessing innovative capabilities and continual improvement, we have the potential to overhaul the industry significantly, and see it thrive for the next fifty years and beyond.

Over at SFIC Institute, the training and education arm of the Council conducted 75 courses and trained more than 800 students. It also ran 15 job fairs and seminars, and reached out to 352 jobseekers. Since the launch of the Creative Craftsman Apprenticeship Programme in February 2014, a total of 45 candidates were enrolled into the place-and-train programme and hired by 30 employers. Our new industry campus in Yishun was officially launched in November 2014.

As we strive to continue building on our existing efforts to introduce fresh initiatives to drive the local furniture industry upward, we are excited to see the future unfold ahead. In line with the national movement of SkillsFuture, the SFIC is already working on a dedicated five-year sectorial manpower plan. In addition, the SFIC Institute has also embarked on programmes to equip more students and the workforce with industry relevant skills.

In addition, IFFS 2016 will be launching a brand new logo and show concept, while SingaPlural 2016 will elevate its theme and design installations to greater "SENSES". We are also witnessing a group of second generation industry leaders rising up and taking over the furniture and furnishings businesses, not just within SFIC's Youth Furniture Committee (YFC), but on a regional level.

To take a leaf out of our nation's founding father's much-admired book, we must look into the future with foresight. By harnessing innovative capabilities and continual improvement, we have the potential to overhaul the industry significantly, and see it thrive for the next fifty years and beyond. Indeed, as we put our hearts and minds to it, the future is filled with endless possibilities.



Ernie Koh
President
Singapore Furniture
Industries Council



Foundry

SFIC EXECUTIVE COMMITTEE 2014/16



Ernie Koh
President
Executive Director,
Koda Ltd



Mark Yong
Vice President
Marketing Director,
Ewins Pte Ltd



Kenny Koh
Vice President
Group Managing
Director,
Star Furniture Pte Ltd



Phua Boon Huat
Honorary Treasurer
General Manager
– Europe,
HTL International
Holdings Ltd



Steven Chew
Vice President
Deputy CEO,
Sitra Holdings
(International) Limited



Jake Tan
Honorary Secretary
Executive Director,
Admira Pte Ltd



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



Marcus Wong
Assistant Honorary
Treasurer
Business
Development Director,
Danovel Pte Ltd



Avelyn Teo
Assistant Honorary
Secretary
Vice President,
Corporate Affairs
Benel Singapore Pte Ltd

SFIC PRESIDENTS 1981-2012



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	2013/2014

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
Jerry Tan	Jaco Singapore Pte Ltd
Joshua Koh	Richin Furniture Decor Pte Ltd

CO-OPT MEMBERS



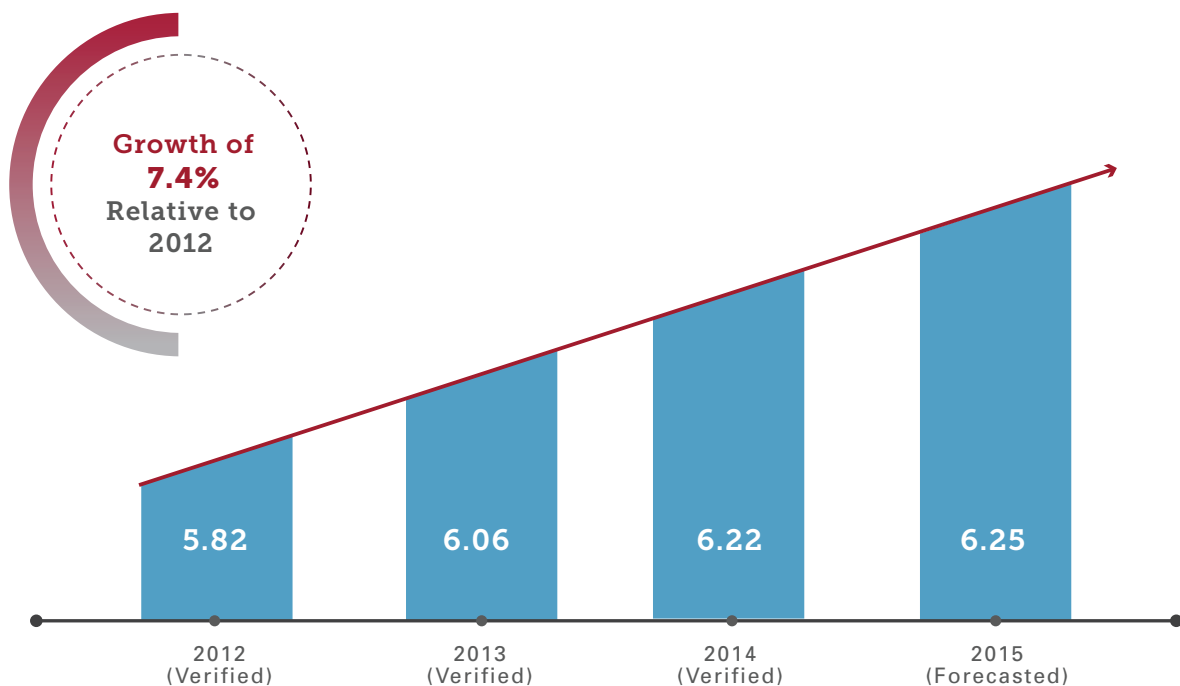
From left to right

Choo Yong Fee	Cheng Meng Furniture Group Pte Ltd
Tony Lin	Eurosa Furniture Co. Pte Ltd
James Koh	Koda Ltd
James Goh	Lorenzo International Ltd
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

FURNITURE INDUSTRY OVERVIEW 2014

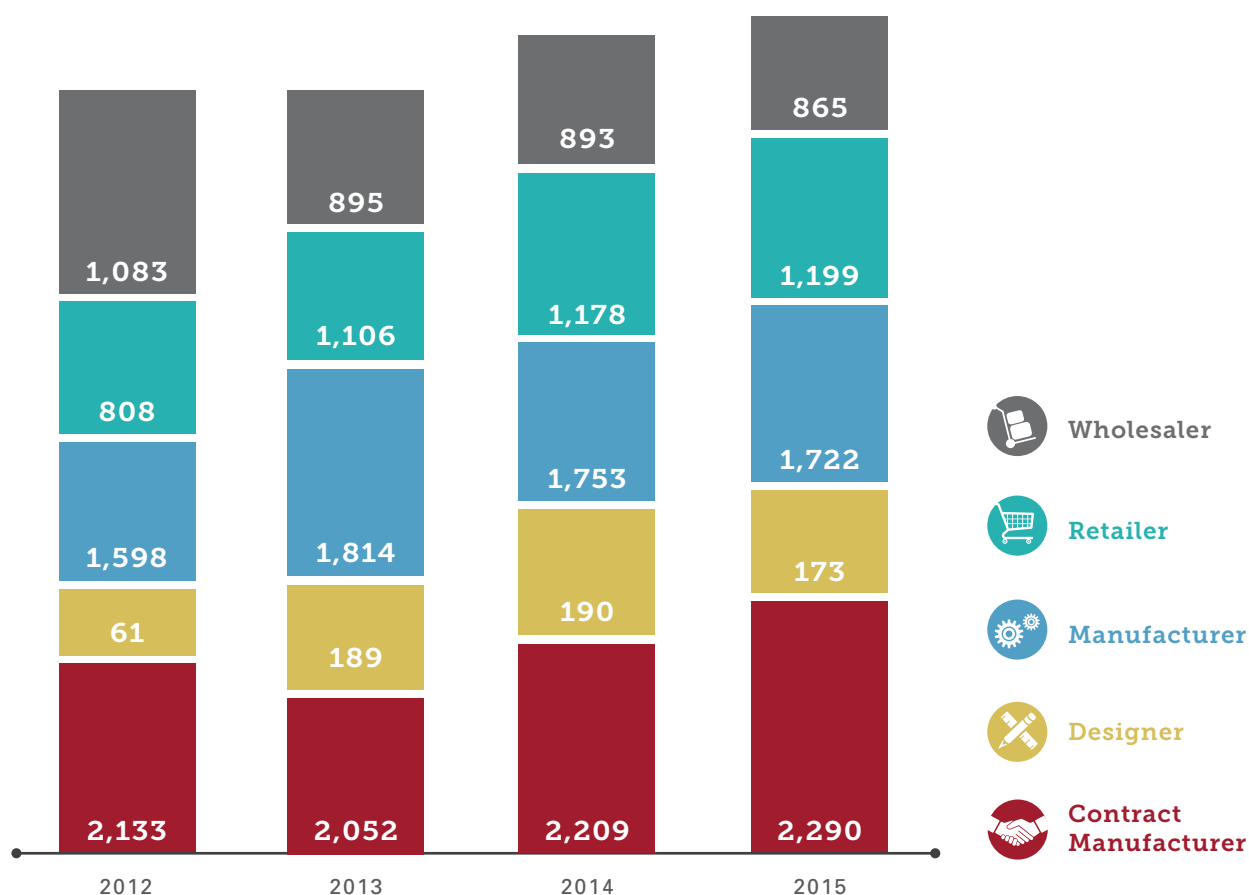
Continued sentiments of overall optimism see the industry forecast a pleasing growth of 7.4% from 2012 to 2015, and it is anticipated that the total market size will reach S\$6.25 billion in 2015. Just as reassuring is the 2013 market size figure. Last year, this was estimated to sit at S\$6.01 billion; following verification in this year's survey, the 2013 market size was in fact slightly larger at S\$6.06 billion. For 2014, the market size was estimated to be S\$6.22 billion.

Furniture Industry Market Size (SGD Billions) 2012-2015



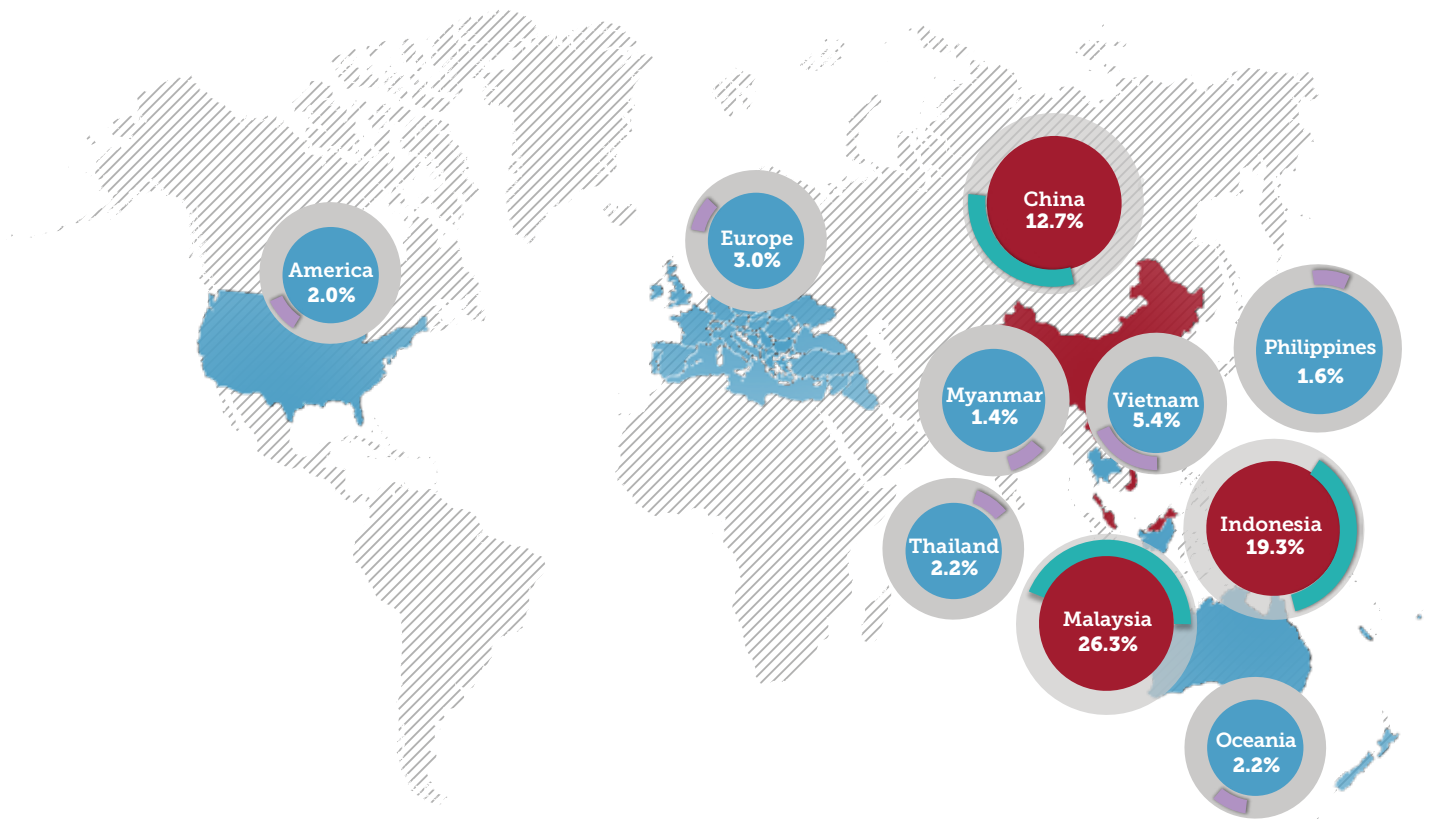
Furniture Market Size Breakdown 2012-2015 (SGD Millions)

In an assessment of the market size broken down into the industry's various sectors, retailers witnessed continuous year-on-year growth. Retailers forecast that in 2015, the sector will achieve a size of S\$1.2 billion and account for 19.2% of the total market. Another bright light is the contract manufacturing sector which, despite contracting slightly from 2012-2013, expects to rebound strongly into the positives for growths of 7.7% from 2013 to 2014 and 3.7% from 2014 to 2015, hitting a high of S\$2.29 billion in 2015.



Singapore vs Global Year-on-Year Growth (%)

The Singapore furniture industry's 2012-13 year-on-year growth has risen from a previous estimate of 3.2% to a verified growth of 4.1% and 2013-14 to 2.6%. Charting Singapore's year-on-year growth against the global year-on-year rates, it is possible to see that national growth has in general fared better or similarly. While national growth rates have seen a general downward trend since 2011, they are expected to maintain positive percentages and to align with and even surpass global growth rates. There is much to look forward to in the potential of the industry.



Current Global Footprint

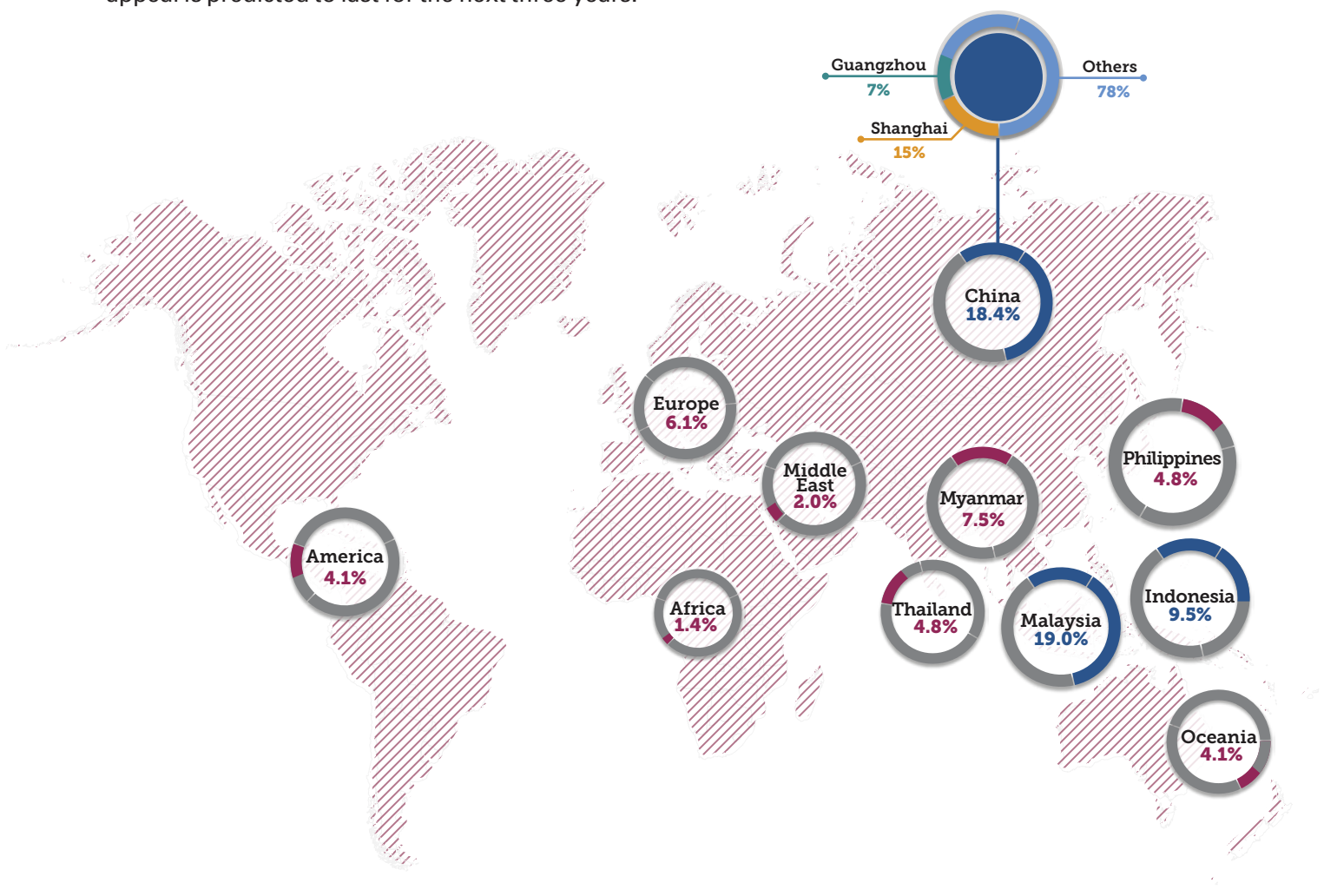
Expanding operations overseas is a critical component of the strategies of Singapore businesses and furniture businesses are no exception. There are numerous push and pull factors involved in the decision to operate in another country which can also affect a company's choice of country and type of investment. To complement the importance of internationalisation, 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 increase Singapore's presence in overseas trade shows, as well as our own home grown International Furniture Fair Singapore.

As expected, and in line with last year, Malaysia, Indonesia and China remain the most favoured locations for furniture companies to locate their permanent operations outside of Singapore's borders. Their enduring popularity is due to a combination of considerations such as close geographical proximity, cultural similarities, increasing populations and lower operational costs as compared to Singapore.

Future Expansion Trends

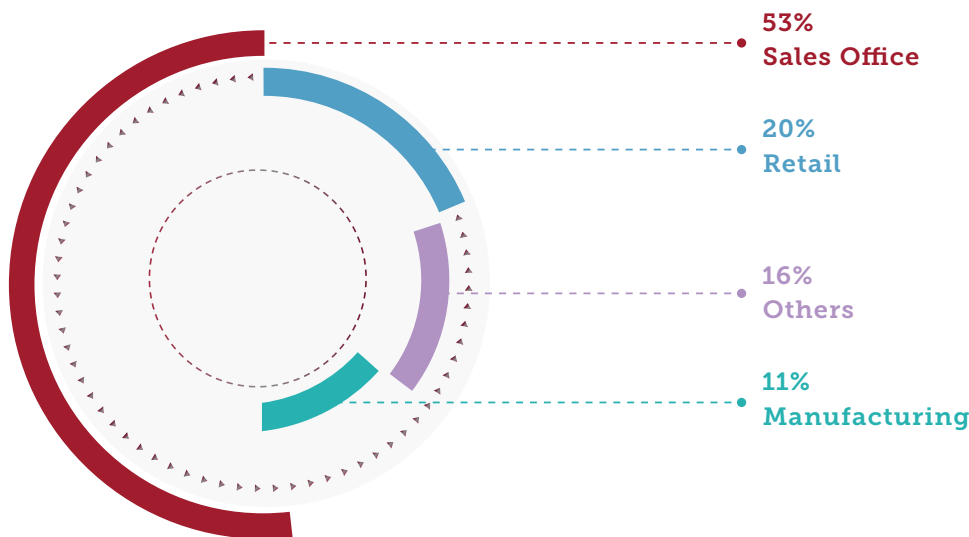
In this year's survey, over a third of respondents are actively planning to set up permanent operations overseas in the next three years. To allow for improved targeted assistance for the many companies expressing their appetite to explore overseas territories, understanding where the internationalization hotspots are will help to concentrate planning efforts.

As a region, ASEAN is set to dominate as the most enticing destination in which to invest in the coming three years, with respondents citing countries such as the gradually-liberalizing Myanmar and the designer-friendly Philippines. Even so, the spotlight is again fixed on Malaysia and China, which are expecting to receive 19% and 18.4% of permanent operations respectively. Not only do they currently hold the largest proportion of overseas operations, but their appeal is predicted to last for the next three years.



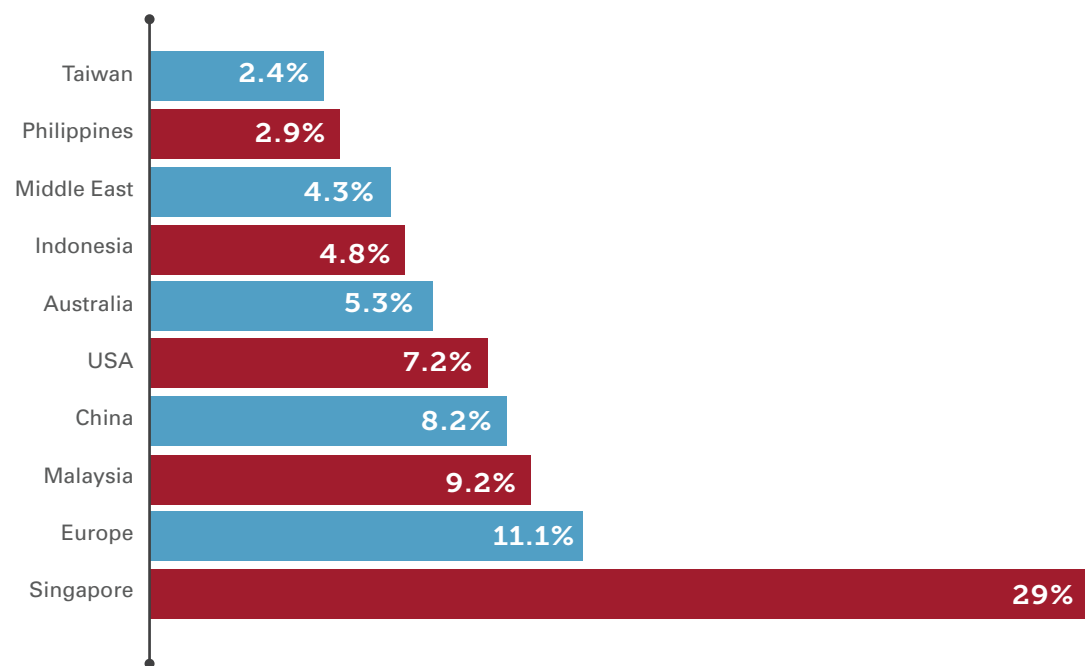
Distribution of Permanent Operations in the Next 3 Years

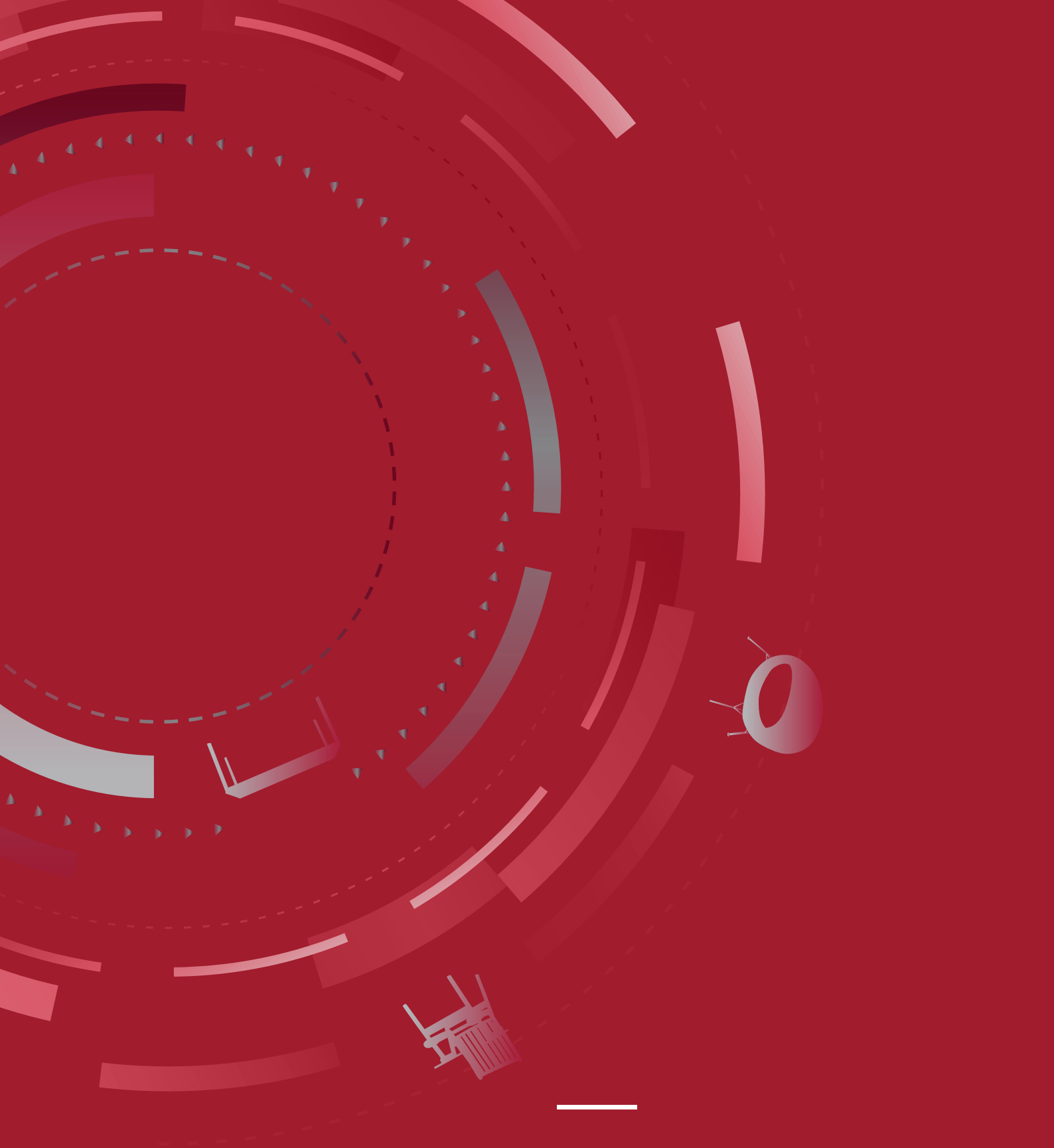
In a clear demonstration of preference, it was shown that the prospective operations to be opened are expected to be sales offices. Respondents are earnestly seeking to drive overseas sales by bringing their presence closer to their target markets. This interest in sales offices marks a departure from last year’s trend whereby retail outlets garnered the most interest.



Expected Top Selling Markets in the Next 3 Years

Similar to last year’s results, Singapore remains considerably in the lead when it comes to the forecast of top sales country. Local customers are still seen as the main drivers of furniture sales and must not be neglected or underestimated. Furthermore, there has been growth in attention paid to Taiwan, Australia and the Philippines as companies look to opening their sales offices overseas.





2014
KEY HIGHLIGHTS
AND EVENTS

EXPANDING BUSINESS LOCALLY AND GLOBALLY



Through initiatives like the International Furniture Fair Singapore / ASEAN Furniture Show (IFFS/AFS) as well as efforts in building export growth and investment overseas, SFIC has grown the furniture industry's revenue from S\$6.06 billion in 2013 to S\$6.22 billion in 2014, carving out about 1.05 per cent of the global market share. This figure is forecasted to hit S\$6.25 billion for 2015.

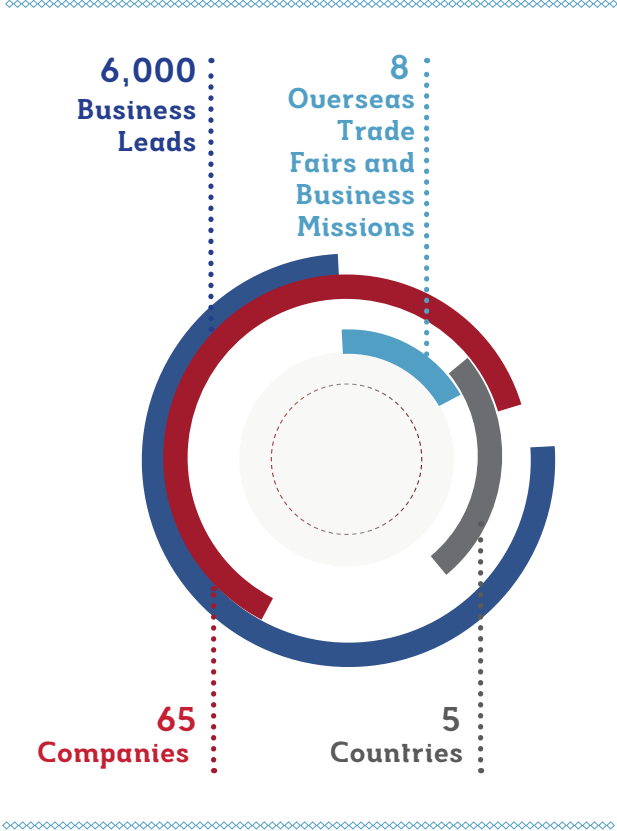
INTERNATIONAL MARKETING

In order for the Singapore furniture industry to deepen its footprint on the global map, we must be willing to step out of our comfort zone and reinvent business strategies.



SFIC is constantly exploring opportunities and ways to raise the profile of Singapore's furniture industry in the international arena. With the support of DesignSingapore Council, International Enterprise (IE) Singapore and SPRING Singapore, SFIC has led a number of Singapore delegates overseas to participate in renowned international furniture trade events and business missions.

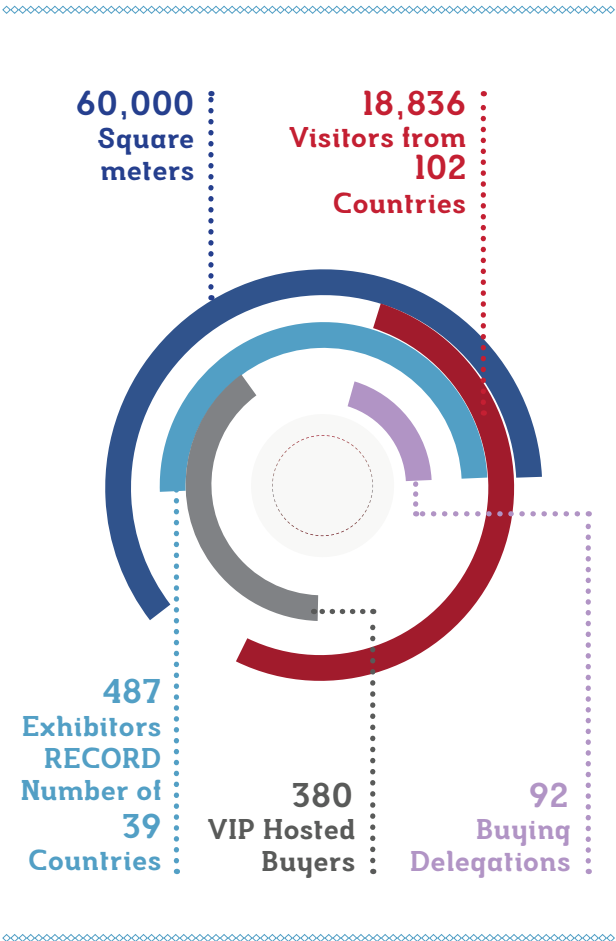
SFIC officiated its first association-led overseas deal-seeking initiative for the Singapore furniture industry on 25 February 2015. Tapping into the Local Enterprise and Association Development (LEAD) programme jointly managed by International Enterprise (IE) Singapore and SPRING Singapore, SFIC engaged in-market consultants for the first time to help local small and medium enterprises (SMEs) seek deals in overseas markets. Nine furniture companies pledged their commitment to the programme through a Memorandum of Understanding (MoU) Signing Ceremony, in the presence of the then-Minister of State for Trade and Industry, Mr Teo Ser Luck.



**ASIA'S MOST EXCITING FURNITURE
SOURCING PLATFORM**

**International Furniture Fair
Singapore / 32nd ASEAN
Furniture Show 2015 (IFFS/AFS
2015), The Décor Show 2015 &
Hospitality 360°
13 – 16 March 2015**

IFFS is well poised to assist international manufacturers enter the Asian market, as well as to allow local or regional firms to break into the global scene.



CAPABILITY DEVELOPMENT

DESIGN

Singapore designs are making an impression in the global market and shining alongside foreign brands.

While the homeware and lifestyle market remains saturated with foreign brands, the designed-in-Singapore tag is starting to stand out. In the past years, local furniture manufacturers have been collaborating with Singapore design studios to create their own furniture, homeware or accessories collections. Some of these collaborations include Scanteak and local design collective, Outofstock; Star Furniture and local design consultancy studio, A Balcony; as well as Foundry and Studio Juju.

Collaboration between Scanteak and Outofstock



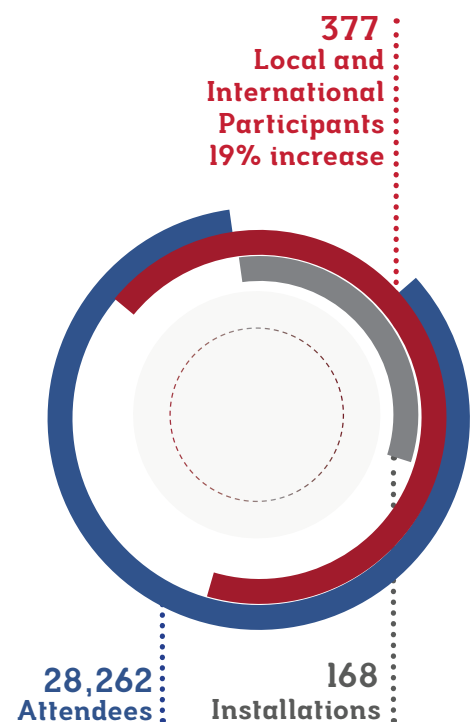
SingaPlural 2015 – Celebrating Design 10 – 15 March 2015

In partnership with DesignS, and proudly supported by local government agencies, festival partners, sponsors and event partners, SingaPlural for the first time, engaged the expertise of curators to enhance its visitor experience. Held at the iconic former Beach Road Police Station, at 99 Beach Road, the design festival featured an overarching theme of 'Process', which was displayed across six pillars: Project X, Design Installations, Talks and Symposiums, Tours, Partnering Events and Recognition.

Design is a key driver of differentiation in today's competitive markets. Beyond just being a platform that allows designers to showcase and profile their works, SingaPlural also provides them with opportunities to create and form strategic collaborations with furniture and furnishings related companies.

Design institutions such as the Nanyang Academy of Fine Arts, LaSalle College of the Arts, Raffles Design Institute and Singapore Polytechnic were invited to participate in SingaPlural 2015. Students in the design disciplines had the opportunity to showcase their works for greater exposure.

Anchor Event of Singapore Design Week



Nurturing future talents for the local design scene has always been a focus of SFIC and in a continuation of this effort, SFIC signed Memorandum of Understanding (MoU) in the past year with Nanyang Polytechnic's School Of Design, Singapore Polytechnic Design School and Raffles Design Institute. The partnership aims to strengthen design capabilities and share expertise in furniture-related design and trends. Students will also have the chance to participate in prestigious projects, research and development, competitions and industrial attachments.





Design Study Mission

With the support of SPRING Singapore, SFIC led a 13-day design study mission to Japan, with the aim to understudy Japanese craftsmanship and the market trends of its furniture industry. Through the mission, SFIC surveyed the possibility of forming partnerships with Japanese furniture and design companies in the areas of joint-design initiatives and workshops for the cross fertilisation of design talents.

HUMAN CAPITAL DEVELOPMENT

SFIC works closely with the Workforce Development Agency (WDA) and National Trades Union Congress' e2i (Employment and Employability Institute) to develop and deliver training programmes that are relevant to the furniture industry's needs. In keeping with the management and technological advancements of today, it is vital for workers to enhance their employability through upgrading of skills. SFIC places emphasis on upgrading the capabilities of the companies and industry workforce, as well as design development, with the relevant skillset and knowledge training.

The SFIC Institute is a human capital solutions provider established in response to the needs of a rapidly evolving workplace environment. By keeping abreast of the latest industry developments, it ensures the relevance of the curriculum offered so as to provide a competitive edge for all graduates.

In November 2014, the Institute, together with e2i and WDA, launched a new Industry Campus that is central to the Creative Craftsman Apprenticeship Programme. The event was graced by Mr Lim Swee Say, the then-Minister for the Prime Minister Office and Secretary-General, NTUC. Since the introduction of the programme, 45 candidates had been enrolled and hired by 30 employers.

In the past year, the Institute had conducted a total of 44 Workforce Skills Qualifications (WSQ) courses which trained 451 students, and another 30 Non-WSQ courses which attracted 363 participants. It also organised 15 job fairs and seminars that had reached out to 352 jobseekers.

The SFIC Institute had also assisted companies to improve and enhance their products through industrial collaboration with designers and industry practitioners in the creative industry. With the "Place and Train Programme for Designers", companies can seek to integrate good design with commercial marketability to bring their business to a different holistic level altogether.



OUTREACH



Several outreach programmes such as seminars, roundtable discussions, and workshops were organised monthly. These activities are aimed at facilitating SME's business processes, addressing business issues faced by SMEs and recommending solutions, as well as providing information and assisting on government funding to members. The programmes are held in partnership with government agencies such as SPRING Singapore, IE Singapore, as well as other strategic partners.

BUILDING THE FUTURE

The Youth Furniture Committee (YFC), launched by SFIC in 1999, comprises second echelon generation of industry leaders. In fact, more than 70% of the current Executive Committee members were part of the YFC. Since its launch, the YFC has conducted many workshops, dialogue sessions, and even spearheaded the industry's Corporate Social Responsibility initiatives to give back to the society.

As furniture business has globalised and building closer rapport with potential partners and business associates within the region is important, the YFC expanded beyond Singapore and spread its influence to Asian region. At the Dongguan Youth Furniture Entrepreneur exchange programme held in November 2014, SFIC created a platform to plant seeds of business friendship between Singapore and Dongguan's YFC groups. To further strengthen ties between the two countries' young leaders, SFIC also organised a series of informative programmes and facilitated workshops on shared topics of interest as well as conducted site inspections of several showrooms and factories.



VOICE OF THE INDUSTRY

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**Paving the way for members and empowering them to be ahead of the pack in the industry.**

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SFIC is instrumental in bringing about the clustering of furniture companies in the Sungei Kadut Industrial Estate, which is already home to more than 160 furniture and related companies. It was announced in March 2015 that the JTC Furniture Hub will be built to promote stronger industry clustering and develop an ecosystem for the furniture and furniture-related sectors.

In May 2015, Sunray Woodcraft Construction moved in to its new \$30 million headquarters in Sungei Kadut, a 181,000 square feet facility that houses showrooms, production facilities, a warehouse and a dormitory.

Around the same time, in June this year, Gain City also started its warehouse retailing in the industrial estate, at its 11-storey building which has a total floor area of about 50,000 square metre, including warehouses, offices and a carpark.

With this concentration of furniture companies and related specialised businesses, the future International Furniture Hub is well-poised in attracting investments from regional furniture industry players and trade visitors.





REPRESENTATION OF THE TRADE

SFIC is the official representative body of furniture manufacturers and exporters in Singapore at the ASEAN level, presenting the country in the ASEAN Furniture Industries Council (AFIC), a regional trade organization with the prime objectives of promoting the interests of the ASEAN furniture industries.

The Council also represents Singapore's furniture 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.

In addition, SFIC acts a platform to provide feedback to various taskforce and committees such as the ASEAN Timber Harmonisation workgroup, the Workplace Safety and Health Council and ISO standards relating to the furniture industry.

For the second year running, SFIC has partnered with SPRING Singapore and BDO Consultants to run the Annual Furniture Industry Survey 2014-2015, which revealed insights on the Singapore furniture industry. It provides stakeholders and potential business partners an informative and thorough picture of the industry's landscape from all angles, with key metrics derived from data given by the local furniture players.

BUSINESS NETWORKING

SFIC currently records a total membership strength of 350, comprising businesses from various sectors of the furniture industry, including furniture manufacturers, contract manufacturers, retailers, designers, as well as furniture services and materials suppliers.

The Council organises numerous networking networking activities and social platforms which provide business opportunities for industry players, designers, business associates, as well as government and media representatives to meet and interact. These include annual events such as the SFIC Lunar New Year Luncheon, the SFIC Golf Tournament, and SFIC Dinner & Dance.



SFIC FUNCTIONAL COMMITTEES



Finance

Advisory Committee

Chairman

• Ernie Koh Koda Ltd

Committee Members

• Choo Yong Fee
• Phua Boon Huat
• James Koh
• Andrew Ng
Cheng Meng Furniture Group (Pte) Ltd
HTL International Holdings Limited
Koda Ltd
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
• Marcus Wong
• Mark Yong
• Joshua Koh
Admira Pte Ltd
Danovel Pte Ltd
Ewins Pte Ltd
Richin Furniture Decor Pte Ltd



Lead Programme

Chairman

• Ernie Koh Koda Ltd

Committee Members

• Mark Yong
• Phua Boon Huat
• Kenny Koh
• Steven Chew
• Tony Pang
Ewins Pte Ltd
HTL International Holdings Ltd
Star Furniture Pte Ltd
Sitra Holdings (International) Ltd
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 Limited
Panel Member	• Gan Shee Wen	Koda Ltd
Advisors	• Tony Lin	Eurosa Furniture Co (Pte) Ltd
	• Chan Kok Kwong	Metrolink International Limited

Green and Standards Committee

Chairman	• Steven Chew	Sitra Holdings (International) Limited
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	Little Thoughts Group
	• Rodney Loh	NextofKin Creatives Pte Ltd
	• David Tham	Studionorm Design Consultants Pte Ltd

SingaPlural Organising Committee

Chairman	• Mark Yong	Ewins Pte Ltd
Committee Members	• Phua Boon Huat	HTL International Holdings Limited
	• Steven Chew	Sitra Holdings (International) Limited
	• 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 Chairmain	• 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
	• 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) Limited
	• 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



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



SFIC Representation in Subsidiary Companies

IFFS Pte Ltd

Board of Directors

Chairman	• Ernie Koh	Koda Ltd
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
Alternate Directors	• Kenny Koh	Star Furniture Pte Ltd (From July 2015)
	• Phua Boon Huat	HTL International Holdings Limited (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

- Jerry Tan
Jaco Singapore Pte Ltd
(Till March 2015)
- Phua Boon Huat
HTL International Holdings Limited
(From March 2015)

Advisor

- Jerry Tan
Jaco Singapore Pte Ltd
(Till March 2015)

Exhibitorship/ Visitorship Sub-Committee:

Chairman

- Phua Boon Huat
HTL International Holdings Limited

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 Institute

Board of Directors

Chairman

- Neo Sia Meng
Four Star Industries Pte Ltd
(Till October 2014)
- Tony Pang
V-Mark Woodcraft (S) Pte Ltd
(From November 2014)

Vice Chairman

- Jake Tan
Admira Pte Ltd

Board Members

- Mark Yong
Ewins Pte Ltd
- Ernie Koh
Koda Ltd
- Andrew Ng
Lorenzo International Limited
(Till December 2014)
- James Goh
Lorenzo International Limited
(Till December 2014)
- Shermaine Ong
Singapore Furniture Industries Council

Advisors

- Neo Sia Meng
Four Star Industries Pte Ltd
(From October 2014)
- Andrew Ng
Lorenzo International Limited
(From December 2014)
- Bert Choong
Singapore Furniture Industries Council
(From July 2015)



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) Limited

DesignS

Representative	• Mark Yong	Ewins Pte Ltd
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Singapore Business Federation - Small and Medium-Sized Enterprises Committee

Representative	• Ernie Koh	Koda Ltd
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Specialists Trade Alliance Singapore (STAS)

Representatives	• Jake Tan	Admira Pte Ltd
	• Quah Soon Chow	Getz Bros & Co (S) Pte Ltd (Till October 2015)

SPRING Enterprise Development Advisory Council

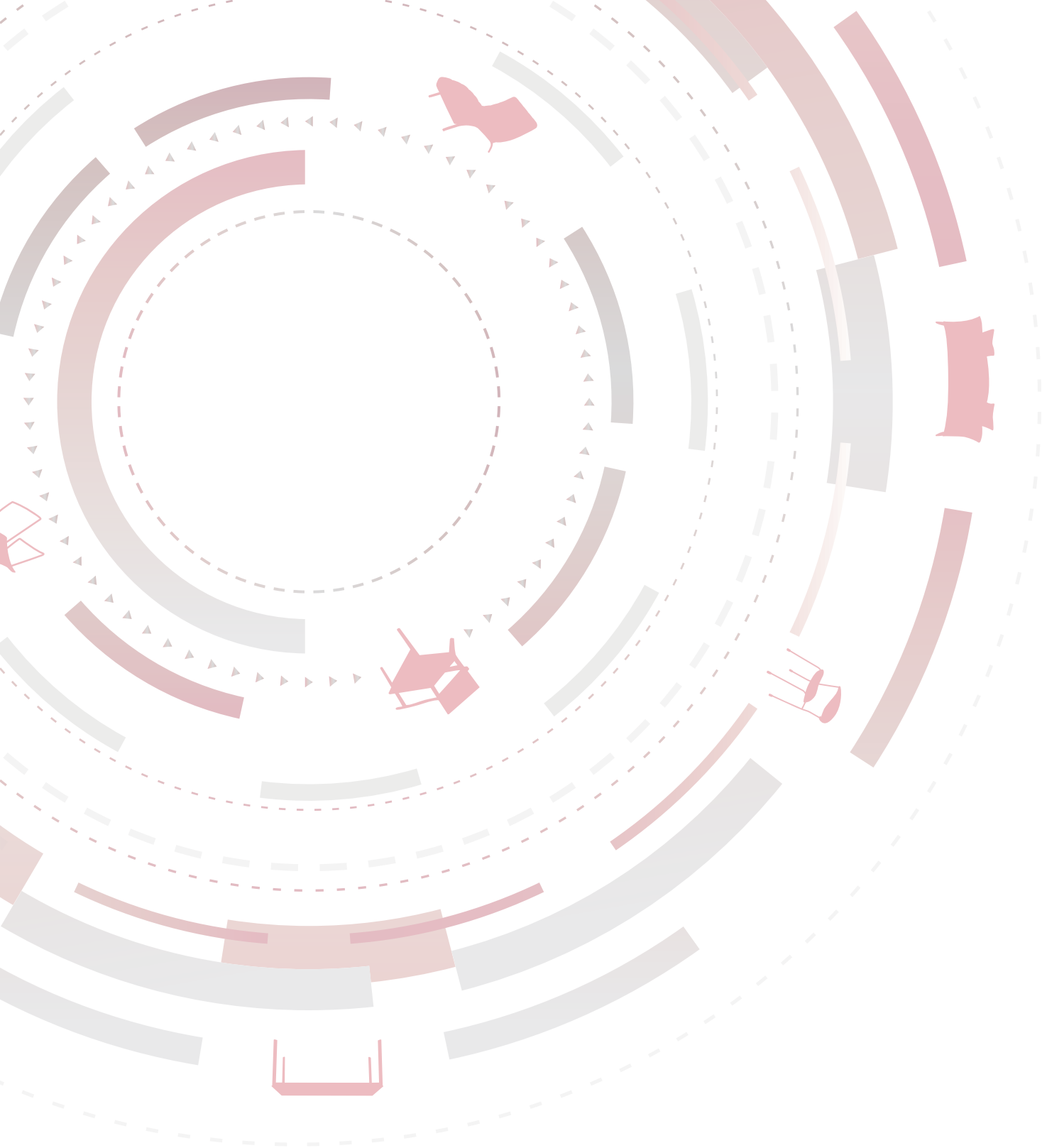
Representative	• Ernie Koh	Koda Ltd
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SPRING Standards Technical Committee

Representative	• Steven Chew	Sitra Holdings (International) Limited
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Workplace Safety & Health Council (WSHC)

Representative	• Alison Kwok	Cathay Interiors Pte Ltd
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Singapore 729507

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