

SFIC signs first MOU with Seoul Design Foundation (SDF) to promote creative design industry and capabilities

- **Aim to encourage innovation and develop talent in furniture design for “Smart Cities” in Singapore and Korea**

Singapore, 29 June 2016 – The Singapore Furniture Industries Council (SFIC) is giving Singapore design another shot in the arm.

To further encourage the development and enhancement of talent in the furniture industry, SFIC today signed its very first MOU with Seoul Design Foundation (SDF) to foster stronger collaboration across the two markets in the field of design.

SDF, set up in Seoul (Korea) in 2008, aims to revitalize the creative economy, as a means of raising the quality of life of Seoul’s citizens, and establishing an advanced management infrastructure to boost design in Seoul as it grows into an Asian mega-city.

Under the MOU, the two parties will boost innovation in design especially in furniture for “Smart Cities” in both Korea and Singapore.

The MOU will also promote the overall creative design industry and develop design capabilities through design competitions and other cooperative activities through key events such as the Seoul Design Week and SingaPlural – the anchor event for Singapore Design Week.

Mr Ernie Koh, President of SFIC and Mr Keun Lee, CEO of SDF signed the MOU at a special ceremony at Singapore’s National Design Centre this morning.

“This maiden partnership with SDF will not only boost the level of creative craftsmanship among our design community but also open up access to new, refreshing ideas for our local furniture designers through cultural exchanges and participation in various design events to promote Asian talents. This collaboration will also give our design community a unique opportunity to gain valuable exposure to Seoul’s design and creative industries,” said Mr Koh.

He added: “This MOU is a first step towards more exciting future cooperation between local and Korean designers who share a mutual interest in enhancing creative design in Asia. Through such collaborative activities with international partners, SFIC also hopes to help the local designers expand their global reach and to create new innovations for the global market.”

Mr Keun Lee, who is upbeat about the prospects of this initial partnership with SFIC, said, “This MOU is a milestone for us as we are working hard to promote Seoul’s reputation abroad as a design city by creating a global network. And partnering Singapore with its strong reputation as a UNESCO Creative City of Design, is certainly a big plus for the SDF and the Seoul design community.”

About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings 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 and furnishings industry. For 35 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 and furnishings industry and ultimately, to strengthen the 'Singapore brand' globally.

Visit www.singaporefurniture.com for more information.

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