

**FOR IMMEDIATE RELEASE**

## **SINGAPORE FURNITURE INDUSTRY AWARDS 2013 WINNERS ANNOUNCED**

**Singapore, 1 November 2013** – The Singapore Furniture Industries Council (SFIC) announced the winners of the esteemed Singapore Furniture Industry Awards (SFIA) 2013 today. The SFIA is designed to honour outstanding industry individuals and enterprises that have displayed the spirit of entrepreneurship and made significant contributions to the furniture industry in Singapore.

Supported by DesignSingapore Council, International Enterprise (IE) Singapore and SPRING Singapore, the SFIA is poised to be the most prestigious awards within the furniture industry. Through SFIA, the SFIC seeks to elevate the standards and image of the furniture industry by acting as a platform for companies and individuals to benchmark themselves against the best and continually improve.

Mr Ernie Koh, President of SFIC, said, "The SFIA reflects the progression of the furniture industry as we recognise industry leaders who have consistently improved their line of products and services to value-add amidst the evolving times. It also marks the success achieved by the industry as Singapore continues to grow its reputation as a leading international centre for furniture in Asia."

Mr Neo Sia Meng, Organising Chairman of SFIA 2013, added, "This year, SFIA saw a 11 per cent increase in participation as compared to the 2010 event, with a total of 51 nominations across the award categories. It is a testament of industry members' efforts in raising the manufacturing, service and design standards of the Singapore furniture industry. Moving forward, the SFIA will continue to serve as a platform for design innovation and cross-industry collaborations, so as to raise industry standards both locally and globally."

The SFIA 2013 jury panel consists of individuals with diverse backgrounds representing government, industry, marketers and allied creative fields. Entries were judged by their written submissions and interviews with shortlisted entrants.

This year, the SFIA introduced **The Hall of Fame Award** to commend companies that have been conferred the Gold Award thrice - in any of the five categories.

Mr Andrew How, Co-Chief Judge of SFIA 2013, said, "With many impressive entrants this year, it was a difficult task selecting the winners across the various Award categories. Most significantly, the New Entrant Award received more than double the number of entries received in the last edition. While that challenged the judges to deliberate longer, it is a good reflection of the industry's drive to pursue higher standards, driven by the next generation of entrepreneurs."

Winners of the fourth edition of the SFIA will be presented their Awards by Guest-of-Honour, Dr Yaacob Ibrahim, Minister for Communications and Information, at the Awards Ceremony tonight at the Raffles City Convention Centre. For more information about SFIA please visit:

<http://www.singaporefurniture.com/initiatives/corporate/singapore-furniture-industry-awards>.

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**About Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship.

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Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and Hospitality 360°.

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

[www.singaporefurniture.com](http://www.singaporefurniture.com)

### **About DesignSingapore Council**

The mission of the DesignSingapore Council is to develop Singapore into a global city for design where design innovation drives economic growth and enhances the quality of life. The DesignSingapore Council promotes and develops the design industries as a creative cluster, encourages the adoption of design by enterprises, and nurtures a climate of co-creation and innovation through design.

The DesignSingapore Council is the national agency for design and is a part of the Ministry of Communications and Information.

[www.designsingapore.org](http://www.designsingapore.org)

### **About International Enterprise Singapore (IE Singapore)**

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. For the past 30 years, it has been spearheading the overseas growth of Singapore-based companies and promoting international trade.

IE Singapore attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Renowned worldwide for their dedication to quality and innovation, Singapore-based companies make ideal business partners. With its global network in over 35 locations spanning many developed and emerging markets, IE Singapore connects businesses with relevant Singapore-based companies for their business expansion.

Visit [www.iesingapore.com](http://www.iesingapore.com) for more information.

### **About SPRING Singapore**

SPRING Singapore is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and building trust in Singapore products and services. As the enterprise development agency, SPRING works with partners to help enterprises in financing, capability and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognised standards and quality assurance infrastructure. SPRING also oversees the safety of general consumer goods in Singapore.

For more information, please visit [www.spring.gov.sg](http://www.spring.gov.sg).

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