

SFIC | Media Announcement

SFIC Honours its Pioneers

Singapore, 5 Nov 2014 – In conjunction with the nationwide SG50 celebrations, Singapore Furniture Industries Council (SFIC) honoured the pioneer generation of the local furniture industry at the 33rd Annual Dinner & Dance – themed *SFIC City* – held on 31 Oct 2014 at Singapore EXPO. SFIC gave recognition to a group of pioneers in a special tribute ceremony, where they received a memento from Guest-of-Honour, Mr Lee Yi Shyan – Senior Minister of State for Ministry of Trade & Industry and National Development.

This is the first of SFIC’s efforts to honour the pioneers who have laid the foundations and contributed significantly to the industry. At the D&D, members of the Youth Furniture Committee (YFC) kick-started the ceremony with a heart-warming song item dedicated to the pioneers – who made it possible for the YFC to be a part of this industry to begin with.



Members of the Youth Furniture Committee perform a song item, with the staff of SFIC showing their support.



The pioneers of the local furniture industry along with GOH, Senior Minister Lee Yi Shyan and President of SFIC, Mr Ernie Koh.

A special category – **Friend of the Singapore Furniture Industry** – was also presented to Mr Andrew Sng, who has been SFIC’s Masterplan Consultant since 1992.

Mr Choo Cheng Meng, the oldest recipient, founded Cheng Meng Furniture Group 73 years ago. The company is one of Singapore’s pioneers in custom-made furniture and the interior fit-out industry. His sons, Mr Kesavan Choo and Mr Choo Yong Fee, who were also recipients, expressed, “We are very glad that SFIC took the time to honour the first generation of the furniture industry. Seeing so many old friends and acquaintances in one night, it certainly brought back memories of how we strived and built our companies from scratch. The ceremony was indeed a timely tribute and it was well-planned by the younger generation and the SFIC staff. We know that they will continue the legacy of the industry and pass the baton to many more generations to come.”

SFIC’s Pioneer Generation

1	Mr Choo Cheng Meng	Founder of Cheng Meng	Cheng Meng Furniture Group (Pte) Ltd
2	Mr Koh Kee Khim	Founder	Danovel Pte Ltd
3	Mr Henson Pang	Managing Director	V-Mark Woodcraft (S) Pte Ltd
4	Mr Tey Lian Chai	Supervisor	Fresh Look Construction Pte Ltd
5	Mr Koh Shee Kiam	Chairman	Cathay Interiors Pte Ltd
6	Mr Ng Swan Meen	Proprietor	Hiap Huat Chemicals & Industrials Co
7	Mr Quah Soon Chow	Deputy Chairman	Getz Bros & Co (S) Pte Ltd
8	Mr Teo Kim Chuan	Managing Director	Gnee Hong Co Pte Ltd
9	Mr Tony Lin	President	Eurosa Furniture Co (Pte) Ltd
10	Dr Lim Cheok Sin	President	Home of Homes Furniture Pte Ltd
11	Mr Ong Yee Chok	Managing Director	Sunrise Doors International Pte Ltd
12	Mr Tan Cheng Whatt	CEO	Cellini Design Center Pte Ltd
13	Mr Phua Yong Pin	Chairman	HTL Manufacturing Pte Ltd
14	Mr Richard Chew	Director	Comfort Design Pte Ltd
15	Mr Choo Yong Fee	President of Cheng Meng	Cheng Meng Furniture Group (Pte) Ltd
16	Mr Lau Koi Fong	Managing Director	Kenwood Industries Pet Ltd
17	Mr George Chew	CEO	Sitra Holdings (International) Limited
18	Mr Wong Liang Han	First President of SFIC	Singapore Furniture Industries Council
19	Mr Koh Teng Kwee	SFIC's EXCO Member in 1981 and Chairman of Koda	Koda Ltd
20	Mr Bob Leong	Former Vice President and First Executive Director of SFIC	Singapore Furniture Industries Council
21	Mr Kesavan Choo	First Deputy Chairman of SFIC in 1981 and Chairman of Cheng Meng	Cheng Meng Furniture Group (Pte) Ltd
22	Mr Paul Keng	SFIC's EXCO Member in 1981 and CEO of Singapore Handicraft	Singapore Handicrafts (2012) Pte Ltd
23	Mr Jerry Tan	SFIC's EXCO Member in 1981 and Managing Director of Jaco	Jaco Singapore Pte Ltd
24	Mr Bert Choong	SFIC Exco Member in 1981 and Founder/Director of Nobel Design	Nobel Design Holdings Ltd

25	Mr James Koh	Honorary Treasurer of SFIC in 1981 and Deputy Chairman/Managing Director of Koda	Koda Ltd
26	Mr Richard Koh	Asst Honorary Secretary of SFIC in 1981	Singapore Furniture Industries Council

High-resolution images are available for download via:

https://www.dropbox.com/s/vuqgbrwx92ovf44/SFIC_Honouring%20Our%20Pioneers.zip?dl=0

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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.

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.

Visit www.singaporefurniture.com for more information.

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