

SFIC | Media Announcement

SFIC's New Executive Committee Scales Greater Heights

Singapore, 5 Nov 2014 – The Singapore Furniture Industries Council (SFIC), the official representative body of the Singapore furniture industry, elected its new Executive Committee for the 2014/2016 term, at its Annual General Meeting held on 31 Oct 2014. With these new appointments, SFIC looks forward to further grow and strengthen the leadership of the council.



SFIC's 2014/16 Executive Committee along with GOH, Mr Lee Yi Shyan, Senior Minister of State for Ministry of Trade & Industry and National Development, toast to a great future ahead during the annual Dinner & Dance.

Mr Ernie Koh, Executive Director of Koda Ltd, was re-elected as the President for a second term. He expressed, "It is such a privilege to continue serving in such a capacity for the next term. Certainly, I have big shoes to fill. However, together with a team of the industry's top leaders, we can embark on this journey to a greater future and elevate the *3i Approach* – Improve, Innovate and Integrate – to greater heights." He added, "Over the next few years, SFIC will actively align its activities and initiatives around this three-pronged approach, to foster design-centric growth and to expand Singapore's influence within the global furniture industry."



President:

Ernie Koh, Executive Director of Koda Ltd

Presidential Advisors:

1. Mr Andrew Ng, Deputy CEO of Lorenzo International Ltd
2. Mr James Goh, Executive Chairman of Lorenzo International Ltd
3. Mr Bert Choong, Founder/Director of Nobel Design Holdings Limited
4. Mr James Koh, Deputy Chairman and Managing Director of Koda Ltd
5. Mr Tony Lin, President of Eurosa Furniture Co (Pte) Ltd
6. Mr Choo Yong Fee, President of Cheng Meng Furniture Group (Pte) Ltd

Vice Presidents:

1. Mr Steven Chew, Deputy CEO of Sitra Holdings (International) Limited
2. Mr Kenny Koh, Group Managing Director of Star Furniture Pte Ltd
3. Mr Tony Pang, General Manager of V-Mark Woodcraft (S) Pte Ltd
4. Mr Mark Yong, Marketing Director of Ewins Pte Ltd

Honorary Secretary

Mr Jake Tan, Executive Director of Admira Pte Ltd

Assistant Honorary Secretary

Ms Avelyn Teo, Vice President of Corporate Affairs of Benel Singapore Pte Ltd

Honorary Treasurer

Mr Phua Boon Huat, Senior Manager of Strategic Planning of HTL International Holdings Ltd

Assistant Honorary Treasurer

Mr Marcus Wong, Business Development Director of Danovel Pte Ltd



Key Office Bearers of SFIC (from left to right): Mr Marcus Wong, Mr Phua Boon Huat, Mr Tony Pang, Mr Steven Steven Chew, Mr Ernie Koh, Mr Kenny Koh, Mr Mark Yong, Mr Jake Tan and Ms Avelyn Teo.

Executive Committee:

1. Mr Sim Kah Choon, Managing Director of Abitex Designs (S) Pte Ltd
2. Ms Alison Kwok, Executive Director of Cathay Interiors Pte Ltd
3. Mr Jeffrey Yong, Vice President of Eurosa Furniture Co (Pte) Ltd
4. Mr Neo Sia Meng, Executive Director of Four Star Industries Pte Ltd
5. Mr Quah Soon Chow, Deputy Chairman of Getz Bros & Co (S) Pte Ltd
6. Mr Jerry Tan, Managing Director of Jaco Singapore Pte Ltd
7. Mr Gan Shee Wen, Vice President of Marketing of Outdoor Living Pte Ltd
8. Mr Joshua Koh, Chief Financial Officer of Richin Furniture Décor Pte Ltd

Co-opt members, on account of their special knowledge or interest, shall be appointed by the SFIC Executive Committee to join in due course.

High-resolution images are available for download via:

https://www.dropbox.com/s/kpoxxuotni1vubx/SFIC_New%20EXCO%20Embarks%20on%20to%20Greater%20Heights.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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