# A SHOWCASE OF EXCELLENCE



PRESIDENT'S REVIEW

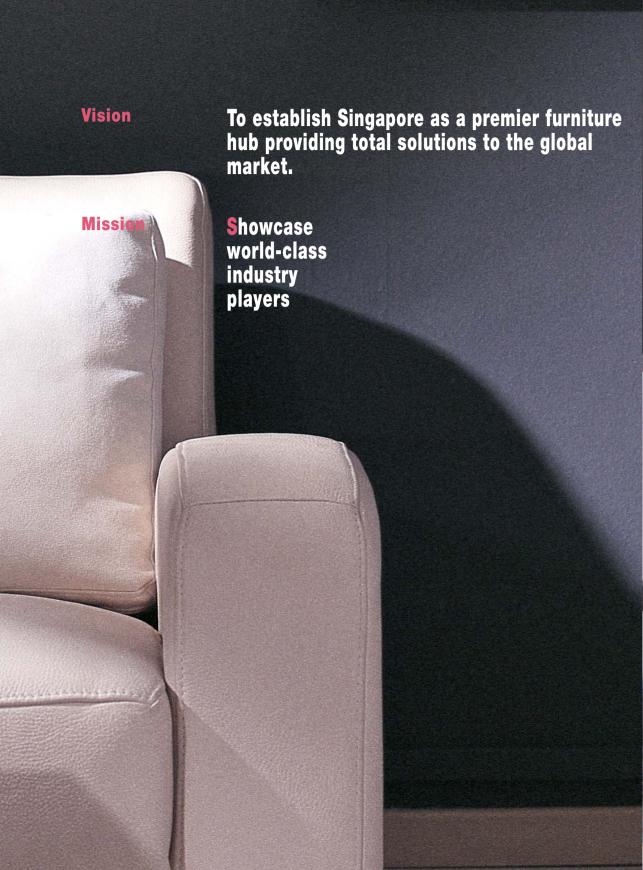
SFIC
PRESIDENTS
(1981-2002) &
EXECUTIVE
COMMITTEE
2002/2004

furniture industry trade performance

THE YEAR IN REVIEW

28 MEDIA CLIPPINGS

32 SFIC FUNCTIONAL COMMITTEES 2003/2004





# **CORPORATE PROFILE**

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of furniture manufacturers in Singapore, 65% of whom have subsidiary manufacturing plants in the region, including Malaysia, Indonesia, China, Vietnam and Myanmar.

Its primary roles include promoting the interests of its members and the Singapore furniture industry, facilitating members' exposure to the world market, creating more entrepreneurs through human resource development, developing local talents, creating more leading-edge and award-winning designs by organising competitions such as the annual Furniture Design Award, forging strategic partnerships with government and trade-related agencies, harnessing technology and knowledge for growth through the use of information technology.

SFIC is the organiser of the annual International Furniture Fair Singapore, which is held in conjunction with the ASEAN Furniture Show. SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC).

## PRESIDENT'S REVIEW

# 2003/2004 – RISING TO THE CHALLENGE

The mood during 2003/04 is definitely more upbeat and the outlook more positive, as compared to a year ago.

Though we faced turbulence in some pockets of the world, economic growth in Asia and the United States continue to fuel demand for furniture and furniturerelated products. While it may not be exactly smooth sailing, global economic growth is likely to continue to expand at a significant. steady pace and propel people's living standards upwards. This will spur growth in commercial and residential developments in many countries and lead to a rise in demand for furniture products and solutions. On the home front, Singapore's economy is firing on all cylinders and there are clear signs that growth will remain strong this year and beyond.



During the year, SFIC and its key stakeholders have worked hard to ensure the successful take-off of several key thrusts under the Furniture Industry Capability Upgrading Programme (Furniture ICAP):

# PROVIDING REAL-TIME RELIEF ASSISTANCE

To ensure that the Furniture ICAP is of immediate relevance to industry players, SFIC launched the 2nd Member Assistance Scheme last October to further assist members deal with the challenging economic times. Up to S\$1.3 million was provided for members, to enable them to tap on the whole range of available resources and programmes, to extend their global footprints, to upgrade themselves, to train and retain talents within the furniture industry, and to compete more successfully.

SFIC also worked closely with the Six+6 Trade Alliance to garner governmental agencies' support for more favourable terms and conditions for our local contract furniture-manufacturing players.

### GOING STRONG AS THE REGION'S LEADING FURNITURE TRADE AND DESIGN HUB

On global growth and market expansion, the SFIC actively organized more business missions to countries in ASEAN, Asia and the United States to help members look beyond our shores and search for new business opportunities internationally.

The International Furniture Fair Singapore/ASEAN Furniture Show

(IFFS/AFS) also served as another rallying call to spur our local industry players to work together, to leverage our collective strengths and creative ideas to sustain industry growth, amidst intense competition and challenges. This year, we attracted 450 prominent exhibitors from 29 countries and over 17,000 trade professionals from 102 countries. IFFS/AFS 2004's success demonstrates not only a strong mandate of the fair's international brand appeal, but is also recognition of the show as an effective business gateway to the global furniture trade

# TOWARDS A DESIGN-LED INDUSTRY

Our efforts to champion design excellence as a key driver of national competitiveness are bearing some promising results in positioning Singapore as a reputable design hub in Asia.

For the first time, the design-led IFFS/AFS 2004 featured an inaugural Design Gallery. A select group of leading industry players was invited to showcase their creative and unique furniture pieces and to provide an indication of the future in furniture design.

We also expanded the annual Furniture Design Award (FDA) to include international entries. FDA 2004 garnered a 60% increase in entries from the most creative minds, both locally and internationally. The event also presents an ideal platform for talented designers to spearhead their careers. Increasingly, young designers like FDA winners, Jeremy Ong and Han Kiang Siew, are catching the attention of manufacturers from the region, who see their potential

and the commercial viability of their creative innovations.

With the aim to promote the understanding and use of design as a strategic and competitive tool, the SFIC also organized the 2nd Furniture Design Forum to provide budding designers, entrepreneurs and design students an avenue to exchange insights and ideas on the latest furniture design trends. Three internationally renowned speakers as well as a homegrown design talent were invited to share their insights and knowledge at the forum, which attracted 250 participants, a two and a half fold increase as compared to 2003.

In addition, an International Furniture Design Development Advisory Panel comprising local and overseas design professionals was formed to catapult SFIC's design initiatives to greater heights.

A milestone was reached on 24 June 2004 when Dr Lee Boon Yang, Minister for Information, Communications and the Arts, visited the Council and was thoroughly familiarized with the industry's plethora of initiatives to raise design standards in the furniture industry. This demonstrated the Government and DesignSingapore Council's recognition of our efforts in developing Singapore into a furniture design hub.

# GROOMING MORE PROMISING ENTERPRISES AND TALENTS

To address the industry's needs for professional skills upgrading and training, the Furniture Learning Institute (FLI) was launched in January 2004. Apart from capabilities development, FLI also



### PRESIDENT REVIEW (CONTINUED)

emphasizes on 'lifetime employability' to equip our workforce with the skills and mindset to adjust to changes around them and be ready to adapt to new work roles. This will apply not only for the rankand-file staff, but also the professionals and executives. In the long run, the FLI hopes to extend its services to the region and establish Singapore as a Furniture Industry Knowledge Hub.

To bolster the industry's branding efforts, we launched an inaugural Singapore Furniture Industry Awards to recognize and honour outstanding individuals and enterprise capabilities amongst the manufacturing, retailing and contract sectors.

### **GOING FORWARD**

As an organisation, SFIC has progressed steadily from strength to strength. We have made much progress in developing the strategic thrusts under Furniture ICAP, but we cannot rest on our laurels. Political and economic scenarios are constantly changing and the world is becoming increasingly competitive by the day. Those who understand the furniture business will know that in our industry, there is no finishing line or easy solutions, but a continuous and constant drive to develop and formulate new initiatives to stay ahead of the competition.

Looking ahead, I am confident that SFIC is well poised to meet the multitude of challenges, which will continue to confront our members. Our propensity to adapt to constant change and formulate solutions to navigate obstacles

will result in our members evolving into truly global players.

Our conceptual plan for the International Furniture Trade Centre (IFTC) has been well-accepted by the Economic Development Board, JTC Corporation. International Enterprise Singapore and SPRING Singapore. The Steering Committee, comprising the SFIC and these various agencies, are pushing ahead for the final endorsement by the relevant ministries. Once the go-ahead is given, the team will work closely with the industry players to develop the Sungei Kadut Industrial Estate into a premier furniture design hub, much akin to similar showcase or "hub" concepts in High Point. Milan and China.

The IFTC will give the industry the extra edge to anchor the local players and encourage them to expand their operations, as well as, attract international companies to use Singapore as a springboard into the region and beyond. It will serve as a one-stop solution shop to provide comprehensive and holistic solutions to the global market and facilitate businesses multilaterally.

### **APPRECIATION**

I would like to take this opportunity to express my deepest appreciation to my fellow Executive Committee members for their dedication and contributions in developing policies and initiatives and for sharing the responsibility of ensuring the long-term survival and growth of the industry with me. Without their professional advice and counsel, I would not have been able to lead the Council

in navigating the challenges that constantly surface in the intense competitive landscape.

My gratitude also goes out to all our valued members. Without your continued support, and commitment, we would not have been able to achieve our objectives.

I would also like to thank members of the various government ministries, statutory boards and the media for their kind cooperation and assistance.

Last but not least, I would like to thank and commend the Secretariat staff for their tireless efforts and dedication.

The world is constantly evolving with new threats and opportunities. SFIC will continue to re-assess its strategies and thrusts to embrace new initiatives to further the cause of our industry and those of our members. The future looks bright. The exponential growth of the global furniture market has created a dynamic business environment with many challenges.

I am confident that SFIC's forward-looking vision, collective business and industry acumen and willingness to take on new challenges will lead to greater rewards for all our members and industry players in the years ahead.

Ato

James Koh

President

Singapore Furniture Industries Council

# SFIC PRESIDENTS 1981 - 2002

Mr Wong Liang Han President 1981-1984

Mr Choo Ker Yong President 1985-1986



Mr James Koh President 1991-1994



Mr Bert Choong President 1999-2002













# SFIC EXECUTIVE COMMITTEE 2002 / 2004





Mr James Koh SFIC President Koda Ltd

Mr Andrew Ng SFIC 1st Vice President Kiat Lee Industries Pte Ltd





Mr Jerry Tan SFIC Vice President Jaco Singapore Pte Ltd

Mr James Goh SFIC Vice President Supreme Furnishing Centre Pte Ltd





Mr Sim Kah Choon SFIC Honorary Secretary Abitex Designs (S) Pte Ltd

Ms Alison Kwok SFIC Honorary Treasurer Cathay Decoration & Construction Pte Ltd





Mr Tony Pang SFIC Asst. Honorary Secretary V-Mark Woodcraft (S) Pte Ltd

Mr Jeffrey Yong SFIC Asst. Honorary Treasurer Eurosa Furniture Co (Pte) Ltd

# EXECUTIVE COMMITTEE MEMBERS

**Mr Jimmy Tan** Cellini Design Center Pte Ltd

Mr Choo Yong Fee Cheng Meng Furniture Co Pte Ltd

Mr Peter Lim Corten Furniture Pte Ltd



**Mr Simon Ong** Kingsmen Projects Pte Ltd

Mr Por Khay Ti

**Mr Elsen Ng** Melandas Casa Mobili Pte Ltd



Ms Ann Kang Pan-Star Wood Industries Pte Ltd

**Mr Kenny Koh** Star Furniture Industries Pte Ltd













### **CO-OPT MEMBERS**





Mr Richard Koh Buylateral Group Pte Ltd

Mr Tony Lin Eurosa Furniture Co (Pte) Ltd





Mr Neo Sia Meng Four Star Industries Pte Ltd

Mr Neo Chiw Ern Four Star Industries Pte Ltd





Mr Ernie Koh Koda Ltd

Mr Kavin Seow Koda Ltd (till April 2004)





Mr Steven Chew Sitra Holdings (International) Pte Ltd

Ms Daphne Liew Vision Design & Contracts Pte Ltd (till April 2004)