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# IC TIONAL ITTEES /04

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## SFIC FUNCTIONAL COMMITTEES 2003-2004

### FINANCIAL MANAGEMENT SERVICES

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#### Committees

#### Committee Members

##### Advisory Committee

Chairman : **James Koh**  
Koda Ltd

##### Alison Kwok

Cathay Decoration &  
Construction Pte Ltd

##### Tony Lin

Eurosa Furniture Co (Pte)  
Ltd

##### Choo Yong Fee

Cheng Meng Furniture Co  
Pte Ltd

##### Bert Choong

Nobel Design Holdings Ltd

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##### Finance Committee

Chairman : **Alison Kwok**  
Cathay Decoration &  
Construction Pte Ltd

##### Sim Kah Choon

Abitex Designs (S) Pte Ltd

##### Andrew Ng

Kiat Lee Industries Pte Ltd

##### Neo Chiw Ern

Four Star Industries Pte Ltd

##### Ann Kang

Pan-Star Wood Industries  
Pte Ltd

Vice-Chairman : **Jeffrey Yong**  
Eurosa Furniture  
Co (Pte) Ltd

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##### Member Assistance Scheme Steering Committee

Chairman : **James Koh**  
Koda Ltd

##### Sim Kah Choon

Abitex Designs (S) Pte Ltd

##### Elsen Ng

Melandas Casa Mobili  
Pte Ltd

##### Alison Kwok

Cathay Decoration &  
Construction Pte Ltd

##### Bert Choong

Nobel Design Holdings Ltd

Vice-Chairman : **Andrew Ng**  
Kiat Lee Industries  
Pte Ltd

##### Choo Yong Fee

Cheng Meng Furniture Co  
Pte Ltd

##### Ann Kang

Pan-Star Wood Industries  
Pte Ltd

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FURNITURE INDUSTRY  
CAPABILITY UPGRADING  
PROGRAMME (ICAP)

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**Committees**

**Committee Members**

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**Furniture ICAP  
Sub-Committee:  
Strategic Thrust 1 – Grow and  
Expand Business Globally**  
Chairman : **Jerry Tan**  
Jaco Singapore  
Pte Ltd

**Sim Kah Choon**  
Abitex Designs (S) Pte Ltd  
**Jeffrey Yong**  
Eurosa Furniture Co (Pte)  
Ltd  
**Ann Kang**  
Pan-Star Wood Industries  
Pte Ltd

**Steven Chew**  
Sitra Holdings (International)  
Pte Ltd  
**Tony Pang**  
V-Mark Woodcraft (S)  
Pte Ltd

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**Furniture ICAP  
Sub-Committee:  
Strategic Thrust 2 – Raise  
Design Standards**  
Chairman : **Simon Ong**  
Kingsmen Projects  
Pte Ltd

**Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

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**Furniture ICAP  
Sub-Committee:  
Strategic Thrust 3 – Establish  
an International Furniture  
Trade Centre**  
Chairman : **Andrew Ng**  
Kiat Lee Industries  
Pte Ltd  
Advisors : **Choo Yong Fee**  
Cheng Meng  
Furniture Co Pte Ltd  
**James Koh**  
Koda Ltd  
**Bert Choong**  
Nobel Design Holdings  
Ltd

**Simon Ong**  
Kingsmen Projects Pte Ltd

**Neo Sia Meng**  
Four Star Industries Pte Ltd

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FURNITURE INDUSTRY  
CAPABILITY UPGRADING  
PROGRAMME (ICAP)

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**Committees**

**Committee Members**

**Furniture ICAP**

**Sub-Committee:**

**Strategic Thrust 4 – Establish  
a Furniture Learning Institute**

Chairman : **Neo Sia Meng**  
Four Star Industries  
Pte Ltd

Vice-Chairman : **Alison Kwok**  
Cathay Decoration  
& Construction  
Pte Ltd

**Tan Cheng Whatt**

Cellini Design Center Pte  
Ltd

**Por Khay Ti**

HTL International Holdings  
Ltd

**Andrew Ng**

Kiat Lee Industries Pte Ltd

**Simon Ong**

Kingsmen Projects Pte Ltd

**Ernie Koh**

Koda Ltd

**Bert Choong**

Nobel Design Holdings Ltd

**Steven Chew**

Sitra Holdings (International)  
Pte Ltd

**James Goh**

Supreme Furnishing Centre  
Pte Ltd

**Furniture ICAP**

**Sub-Committee:**

**Strategic Thrust 5 – Immediate  
Measures to Help Industry Players**

Chairman : **James Koh**  
Koda Ltd

Vice-Chairman : **Andrew Ng**  
Kiat Lee Industries  
Pte Ltd

**Alison Kwok**

Cathay Decoration &  
Construction Pte Ltd

**Choo Yong Fee**

Cheng Meng Furniture Co  
Pte Ltd

**Neo Sia Meng**

Four Star Industries Pte Ltd

**Elsen Ng**

Melandas Casa Mobili Pte  
Ltd

**Bert Choong**

Nobel Design Holdings Ltd

**Steven Chew**

Sitra Holdings (International)  
Pte Ltd

**James Goh**

Supreme Furnishing Centre  
Pte Ltd

**Furniture ICAP**

**Sub-Committee:**

**Strategic Thrust 6 – Develop &  
Maintain Industry Growth Profile**

Chairman : **Sim Kah Choon**  
Abitex Designs (S) Pte  
Ltd

Vice-Chairman : **Simon Ong**  
Kingsmen  
Projects Pte Ltd

**Tony Pang**

V-Mark Woodcraft (S) Pte  
Ltd

**Daphne Liew**

Vision Design & Contracts  
Pte Ltd  
(till April 2004)

IFFS/AFS 2004 SHOW  
ORGANISING COMMITTEE

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**Committees**

**Committee Members**

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**IFF/AFS 2004 Organising  
Committee**

Chairman : **Jerry Tan** Jaco Singapore Pte Ltd  
 Vice-chairman : **Tong Pang** V-Mark Woodcraft (S) Pte Ltd  
 Advisors : **James Koh** Koda Ltd  
               **Bert Choong** Nobel Design Holdings Ltd  
               **Tony Lin** Eurosa Furniture Co (Pte) Ltd  
               **Choo Yong Fee** Cheng Meng Furniture Co Pte Ltd

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**Exhibitorship Marketing  
Sub-committee**

Chairman : **Jerry Tan**  
 Jaco Singapore Pte Ltd

**Jeffrey Yong**

Eurosa Furniture Co (Pte)  
 Ltd

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**Singapore Exhibitorship  
Marketing Sub-committee**

Chairman : **Neo Sia Meng**  
 Four Star Industries  
 Pte Ltd  
 Vice-Chairman : **Steven Chew**  
 Sitra Holdings  
 (International)  
 Pte Ltd

**Por Khay Ti**

HTL International Holdings  
 Ltd

**James Goh**

Supreme Furnishing Centre  
 Pte Ltd

**Kenny Koh**

Star Furniture Industries Pte  
 Ltd

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**Operations Sub-committee**

Chairman : **Tony Pang**  
 V-Mark Woodcraft (S)  
 Pte Ltd

**James Goh**

Supreme Furnishing Centre  
 Pte Ltd

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**Visitorship Marketing  
Sub-committee**

Chairman : **Jeffrey Yong**  
 Eurosa Furniture Co  
 (Pte) Ltd  
 Vice-Chairman : **Ernie Koh**  
 Koda Ltd

**Por Khay Ti**

HTL International Holdings  
 Ltd

**Kenny Koh**

Star Furniture Industries Pte  
 Ltd

**Steven Chew**

Sitra Holdings (International)  
 Pte Ltd

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**Advertising and Promotion  
Sub-committee**

Chairman : **Sim Kah Choon**  
 Abitex Designs  
 (S) Pte Ltd

**Simon Ong**

Kingsmen Projects Pte Ltd

**Daphne Liew**

Vision Design & Contracts  
 Pte Ltd

**Ann Kang**

Pan-Star Wood Industries  
 Pte Ltd

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**Treasury**

**Alison Kwok**

Cathay Decoration &  
 Construction Pte Ltd

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**Exhibitors/Buyers Night Sub-  
committee**

Chairman : **Kavin Seow**  
 Koda Ltd

**Neo Sia Meng**

Four Star Industries Pte Ltd

**Tony Pang**

V-Mark Woodcraft (S) Pte  
 Ltd

**Dean Koh**

Kiat Lee Industries Pte Ltd

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## INTERNATIONAL TRADE DEVELOPMENT PROGRAMMES

### Committees

#### Chairman of International Trade Development Programmes

Chairman : **Jerry Tan**  
Jaco Singapore Pte Ltd

### Committee Members

**Jeffrey Yong**  
Eurosa Furniture Co (Pte) Ltd

**Por Khay Ti**  
HTL International Holdings Ltd

**Ernie Koh**  
Koda Ltd

**Ann Kang**  
Pan-Star Wood Industries Pte Ltd

**Kenny Koh**  
Star Furniture Industries Pte Ltd

**Tio Hong Tjoen**  
Wihardja Furnishing Pte Ltd

#### China Operations

Chairman : **Tony Lin**  
Eurosa Furniture Co (Pte) Ltd

#### AFIC Matters

Chairman : **James Koh**  
Koda Ltd

**Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

**Jeffrey Yong**  
Eurosa Furniture Co (Pte) Ltd

**Jerry Tan**  
Jaco Singapore Pte Ltd

**Andrew Ng**  
Kiat Lee Industries Pte Ltd

## GROUP RETAILING PROGRAMMES

### Committees

#### Chairman of Group Retailing Programmes

Chairman : **James Goh**  
Supreme Furnishing Centre Pte Ltd

### Committee Members

#### The Furniture Square

Chairman : **Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

**Jimmy Tan**  
Cellini Design Center Pte Ltd

**Jeffrey Yong**  
Eurosa Furniture Co (Pte) Ltd

**Neo Sia Meng**  
Four Star Industries Pte Ltd

**Kenny Koh**  
Star Furniture Industries Pte Ltd

**James Goh**  
Supreme Furnishing Centre Pte Ltd

#### Retail Industry Upgrading Programmes

Chairman : **Neo Sia Meng**  
Four Star Industries Pte Ltd

**Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

**Jimmy Tan**  
Cellini Design Center Pte Ltd

**Jeffrey Yong**  
Eurosa Furniture Co (Pte) Ltd

**Kenny Koh**  
Star Furniture Industries Pte Ltd

**James Goh**  
Supreme Furnishing Centre Pte Ltd



LOCAL ENTERPRISE  
DEVELOPMENT  
PROGRAMMES

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**Committees**

**Committee Members**

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**Chairman of Local Enterprise  
Development Programmes**

Chairman : **Andrew Ng**  
Kiat Lee Industries  
Pte Ltd

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**Design Development**

Chairman : **Simon Ong**  
Kingsmen Projects  
Pte Ltd

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**Sim Kah Choon**

Abitex Designs (S) Pte Ltd

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**Infocomm Development**

Chairman : **Neo Sia Meng**  
Four Star Industries  
Pte Ltd

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**Youth Furniture Committee**

Chairman : **Tony Pang**  
V-Mark Woodcraft  
(S) Pte Ltd

**Alison Kwok**

Cathay Decoration &  
Construction Pte Ltd

**Steven Chew**

Sitra Holdings (International)  
Pte Ltd

**Neo Chiw Ern**

**Neo Sia Meng**  
Four Star Industries Pte Ltd

**Kenny Koh**

Star Furniture Industries Pte  
Ltd

**Ernie Koh**

**Kavin Seow** (till April 2004)  
Koda Ltd

**Yang Tuck Meng**

Yang Ah Kang & Sons Pte  
Ltd

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## CORPORATE SERVICES

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**Committees**
**Committee Members**


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**Corporate Services**

Chairman : **Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

Vice-Chairman : **Tony Pang**  
V-Mark Woodcraft  
(S) Pte Ltd

**Corporate PR**

Chairman : **Sim Kah Choon**  
Abitex Designs (S) Pte Ltd

Vice-Chairman : **Simon Ong**  
Kingsmen Projects  
Pte Ltd

**Tony Pang**

V-Mark Woodcraft (S)  
Pte Ltd

**Daphne Liew**

Vision Design & Contracts  
Pte Ltd  
(till April 2004)

**Membership Recruitment  
and Services**

Chairman : **Ann Kang**  
Pan-Star Wood Industries  
Pte Ltd

**Sim Kah Choon**

Abitex Designs (S) Pte Ltd

**Neo Chiu Ern**

Four Star Industries Pte Ltd

**Jimmy Tan**

Cellini Design Center  
Pte Ltd

**Tony Pang**

V-Mark Woodcraft (S)  
Pte Ltd

**Publications – SFIC Newsletter**

Chairman : **Tony Pang**  
V-Mark Woodcraft  
(S) Pte Ltd

**Jimmy Tan**

Cellini Design Center  
Pte Ltd

**Daphne Liew**

Vision Design & Contracts  
Pte Ltd  
(till April 2004)

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**Integrate  
solutions**



**C**ustomise  
products  
and  
services



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