SFIC
Singapore Furniture Industries Council

SINGAPORE FURNITURE INDUSTRIES COUNCIL

ANNUAL REPORT 2005

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 interest 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 organizing 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 organizer 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).

CONTENTS

[03] President's Review

[07] SFIC Presidents & Executive Committee

[10] Furniture Industry Trade Performance

[16] The Year In Review

[30] SFIC Functional Committees

Cover photo courtesy from Adrian Chua of Sevenvine
Adrian Chua, Merit Award winner of the 1993, 1995 & 1997, Young Designers Category, SFIC Furniture Design Award

VISION

To establish Singapore as a premier furniture hub providing total solutions to the global market

MISSION

Showcase world-class industry players

Facilitate strategic East-West networking

Integrate Solutions

Customize products and services

Courtesy of Beechrow International Pte Ltd

PRESIDENT'S REVIEW

"Each year, I am heartened by the Council's dynamism as inspirations and forward-looking ideas to valueadd to the furniture industry are most forthcoming..."

Mr James Koh
President
Singapore Furniture Industries Council

The past year has been one of milestone achievements as SFIC successfully advanced on a number of fronts to reinforce our position in the global market.

Growing and expanding the industry globally

To pave the way for members to take advantage of opportunities and negotiate through changes in the business environment, we have been unrelenting in our efforts to roll out industry initiatives. These include business missions to established and emerging markets such as China, Indonesia, Malaysia and Vietnam in search of new market potentials, participation in overseas fairs like the IMM Cologne to leverage business prospects abroad and the organising of the International Furniture Fair Singapore / ASEAN Furniture Show (IFFS/AFS) and other business-matching activities to facilitate trade alliances between members and global industry players.

Reaffirming its status as the "Best Show in Asia", IFFS/AFS 2005 attracted a record number of trade visitors and 18% more foreign buying delegates than IFFS/AFS 2004, with prominent buyers from neighbouring regions as well as Europe, America, the Middle East and even Africa.

Pursuit of design excellence

Recognising the growing worldwide emphasis on design, SFIC continued to raise design standards in Singapore by bringing in foreign design expertise and invest in programmes to enhance local talent.

In line with this, the Furniture Design Award (FDA) organised annually by SFIC has grown in scale over the years and has successfully launched the careers of many young aspiring furniture designers. We also initiated the inaugural Furniture. Lifestyle. Innovation. Perspectives. *(FLIP!)* Challenge to offer an additional platform for arts and design talents to exercise their creativity. The *FLIP!* Challenge marked the first time in the history of SFIC that an initiative was mooted by a furniture company.

The formation of the International Furniture Design Advisory Panel and the Furniture Design Forum are two other initiatives by SFIC. Both have contributed to the increased interaction between local and international design communities and have enriched the overall design experience of participants.

To encourage and champion design excellence in Singapore, we held the inaugural FDA 2005 Finalists' Showcase at the Esplanade, where top works by some of our best talents from FDA 2005 and the *FLIP!* Challenge were showcased.

Upgrading the workforce

Other than providing quality design and services, it is critical that companies continue to invest in targeted training programmes for employees in the furniture industry.

Launched in 2004, the Furniture Learning Institute (FLI) has provided customised and certified programmes such as communication works, sales effectiveness, warehouse management, delivery operations etc to over 500 employees. FLI aims to address the industry's needs in areas of professionalism and skills development to power the Singapore furniture industry to global standards. Besides tailored training, the FLI conducts forums, workshops and the CEO Learning Programmes for mid-to-high level managerial personnel of the industry players.

Courtesy of Uhin Holding Pte Ltd

In order to raise the professionalism of the workforce, the SFIC is working closely with several institutes of higher learning to develop course curriculum in topics like furniture product knowledge and visual merchandising. Under the Singapore Workforce Development Agency's Retail Continuing Education and Training Framework, we will develop training modules to address the immediate skills needs and gaps of the furniture industry as well as to professionalise retail as a careeer.

Establish Singapore as an international furniture hub

SFIC's plans to consolidate Singapore's position as a global furniture hub are on track with the development of the International Furniture Centre (IFC) at Sungei Kadut. Strategically located within the furniture trade zone at the north-western part of Singapore, the IFC will be the epicentre of international furniture trade exchanges in the region.

Boasting permanent furniture showrooms, the Furniture Learning Institute, a Design Village and warehouse facilities, the IFC is set to be a must-visit one-stop trade venue that offers a myriad of trade opportunities which the international furniture trade fraternity can leverage should they decide to base their regional operations here.

The IFC is also poised to be a value-add to the annual IFFS/AFS by providing a permanent trade platform year round to facilitate follow-on sales, establish new opportunities and consolidate trade relations.

The year ahead

Moving forward, we will continue to look into various avenues to strengthen the Singapore furniture industry and propel it into a global force.

In a groundbreaking move, the SFIC has recently corporatised its core exhibition business by embarking on a strategic partnership with Meeting Planners International Pte Ltd (a wholly-owned subsidiary of Pico Far East Holding Ltd). This corporatisation will result in greater flexibility and management in commercially viable activities. Through IFFS Pte Ltd, more furniture-related shows will be organised to bring about more opportunities for industry players to expand their international reach and global market.

Leveraging on the new government initiative known as the Local Enterprise and Association Development Programme, SFIC will be able to focus its resources to assist members in areas of need to ensure that maximum competitive advantage is realised.

Self-renewal is an integral part of the sustainability and growth of our century-old furniture industry and it will be given a further boost through the Youth Furniture Committee (YFC) – a focus group established in 2000 which comprises our second-generation furniture leaders. To date, many of our SFIC programmes are spearheaded by our pioneer YFCs. The search is on for more young furniture managerial talents and I strongly urge the next generation to step forward to help shape the future of our industry.

In conclusion, I would like to thank members of the various government ministries, statutory boards and the media for the immense assistance rendered. My gratitude also goes out to all our valued members for their cooperation and support.

Last but not least, I would like to thank my fellow Executive Committee members and the Secretariat staff for their tremendous dedication and commitment in our march forward for the furniture industry.

The road ahead is full of challenges but I am confident that with the continuous support of all members, business associates, government agencies and statutory boards, we will surmount them and drive the Singapore furniture industry forward towards greater heights.

James Koh
President
Singapore Furniture Industries Council

SFIC EXECUTIVE COMMITTEE 2004/2006

Mr Kenny Koh
SFIC Assistant Honorary Secretary
Star Furniture Industries Pte Ltd

Ms Ann Kang
SFIC Assistant Honorary Treasurer
Pan-Star Wood Industries Pte Ltd

Mr Sim Kah Choon
SFIC Vice President
Abitex Designs (S) Pte Ltd

Mr Jimmy Tan
SFIC Honorary Treasurer
Cellini Design Center Pte Ltd

Mr James Koh
SFIC President
Koda Ltd

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

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

Mr Jerry Tan
SFIC Vice President
Jaco Singapore Pte Ltd

EXECUTIVE COMMITTEE MEMBERS

Mr Choo Yong Fee
Cheng Meng Furniture Co Pte Ltd

Ms Alison Kwok
Cathay Decoration & Construction Pte Ltd

Mr Jeffrey Yong
Eurosa Furniture Co (Pte) Ltd

Mr Neo Sia Meng
Four Star Industries Pte Ltd

Mr Por Khay Ti
HTL International Holdings Ltd

Mr Simon Ong
Kingsmen Projects Pte Ltd

Mr Elsen Ng
Melandas Home Concepts Pte Ltd

Mr Bert Choong
Nobel Design Holdings Ltd

Mr James Goh
Supreme Furnishing Centre Pte Ltd

SFIC PRESIDENTS 1981 - 2004

Mr Wong Liang Han
President
1981-1984

Mr Choo Ker Yong
President
1985-1986

Mr Tony Lin
President
1987-1990

Mr James Koh
President
1991-1994
2002-2004

Mr Choo Yong Fee
President
1995-1998

Mr Bert Choong
President
1999-2002

CO-OPT MEMBERS

Mr Richard Koh
Buylateral Group Pte Ltd

Mr Tony Lin
Eurosa Furniture Co (Pte) Ltd

Mr Neo Chiw Ern
Four Star Industries Pte Ltd

Mr Tan Kwang Kai
Futuristic Image Builder Ltd
(till May 2005)

Mr Quah Soon Chow
Getz Bros & Co (S) Pte Ltd

Mr Dean Koh
Kiat Lee Industries Pte Ltd

Mr Ernie Koh
Koda Ltd

Mr Steven Chew
Sitra Holdings (International) Pte Ltd

Courtesy of Abitex Designs (S) Pte Ltd