



A Silver Toast

SINGAPORE FURNITURE
INDUSTRIES COUNCIL
ANNUAL REPORT 2006





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
Customise Products and Services



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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 China, Indonesia, Malaysia, Thailand and Vietnam.

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 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, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show. SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC).

A Silver
Toast



1981

SFIC was inaugurated on 10 July 1981 as the official body of furniture manufacturers and exporters in Singapore

1982

Debut of the 1st specialised furniture show – Singapore International Furniture Show' 82

Mid 80s

Facilitated industry-wide regionalisation/ internationalisation programmes to help players stay viable

1992

Singapore Furniture Export Show was rebranded the "International Furniture Fair Singapore (IFFS)" and debut of Singapore Furniture Design Centre

1989

Debut of the Singapore Furniture Export Show, in conjunction with AFS and Furniture Design Competition

A Toast to an Illustrious History



Singapore Furniture Industries Council Annual Report 2006



1996

Launch of Singapore Furniture Design Centre at IMM Shanghai and SFIC Shanghai Office

2000

Rebrand of the Singapore Furniture Design Centre (SFDC) as The Furniture Square

2006

Launch of the Local Enterprise and Association Development (LEAD) Programme

2003

Launch of Furniture Industry Capability Upgrading Programme (Furniture ICAP)

2005

Corporatisation of SFIC's core exhibition business to IFFS Pte Ltd and appointment of Dr Balaji Sadasivan as SFIC's Honorary Advisor



1995

Commissioning of the Singapore Furniture Industry Park in Kunshan, China



2004

Launch of the Furniture Learning Institute (FLI)

1993

Commissioning of Singapore Furniture Test Centre, launch of Furniture Manufacturing Information System and Good Furniture Retailers Scheme





A Congratulatory Toast

Our heartiest congratulations to SFIC for its 25 years of good work and best wishes for many more years of achievements ahead.

Mr Wong Liang Han
President
1981-1984

Congratulations on the 25th anniversary of SFIC. As the official representative of the Singapore furniture industry, the Council has played a pivotal role in spearheading many forward-looking initiatives to pave the way for local furniture players and help them adapt to a changing and increasingly challenging business environment. Being a pioneer member of the Council, I am elated to witness the growth of the industry and am proud of the numerous milestones that we have achieved over the past two decades. Congratulations on a job well done!

Mr Choo Ker Yong
President
1985-1986

My heartiest congratulations to SFIC on its silver jubilee celebrations! The SFIC has contributed significantly to the development of the furniture industry in Singapore since its inception in 1981 and I am pleased to see the Council grow from strength to strength. The unity & cooperative spirit of the leadership is exemplary & unique. The achievements made by the SFIC owes in no small measure to the excellent leadership and teamwork of the men and women at its helm. Therefore, allow me to offer my heartfelt appreciation to the excellent team for their commitment and dedication.

Mr Tony Lin
President
1987-1990

During my tenure as SFIC President, we had the honour to solicit the consensus of the ASEAN Federation of Furniture Manufacturers' Association (now known as ASEAN Furniture Industries Council), to host the ASEAN Furniture Show permanently in Singapore. The honour was also mine when we launched the Singapore Furniture Export Show, now known as the International Furniture Fair Singapore. I am glad to note that the show has made tremendous progress and has evolved to become one of the most reputable fairs on the global furniture trade show circuit. Congratulations to the SFIC for its excellent efforts in contributing to the growth of the Singapore furniture industry!



Celebrating Our 25th Anniversary

Mr James Koh
President
1991-1994
2003-2006

Over the last 25 years, the SFIC has been unrelenting in its efforts to ensure the viability and long-term growth of the furniture industry. With recent platforms such as the Furniture ICAP and LEAD Programme, we have made quantum leaps in mobilising our members and harnessing their talent to meet new challenges. Although major steps have been taken to expand our International Furniture Fair Singapore, enhance industry development and uplift design standards, I know the Council will not rest on its laurels. The SFIC will continue to explore various avenues to consolidate and strengthen Singapore's position as a reputable player in the global furniture market.

To everyone who has contributed and made us what we are today, I say a big thank you.

Mr Choo Yong Fee
President
1995-1998

The SFIC has made major advances towards realising the vision of establishing Singapore as an international furniture hub in the last 25 years. I am glad that we have made the right decision in encouraging the Singapore furniture industry to look beyond the local market and leverage opportunities abroad. The industry has responded well to the call for regionalisation and carved a niche for ourselves in international markets, as encapsulated in our positioning: "Worldclass Designs, Made in Asia, Sold to the World". On this special occasion, I would like to commend the efforts of the past and present Executive Committees and Secretariat in nurturing the growth of the Singapore furniture industry into a reckonable force on the global stage.

Mr Bert Choong
President
1999-2002

I am proud to witness the development of SFIC over the last 25 years. Like SFIC, my company, Nobel Design Group, also started in 1981. How the two organisations grew from strength to strength throughout the years carved many of my career milestones and left a deep impression on me as I saw my commitment and efforts in developing the regional home furnishings market and export business bear fruits. Today, SFIC is a dynamic organisation with a capable and experienced team to spearhead trade and talent development initiatives as well as form strategic partnerships. I am confident that SFIC will continue to chart the growth of the Singapore furniture industry and lead us to a brighter future in the global arena.

06/07

A CONGRATULATORY TOAST



President's Review

The Singapore Furniture Industries Council (SFIC) celebrates its 25th anniversary this year. Despite the dynamic changes that took place in the last two-and-a-half decades, SFIC has remained focused on promoting the interests of its members by spearheading new initiatives and sustaining the growth of the Singapore furniture industry.



Mr James Koh
President
Singapore Furniture Industries Council

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Today, the Singapore furniture trade is a significant billion-dollar industry that adds robustness and diversity to Singapore's economy. It boasts over 2,000 companies employing more than 14,000 workers and in 2005, generated exports worth almost S\$1.6 billion.

Over the past year, we have kept up our momentum carrying out initiatives under the Furniture Industry Capability Upgrading Programme, particularly in the areas of international marketing and trade development as well as talent spotting, skills upgrading and training. We have partnered government agencies and trade organisations on new initiatives that benefit our members and promote the growth of the industry.

To encourage business globalisation and the exchange of international best trade practices, business missions to Italy, USA, Malaysia and Vietnam as well as members'

expeditions to world renowned international fairs like the imm Cologne, International Furniture Fair Tokyo and Index Dubai were organised.

The Council also strives to continuously brand and showcase ourselves as a furniture trade powerhouse and Singapore as an effective business and design hub for the global furniture industry.

This year, the International Furniture Fair Singapore 2006/23rd ASEAN Furniture Show attracted a record number of international exhibitors and trade visitors. Spot orders for the five-day event reached US\$240 million. The event also garnered an estimated US\$32 million in economic spin-offs for Singapore's MICE (Meetings, Incentives, Conventions and Exhibitions) and tourism industries. Next year, the inaugural World of Woodworking Machinery will expand the scope of the furniture show and make it the biggest annual trade event in Singapore.



Raising the design bar in Singapore and giving ourselves a creative edge over other global players has always weighed high on the Council's agenda. As such, we have been relentless in organising design related platforms to promote design excellence, nurture talents as well as enhance the exposure to and appreciation of furniture designs and innovations in Singapore. With expert inputs from our International Furniture Design Advisory Panel, I am heartened that many of our design initiatives like the annual Furniture Design Award, *FLIP!* Challenge and Furniture Design Forum have achieved much credibility and a strong following in the industry.

The SFIC has also worked hand-in-hand with related agencies and training providers to develop suitable curricula at the Furniture Learning Institute to increase the value-add of workers.

Under the 2nd Member Assistance Scheme from October 2003 to June 2006, up to \$1.3 million was provided to help members offset the cost of participating in SFIC activities and other approved programmes. In March 2006, the SFIC embarked on a three-year development blue print under the multi-government agencies' Local Enterprise and Association Development (LEAD) Programme. The Singapore furniture industry was given yet another shot in the arm with \$16 million dedicated to improve the overall capabilities of SMEs, optimising human capital and raising the industry's profile and capabilities globally.

Under the LEAD Programme, the SFIC has rolled out initiatives such as the Designer Co-Development Programme whereby young design talents will be offered a one-year employment contract with some of



Singapore's leading furniture companies. The Designer Entrepreneur Development Programme, aptly known as 'PLATFORM', is another initiative that offers promising furniture designers a cost-effective platform to showcase their new prototypes and find fruitful partnerships with potential manufacturers during the annual IFFS/AFS. Through an Exporters Mentoring Programme, we will groom more local furniture SMEs as





furniture exporters to increase the pool of "Singapore brand ambassadors" in the global market and intensify the marketing of the industry's offerings and capabilities.

In addition, the development of the International Furniture Centre (IFC) is another major initiative that will be supported under the LEAD Programme. Slated to be launched in mid 2007, the IFC aims to consolidate Singapore's role as an effective Asian business conduit for the international furniture trade. Some of the Centre's areas of enhancement include strategic business matching, design development, market development trips overseas and buying programmes to Singapore.

An exciting time lies ahead in the next three years as we embark on a journey that is set to 'LEAD' the industry and transform Singapore into a major furniture marketing and design hub.

The success that we enjoy today is the culmination of everyone's efforts. I am glad

to have played my part in helping SFIC achieve its milestones as it crosses the quarter century mark. This year also marks my last term as the President of SFIC and I would like to take this opportunity to thank the various government ministries, statutory boards and the media for their strong support and cooperation all these years. Kudos also goes to the Council's Executive Committee and functional committee members as well as the secretariat staff for their unwavering commitment and dedication. As I pass the baton on to the next President to continue the illustrious chapters of SFIC, I hope you will continue to pledge your fullest support to the Council and join us in redefining the future of the Singapore furniture industry.

Mr James Koh
President
Singapore Furniture
Industries Council



SFIC Executive Committee 2004/2006



- | | | | | | | |
|---|--|--|---|---|--|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Mr Kenny Koh
SFIC Assistant Honorary Secretary
Star Furniture Industries Pte Ltd | Mr Tony Pang
SFIC Honorary Secretary
V-Mark Woodcraft (S) Pte Ltd | Mr Sim Kah Choon
SFIC Vice President
Abitex Designs (S) Pte Ltd | 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 Jimmy Tan
SFIC Honorary Treasurer
Cellini Design Center Pte Ltd |

Executive Committee Members



- 1 **Ms Alison Kwok**
Cathay Decoration & Construction Pte Ltd
- 2 **Mr Choo Yong Fee**
Cheng Meng Furniture Co Pte Ltd
- 3 **Mr Jeffery Yong**
Euros Furniture Co (Pte) Ltd
- 4 **Mr Neo Sia Meng**
Four Star Industries Pte Ltd
- 5 **Mr Por Khay Ti**
HTL International Holdings Ltd
- 6 **Mr Simon Ong**
Kingsmen Projects Pte Ltd
- 7 **Mr Elsen Ng**
Melandas Home Concepts Pte Ltd
- 8 **Mr Bert Choong**
Nobel Design Holdings Ltd
- 9 **Mr James Goh**
Supreme Furnishing Centre Pte Ltd





SFIC Presidents 1981-2006

1	2	3
4	5	6

- 1 **Mr Wong Liang Han**
1981-1984
- 2 **Mr Choo Ker Yong**
1985-1986
- 3 **Mr Tony Lin**
1987-1990
- 4 **Mr James Koh**
1991-1994
2003-2006
- 5 **Mr Choo Yong Fee**
1995-1998
- 6 **Mr Bert Choong**
1999-2002



Co-Opt Members

1	2	
3	4	5
6	7	

- 1 **Mr Richard Koh**
Buylateral Group Pte Ltd
- 2 **Mr Tony Lin**
Eurosa Furniture Co (Pte) Ltd
- 3 **Mr Neo Chih Ern**
Four Star Industries Pte Ltd
- 4 **Mr Quah Soon Chow**
Getz Bros & Co (S) Pte Ltd
- 5 **Mr Dean Koh**
Kiat Lee Industries Pte Ltd
- 6 **Mr Ernie Koh**
Koda Ltd
- 7 **Mr Steven Chew**
*Sitra Holdings (International)
Pte Ltd*





The SFIC is clearly an industry association that addresses the business needs of the sector, and one that is keen to upgrade the industry to enable its companies to continue to flourish in a rapidly changing environment.

Mr Lim Hng Kiang
Minister for Trade and Industry