



# SEIC Functional Committees

## FINANCIAL MANAGEMENT SERVICE

### Advisory Committee

**Chairman**  
James Koh *Koda Ltd*

**Committee Members**  
Jimmy Tan *Cellini Design Center Pte Ltd*  
Choo Yong Fee *Cheng Meng Furniture Co Pte Ltd*  
Tony Lin *Eurosa Furniture Co (Pte) Ltd*  
Bert Choong *Nobel Design Holdings Ltd*

### Finance Committee

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

**Committee Members**  
Alison Kwok *Cathay Decoration & Construction Pte Ltd*  
Jeffrey Yong *Eurosa Furniture Co (Pte) Ltd*

### Member Assistance Scheme Steering Committee

**Chairman**  
James Koh *Koda Ltd*

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

**Committee Members**  
Sim Kah Choon *Abitex Designs (S) Pte Ltd*  
Jimmy Tan *Cellini Design Center Pte Ltd*  
Choo Yong Fee *Cheng Meng Furniture Co Pte Ltd*  
Elsen Ng *Melandas Home Concepts Pte Ltd*  
Bert Choong *Nobel Design Holdings Ltd*




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 FURNITURE INDUSTRY CAPABILITY UPGRADING PROGRAMME (ICAP)
 

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Furniture ICAP Sub-Committee: Strategic Thrust 1 – Grow and Expand Business Globally	<b>Chairman</b>	<i>Jaco Singapore Pte Ltd</i>
	<b>Committee Members</b>	<i>Sim Kah Choon Abitex Designs (S) Pte Ltd Jeffrey Yong Eurosa Furniture Co (Pte) Ltd Steven Chew Sitra Holdings (International) Pte Ltd Tony Pang V-Mark Woodcraft (S) Pte Ltd</i>
Furniture ICAP Sub-Committee: Strategic Thrust 2 – Raise Design Standards	<b>Chairman</b>	<i>Kingsmen Projects Pte Ltd</i>
	<b>Committee Member</b>	<i>Sim Kah Choon Abitex Designs (S) Pte Ltd</i>
Furniture ICAP Sub-Committee: Strategic Thrust 3 – Establish a Furniture Learning Institute	<b>Chairman</b>	<i>Four Star Industries Pte Ltd</i>
	<b>Vice-Chairman</b>	<i>Cathay Decoration &amp; Construction Pte Ltd</i>
	<b>Committee Members</b>	<i>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</i>
Furniture ICAP Sub-Committee: Strategic Thrust 4 – Establish an International Furniture Centre	<b>Chairman</b>	<i>Kiat Lee Industries Pte Ltd</i>
	<b>Advisors</b>	<i>Choo Yong Fee Cheng Meng Furniture Co Pte Ltd James Koh Koda Ltd Bert Choong Nobel Design Holdings Ltd</i>
	<b>Committee Members</b>	<i>Neo Sia Meng Four Star Industries Pte Ltd Simon Ong Kingsmen Projects Pte Ltd</i>

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Furniture ICAP Sub-Committee: Strategic Thrust 5 – Immediate Measures to help Industry Players	<b>Chairman</b>	James Koh <i>Koda Ltd</i>
	<b>Vice-Chairman</b>	Andrew Ng <i>Kiat Lee Industries Pte Ltd</i>
	<b>Committee Members</b>	Alison Kwok <i>Cathay Decoration &amp; Construction Pte Ltd</i> Choo Yong Fee <i>Cheng Meng Furniture Co Pte Ltd</i> Neo Sia Meng <i>Four Star Industries Pte Ltd</i> Elsen Ng <i>Melandas Home Concepts Pte Ltd</i> Bert Choong <i>Nobel Design Holdings Ltd</i> Steven Chew <i>Sitra Holdings (International) Pte Ltd</i> James Goh <i>Supreme Furnishing Centre Pte Ltd</i>

Furniture ICAP Sub-Committee: Strategic Thrust 6 – Develop & Maintain Industry Growth Profile	<b>Chairman</b>	Sim Kah Choon <i>Abitex Designs (S) Pte Ltd</i>
	<b>Vice-Chairman</b>	Simon Ong <i>Kingsmen Projects Pte Ltd</i>
	<b>Committee Member</b>	Tony Pang <i>V-Mark Woodcraft (S) Pte Ltd</i>

#### IFFS/AFS 2006 SHOW ADVISORY PANEL

IFFS/AFS 2006 Show	<b>Chairman</b>	Jerry Tan <i>Jaco Singapore Pte Ltd</i>
	<b>Vice-Chairman</b>	Tony Pang <i>V-Mark Woodcraft (S) Pte Ltd</i>
Operations Committee	<b>Advisor</b>	Tony Pang <i>V-Mark Woodcraft (S) Pte Ltd</i>
Advertising & Promotions Committee	<b>Advisor</b>	Sim Kah Choon <i>Abitex Designs (S) Pte Ltd</i>
Exhibitionship & Visitorship Promotion Committee	<b>Committee Members</b>	Richard Koh <i>Buylateral Group Pte Ltd</i> Jeffrey Yong <i>Eurosa Furniture Co (Pte) Ltd</i> Dean Koh <i>Kiat Lee Industries Pte Ltd</i> Ernie Koh <i>Koda Ltd</i> Steven Chew <i>Sitra Holdings (International) Pte Ltd</i>
	<b>Committee Members</b>	Sim Kah Choon <i>Abitex Designs (S) Pte Ltd</i>
		Simon Ong <i>Kingsmen Projects Pte Ltd</i>
		Tony Pang <i>V-Mark Woodcraft (S) Pte Ltd</i>
	Exhibitors/Buyers Night Sub-Committee	<b>Committee Members</b>



## INDUSTRY DEVELOPMENT PROGRAMMES

Industry Development Programmes	<b>Chairman</b> Andrew Ng	<i>Kiat Lee Industries Pte Ltd</i>
International Furniture Design Advisory Panel	<b>Chairman</b> Simon Ong	<i>Kingsmen Projects Pte Ltd</i>
	<b>Committee Members</b> Sim Kah Choon Carsten Ovesen Andrew Pang John Kelly Kelley Cheng Philips Connor Sonny Boey	<i>Abitex Designs (S) Pte Ltd</i> <i>Carsten Ovesen Design</i> <i>Contract Seatings Pte Ltd</i> <i>John Kelly Furniture and Accessories</i> <i>Page One Publishing Pte Ltd</i> <i>Space Partnership Pte Ltd</i> <i>The Home Merchant Pte Ltd</i>
Furniture Learning Institute	<b>Chairman</b> Neo Sia Meng	<i>Four Star Industries Pte Ltd</i>
	<b>Vice-Chairman</b> Alison Kwok	<i>Cathay Decoration &amp; Construction Pte Ltd</i>
	<b>Committee Members</b> Andrew Ng Ernie Koh Bert Choong James Goh	<i>Kiat Lee Industries Pte Ltd</i> <i>Koda Ltd</i> <i>Nobel Design Holdings Ltd</i> <i>Supreme Furnishing Centre Pte Ltd</i>
Youth Furniture Committee	<b>Chairman</b> Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
	<b>Committee Members</b> Alison Kwok Neo Chiw Ern Neo Sia Meng Ernie Koh Steven Chew Kenny Koh	<i>Cathay Decoration &amp; Construction Pte Ltd</i> <i>Four Star Industries Pte Ltd</i> <i>Four Star Industries Pte Ltd</i> <i>Koda Ltd</i> <i>Sitra Holdings (International) Pte Ltd</i> <i>Star Furniture Industries Pte Ltd</i>
International Trade Development Programmes	<b>Chairman</b> Jerry Tan	<i>Jaco Singapore Pte Ltd</i>
	<b>Committee Members</b> Jeffrey Yong Por Khay Ti Ernie Koh Kenny Koh	<i>Eurosa Furniture Co (Pte) Ltd</i> <i>HTL International Holdings Ltd</i> <i>Koda Ltd</i> <i>Star Furniture Industries Pte Ltd</i>
China Operations	<b>Chairman</b> Tony Lin	<i>Eurosa Furniture Co (Pte) Ltd</i>




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 AFIC Matters

**Chairman**  
James Koh *Koda Ltd*

**Committee Members**  
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*

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## Group Retailing Programmes

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

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## Retail Industry Upgrading Programmes

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

**Committee Members**  
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*

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**INTERNATIONAL FURNITURE CENTRE (IFC)**


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## IFC Committee

**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*

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## Building Management &amp; Operations Sub-Committee

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

**Committee Members**  
Alison Kwok *Cathay Decoration & Construction Pte Ltd*  
Choo Yong Fee *Cheng Meng Furniture Co Pte Ltd*  
Neo Sia Meng *Four Star Industries Pte Ltd*  
Simon Ong *Kingsmen Projects Pte Ltd*  
Bert Choong *Nobel Design Holdings Ltd*  
Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

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## Tenant Recruitment Sub-Committee

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

**Committee Members**  
Jimmy Tan *Cellini Design Center Pte Ltd*  
Jerry Tan *Jaco Singapore Pte Ltd*  
Elsen Ng *Melandas Home Concepts Pte Ltd*  
Steven Chew *Sitra Holdings (International) Pte Ltd*  
Kenny Koh *Star Furniture Industries Pte Ltd*  
James Goh *Supreme Furnishing Centre Pte Ltd*  
Tony Pang *V-Mark Woodcraft (S) Pte Ltd*

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Visitorship Marketing  
(Trade/Overseas)  
Sub-Committee

**Chairman**

Jeffrey Yong

*Eurosa Furniture Co (Pte) Ltd***Committee Members**

Sim Kah Choon *Abitex Designs (S) Pte Ltd*  
 Richard Koh *Buylateral Group Pte Ltd*  
 Jimmy Tan *Cellini Design Center Pte Ltd*  
 Tony Lin *Eurosa Furniture Co (Pte) Ltd*  
 Por Khay Ti *HTL International Holdings Ltd*  
 Dean Koh *Kiat Lee Industries Pte Ltd*  
 Ernie Koh *Koda Ltd*

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Visitorship Marketing  
(Retail/Local)  
Sub-Committee

**Chairman**

Sim Kah Choon

*Abitex Designs (S) Pte Ltd***Committee Members**

Jimmy Tan *Cellini Design Center Pte Ltd*  
 Neo Chiw Ern *Four Star Industries Pte Ltd*  
 Simon Ong *Kingsmen Projects Pte Ltd*  
 Kenny Koh *Star Furniture Industries Pte Ltd*  
 James Goh *Supreme Furnishing Centre Pte Ltd*

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Advertising & Promotions/  
Public Relations  
Sub-Committee

**Chairman**

Sim Kah Choon

*Abitex Designs (S) Pte Ltd***Committee Members**

Jimmy Tan *Cellini Design Center Pte Ltd*  
 Neo Chiw Ern *Four Star Industries Pte Ltd*  
 Simon Ong *Kingsmen Projects Pte Ltd*  
 Kenny Koh *Star Furniture Industries Pte Ltd*  
 James Goh *Supreme Furnishing Centre Pte Ltd*

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Treasury

**Chairman**

Jimmy Tan

*Cellini Design Center Pte Ltd*

Design Village

**Chairman**

Simon Ong

*Kingsmen Projects Pte Ltd***Committee Member**

Sim Kah Choon

*Abitex Designs (S) Pte Ltd*


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**CORPORATE SERVICES**

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Corporate Services

**Chairman**

Sim Kah Choon

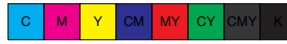
*Abitex Designs (S) Pte Ltd***Vice-Chairman**

Tony Pang

*V-Mark Woodcraft (S) Pte Ltd*



Corporate PR	<b>Chairman</b> Sim Kah Choon	<i>Abitex Designs (S) Pte Ltd</i>
	<b>Vice-Chairman</b> Simon Ong	<i>Kingsmen Projects Pte Ltd</i>
	<b>Committee Member</b> Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
Membership Recruitment and Services	<b>Chairman</b> Steven Chew	<i>Sitra Holdings (International) Pte Ltd</i>
	<b>Committee Members</b> Sim Kah Choon	<i>Abitex Designs (S) Pte Ltd</i>
	Jimmy Tan	<i>Cellini Design Center Pte Ltd</i>
	Neo Chiw Ern	<i>Four Star Industries Pte Ltd</i>
	Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
Singapore Furniture Industry Award Organising Committee	<b>Chairman</b> Kenny Koh	<i>Star Furniture Industries Pte Ltd</i>
	<b>Committee Members</b> Sim Kah Choon	<i>Abitex Designs (S) Pte Ltd</i>
	Neo Sia Meng	<i>Four Star Industries Pte Ltd</i>
	Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
	<b>Chairman</b> Kenny Koh	<i>Star Furniture Industries Pte Ltd</i>
Publication – SFIC newsletter	<b>Chairman</b> Kenny Koh	<i>Star Furniture Industries Pte Ltd</i>
	<b>Committee Members</b> Jimmy Tan	<i>Cellini Design Center Pte Ltd</i>
	Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
Dinner & Dance Organising Committee	<b>Chairman</b> Tony Pang	<i>V-Mark Woodcraft (S) Pte Ltd</i>
	<b>Committee Members</b> Neo Sia Meng	<i>Four Star Industries Pte Ltd</i>
	Steven Chew	<i>Sitra Holdings (International) Pte Ltd</i>
	<b>Chairman</b> James Goh	<i>Supreme Furnishing Centre Pte Ltd</i>
Golf Organising Committee	<b>Advisor</b> Andrew Ng	<i>Kiat Lee Industries Pte Ltd</i>
	<b>Committee Members</b> Sim Kah Choon	<i>Abitex Designs (S) Pte Ltd</i>
	Quah Soon Chow	<i>Getz Bros &amp; Co (S) Pte Ltd</i>



*Happy 25th  
Anniversary  
SFIC!*

**ABITEX<sup>®</sup>**  
S O F A S

**Abitex Designs (S) Pte Ltd**  
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*CELLINI  
wishes  
SFIC*

*Happy 25th  
Anniversary*

**CELLINI**   
*Where dreams are delivered*

**Cellini Design Center Pte Ltd**  
[www.cellini.com.sg](http://www.cellini.com.sg)

**HTL International  
Holdings Ltd  
wishes  
SFIC  
Happy 25th  
Anniversary**



**HTL International Holdings Ltd**  
[www.htlinternational.com](http://www.htlinternational.com)

*Congratulations  
on 25th  
Anniversary SFIC  
and best wishes for  
many, many  
more great years!*







Congratulations  
on your  
25th Anniversary!

**kingsmen**

A communications design and  
production group in Asia Pacific

**Kingsmen Creatives Ltd**  
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**LORENZO  
INTERNATIONAL LIMITED**

wishes

**SFIC**

*Happy 25th  
Anniversary*

**LORENZO**

**Lorenzo International Limited**  
[www.lorenzo-international.com](http://www.lorenzo-international.com)

The Furniture Mall  
wishes  
**SFIC**  
Happy 25th Anniversary

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by Singapore Furniture Association

**The Furniture Mall Pte Ltd**  
[www.thefurnituremall.com.sg](http://www.thefurnituremall.com.sg)

**Star Furniture Group**  
congratulates  
**SFIC**  
on your  
*25th Anniversary*



**Star Furniture Industries Pte Ltd**  
[www.starfurn.com](http://www.starfurn.com)



A **Tangram Design** creation

Special thanks to  
Abitex Designs (S) Pte Ltd,  
Cellini Design Center Pte Ltd,  
Star Furniture Industries Pte Ltd,  
Lorenzo International Ltd and  
Sitra Holdings (International) Pte Ltd  
for contributing the product  
pictures in this report.



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