



Singapore Furniture Industries Council
ANNUAL REPORT 2007

a local network
a global reach

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, Myanmar, 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).

president's message

“My first term as President of the Singapore Furniture Industries Council has truly been rewarding. Over the past year, we have witnessed continued growth in the industry and have launched several new initiatives towards making Singapore a globally recognised furniture hub.”



Andrew Ng
President
Singapore Furniture Industries Council



Overall, 2006 has been a good year for us. We saw a growth of 11 per cent in the local furniture trade, boosting the industry number past the one billion mark to reach S\$1.1 billion. Imports and exports also saw a 12 per cent and eight per cent growth respectively and these figures only cover trade done out of Singapore. Based on a joint industry survey by Spring Singapore and SFIC last year, the total exports of Singapore-owned factories were worth S\$2.4 billion, which is 0.7% of world market. Going by the results so far, the industry is well on its way to its goal of achieving 1% global market share by 2015.

As part of our efforts to enhance international trade and bring our products to the global market, the SFIC organised business missions to countries such as China, Italy and USA. We also spearheaded the participation of local companies in prestigious international furniture fairs such as the imm Cologne and Orgatec in Germany as well as Index Dubai in the United Arab Emirates.

In addition, IFFS Pte Ltd also joined hands with MP International and launched International Hospitality Furniture Expo (IHFEX), a new annual trade fair held in Bahrain in September 2007 to tap into the vibrant Middle Eastern market.

The SFIC also strives to band the local furniture industry players and their collective strengths to showcase our capabilities to the world. This was clearly demonstrated at International Furniture Fair Singapore 2007/24th ASEAN Furniture Show (IFFS/AFS), which boasted a record 510 exhibitors from 28 countries, with an estimated US\$ 240.0 million worth of spot orders and an additional US\$ 2.1 billion transacted in follow-on sales. It was the biggest show by far in its 24-year history. The show also generated approximately US\$ 38.0 million in economic spin-offs for Singapore's Meetings, Incentives, Conventions and Exhibitions and tourism sectors. The results clearly illustrate that



the fair is increasingly being recognised as a world-class and truly international trade show. To further facilitate industry players who wish to visit various furniture shows in Asia, IFFS/AFS 2008 will change its date from the original 1-5 March to 9-12 March. The 5 days show would be changed to 4 days show with extended show hours on the last day so the public could visit from 5pm to 9pm.

Over the past year, we have also actively carried out projects and programmes dedicated to bringing about a more vibrant furniture industry. In this respect, the multi-government agencies' Local Enterprise and Association Development (LEAD) Programme was vital in enabling many of the Council's initiatives.

In today's knowledge-based economy, design is essential to the sustenance of our competitiveness in the global market. As such, we place much effort in nurturing and identifying promising local design talents. SFIC's design initiatives such as the FLIP Challenge, the annual Furniture Design Award, the Furniture Design Forum and the series

of Design Conversations were extremely well-received this year. I am confident that these design competitions and events will continue to do well and help showcase the best of our industry's budding talents.

In line with our design thrust, the SFIC also launched Platform under the Design Entrepreneur Development Programme. Platform is held in conjunction with IFFS/AFS and aims to help promising young furniture designers break into the international market. It is a showcase where emerging designers can exhibit their creations and network with both local and international industry players as well as potentially form fruitful partnerships with interested manufacturers.

To value-add to the capabilities of our workforce in the furniture industry, the Furniture Learning Institute rolled out more new training courses supported by the Singapore Workforce Development Agency and Spring Singapore throughout the year. Target at both the managerial and operational



workforce, these courses aim to benefit our members and their staff as well as optimise human resource capital for the industry.

Finally, a key highlight in our calendar and an occasion many of us have been waiting eagerly for is the grand opening of the International Furniture Centre (IFC). This will be a significant milestone for the Singapore furniture industry. The Centre will complement the annual IFFS/AFS by providing a year-round platform for international buyers to source for quality furniture from Singapore and beyond. Located in the pith of its essence is the five-storey building boasting world-class facilities and top notch services for all furniture solutions in Sungei Kadut. It is our hope that IFC will serve as an epicentre for all furniture-related activities in Singapore, become a one-stop shop for furniture solutions and further consolidate Singapore's status as the furniture and design hub of Asia.

With the many exciting opportunities ahead, I'm confident that we will be able to create greater success and propel the local furniture industry to greater heights.

Here, I would like to express my sincere appreciation to the various government ministries, statutory boards and the media for their continued support and assistance. My gratitude also goes to all our members for their cooperation and encouragement. Last but definitely not least, I would like to thank my fellow Executive Committee members and Secretariat staff for all their hard work, tremendous dedication, commitment and contributions. I look forward to working hand in hand with all of you towards another great year for the Singapore furniture industry.

Andrew Ng
President
Singapore Furniture Industries Council

SFIC executive
cOmmittee
2006/2008



President
Andrew Ng
Kiat Lee Industries Pte Ltd



Vice President
Neo Sia Meng
Four Star Industries Pte Ltd



Vice President
Jerry Tan
Jaco Singapore Pte Ltd



Vice President
Kenny Koh
Star Furniture Industries Pte Ltd



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



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



Assistant Honorary Secretary
Steven Chew
Sitra Holdings (International) Limited



Assistant Honorary Treasurer
James Goh
Lorenzo International Limited

SFIC Presidents (1981 - 2006)



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

Co-Opt Members



- ① ② 1. Ernie Koh - Koda Ltd
- ③ ④ 2. Neo Chiw Ern - Four Star Industries Pte Ltd
- 3. Richard Koh - Buylateral Group Pte Ltd
- 4. Tony Lin - Eurosa Furniture Co (Pte) Ltd

Executive Committee Members



- ① ② ③
- ④ ⑤ ⑥
- ⑦ ⑧ ⑨

- 1. Alison Kwok - Cathay Decoration & Construction Pte Ltd
- 2. Bert Choong - Nobel Design Holdings Ltd
- 3. Choo Yong Fee - Cheng Meng Furniture Co Pte Ltd
- 4. James Koh - Koda Ltd
- 5. Jeffrey Yong - Eurosa Furniture Co (Pte) Ltd
- 6. Jimmy Tan - Cellini Design Center Pte Ltd
- 7. Por Khay Ti - HTL International Holdings Ltd
- 8. Sim Kah Choon - Abitex Designs (S) Pte Ltd
- 9. Simon Ong - Kingsmen Projects Pte Ltd