

SINGAPORE FURNITURE INDUSTRIES COUNCIL

ANNUAL REPORT 2008



VISION

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

MISSION

Proactively identify and acquire the key industry capabilities that strengthen Singapore's position as Asia's furniture hub

Aggressively drive a spectrum of broad-based and targeted initiatives to meet industry needs

Leverage on SFIC's resources, networks and industry knowledge to be the Captain and Voice of the Industry

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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 manages the International Furniture Centre at Sungei Kadut and represents Singapore in the ASEAN Furniture Industries Council (AFIC).

PRESIDENT'S MESSAGE

I am confident that our industry
will be able to continue down the
path of excellence and growth.

Andrew Ng
President
Singapore Furniture Industries Council



It has been a good year for the Singapore furniture industry. Local furniture trade grew 16 per cent in 2007 and this percentage only covers trade done out of our local plants. With the inclusion of trade done by the overseas plants of our homegrown companies, the Singapore furniture industry is now worth S\$3.4 billion.

Our furniture companies have experienced wonderful results over the past few years, and coupled with key initiatives in innovation, branding and internationalisation that SFIC has been striving to push out, I am confident that our industry will be able to continue down the path of excellence and growth.

In 2008, we saw the exciting launch of the Singapore furniture industry brand, Singapore Mozaic, pioneered by SFIC and supported by SPRING Singapore and International Enterprise (IE) Singapore. Singapore Mozaic is all about 'Singapore furniture's finest'.

It is a unique industry brand that brings together successful Singapore furniture companies that offer a diverse portfolio of consumer, business and specially-crafted products. There are currently 28 Singapore Mozaic Ambassadors, all of whom embody the characteristics of the Singapore furniture industry - agile, vibrant, discerning, forward-looking and transparent. Through Singapore Mozaic, we hope to differentiate Singapore furniture from international competition and raise the awareness of Singapore furniture in the global market.



Under the Singapore Mozaic umbrella, SFIC led the first-ever Singapore showcase at the prestigious Salone Internazionale del Mobile in Milan with great success. We are proud to note that international buyers and designers at the event were highly impressed by Singapore Mozaic and our Ambassadors.

In addition, SFIC also rallied our members to participate in world renowned international fairs like imm Cologne, Batimat and Index Dubai to explore further international export opportunities. Collectively, the Singapore contingents reported confirmed sales of S\$14.7 million with another S\$116.3 million worth of sales being negotiated.

Study missions have also been organised to Vietnam, Germany and Paris for members to network, obtain new business contacts and gain further understanding of

overseas markets to prepare for expansion. This year, we also led a design mission, especially for our young designers and design-centric firms, to New York.

Back at home, the annual International Furniture Fair Singapore 2008/25th ASEAN Furniture Show (IFFS/AFS 2008), once again demonstrated the effectiveness of Singapore as a business and design hub for the world furniture industry. Held over four days from 9-12 March 2008, IFFS/AFS 2008 soared to new heights with an estimated US\$271 million of spot orders and US\$2.45 billion expected in follow-on sales. The event was the largest in its 25-year history, playing host to a record number of 517 exhibitors from 33 countries and generating an estimated US\$45 million in economic spin-offs for Singapore's Meetings, Incentives, Conventions and Exhibitions (MICE) and tourism sectors.

The International Furniture Centre (IFC) was officially opened by Minister for Trade & Industry, Mr Lim Hng Kiang, in December 2007. As Singapore's first furniture export centre, IFC showcases the latest furniture collections from top local and international export players. Complementing the IFFS/AFS, it is a year-round sourcing platform for buyers from all over the world. The Furniture Learning Institute and the SFIC office are also housed in IFC. Through IFC, we hope to provide total furniture solutions to the international market and encourage international players to use the Centre as a springboard into the region and beyond, thus further consolidating Singapore's status as the furniture and design hub of Asia.

The promotion of design excellence and the nurturing of young design talents remain a key priority for SFIC. In this respect, we have strived to make our design-related

events even bigger and better. In 2008, PLATFORM, the Furniture Design Award, FL!P Challenge, Furniture Design Forum and Design Conversations have all made successful comebacks. These design initiatives continued to be well-received by both industry members and the public and we are glad to have contributed towards a more vibrant design environment for Singapore.

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 thanks also go 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



1 2 3 4 5 6 7 8

1. Vice President
Kenny Koh
Star Furniture Industries Pte Ltd

3. Vice President
Neo Sia Meng
Four Star Industries Pte Ltd

5. President
Andrew Ng
Kiat Lee Industries Pte Ltd

7. Vice President
Jerry Tan
Jaco Singapore Pte Ltd

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

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

6. Assistant Honorary Secretary
Steven Chew
Sitra Holdings (International) Limited

8. Assistant Honorary Treasurer
James Goh
Lorenzo International Limited

SFIC PRESIDENTS (1981 - 2006)



Wong Liang Han
1981/1984



Choo Ker Yong
1985/1986



Tony Lin
1987/1990



James Koh
1991/1994
2003/2006



Choo Yong Fee
1995/1998



Bert Choong
1999/2002

EXECUTIVE COMMITTEE MEMBERS

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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*



CO-OPT MEMBERS



Ernie Koh
Koda Ltd



Neo Chiw Ern
*Four Star Industries
Pte Ltd*



Richard Koh
*Buylateral Group
Pte Ltd*



Tony Lin
*Eurosa Furniture
Co (Pte) Ltd*