

SFIC FUNCTIONAL COMMITTEE



FINANCIAL MANAGEMENT SERVICES

Advisory Committee

Chairman Andrew Ng	Kiat Lee Industries Pte Ltd
Committee Members Choo Yong Fee Quah Soon Chow James Koh Bert Choong	Cheng Meng Furniture Co Pte Ltd Getz Bros & Co (S) Pte Ltd Koda Ltd Nobel Design Holdings Ltd

Finance Committee

Chairman Quah Soon Chow	Getz Bros & Co (S) Pte Ltd
Committee Members Jimmy Tan James Goh	Cellini Design Center Pte Ltd Lorenzo International Ltd

IFFS PTE LTD

Board of Directors

Chairman Andrew Ng	Kiat Lee Industries Pte Ltd
Members Jerry Tan James Koh Kenny Koh	Jaco Singapore Pte Ltd Koda Ltd Star Furniture Industries Pte Ltd

IFFS/AFS 2008 SHOW ADVISORY PANEL

IFFS/AFS 2008 Show

Advisor Jerry Tan	Jaco Singapore Pte Ltd
Chairman Tony Pang	V-Mark Woodcraft (S) Pte Ltd

Advertising & Promotions Committee

Advisor
Sim Kah Choon

Abitex Designs (S) Pte Ltd

Exhibitionship & Visitorship Promotion Committee

Committee Members
Richard Koh
Jeffrey Yong
Ernie Koh
Steven Chew

Buylateral Group Pte Ltd
Eurosa Furniture Co (Pte) Ltd
Koda Ltd
Sitra Holdings (International) Ltd

Operations Committee

Advisor
Tony Pang

V-Mark Woodcraft (S) Pte Ltd

Exhibitors/Buyers Night Committee

Committee Members
Neo Sia Meng
Simon Ong
Tony Pang

Four Star Industries Pte Ltd
Kingsmen Projects Pte Ltd
V-Mark Woodcraft (S) Pte Ltd

INDUSTRY DEVELOPMENT PROGRAMMES

Local Enterprise Development Programmes

Chairman
Neo Sia Meng

Four Star Industries Pte Ltd

Singapore Mozaic

Advisory Committee
Andrew Ng
Choo Yong Fee

Kiat Lee Industries Pte Ltd
Cheng Meng Furniture Co Pte Ltd

Working Committee
Chairman
Simon Ong
Committee Members
Nathan Yong
Jimmy Tan
Neo Sia Meng
Quah Soon Chow
Por Khay Ti

Kingsmen Projects Pte Ltd

Air Division Pte Ltd
Cellini Design Center Pte Ltd
Four Star Industries Pte Ltd
Getz Bros & Co (S) Pte Ltd
HTL International Holdings Ltd

James Koh
James Goh
Bert Choong
Steven Chew
Kenny Koh

Koda Ltd
Lorenzo International Ltd
Nobel Design Holdings Ltd
Sitra Holdings (International) Ltd
Star Furniture Industries Pte Ltd

International Design Advisory Panel

Chairman Simon Ong	Kingsmen Projects Pte Ltd
Committee Members Local Sim Kah Choon Nathan Yong Carsten Ovesen Jeremy Ong Andrew Pang Kelley Cheng Phillips Connor Sonny Boey International Michael Young Voon Wong	Abitex Designs (S) Pte Ltd Air Division Pte Ltd Carsten Ovesen Design Designscale Pte Ltd Lavaworks Page One Publishing Pte Ltd Space Partnership Pte Ltd The Home Merchant Pte Ltd Michael Young Ltd voonwong&bensonsaw

Design Development Committee

Chairman Simon Ong	Kingsmen Projects Pte Ltd
Vice-Chairman Andrew Pang	Lavaworks
Committee Members Sim Kah Choon Nathan Yong Jeremy Ong	Abitex Designs (S) Pte Ltd Air Division Pte Ltd Designscale Pte Ltd

Furniture Learning Institute

Chairman Neo Sia Meng	Four Star Industries Pte Ltd
Committee Members Alison Kwok Jimmy Tan Jeffrey Yong Ernie Koh Bert Choong Kenny Koh Steven Chew	Cathay Decoration & Construction Pte Ltd Cellini Design Center Pte Ltd Eurosa Furniture Co (Pte) Ltd Koda Ltd Nobel Design Holdings Ltd Star Furniture Industries Pte Ltd Sitra Holdings (International) Ltd

Youth Furniture Committee

Chairman Steven Chew	Sitra Holdings (International) Ltd
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International Trade Development Programmes

Chairman Jerry Tan	Jaco Singapore Pte Ltd
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Overseas Fairs Committee

Chairman Jerry Tan	Jaco Singapore Pte Ltd
Vice-Chairman Kenny Koh	Star Furniture Industries Pte Ltd
Committee Member Ernie Koh	Koda Ltd

Overseas Missions Committee

Chairman Jerry Tan	Jaco Singapore Pte Ltd
Vice-Chairman Kenny Koh	Star Furniture Industries Pte Ltd
Committee Members Richard Koh Jeffrey Yong	Buylateral Group Pte Ltd Eurosa Furniture Co (Pte) Ltd

New Exporters Programme

Chairman James Koh	Koda Ltd
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China Operations

Chairman Tony Lin	Eurosa Furniture Co (Pte) Ltd
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Group Retailing Programmes

Chairman Kenny Koh	Star Furniture Industries Pte Ltd
Committee Members Sim Kah Choon Jimmy Tan Jeffrey Yong Neo Sia Meng James Goh	Abitex Designs (S) Pte Ltd Cellini Design Center Pte Ltd Eurosa Furniture Co (Pte) Ltd Four Star Industries Pte Ltd Lorenzo International Ltd

INTERNATIONAL FURNITURE CENTRE (IFC)

IFC Committee

Chairman Andrew Ng	Kiat Lee Industries Pte Ltd
Advisors Choo Yong Fee James Koh Bert Choong	Cheng Meng Furniture Co Pte Ltd Koda Ltd Nobel Design Holdings Ltd

Building Management & Operations Committee

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

Tenant Recruitment Committee

Chairman Neo Sia Meng	Four Star Industries Pte Ltd
Committee Members Jimmy Tan Jerry Tan James Goh Steven Chew Kenny Koh Tony Pang	Cellini Design Center Pte Ltd Jaco Singapore Pte Ltd Lorenzo International Ltd Sitra Holdings (International) Ltd Star Furniture Industries Pte Ltd V-Mark Woodcraft (S) Pte Ltd

Visitorship Marketing (Trade/Overseas) Committee

Chairman Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
Committee Members Sim Kah Choon Richard Koh Jimmy Tan Tony Lin Por Khay Ti Ernie Koh	Abitex Designs (S) Pte Ltd Buylateral Group Pte Ltd Cellini Design Center Pte Ltd Eurosa Furniture Co (Pte) Ltd HTL International Holdings Ltd Koda Ltd

Visitorship Marketing (Retail/Local); Advertising & Promotions Committee

Chairman Sim Kah Choon	Abitex Designs (S) Pte Ltd
Committee Members Jimmy Tan Neo Chiw Ern Simon Ong James Goh Kenny Koh	Cellini Design Center Pte Ltd Four Star Industries Pte Ltd Kingsmen Projects Pte Ltd Lorenzo International Ltd Star Furniture Industries Pte Ltd

CORPORATE SERVICES

Corporate Services/Public Relations

Chairman Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Vice-Chairman Steven Chew	Sitra Holdings (International) Ltd
Committee Members Sim Kah Choon Simon Ong	Abitex Designs (S) Pte Ltd Kingsmen Projects Pte Ltd

Membership Recruitment & Services

Chairman Steven Chew	Sitra Holdings (International) Ltd
Committee Members Sim Kah Choon Jimmy Tan Neo Chiw Ern Tony Pang	Abitex Designs (S) Pte Ltd Cellini Design Center Pte Ltd Four Star Industries Pte Ltd V-Mark Woodcraft (S) Pte Ltd

Publication – SFIC Directory

Chairman Sim Kah Choon	Abitex Designs (S) Pte Ltd
Committee Members Neo Sia Meng Kenny Koh Tony Pang	Four Star Industries Pte Ltd Star Furniture Industries Pte Ltd V-Mark Woodcraft (S) Pte Ltd

Publication – SFIC Newsletter

Advisors Sim Kah Choon Steven Chew	Abitex Designs (S) Pte Ltd Sitra Holdings (International) Ltd
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Dinner & Dance/Chinese New Year Celebrations/Year-End Party Organising Committee

Chairman Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Committee Members Neo Sia Meng Steven Chew	Four Star Industries Pte Ltd Sitra Holdings (International) Ltd

Golf Tournament Organising Committee

Chairman James Goh	Lorenzo International Ltd
Committee Members Sim Kah Choon Jimmy Tan Quah Soon Chow	Abitex Designs (S) Pte Ltd Cellini Design Center Pte Ltd Getz Bros & Co (S) Pte Ltd

REPRESENTATION TO OTHER ORGANISATIONS

AFIC

Chairman
Andrew Ng

Kiat Lee Industries Pte Ltd

Committee Members
Jeffrey Yong
Jerry Tan
Steven Chew
Kenny Koh
Tony Pang

Eurosa Furniture Co (Pte) Ltd
Jaco Singapore Pte Ltd
Sitra Holdings (International) Ltd
Star Furniture Industries Pte Ltd
V-Mark Woodcraft (S) Pte Ltd

Singapore Manufacturers' Federation

Andrew Ng

Kiat Lee Industries Pte Ltd

Specialists Trade Alliance Singapore

Alison Kwok
Quah Soon Chow

Cathay Decoration & Construction Pte Ltd
Getz Bros & Co (S) Pte Ltd



SPECIAL THANKS TO:

Air Division Pte Ltd

Dionic (S) Pte Ltd

Designed In Singapore Pte Ltd

Getz Bros & Co (S) Pte Ltd

Kairoz Pte Ltd

Massimmo

Technigroup Far East Pte Ltd

The Home Merchant Pte Ltd

Urban Foundry Pte Ltd

Zhaplin Work Pte Ltd

for contributing the product
pictures in this report.

The background of the page is a light beige color with a subtle gradient. In the bottom left corner, there are decorative wavy lines made of many thin, overlapping grey lines that create a sense of movement and depth.

SINGAPORE FURNITURE INDUSTRIES COUNCIL

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