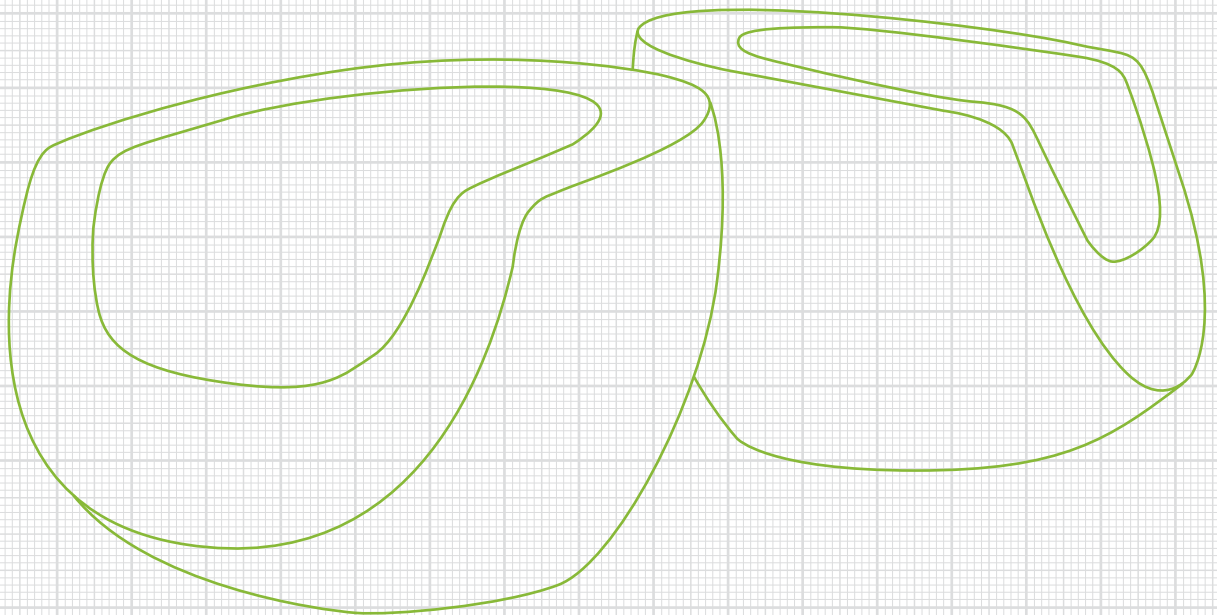


# taking shape

annual report 2009

Singapore Furniture Industries Council



# vision

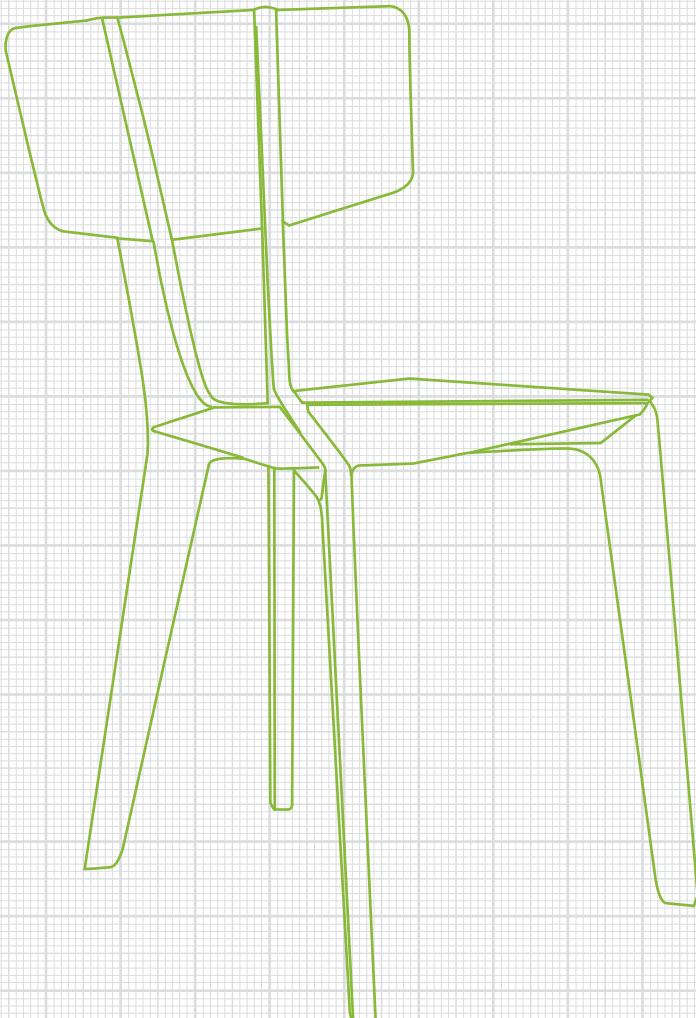
To establish Singapore as  
a premier furniture hub  
providing total solutions to  
the global market

# 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



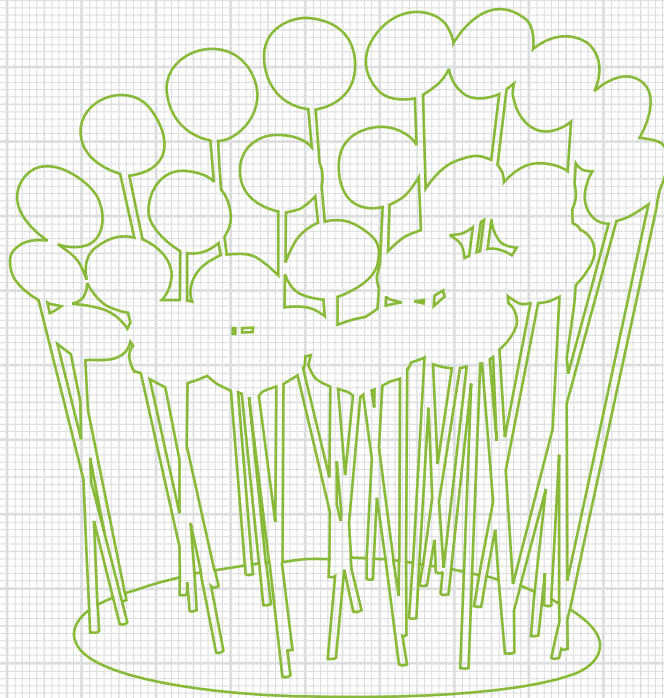
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# taking shape

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

This past year has been a challenging one given the current global economic climate. However, Singapore demonstrated its resilience once again by adapting to these uncertainties through creative strategies by government and business leaders to revitalize the economy and generate new business. Staying true to our nation's strengths, the local furniture industry also weathered the storm rather admirably and despite shrinking global trade, the local furniture trade is now worth S\$4.2 billion.

In March 2009, we celebrated Singapore Mozaic's first birthday. This Singapore furniture industry brand pioneered by SFIC and supported by International Enterprise (IE) Singapore and SPRING Singapore brought together the best of Singapore's furniture players to another successful year.

Actively participating in various trade shows around the world, the Singapore Mozaic contingents have received praise not only from the visitors but also from fellow exhibitors on the international furniture circuit. Singapore Mozaic exhibited at Index Dubai, imm cologne, Salone Internazionale del Mobile in Milan and our very own International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS). These high-visibility events have helped raise the profile of the Singapore furniture industry and build a positive awareness of our capabilities. We were also honoured by Senior Minister Goh Chok Tong's visit to our Singapore Mozaic booth at the Milan fair.

Continuing our efforts to expand business opportunities for our industry players globally, SFIC also headed a delegation to Orgatec 2008 and spearheaded missions to new markets like Russia, Hungary, the Czech Republic and Poland. Supported by IE Singapore through its International Marketing Activities Programme (IMAP) and SPRING Singapore, these missions allowed local companies to gather first-hand knowledge on the unique requirements of these individual markets, raise the profile of Singapore's furniture industry, explore partnership opportunities and seek out new business leads.



“SFIC has always been committed to promoting design excellence and nurturing young talents, not just in Singapore but also in the Asian region.”

Andrew Ng  
*President*  
Singapore Furniture  
Industries Council



The International Furniture Fair Singapore 2009 and 26th ASEAN Furniture Show (IFFS/AFS 2009) held from 9 to 12 March 2009 also saw a healthy attendance of 15,606 trade visitors from 118 countries, with a total of 104 overseas buying delegations from 38 different countries. This is a laudable achievement given the current economic scenario. I am very proud that year after year, IFFS/AFS has remained the preferred sourcing destination for top buyers. Even as the industry reconfigures in response to declining global demand, we achieved a commendable estimated total of US\$245 million in spot orders with an additional estimated US\$2.2 billion in follow-on sales expected for the year ahead.

Since the opening of the International Furniture Centre (IFC) in December 2007, the 160,000 sq ft space has become home to a wide spectrum of furniture labels and furnishing concepts with constant addition of exciting



new players and expansion of established brands. Its vibrancy is a testament to its high-quality offerings and its establishment as a year-round sourcing platform, both locally and overseas.

SFIC has always been committed to promoting design excellence and nurturing young talents, not just in Singapore but also in the Asian region. Through design competitions like the Furniture Design Award and FL!P Challenge, we have provided young designers with opportunities to flex their creative muscles. PLATFORM and Furniture Design Forum, our other design-focused initiatives have also been well received by members of the public and more importantly, gained recognition from industry players as a credible showcase for fresh new and innovative designs.

This year, we've also launched Design DNA (Develop, Nurture and Accelerate), a new programme supported by SPRING Singapore. As its name suggests, it is tailored to boost overall design standards and the capabilities of local furniture companies and designers. Design DNA will be implemented over the next three years to help the furniture industry fully leverage on design as a key competitive edge and driver for future growth, and we hope that industry players will take full advantage of this programme.

In a bid to enlarge our design gene pool and footprint, SFIC also led design missions supported by SPRING Singapore and DesignSingapore Council. Last year, SFIC

led a study mission involving creative explorations with renowned Italian furniture company, Magis, and another was held this year in conjunction with the 48th Salone Internazionale del Mobile where Singapore furniture companies met with top Italian furniture designers and companies like Moroso and Driade.

Besides raising design standards to better position ourselves to meet new challenges, SFIC is also well aware that financial assistance will go a long way in helping members weather the economic maelstrom. As such, the 3rd Member Assistance Scheme (MAS) was launched offering a financial package of up to S\$1 million to eligible companies to help members lower their business costs, strengthen their capabilities and explore new trade opportunities to ensure sustainability and facilitate market diversification efforts. Since its introduction, over 60% of the assistance funds have been given out. We are confident that with MAS, our members will be able to better position themselves to ride out this downturn and more effectively leverage on future opportunities.

The year 2008 was also a significant year for SFIC as we assumed the ASEAN Furniture Industries Council (AFIC) Chairman, Secretary General and Secretariat portfolios. Over the 2-year term, we will work closely with the AFIC members towards accelerating growth for the ASEAN furniture industry.

I would like to thank all government ministries, statutory boards and the media for their valuable contributions



and help. My sincere appreciation goes out also to all our members for their cooperation and encouragement. It is heartening to know that we all remain firm in our bid to further develop our local furniture industry and take it to the next level, despite the daunting challenges ahead. Last but not least, I would like to express my gratitude to my fellow Executive Committee and functional committee members as well as our Secretariat staff for all their effort and dedication in helping SFIC achieve another successful year.

I look forward to working with all of you towards achieving a better year ahead for the Singapore furniture industry.

A handwritten signature in black ink, appearing to read 'Andrew Ng'.

Andrew Ng  
President  
Singapore Furniture Industries Council



# sfic executive committee 2008/2010

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

**Vice President**  
**Jerry Tan**  
*Jaco Singapore  
Pte Ltd*

**President**  
**Andrew Ng**  
*Kiat Lee Industries  
Pte Ltd*

**Vice President**  
**Neo Sia Meng**  
*Four Star  
Industries Pte Ltd*

**Vice President**  
**Kenny Koh**  
*Star Furniture  
Pte Ltd*

**Asst Honorary  
Treasurer**  
**Alison Kwok**  
*Cathay Decoration &  
Construction Pte Ltd*

**Honorary  
Treasurer**  
**Steven Chew**  
*Sitra Holdings  
(International) Limited*

**Asst Honorary  
Secretary**  
**Ernie Koh**  
*Richin Furniture  
Décor Pte Ltd*





## sfic presidents (1981-2008)



1



2



3



4



5



6



7

1. Wong Liang Han  
1981/1984
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
7. Andrew Ng  
2007/2008

## co-opt members



1



2



3

1. Richard Koh  
Buylateral Group Pte Ltd  
(till April 2009)
2. Tony Lin  
Eurosa Furniture Co (Pte) Ltd
3. Andrew Pang  
Lavaworks

## executive committee members

1. Choo Yong Fee  
Cheng Meng  
Furniture Co. Pte Ltd



1

2. James Goh  
Lorenzo  
International Ltd



5

3. James Koh  
Koda Ltd



6

4. Jeffrey Yong  
Eurosa Furniture Co  
(Pte) Ltd



2

5. Jimmy Tan  
Cellini Design Center  
Pte Ltd



7

6. Por Khay Ti  
HTL International  
Holdings Ltd



3

7. Quah Soon Chow  
Getz Bros & Co  
(S) Pte Ltd



8

8. Sim Kah Choon  
Abitex Designs (S)  
Pte Ltd



4

9. Simon Ong  
Kingsmen  
Creatives Ltd



9