

# On The Move

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/ASEAN Furniture Show, Hospitality Asia and Deco Asia. SFIC also manages the International Furniture Centre at Sungei Kadut and represents Singapore in the ASEAN Furniture Industries Council (AFIC).





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# President's Message

The song goes, I will survive. However, that for Singapore in the past year, we have done much more than just survive. Amidst cautious recovery warnings sent out by economists worldwide, our government and business leaders led the country through a financial tsunami and the nation came out stronger than ever. The local furniture industry was no exception, as the past year saw creative and aggressive programmes being implemented and past initiatives bearing fruit. These activities greatly contributed to the trade earning S\$4.7 billion in the past year, and we remain steadfastly close to the target of achieving 1% share of the global furniture trade by 2015.

This year's International Furniture Fair Singapore and 27th ASEAN Furniture Show (IFFS/AFS 2010), saw an impressive growth of 17,277 trade visitors in 2010, as compared to 15,606 last year. This was a record number of trade visitors since the fair was renamed in 1992. Moreover, the fair

reported USD270 million of on-spot orders and an additional USD2.5 billion of follow-on orders expected in the coming year, a more than 10% increase from the previous fair. The healthy performance at the fair almost always augurs a good year ahead.

One of the most exciting programmes was the Naoto Fukasawa design workshop organised by SFIC. The award-winning Japanese designer conducted a workshop with Singapore-based designers and he helped the designers rethink, redesign and explore a Singaporean identity through their design concepts.

The workshop resulted in a collaborative project that will see prototypes produced after being vetted by Mr Fukasawa. This project serves to place the Singapore furniture industry on the world map for design creativity and we all look forward to seeing the prototypes early next year.

We continued our efforts to expand business

opportunities for our industry players globally, as SFIC led numerous delegations to various renowned international trade fairs, as well as actively organising business, missions and business matching activities. We did not rest on our laurels, as new growth opportunities were sought for the design and hospitality sectors too. This included the inaugural mission to the United States of America to meet hotel owners and contract manufacturers as well as the debut participation at the International Contemporary Furniture Fair in New York City by five design-led companies.

This past year also saw some long term initiatives began to bear fruit. Singapore Mozaic, the Singapore furniture industry brand pioneered by SFIC and supported by IE Singapore and SPRING Singapore, garnered a total of USD15.7 million on-spot orders and projected sales of USD285.3 million, an increase of 55% and 161% respectively

from the previous year. Considering that the unique B2B brand which represents Singapore's furniture finest only celebrated its second birthday in March 2010, its performance is a testament to the forward thinking behind the brand.

Another success story is the Furniture Design Award (FDA). The FDA 2010 saw a 72% increase in its submissions, garnering a total of 1,096 submissions as compared to 637 in 2009.

This shows that the 17-year-old Award has finally gained the recognition of designers as an important international showcase for their work.

The Furniture Learning Institute, launched in 2004 to provide customised and certified training programmes to raise the capabilities of the Singapore furniture industry, continued to be well-received. Over six years, it has kept up-to-date by working closely with government agencies and

ensured that the workforce stayed relevant. To date, it has conducted more than 141 courses and benefitted more than 2,000 participants. Plans are currently in the pipeline to corporatize the Institute to further SFIC's mission of increasing global competitiveness and human capital development of the industry workforce.

Sungei Kadut's development into an International Furniture Park is also coming along well. Key to the development of the project for the past two years has been the International Furniture Centre (IFC), which was the first step in the master plan. The IFC has served the industry well by providing a trading platform to furniture enterprises for global penetration, as well as complement IFFS/AFS by giving international buyers the convenience of doing business all year round.

Of course, all these wouldn't have been possible without key partners in the government and statutory boards.



SFIC is currently represented in the Association of Small and Medium Enterprises, DesignS, Enterprise Development Advisory Council, Singapore Association of Convention and Exhibition Organisers and Suppliers, Singapore Chinese Chamber of Commerce and Industry, Singapore Manufacturers' Federation, Specialists Trade Alliance of Singapore and regionally, we continue to chair the ASEAN Furniture Industries Council until the end of the year.

Yes, we survived the recession and it has made us stronger than ever. Despite our success stories, we are pressing ahead to implement more exciting programmes in the coming year. To that effect, we have partnered with the UOB-SMU Entrepreneurship Alliance Centre to conduct an industry survey at the end of last year. The survey's objectives were to develop a better understanding of the challenges that the industry face. It will also obtain feedback that will help tailor more relevant programmes



and activities as well as improve existing programmes.

I would like to thank all our stakeholders – the government ministries, statutory boards, the media and our members, for all their valuable contributions and cooperation through the year. It was all our combined efforts that ensured that the furniture industry not only survived, but thrived, in a tough year. I would also like to express my gratitude to my fellow Executive Committee and functional committee members, as well as our

Secretariat staff. Without your passionate commitment, SFIC wouldn't have had as good a year as we did.

I look forward to building upon our successes this past year and I'm eager to play my part in this ever-strengthening industry.

A handwritten signature in black ink, appearing to read 'Andrew Ng'. The signature is stylized and fluid, with a large initial 'A' and 'N'.

**Andrew Ng**  
President  
Singapore Furniture  
Industries Council

# SFIC Executive Committee 2008/2010

Singapore  
Furniture  
Industries  
Council



## 1. President

Andrew Ng  
*Kiat Lee Industries Pte Ltd*



## 2. Vice President

Jerry Tan  
*Jaco Singapore Pte Ltd*

## 3. Vice President

Neo Sia Meng  
*Four Star Industries Pte Ltd*

## 4. Vice President

Kenny Koh  
*Star Furniture Pte Ltd*



## 5. Honorary Secretary

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

## 6. Asst Honorary Secretary

Ernie Koh  
*Richin Furniture Décor Pte Ltd*



## 7. Honorary Treasurer

Steven Chew  
*Sitra Holdings (International)  
Limited*

## 8. Asst Honorary Treasurer

Alison Kwok  
*Cathay Decoration &  
Construction Pte Ltd*



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 2007/2010



1. Choo Yong Fee  
*Cheng Meng Furniture Co. Pte Ltd*
2. James Goh  
*Lorenzo International Ltd*
3. James Koh  
*Koda Ltd*
4. Jeffrey Yong  
*Eurosa Furniture Co (Pte) Ltd*
5. Jimmy Tan  
*Cellini Design Center Pte Ltd*
6. Por Khay Ti  
*HTL International Holdings Limited  
(Till April 2010)*
7. Phua Boon Huat  
*HTL International Holdings Limited  
(From June 2010)*
8. Quah Soon Chow  
*Getz Bros & Co (S) Pte Ltd*
9. Sim Kah Choon  
*Abitex Designs (S) Pte Ltd*
10. Simon Ong  
*Kingsmen Creatives Ltd*



1. Tony Lin  
*Eurosa Furniture Co (Pte) Ltd*
2. Andrew Pang  
*Lavaworks*

## SFIC Presidents (1981-2010)



## Executive Committee Members



## Co-Opt Members

