

president's message



James Goh
President
Singapore Furniture Industries Council

2011 is a particularly special one as the Singapore Furniture Industries Council marks its 30th Anniversary. Over the past 30 years, SFIC has worked closely with stakeholders in the government agencies and industry to develop the furniture sector in Singapore. In that time, we have grown from strength to strength; transforming what was once a small cottage industry into an international success story.

Today our island state commands nearly 1% of the global furniture trade and we are on track to hit our target of 1.5% market share by 2015. Last year, our industry grew 8% to S\$5.08 billion, exceeding the global furniture industry growth projection of 5%.

The past few years have been challenging ones for our industry, but we have stood firmly together, worked hard and our efforts are now bearing fruit. Thanks to the joint effort between industry, government, trade agencies and the SFIC, we have weathered the economic downturn and come back stronger than ever before. A job well done to us all!

However, our industry should not rest on its laurels now. We must continue to innovate, adapt and improve, as we work towards our vision to establish Singapore as the premier furniture hub in the region, providing total solutions to the global furniture market.

Earlier this year, we hosted the International Furniture Fair Singapore/ASEAN Furniture

Show (IFFS/AFS) 2011, which was an even bigger success than before. Incorporating the rebranded Deco Asia and the newly launched Hospitality Asia shows, IFFS/AFS was positively received by both exhibitors and buyers from around the world. This world-class event is now one of the largest trade shows in Singapore, attracting over 20,000 trade visitors each March.

In the area of internationalisation, SFIC has helped its members seek global business through greater participation at high profile international fairs such as imm Cologne and Orgatec in Germany, the Milan International Furniture Fair, Index Dubai and New York's International Contemporary Furniture Fair.

Amid the global slowdown, we carried out business development missions to key markets such as Vietnam, India and China to create opportunities for Singapore's furniture industry. These high-growth markets are the engines driving Asia's economic recovery and will be instrumental in



delivering growth opportunities for enterprising furniture companies.

The SFIC also spearheaded a "New Exporters" programme to help our members take the first step towards internationalisation, providing insightful mentorship and powerful practical opportunities to develop international business.

Our business-matching programme helped member companies identify opportunities



Image courtesy from Dionic (S) Pte Ltd

for profitable partnerships, and we signed memorandums of understanding with trade associations in Italy and China, strengthening our international ties.

With a growing number of opportunities in the green economy, we've placed an increasing emphasis on this new sector to help our member companies capitalise on the trend.

We also continued to refine SFIC's Singapore Mozaic initiative, a B2B industry brand supported by International Enterprise (IE) Singapore and SPRING Singapore. Today, Singapore Mozaic has 36 ambassadors, each possessing qualities synonymous with Singapore furniture's finest – quality, design, reliability and value.

Design is the other focus area that is anticipated to deliver strong growth. The Design DNA programme, now in its third year, continues to help member companies advance overall design standards and capabilities. The continuing design-led initiatives such as the Furniture

Design Award and PLATFORM were particularly well received.

The Furniture Design Forum, held alongside the IFFS/AFS, Deco Asia and Hospitality Asia saw nearly 400 attendees who came to listen to an international line-up of renowned design experts including Naoto Fukasawa, Belgium architect - Vincent Van Duysen and Marco Cappellin of Moroso, Italy. The Design Conversation series continued into its sixth year, this time hosting self-made British designer Tom Dixon, as he spoke to a full house of more than 400 designers, industry players and students.

2010 also witnessed a "once-in-a-lifetime" opportunity to learn from legendary minimalist designer Naoto Fukasawa. 20 Singapore-based designers participated in the Design Inevitable Workshop, working with Mr. Fukasawa to explore and develop their design process. 11 pieces of furniture were ultimately curated and showcased at the IFFS/AFS, Deco Asia and Hospitality Asia in March 2011.

In responding to the needs of a rapidly evolving workplace environment, the establishment of SFIC Institute offers a full range of courses catering to the industries' different needs. These include both knowledge and skill-based courses in diverse areas such as Business, Design, Service, Leadership Development, Manufacturing Technology, Consultancy and many more. The Institute ensures curriculum relevance with the latest industry developments to secure a competitive edge for their graduates.

Looking forward to 2012, we will build on our past successes and add even more elements to our design development programmes. SingaPlural, announced at this year's IFFS/ AFS, Deco Asia and Hospitality Asia, will kick off in 2012, creating a platform for advancing and promoting Singapore design and culture to local, regional and international audiences. The SFIC will also be embarking on the 2nd LEAD Programme to lead the industry forward over the next 3 years, which will cover areas on



Image courtesy from Office Planner Pte Ltd

Internationalisation, Singapore Mozaic, Design Development and Green Initiatives.

On the international stage, recent developments have cast a new wave of uncertainty for the global economy, with the turn of events unfolding in Europe and USA. As such, it has also inevitably induced pressure to our local players in facing new challenges. To succeed, SFIC continued its efforts to look after the industry through the implementation of collaboration, constantly seeking out innovation and empowered the industry with perseverance amidst challenging times.

Our furniture industry has come a long way in the past 30 years. With your continued support, the next 30 years will see us reach even greater heights and fulfil our vision of making Singapore the premier furniture hub for the region.

James Goh
President
Singapore Furniture
Industries Council

sfic executive committee 2010/2012

From left to right: **Mark Yong** Assistant Honorary Secretary Ewins Pte Ltd, **Steven Chew** Honorary Secretary Sitra Holdings (International) Limited, **Kenny Koh** Vice President Star Furniture Pte Ltd, **James Goh** President Lorenzo International Limited, **Ernie Koh** Vice President Richin Furniture Décor Pte Ltd, **Neo Sia Meng** Vice President Four Star Industries Pte Ltd, **Tony Pang** Honorary Treasurer V-Mark Woodcraft (S) Pte Ltd, **Phua Boon Huat** Assistant Honorary Treasurer HTL International Holdings Ltd



sific presidents (1981-2010)



From left to right / top to bottom: Wong Liang Han 1981/1984, Kesavan Choo Ker Yong 1985/1986, Tony Lin 1987/1990, James Koh 1991/1994 & 2003/2006, Choo Yong Fee 1995/1998, Bert Choong 1999/2002, Andrew Ng 2007/2010

co-opt members



From left to right / top to bottom:
Jake Tan *Admira Pte Ltd*,
Choo Yong Fee *Cheng Meng
Furniture Co Pte Ltd*, Tony Lin
Eurosa Furniture Co (Pte) Ltd,
Andrew Pang *Lavaworks*

executive committee members



From left to right / top to bottom: Sim Kah Choon *Abitex
Designs (S) Pte Ltd*, Alison Kwok *Cathay Interiors Pte Ltd*,
Jimmy Tan *Cellini Design Center Pte Ltd*, Jeffrey Yong *Eurosa
Furniture Co (Pte) Ltd*, Quah Soon Chow *Getz Bros & Co
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Creatives Ltd*, James Koh *Koda Ltd*