

sfic functional committee



FINANCIAL MANAGEMENT

ADVISORY COMMITTEE

CHAIRMAN

James Goh

Lorenzo International Limited

COMMITTEE MEMBERS

Andrew Ng

Kiat Lee Industries Pte Ltd

James Koh

Koda Ltd

Bert Choong

Nobel Design Holdings Ltd

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

FINANCE COMMITTEE

CHAIRMAN

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

COMMITTEE MEMBERS

Alison Kwok

Cathay Interiors Pte Ltd

Phua Boon Huat

HTL International Holdings Ltd

Steven Chew

Sitra Holdings (International) Ltd

SFIC INSTITUTE PTE LTD

BOARD OF DIRECTORS

CHAIRMAN

Neo Sia Meng

Four Star Industries Pte Ltd

COMMITTEE MEMBERS

Andrew Ng

Kiat Lee Industries Pte Ltd

James Goh

Lorenzo International Limited

Por Khay Ti

Shermaine Ong

(from June 2011)

IFFS PTE LTD

BOARD OF DIRECTORS

CHAIRMAN

Andrew Ng Kiat Lee Industries Pte Ltd

COMMITTEE MEMBERS

Jerry Tan	Jaco Singapore Pte Ltd
James Koh	Koda Ltd
James Goh	Lorenzo International Limited
Bert Choong	Nobel Design Holdings Ltd
Ernie Koh	Richin Furniture Décor Pte Ltd
Kenny Koh	Star Furniture Pte Ltd
Tony Pang	V-Mark Woodcraft (S) Pte Ltd

IFFS/AFS, DECO ASIA AND HOSPITALITY ASIA 2011

CHAIRMAN

Tony Pang V-Mark Woodcraft (S) Pte Ltd

ADVERTISING & PROMOTIONS COMMITTEE

CHAIRMAN

Sim Kah Choon Abitex Designs (S) Pte Ltd

EXHIBITORSHIP & VISITORSHIP PROMOTION COMMITTEE

COMMITTEE MEMBERS

Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
Phua Boon Huat	HTL International Holdings Ltd
Ernie Koh	Richin Furniture Décor Pte Ltd
Steven Chew	Sitra Holdings (International) Ltd

OPERATIONS COMMITTEE

ADVISOR

Tony Pang V-Mark Woodcraft (S) Pte Ltd

EXHIBITORS/BUYERS NIGHT COMMITTEE

COMMITTEE MEMBERS

Jake Tan	Admira Pte Ltd
Alison Kwok	Cathay Interiors Pte Ltd
Mark Yong	Ewins Pte Ltd
Phua Boon Huat	HTL International Holdings Ltd
Steven Chew	Sitra Holdings (International) Ltd

INDUSTRY DEVELOPMENT PROGRAMMES

INTERNATIONAL MARKETING COMMITTEE

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Jerry Tan Jaco Furniture Pte Ltd

VICE CHAIRMAN

Mark Yong Ewins Pte Ltd

COMMITTEE MEMBERS

Jeffrey Yong Eurosa Furniture Co (Pte) Ltd
Phua Boon Huat HTL International Holdings Ltd
Steven Chew Sitra Holdings (International) Ltd
Kenny Koh Star Furniture Pte Ltd

SINGAPORE MOZAIC ADVISORY PANEL

CHAIRMAN

Simon Ong Kingsmen Projects Pte Ltd

PANEL MEMBERS

Choo Yong Fee Cheng Meng Furniture Co Pte Ltd
Andrew Ng Kiat Lee Industries Pte Ltd

GREEN INITIATIVES COMMITTEE

CHAIRMAN

Ernie Koh Richin Furniture Décor Pte Ltd

VICE-CHAIRMAN

Mark Yong Ewins Pte Ltd

COMMITTEE MEMBERS

Jake Tan Admira Pte Ltd
Choo Yong Fee Cheng Meng Furniture Co Pte Ltd
Neo Sia Meng Four Star Industries Pte Ltd
Gavin Woo Office Planner Pte Ltd
Steven Chew Sitra Holdings (International) Ltd

INTERNATIONAL DESIGN ADVISORY PANEL

CHAIRMAN

Simon Ong Kingsmen Projects Pte Ltd

VICE-CHAIRMAN

Andrew Pang Lavaworks

COMMITTEE MEMBERS

Carsten Ovesen Carsten Ovesen Design
Patrick Chia Incubation Design Centre, NUS
Naoto Fukasawa Naoto Fukasawa Design
Kenny Hong Technigroup Far East Pte Ltd (till March 2011)
Kelley Cheng The Press Room
Michael Ian Buckley Turnstone Communications Pte Ltd
Felix Low Foundry Pte Ltd
Lim Choon Hong X-TRA Designs Pte Ltd

DESIGN DEVELOPMENT COMMITTEE

CHAIRMAN

Simon Ong Kingsmen Projects Pte Ltd

VICE-CHAIRMAN

Andrew Pang Lavaworks

COMMITTEE MEMBERS

Patrick Chia Incubation Design Centre, NUS
Kenny Hong Technigroup Far East Pte Ltd (Till March 2011)
Kelley Cheng The Press Room
Felix Low Foundry Pte Ltd
Lim Choon Hong X-TRA Designs Pte Ltd

CHINA OPERATIONS

CHAIRMAN

Tony Lin Eurosa Furniture Co (Pte) Ltd

GROUP RETAILING COMMITTEE

CHAIRMAN

Kenny Koh Star Furniture Pte Ltd

VICE CHAIRMAN

Jimmy Tan Cellini Design Center Pte Ltd

COMMITTEE MEMBERS

Sim Kah Choon Abitex Designs (S) Pte Ltd
Jeffrey Yong Eurosa Furniture Co (Pte) Ltd
Neo Sia Meng Four Star Industries Pte Ltd

INTERNATIONAL FURNITURE CENTRE (IFC) COMMITTEE

CHAIRMAN

Kenny Koh Star Furniture Pte Ltd

VICE-CHAIRMAN

Jimmy Tan Cellini Design Center Pte Ltd

TENANTS RECRUITMENT

CHAIRMAN

Neo Sia Meng Four Star Industries Pte Ltd

VISITORSHIP PROMOTIONS (TRADE)

CHAIRMAN

Kenny Koh Star Furniture Pte Ltd

VICE CHAIRMAN

Jeffrey Yong Eurosa Furniture Co (Pte) Ltd

ADVERTISING & PROMOTIONS COMMITTEE

CHAIRMAN

Sim Kah Choon Abitex Designs (S) Pte Ltd

INTERNATIONAL FURNITURE PARK PROJECT

ADVISOR

Bert Choong Nobel Design Holdings Ltd

CHAIRMAN

Kenny Koh Star Furniture Pte Ltd

COMMITTEE MEMBERS

Neo Sia Meng	Four Star Industries Pte Ltd
Andrew Ng	Kiat Lee Industries Pte Ltd
James Koh	Koda Ltd
James Goh	Lorenzo International Ltd
Steven Chew	Sitra Holdings (International) Ltd



CORPORATE SERVICES

PUBLICATIONS – SFIC E-NEWSLETTER / WEBSITE

ADVISORS

Sim Kah Choon	Abitex Designs (S) Pte Ltd
Mark Yong	Ewins Pte Ltd
Steven Chew	Sitra Holdings (International) Ltd

PUBLIC RELATIONS

CHAIRMAN

Steven Chew	Sitra Holdings (International) Ltd
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VICE CHAIRMAN

Mark Yong	Ewins Pte Ltd
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COMMITTEE MEMBERS

Jake Tan	Admira Pte Ltd
Sim Kah Choon	Abitex Designs (S) Pte Ltd
Neo Sia Meng	Four Star Industries Pte Ltd
Simon Ong	Kingsmen Projects Pte Ltd
James Goh	Lorenzo International Ltd
Ernie Koh	Richin Furniture Décor Pte Ltd
Kenny Koh	Star Furniture Pte Ltd
Tony Pang	V-Mark Woodcraft (S) Pte Ltd

MEMBERSHIP SERVICES COMMITTEE

CHAIRMAN

Alison Kwok	Cathay Interiors Pte Ltd
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COMMITTEE MEMBERS

Jake Tan	Admira Pte Ltd
Mark Yong	Ewins Pte Ltd
Phua Boon Huat	HTL International Holdings Ltd
Steven Chew	Sitra Holdings (International) Ltd

30TH ANNIVERSARY / CHARITY EVENT

CHAIRMAN

Tony Pang	V-Mark Woodcraft (S) Pte Ltd
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COMMITTEE MEMBER

Phua Boon Huat	HTL International Holdings Ltd
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DINNER & DANCE/CHINESE NEW YEAR CELEBRATIONS ORGANISING COMMITTEE

CHAIRMAN

Mark Yong Ewins Pte Ltd

COMMITTEE MEMBERS

Jake Tan Admira Pte Ltd
Phua Boon Huat HTL International Holdings Ltd
Andrew Pang Lavaworks
Tony Pang V-Mark Woodcraft (S) Pte Ltd

GOLF TOURNAMENT ORGANISING COMMITTEE

ADVISORS

Simon Ong Kingsmen Projects Pte Ltd
James Goh Lorenzo International Ltd

CHAIRMAN

Jimmy Tan Cellini Design Center Pte Ltd

VICE CHAIRMAN

Sim Kah Choon Abitex Designs (S) Pte Ltd

COMMITTEE MEMBERS

Quah Soon Chow Getz Bros & Co (S) Pte Ltd
Andrew Ng Kiat Lee Industries Pte Ltd
James Koh Koda Ltd

YOUTH FURNITURE COMMITTEE (YFC)

ADVISORS

Alison Kwok Cathay Interiors Pte Ltd
Steven Chew Sitra Holdings (International) Ltd

CHAIRMAN

Mark Yong Ewins Pte Ltd

VICE CHAIRMAN

Phua Boon Huat HTL International Holdings Ltd

COMMITTEE MEMBER

Jake Tan Admira Pte Ltd



LEAD 2 PROGRAMME

ADVISOR

Andrew Ng

Kiat Lee Industries Pte Ltd

CHAIRMAN

James Goh

Lorenzo International Ltd

COMMITTEE MEMBERS

Neo Sia Meng

Four Star Industries Pte Ltd

Simon Ong

Kingsmen Projects Pte Ltd

Andrew Pang

Lavaworks

Ernie Koh

Richin Furniture Décor Pte Ltd

Kenny Koh

Star Furniture Pte Ltd

REPRESENTATION TO OTHER ORGANISATION

ASEAN FURNITURE INDUSTRIES COUNCIL

CHAIRMAN

Jerry Tan

Jaco Furniture Pte Ltd (till December 2010)

VICE CHAIRMAN

Andrew Ng

Kiat Lee Industries Pte Ltd (till December 2010)

Jerry Tan

Jaco Furniture Pte Ltd (from December 2010)

SECRETARY GENERAL

Steven Chew

Sitra Holdings (International) Ltd (till December 2010)

COMMITTEE MEMBERS

Mark Yong

Ewins Pte Ltd

Neo Sia Meng

Four Star Industries Pte Ltd

Kenny Koh

Star Furniture Pte Ltd

Tony Pang

V-Mark Woodcraft (S) Pte Ltd

Ernie Koh

Richin Furniture Décor Pte Ltd

Steven Chew

Sitra Holdings (International) Ltd (from December 2010)

DESIGNS

Andrew Ng

Kiat Lee Industries Pte Ltd

Simon Ong

Kingsmen Projects Pte Ltd

Andrew Pang

Lavaworks

SPECIALISTS TRADE ALLIANCE SINGAPORE

Mark Yong

Ewins Pte Ltd

Quah Soon Chow

Getz Bros & Co (S) Pte Ltd