

# year in review



It has been 30 years of brilliance and success since the founding of the Singapore Furniture Industries Council (SFIC) in 1981. Established with purpose-driven goals to help Singapore furniture industry grow beyond our local shores, we have continuously sharpened our reflexes and quickened our pace to compete in the ever-changing and dynamic business environment.

It is this collective fervour and zeal for progress, from all our members and supporting government agencies that changed the fate of the Singapore furniture industry. Year on year, the industry has enjoyed robust expansion and Singapore has evolved to become a premier regional furniture and design hub.

As pleased as we are with our performance, we are confident that we can raise our game. We reviewed our industry progress and in 2006, SFIC adopted a strategic plan to identify our priorities. This LEAD initiative focussed on three key areas; nurturing a high value-added workforce, developing more design-centric companies and creating a synergised industry network to capture a bigger global market share.

Since then, we have achieved significant milestones and successes. Over the course of the last three decades, Singapore has become a global furniture

industry player with operations in more than 16 countries worldwide.

2010 was an outstanding year in our continuing shift towards growth. Monumental strides were made on many fronts via our six key thrusts to LEAD the industry forward:

- Grow and expand business globally
- Raise design standards and capabilities
- Enhance value-add of industry workforce through SFIC Institute
- Establish International Furniture Centre (IFC) / International Furniture Park (IFP)
- Develop membership outreach programme
- Develop and maintain industry growth profile