



JAMES GOH
PRESIDENT
Singapore Furniture
Industries Council



The Singapore furniture industry has come a long way since the early 80s. Thirty years on, we are proud to have created a nation that is quickly establishing into a premier furniture and design hub.

The Singapore Furniture Industries Council has worked closely with government and stakeholders to support local enterprises and enhance the industry's capabilities in design, branding and international market expansion, as well as nurture budding designers and young Singaporeans to be the next international design ace.

We are pleased to note that the Singapore furniture industry has held up well despite global headwinds caused by a volatile financial environment. We have grown the Singapore's market share to S\$5.62 billion, a growth of 20% as compared to S\$4.69 billion in 2009. Building on our core strengths and design capabilities, we are well on the way to achieve our goal of raising Singapore furniture industry's global market share to 1.5% by 2015 (2011: 0.97%). A big thank you to all industry players, government and trade agencies for your support as we look forward to our next stage of growth.

Local enterprises, global reach

Global trade in furniture has expanded steadily and is poised for further growth. In 2011, world trade of furniture achieved is projected at US\$113 billion, up from US\$96 billion in 2009. Despite the growth,

the local furniture industry may face challenges from the global economic uncertainties looming ahead. It is often said that opportunity arises during times of adversity. In the face of rising costs, a number of local enterprises are exploring or have set up overseas manufacturing bases to be globally competitive, while keeping the Singapore brand identity which is synonymous with brand quality.

Initiatives are in the works to groom and assist local enterprises to grow into global companies. The SFIC will also continue to work closely with the various government agencies to further enhance the industry's capabilities and organisational excellence over the next three years.

Each year, SFIC leads local furniture companies on overseas trade missions to emerging markets, with the aim of helping SFIC member companies to explore new growth opportunities and encourage areas for bi-lateral trade development. In particular, a contingent of 57 trade delegates from six ASEAN countries – Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam – made their maiden foray to Myanmar in June 2012. The trip is significant as it opens up a whole new world of investment opportunities in timber trading and natural resources, both



Image courtesy from Air Division Pte Ltd

of which will bring economic benefits to the country and furniture industry players.

An eventful year

Design continues to play a major role in the events that we host throughout the year. The inaugural Singapore Furniture Design Week, aptly named SingaPlural, represents a single entity that showcases the best design talents from the multi-faceted design arena in Singapore. The debut edition by the SFIC attracted strong participation from established homegrown designers as well as budding student designers from design institutions. It included various satellite exhibitions and design seminars in the city, in conjunction with the annual International Furniture Fair



Singapore 2012/29th ASEAN Furniture Show, The Decor Show and The Hospitality Show 2012 [IFFS 2012].

Held at the Singapore Expo, IFFS 2012 drew crowds of 23,552 hailing from all over the world and a total of US\$303 million spot orders were transacted over the four-day exhibition. Other event highlights include D'Space, Furniture Design Platform and Furniture Design Award, featuring the finest of local and international designers' offerings in product launches, as well as public installations and an inaugural Hospitality.Design. Furniture Conference.

In the move towards promoting green initiatives, SFIC presented the inaugural Green Pavilion during this year's IFFS. Curated by British material extraordinaire,

Chris Leteri, the Green Pavilion features ten SFIC members' products that are diverse in their approach towards sustainable practices.

On the same note, SFIC recognises the need for Singapore to push for a greener built environment and the growing interest in green-certified products. With this in mind, SFIC launched an e-Green Guide which contains best business practices and serves as a useful guide for those who are keen on starting, building and growing a green business. In addition, SFIC and Singapore Green Building Council signed a Memorandum of Understanding (MOU) to collaborate on green building development. Both parties will work together to promote green furniture production, designs, practices and technologies, as

well as integrate green building initiatives into procurement, construction, production, and operation of building materials. We hope the MOU will generate greater awareness of best industry practices, including green certification schemes and in the long term, pave the way for more partnerships and growth opportunities between building and furniture industries.

Raising productivity, delivering growth

At SFIC, we continue to step up efforts to raise the productivity bar and capability development to help local enterprises become globally competitive. People are our industry's greatest asset and training is therefore imperative to keep workers' skills relevant in the ever-changing business environment.

In February 2012, SFIC unveiled the 4th Member Assistance Scheme, a financial package to help members weather the current economic uncertainties. Under the scheme, up to S\$1 million will be extended to all eligible members to help strengthen business capabilities and boost competitiveness by developing the industry's human capital.

The SFIC Institute, a subsidiary of SFIC, was incorporated with a focus on spearheading training

and development initiatives for the industry. To date, it has successfully developed 10 new courses and is accorded the Approved Training Organisation (ATO) status by the Singapore Workforce Development Agency (WDA) as well as Preferred Partner of Choice for the WDA Creative Framework. In July 2012, SFIC Institute successfully launched Project Creation – a WSQ apprenticeship programme jointly developed with WDA and supported by SPRING Singapore as well as NTUC's e2i. The programme aims to build a pipeline of skilled designers for the furniture industry and successful graduates are issued the WSQ Advanced Certificate in Industrial Design.

Corporate Social Responsibility

With the accomplishments achieved in the industry, SFIC

believes in contributing and giving back to society via its adopted charity – the Handicaps Welfare Association (HWA). During the 18th Charity Golf Tournament, SFIC successfully raised a net proceed of S\$82,330 for the members of HWA.

Future Plans

From 2012, we have embarked on the second phase of our Local Enterprise and Association Development (LEAD) Programme which will mainly cover Internationalisation, Singapore Mozaic, Design Development and Green Initiatives.

A product of SFIC's brainchild, International Furniture Centre (IFC) is the epicentre of an exciting "one-stop" business model perfected as an integral part of Singapore's International Furniture Park (IFP). Well into our 5th year of operations, the

IFC has recorded full occupancy and generated more than S\$70 million of sales since the start of its operations in 2007. Plans are well underway to integrate a new IFP Building into our business plan. This will be aligned with our vision to position IFP as the epicentre of the region's furniture industry.

Acknowledgement

On behalf of the SFIC, I would like to extend my sincere appreciation to my fellow Executive Committee members as well as our dedicated staff for their commitment and tireless efforts in developing and steering the industry to success. It is critical now to put in place a road map to develop and groom future industry leaders and ensure a successful leadership transition.

I also wish to express my deepest appreciation to our valued members, business associates and government agencies for their trust and support for SFIC.



JAMES GOH

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SFC EXECUTIVE COMMITTEE 2010/2012

From left to right / top to bottom:

JAMES GOH
PRESIDENT
Executive Chairman
Lorenzo International Limited

ERNIE KOH
VICE PRESIDENT
Executive Director
Richin Furniture Décor Pte Ltd

STEVEN CHEW
HONORARY SECRETARY
Deputy CEO
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TONY PANG
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V-Mark Woodcraft (S) Pte Ltd

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Executive Director
Four Star Industries Pte Ltd

KENNY KOH
VICE PRESIDENT
Managing Director
Star Furniture Pte Ltd

MARK YONG
ASSISTANT HONORARY SECRETARY
Marketing Director
Ewins Pte Ltd

PHUA BOON HUAT
ASSISTANT HONORARY TREASURER
Manager, Merchandising & Direct Sales
HTL International Holdings Ltd



SFC 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

EXECUTIVE COMMITTEE MEMBERS



From left to right / top to bottom:
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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 (S) Pte Ltd
JERRY TAN Jaco Singapore Pte Ltd
ANDREW NG Kiat Lee Industries Pte Ltd
SIMON ONG Kingsmen Projects Pte Ltd
JAMES KOH Koda Ltd

CO-OP MEMBERS



From left to right:
JAKE TAN Admira Pte Ltd
CHOO YONG FEE Cheng Meng Furniture Co Pte Ltd
TONY LIN Eurosa Furniture Co (Pte) Ltd
ANDREW PANG Lavaworks