



FINANCIAL MANAGEMENT

ADVISORY COMMITTEE

Chairman	James Goh	Lorenzo International Limited
Committee Members	Andrew Ng James Koh Bert Choong Tony Pang	Kiat Lee Industries Pte Ltd Koda Ltd Nobel Design Holdings Ltd V-Mark Woodcraft (S) Pte Ltd

FINANCE COMMITTEE

Chairman	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Committee Members	Alison Kwok Phua Boon Huat Steven Chew	Cathay Interiors Pte Ltd HTL International Holdings Ltd Sitra Holdings (International) Ltd

SFIC INSTITUTE PTE LTD

BOARD OF DIRECTORS

Chairman	Neo Sia Meng	Four Star Industries Pte Ltd
Committee Members	Andrew Ng James Goh Shermaine Ong	Kiat Lee Industries Pte Ltd Lorenzo International Limited Singapore Furniture Industries Council

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, THE DÉCOR SHOW, THE HOSPITALITY SHOW 2012

Chairman	Tony Pang	V-Mark Woodcraft (S) Pte Ltd
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ADVERTISING & PROMOTIONS COMMITTEE

Chairman	Sim Kah Choon	Abitex Designs (S) Pte Ltd
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EXHIBITORSHIP & VISITORSHIP PROMOTION COMMITTEE

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

OPERATIONS COMMITTEE

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

Chairman	Jerry Tan	Jaco Singapore Pte Ltd
Vice Chairman	Mark Yong	Ewins Pte Ltd

Committee Members	Jeffrey Yong Phua Boon Huat Steven Chew Kenny Koh	Eurosa Furniture Co (Pte) Ltd HTL International Holdings Ltd Sitra Holdings (International) Ltd Star Furniture Pte Ltd
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SINGAPORE MOZAIC ADVISORY PANEL

Chairman	Simon Ong	Kingsmen Projects Pte Ltd
Panel Members	Choo Yong Fee Andrew Ng	Cheng Meng Furniture Co Pte Ltd Kiat Lee Industries Pte Ltd

GREEN INITIATIVES COMMITTEE

Chairman	Ernie Koh	Richin Furniture Decor Pte Ltd
Vice-Chairman	Mark Yong	Ewins Pte Ltd
Committee Members	Neo Sia Meng Gavin Woo Steven Chew	Four Star Industries Pte Ltd Office Planner Pte Ltd Sitra Holdings (International) Ltd

INTERNATIONAL DESIGN ADVISORY PANEL

Chairman	Simon Ong	Kingsmen Projects Pte Ltd
Vice Chairman	Andrew Pang	Lavaworks
Committee Members	Carsten Ovesen Kenny Hong Felix Low Patrick Chia Naoto Fukasawa Kelley Cheng Michael Ian Buckley Lim Choon Hong	Carsten Ovesen Design Design Studio Furniture Manufacturer Ltd Foundry Pte Ltd Incubation Design Centre, NUS Naoto Fukasawa Design The Press Room Turnstone Communications Pte Ltd X-TRA Designs Pte Ltd

DESIGN DEVELOPMENT COMMITTEE

Chairman	Simon Ong	Kingsmen Projects Pte Ltd
Vice Chairman	Andrew Pang	Lavaworks
Committee Members	Kenny Hong Felix Low Patrick Chia Kelley Cheng Lim Choon Hong	Design Studio Furniture Manufacturer Ltd Foundry Pte Ltd Incubation Design Centre, NUS The Press Room 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)

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 Limited
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
Vice Chairman	Mark Yong	Ewins Pte Ltd
Committee Members	Sim Kah Choon	Abitex Designs (S) Pte Ltd
	Jake Tan	Admira 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 Decor 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
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

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 Limited
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

YOUTH FURNITURE COMMITTEE (YFC)

Advisors	Alison Kwok Steven Chew	Cathay Interiors Pte Ltd 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 Limited
Committee Members	Neo Sia Meng Simon Ong Andrew Pang Ernie Koh Kenny Koh	Four Star Industries Pte Ltd Kingsmen Projects Pte Ltd Lavaworks Richin Furniture Décor Pte Ltd Star Furniture Pte Ltd

REPRESENTATION TO OTHER ORGANISATION

ASEAN FURNITURE INDUSTRIES COUNCIL

Vice Chairman	Jerry Tan	Jaco Furniture Pte Ltd
Committee Members	Mark Yong Neo Sia Meng Ernie Koh Steven Chew Kenny Koh Tony Pang	Ewins Pte Ltd Four Star Industries Pte Ltd Richin Furniture Decor Pte Ltd Sitra Holdings (International) Ltd Star Furniture Pte Ltd V-Mark Woodcraft (S) Pte Ltd

DESIGNS

Andrew Ng	Kiat Lee Industries Pte Ltd
Simon Ong	Kingsmen Projects Pte Ltd
Andrew Pang	Lavaworks

SPECIALISTS TRADE ALLIANCE SINGAPORE

Jake Tan	Admira Pte Ltd
Mark Yong	Ewins Pte Ltd
Quah Soon Chow	Getz Bros & Co (S) Pte Ltd