



2012 marks a new chapter for the Singapore Furniture Industries Council (SFIC) as we celebrate 30 glorious years of developing Singapore into a premier furniture and design hub. Since the start of the Local Enterprise and Association Development (LEAD) Programme in 2006, we are proud to announce the accomplishments which arose as a result of the initiatives launched since then.

These include nurturing a high value-added workforce, developing more design-centric companies and creating a synergised industry network to capture a bigger global market share.

Moving forward, we have since embarked on LEAD 2 Programme as well as the Furniture Industry Productivity Plan. The aim is to increase sector-wide nominal value-add (VA) per worker by 20% and to raise Singapore furniture industry's global market share from 1% to 1.5% by 2015.

SFIC will continue our pursuit towards making Singapore the hub of Asia's furniture design innovation and international furniture trade. We have identified seven key thrusts in our blueprint to help our stakeholders stay relevant and competitive in today's fast-changing landscape:

- Grow and expand our business globally

- Raise design standards and capabilities
- Promote green initiatives
- Enhance value-add of the industry's workforce through the SFIC Institute
- Establish the International Furniture Centre and International Furniture Park
- Develop a membership outreach programme
- Develop and maintain a positive industry profile

Our key focus areas will be in marketing, design, branding and learning to build and enhance the industry and enterprises' competitive advantages over the next three years. SFIC will remain committed as the voice of the industry and drive key initiatives or in collaboration with government agencies.

We hope to realise our vision of creating Singapore into an agile, vibrant, transparent, discerning and forward-looking furniture hub with passion and style.



## GROW AND EXPAND BUSINESS GLOBALLY

### **International Furniture Fair Singapore 2012/ 29th ASEAN Furniture Show (IFFS/AFS 2012), The Decor Show and The Hospitality Show 2012**

The International Furniture Fair Singapore 2012/29th ASEAN Furniture Show, The Decor Show and The Hospitality Show 2012 (IFFS/AFS 2012) has

again concluded on a high note, boosting industry confidence for the year ahead.

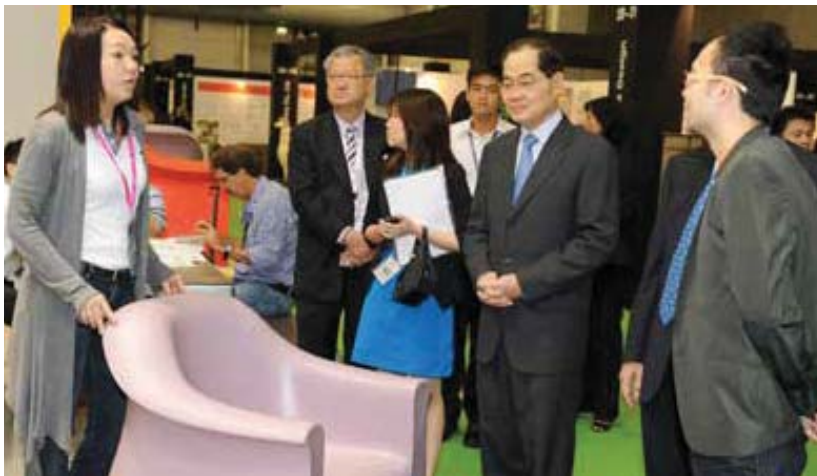
A total of 512 companies from 26 countries participated in the trilogy of shows this year, spanning seven halls in Singapore Expo. We are pleased that the event has garnered attendance from a strong contingent of exhibitors from the

ASEAN and Asian countries, and audiences were exposed to a rich mix of visual displays from the region and beyond.

IFFS has once again proven its positioning as Asia's premier, design-led furniture sourcing platform within the industry. The event attracted a total of 23,552 trade visitors over the four-day show that ran from 9 to 12 March. A larger group of hosted buying delegations, together with higher pre-registration figures, translated to an increase of approximately 13% in actual visitor numbers. Around US\$303 million of spot orders were transacted during the fair, up from US\$289 million last year, coupled with the post follow up sales which are expected to top US\$3.6 billion.

D'Space was one of the highlights in this year's exhibition which featured some of the most intriguing displays across





the halls. Dubbed as a unique segment that is dedicated to design, D'Space also made room for the PLATFORM showcase.

In addition, PLATFORM also housed the design and green seminars which attracted over 400 participants. D'Space has taken a step further to illustrate young designers' talents by collaborating with design schools and institutions on some projects,

including 30 Chairs Lifestories and the Young Designer Showcase.

Elsewhere in the streets of the city centre, 'SingaPlural', the inaugural Singapore Furniture Design Week, took place alongside the exhibition. A special shuttle service brought visitors from the Singapore Expo to Design\*SCAPE, Park Mall, Plaza Singapura and SPACE

at Bencoolen Street, to view and experience the satellite exhibitions downtown.

### **Overseas Fairs/Business Missions & Business Matching Programme**

SFIC is constantly seeking opportunities to elevate the profile of Singapore's furniture industry in the international market. SFIC, with the support of DesignSingapore Council and International Enterprise (IE) Singapore, has led numerous delegations to participate in prominent international furniture trade fairs. Some of the notable trade shows are imm Cologne in Germany, Index Dubai in UAE, Maison&Objet in Paris, India International Furniture Fair in Mumbai and Furniture China in Shanghai.

With strong support from government agencies, SFIC also

organised business mission trips to Spain, China and the most recent joint mission with ASEAN Furniture Industries Council (AFIC) to Myanmar. During these trips, SFIC successfully allied with several foreign counterparts to spur further growth for the Singapore furniture industry.

### **New Exporters Mentoring Programme**

Nurturing the next generation has always been of utmost importance to SFIC. To inspire more industry players to excel and expand their businesses, 204 young exporters have participated in SFIC's New Exporters

Programme since its inception in 2007 and the numbers continue to increase each year. Other than providing them with export support and guidance, the home-grown trade show – IFFS – also serves as an essential and cost effective trade platform for them to enhance their business skill sets. At the recently concluded show, 15 new exporters were supported under IE Singapore's iMAP scheme.



### **Overseas Industry Cluster**

SFIC has proactively encouraged its members to explore the possibility of establishing overseas manufacturing bases with the aim of achieving optimal costs efficiency and quality products, whilst maintaining their headquarters in Singapore for marketing, design, branding and product development.



We are proud to witness the success of our Singapore furniture manufacturers today, many of whom have set up commercial presence in more than 16 countries around the

world. SFIC has also been successful in promoting the formation of industry clusters exemplified by the Singapore Furniture Industry Park in Kunshan, China.

# THRUST 2

## RAISING DESIGN STANDARDS AND CAPABILITIES

At SFIC, we are committed to spearheading design development in the industry by creating partnership opportunities between designers and manufacturers.

### **FURNITURE DESIGN AWARD (FDA) 2012**

The FDA is a widely recognised annual furniture design competition which aims to develop design talents and uncover creative minds across the globe. The Award provides an expedient avenue for designers to express their creativity, gain recognition in the industry and launch their careers. It also serves to maintain dynamism and vibrancy of the regional furniture design trade.

Themed “Love, Think, Design Green” a total of 463 creative design entries from 20 countries worldwide were received from



both Students and Designers categories during FDA 2012. Winning entries were showcased at the International Furniture Fair Singapore/29th ASEAN Furniture Show, The Deco Asia and The Hospitality Show 2012 (IFFS 2012).

Come 2013, the FDA will be celebrating its 20th anniversary. With the full support of DesignSingapore Council, International Enterprise (IE)

Singapore, SPRING Singapore, American Hardwood Export Council and DesignS, FDA 2013 will be themed “Co-Exist”, and it aims to challenge designers to rethink their roles and contemplate global issues affecting the environment today.

### **PLATFORM 2012**

PLATFORM is another avenue to help promising, young local and international furniture designers

launch their new prototypes in the international market, kick-start their design careers and form fruitful partnerships with leading manufacturers and buyers that visit IFFS 2012. The event featured works from 75 young and aspiring designers from various countries. A total of 20 potential business leads as well as 21 spot orders were generated.

PLATFORM will be renamed as Furniture Design Platform (FDP) from 2013 onwards.



## DESIGN SEMINARS

Three local and international designers were specially invited to present their invaluable opinions and concepts about the



theme "It's all about Green and Design" during IFFS 2012. They are: British designer and materials specialist Chris Lefteri, up-and-coming Dutch designer Pepe Heykoop as well as award-winning, local based design consultancy studio, Cilicon Faytory.

Over 400 participants from various industries including



design directors and manufacturers attended the event.

## DESIGN MISSION

SFIC envisions Singapore to steadily gain leadership in design and creativity. Through an increased pool of Singapore-based designers, ground-breaking research capabilities and further adoption of technologies, SFIC implements initiatives to achieve the above objectives such as organising networking events for designers as well as study missions.



In October 2011, SFIC, SPRING Singapore and DesignSingapore Council led a team of 18 designers and key management staffs from 13 Singapore furniture companies to the United Kingdom (UK) and Spain. During their visit to one of the world's largest design events – 100% Design London and Tent London – the team had the opportunity to study English furniture design trends and methodology at the prominent London-based, Central Saint Martins College of Art. From UK, the delegation headed

to Elisava, Spain's leading design school renowned for its strong traits in innovative, creative and cross-disciplinary line of training and research for the professional world. Industry visits to well-known furniture retailers and manufacturers were part of this mission trip.

### **SINGAPLURAL 2012**

SingaPlural represents a single entity that displays the best design elements from the multi-faceted creative spectrum

including Architecture, Furniture, Interiors, Graphics and Fashion in Singapore.

The inaugural edition of SingaPlural was launched during 9 – 12 March 2012 through a series of design trails which encompassed multiple satellite exhibitions, taking design out into the city streets of Singapore. Co-organised by SFIC and the IFFS, the event aimed to promote Singapore into the design hub of Asia, by showcasing the finest of local design capabilities to the international market.

Highlights include the 30 Chairs Lifestories, 48 Hours Challenge





as well as Design-Larger-Than-Life.

30 Chairs Lifestories by 30 local designers vividly encapsulated the spirit of Singapore’s design industry – through finding new forms of expression through the iconic “Kopitiam Chairs”. Sponsored by Comfort Design, these were displayed at numerous locations along the design trail.

48 Hours Challenge is a collaborative effort between 5 local retailers and design institutions. Held at Park Mall, participants had to reinvent the existing retailer’s showroom space within 48 hours to create a sensorial buying experience through visual merchandising.

Design-Larger-Than-Life was a SFIC initiative that united the understanding of environmental sustainability with the production



of works that spoke the “Green & Eco” concepts. Produced by 5 design teams, these interactive urban artefacts were featured along the design trail at Plaza

Singapura, Park Mall and the Singapore Expo.

Design\*Scape, is a unique exhibition concept that offers a congregated platform for local designers or talents to showcase their design artwork. It featured installations by eight design groups with a good mix of local and international creatives. The location also served as the launchpad of our Design Guide Book, which profiled 22 local designers and design groups.

557 business leads were generated from SingaPlural 2012.



# THRUST 3

## PROMOTE GREEN INITIATIVES

With the global shift towards maintaining a balanced ecosystem for future generations, SFIC has spearheaded various green initiatives to raise awareness on issues such as sustainability and compliances. Industry councils will work in partnership to implement best practices such as relevant certification schemes, sustainable manufacturing processes and furniture-related green building technologies, materials and designs.

To kick start, SFIC showcased its inaugural Green Pavilion at this year's IFFS 2012. Curated by British material extraordinaire, Chris Lefteri. The Green Pavilion featured ten SFIC members' design pieces that are diverse in their approach towards sustainable practices. Local companies who exhibited at the Green Pavilion included: Admira, Benel Singapore, Cilicon



Faytory, Danovel, Ewins, Innoplan Technology, Koda, Office Planner, Teak and Mahogany as well as Wilsin.

To celebrate the addition of this new exhibition component, SFIC launched an e-book to commemorate this milestone. Titled SFIC's E-Guide: Embracing a Greener Furniture Industry, this digital book contains best

business practices and serves as a useful guide for those who are keen on starting, building and growing a green business.

The Singapore Furniture Industries Council (SFIC) and Singapore Green Building Council (SGBC) signed a Memorandum of Understanding (MOU) in March 2012, sealing the commitment to work together to develop and support initiatives

towards greening Singapore's built environment.

The MOU outlines collaborative efforts between both parties in research and development activities on several platforms. SFIC and SGBC 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. In addition, the activities also aim to build capability and industrial professionalism to support the wider adoption of green building development and practices in Singapore.

SFIC also partnered with GREENGUARD from USA to hold a series of seminars where SFIC members were given first-hand knowledge on effects of VOC emissions in furniture

manufacturing and how it makes business sense for companies to adopt the GREENGUARD label.

Going forward, SFIC will continue to lead sustainability practices among its members with the aim of positioning Singapore as one of the leaders in innovative green furniture solution.



# THRUST 4

## ENHANCE VALUE-ADD OF THE INDUSTRY'S WORKFORCE THROUGH THE SFIC INSTITUTE

SFIC Institute (formerly known as Furniture Learning Institute since 2004), is a subsidiary of Singapore Furniture Industries Council

(SFIC). Since its corporatisation in October 2010, it focuses mainly on human resources and talent development, aiming to meet

the Singapore furniture industry's long-term business viability and sustainability goals.





to explore opportunities to collaborate with international industrial designers, trainers with industry experience, and governmental agencies to offer more relevant courses, seminars and workshops to nurture the workforce within the furniture related industries.

In order to keep the workforce relevant in today's rapid evolving economy, the Institute works with government agencies to upgrade the skillsets of workers in the Singapore furniture industry so as to enhance their employability in a knowledge-driven society.

In July 2012, the Institute launched the first phase of Project Creation, a WSQ apprenticeship programme jointly developed with WDA and supported by SPRING Singapore

and NTUC's e2i to build a pipeline of skilled designers for the furniture industry.

To date, more than 10 WDA accredited courses have been developed and approved. The Institute has rolled out numerous workshops, seminars, WSQ accredited courses and more than 350 participants have benefitted from them.

Encouraged by the overwhelming positive feedback from the participants, the Institute plans

# THRUST 5

## ESTABLISH THE INTERNATIONAL FURNITURE CENTRE AND INTERNATIONAL FURNITURE PARK

The International Furniture Centre (IFC) was officially launched on 13 December 2007 by the Minister for Trade and Industry, Mr Lim Hng Kiang. Marked as the first step towards developing Sungei Kadut into a dedicated business, innovation and design district that will serve the global market, this master plan was conceptualised by the JTC Corporation and supported by SPRING Singapore.

The IFC has been an essential destination for global industry players sourcing for exquisitely designed and produced furniture and furnishings. Over the last four years, IFC has provided furniture enterprises with a trading platform to enable local and global penetration.

The development of the International Furniture Park (IFP) is the next upcoming joint initiative by various Singapore agencies, which features a



dedicated 38 hectare zone in Sungei Kadut. A new IFP Building by SFIC is targetted to be launched by the last quarter of 2015 and will serve as a conduit for global industry players to trade within the region as well as the international arena.

# THRUST 6

## DEVELOP A MEMBERSHIP OUTREACH PROGRAMME

SFIC remains committed to retaining and growing its membership, and we are proud to have achieved 298 members for the 2011/2012 fiscal year.

Our members consist of businesses that are spread across the various sectors of the furniture industry ranging from retailers, wholesalers, manufacturers, design studios and interior fit-out specialists.



Image courtesy from Office Planner Pte Ltd

SFIC recognises that each member has their unique needs; hence we have been working closely with all relevant stakeholders to increase the number of events, opportunities for networking and cross-sharing of knowledge as well as rebates to our members.

# THRUST 7

## DEVELOP AND MAINTAIN INDUSTRY GROWTH PROFILE

### Singapore Mozaic

An embodiment of 'Singapore furniture's finest', Singapore Mozaic signifies a national furniture industry brand led by the SFIC and supported by government agencies such as International Enterprise (IE) Singapore and SPRING Singapore. Since its launch in March 2008, Singapore Mozaic has brought together a collection of successful Singapore furniture companies bound by principles such as vibrancy in furniture design and products, agility of response to market demands, as well as forward-looking and transparent business practices.

Through its stringent screenings to seek out the cream of the crop, there are currently 36 ambassadors representing Singapore Mozaic, each possessing qualities synonymous



with the strengths of the Singapore furniture industry.

Through its dynamic profiling at renowned international trade platforms, Singapore Mozaic has contributed significantly to the growth of Singapore's world market share. Generally, the industry has done exceedingly well, reporting a 20% increase in its total market share from S\$4.69 billion in 2009 to S\$5.62 billion in 2011.

### Formation of Strategic Alliances

Since the inception of SFIC in 1981, the council has endeavoured to maintain good relationships and strategic alliances with national bodies and act as the captain for the Singapore furniture industry through its effective bridging between the government, statutory boards and trade organisations. With constant rapport building and



communication between its valued stakeholders, SFIC ensures that the industry's views are heard and considered when new legislations and guidelines are being formed.

SFIC is represented in the Association of Small and Medium Enterprises, DesignS, Singapore Association of Convention and Exhibition Organisers and

Suppliers, Singapore Chinese Chamber of Commerce and Industry, Singapore Manufacturers' Federation, as well as Specialists Trade Alliance of Singapore. Regionally, SFIC represents Singapore in the ASEAN Furniture Industries Council (AFIC).

SFIC maintained its strong international business ties over

the years while constantly building up its relationship among the neighbouring countries. Such rapport building is essential for our fellow players, especially with the rising demand of the Asia & ASEAN markets in the coming years.

**Other Industry Networking Activities**

SFIC strongly believes that maintaining good welfare for all its valued stakeholders is one of the key to success. For that reason, the council organises a series of annual networking activities for industry players to indulge in as well as foster new business relationship among other industry players, designers, business associates as well as government and media representatives. These activities include its Lunar New Year Luncheon, the SFIC Golf Tournament and the Annual Dinner & Dance.

