

INTO THE FUTURE

ANNUAL REPORT 2013

VISION

To establish Singapore as a premier furniture hub providing total solutions to the global market

MISSION

Proactively identify and acquire the key industry capabilities that strengthen Singapore's position as Asia's furniture hub

Aggressively drive spectrum of broad-based and targeted initiatives to meet industry needs

Leverage on SFIC's resources, networks and industry knowledge to be the Captain and Voice of the Industry

CONTENTS

1	Corporate Overview
2	President's Foreword
6	SFIC Executive Committee 2012/2014
8	Furniture Industry Overview 2012
11	Year In Review
25	SFIC Functional Committees

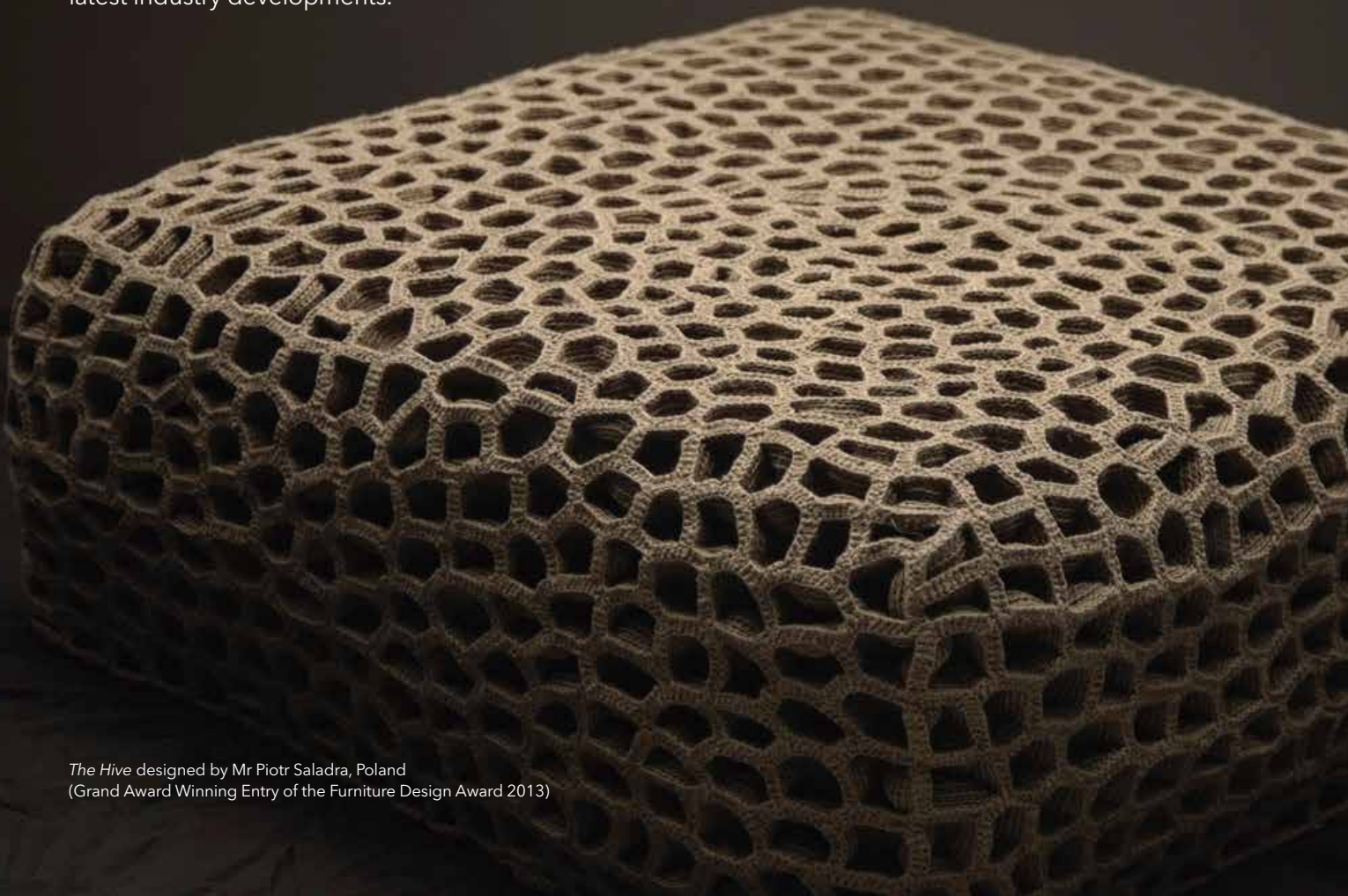
Singapore Furniture Industries Council (SFIC) was established in 1981 as the official SFIC representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam.

Its primary roles include promoting the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate its members' exposure to the world market, develop local talent and encourage entrepreneurship.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments.

SFIC, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and Hospitality 360°. It also organises the annual SingaPlural, manages the International Furniture Centre at Sungei Kadut and represents Singapore in the ASEAN Furniture Industries Council (AFIC).

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.



PRESIDENT'S FOREWORD

"I am heartened by the Council's dynamism as inspirations and forward looking ideas to 'reinvent' the business, keep pace with changing times and further strengthen Singapore's positioning in the global market takes shape."



Ernie Koh
President, Singapore Furniture Industries Council

During the year, Singapore Furniture Industries Council (SFIC) has played a pivotal role in developing Singapore into a furniture and design epicentre. Through constant rapport building and close collaboration with government ministries and statutory boards, SFIC has supported businesses in their development and expansion, as well as fostered individuals in their ambitions to succeed within the furniture or design industries.

Collectively, our efforts have laid a solid foundation for the industry - one that comprises of 1,921 companies, 19,700 personnel within the workforce, trades with over 80 countries worldwide and churns a S\$5.74 billion output or 1.05% of the world market share.

Since the start of the Local Enterprise and Association Development (LEAD) Programme in 2006, SFIC has spearheaded a growth of 98% global market share in the industry. Through the LEAD 2 Programme as well as the Furniture Industry Productivity Plan, SFIC aims to increase the nominal value-add (VA) per worker by 20% sector-wide whilst raising the global market share of Singapore's furniture industry to 1.5% by 2015.

Think Local, Act Global

Over the year, SFIC has focussed on building and enhancing the industry and enterprises'



competitive advantages through 5 key areas - Marketing & Branding, Design, Green and Learning.

In terms of Marketing & Branding, the International Furniture Fair Singapore 2013 / 30th ASEAN Furniture Show (IFFS/AFS 2013), The Décor Show 2013 and The Hospitality Show 2013 welcomed a total of 466 exhibitors and 20,893 visitors from 102 countries. Spot order sales in the region of US\$297 million were transacted at the fair, with another US\$3.3 billion follow-on sales. Plans for the 2014 event are well under way, with a new set of dates [13-16 March] to facilitate the travel plans of exhibitors and buyers and the debut of the newly launched Hospitality 360°, as well as Art of Living Asia.

The SFIC has led a number of delegations overseas to participate in prominent international furniture trade fairs including imm Cologne in Germany, the Tortona Design Week in Milan, Index Dubai in UAE and Furniture China in Shanghai. Apart from Singapore pavilions at overseas fairs, SFIC has also organised overseas business missions including a joint mission with ASEAN Furniture Industries Council (AFIC) to Central Java, Indonesia.

In terms of Design, SFIC remains committed to spearheading design development by enabling the furniture industry to fully leverage on design as a key competitive advantage and driver for future growth. Events

“To better support the industry to leverage on the growth opportunities and identify game changing plans, the SFIC has accelerated focus group discussions to involve industry members in the organisation’s roadmap and plans for the next 3 years.”



and activities which took place this year included SingaPlural 2013 - Celebrating Design, which was organised by SFIC in partnership with DesignS, and held in conjunction with the IFFS/AFS 2013.

SFIC also led designers and business delegates on a mission to Germany to better understand international market trends and designs as well as explore possible business collaborations. Over 20 design seminars and workshops, where renowned design professionals shared their insights about the industry and encouraged a cultural exchange of ideas among designers in Asia and around the world, were also organised during the year.

SFIC continues to work closely with various green related agencies and experts to push Green boundaries through various initiatives. Earlier this year, SFIC and Singapore Environment Council (SEC) signed a Memorandum of Understanding (MOU) to elevate the awareness of environmental sustainability and encourage the adoption of green best practices.

For the second time at IFFS, the Green Pavilion 2013 was curated by international material expert, Chris Lefteri. Presenting 10 creative green furniture designs and highlighting eco-friendly materials, the Pavilion also hosted discussions on sustainable materials and trends in the industry.

Finally, the SFIC Institute which was corporatised in October 2010 to focus on human resources and talent development has seen its first batch of 11 Project Creation design graduates and acceptance of another 17 in 2013. To date, a total of 392 were trained in WSQ accredited courses and another 942 benefitted from the series of seminars and workshops conducted. The Institute has also been accorded the Approved Training Organisation (ATO) status by the Singapore Workforce Development Agency as well as Preferred Partner of Choice for the WDA Creative Framework in July 2012.

Singapore Furniture Industry Awards 2013

This year, SFIC also called for submissions for the the esteemed triennial Singapore Furniture Industry Awards (SFIA) 2013. Launched in 2003 as part of the Furniture Industry Capability Upgrading Programme, the SFIA highlights SFIC's continuous efforts in raising the profile of local enterprise competencies in the areas of international business development, furniture retail business and contract furniture manufacturing. Through the prestigious SFIA, the SFIC hopes to set the benchmark for all enterprises and individuals as well as promote the growth and viability of the furniture industry in Singapore.

Looking Forward

As the pace of change in the global economy accelerates, SFIC recognises the evolving landscape of the furniture industry towards emerging markets and the need for a paradigm shift in order to leapfrog growth. With an increase in Asian middle-class, the region is poised for long term growth in terms of the global furniture market due to higher purchasing power and demand for quality furniture. To better support the industry to leverage on the growth opportunities and identify game changing plans, the SFIC has accelerated focus group discussions to involve industry members in the organisation's roadmap and plans for the next 3 years. Strategies will be identified to achieve productivity, innovation whilst realising our vision of being an industry which is agile, vibrant, transparent, discerning and forward-looking that delivers with passion and style.

Acknowledgement

On behalf of the SFIC, I would like to thank my fellow Executive Committee members and our dedicated staff for their commitment and tireless efforts in building Singapore Furniture Industries Council into the dynamic organisation that it is today. It is through their invaluable commitment and dedication that we've seen such success in the organisation over the years.

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



ERNIE KOH

President

Singapore Furniture
Industries Council

SFIC EXECUTIVE COMMITTEE 2012/2013

From left to right / top to bottom

Ernie Koh

President

Executive Director
Richin Furniture Décor Pte Ltd



Neo Sia Meng

Vice President

Executive Director
Four Star Industries Pte Ltd



Steven Chew

Vice President

Deputy CEO
Sitra Holdings (International) Limited



Kenny Koh

Vice President

Group Managing Director
Star Furniture Pte Ltd



Phua Boon Huat

Honorary Secretary

Regional Sales Manager
HTL International Holdings Ltd



Tony Pang

Assistant Honorary Secretary

General Manager
V-Mark Woodcraft (S) Pte Ltd



Mark Yong

Honorary Treasurer

Marketing Director
Ewins Pte Ltd



Jake Tan

Assistant Honorary Treasurer

Executive Director
Admira Pte Ltd



SFIC PRESIDENTS 1981-2012

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
James Goh 2010/2012



EXECUTIVE COMMITTEE MEMBERS

From left to right / top to bottom

Sim Kah Choon Abitex Designs (S) Pte Ltd
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
Simon Ong Kingsmen Projects Pte Ltd
James Goh Lorenzo International Limited
Alex Kim Shanghai Liun Hoo Co Pte Ltd



CO-OPT MEMBERS

From left to right / top to bottom

Avelyn Teo Benel Singapore Pte Ltd
Marcus Wong Danovel Pte Ltd
Ann Kang Falcon Incorporation Pte Ltd
Gan Shee Wen Koda Ltd
Joshua Koh Koda Ltd
Andrew Pang Lavaworks

