SFIC FUNCTIONAL COMMITTEES

Finance Management

Advisory Committee

Chairman Ernie Koh Richin Furniture Décor Pte Ltd

Committee Members Mark Yong Ewins Pte Ltd

James Koh Koda Ltd

Andrew Ng Lorenzo International Limited

James Goh Lorenzo International Limited

Finance Committee

Chairman Mark Yong Ewins Pte Ltd

Committee Members Jake Tan Admira Pte Ltd

Phua Boon Huat HTL International Holdings Limited

Joshua Koh Koda Ltd

Tony Pang V-Mark Woodcraft (S) Pte Ltd

LEAD 2 Programme

Chairman Ernie Koh Richin Furniture Décor Pte Ltd

Committee Members Mark Yong Ewins Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd

Phua Boon Huat HTL International Holdings Limited

Simon Ong Kingsmen Projects Pte Ltd

Andrew Pang Lavaworks

Steven Chew Sitra Holdings (International) Limited

Kenny Koh Star Furniture Pte Ltd

SFIC Representation in Subsidiary Companies

IFFS Pte Ltd Board of Directors

Chairman Ernie Koh Richin Furniture Décor Pte Ltd

Board Members Jerry Tan Jaco Singapore Pte Ltd

James Koh Koda Ltd

Andrew Ng Lorenzo International Limited

Bert Choong Nobel Design Holdings Limited

Alternate Directors Phua Boon Huat HTL International Holdings Limited

James Goh Lorenzo International Limited
Tony Pang V-Mark Woodcraft (S) Pte Ltd

IFFS Pte Ltd

Show Advisory Panel

Advisors James Koh Koda Ltd

Andrew Ng Lorenzo International Limited

James Goh Lorenzo International Limited

Bert Choong Nobel Design Holdings Limited

Ernie Koh Richin Furniture Décor Pte Ltd

Chairman Jaco Singapore Pte Ltd

Panel Members:

A&P Committee Sim Kah Choon Abitex Designs (S) Pte Ltd

Exhibitorship & Visitorship Promotion Committee:

Jeffrey Yong Eurosa Furniture Co (Pte) Ltd
Phua Boon Huat HTL International Holdings Limited

Jerry Tan Jaco Singapore Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Kenny Koh Star Furniture Pte Ltd

EBN Committee Jake Tan Admira Pte Ltd

Mark Yong Ewins Pte Ltd

Operations Committee Tony Pang V-Mark Woodcraft (S) Pte Ltd

SFIC Representation in Subsidiary Companies

SFIC Institute Board of Directors

Chairman Neo Sia Meng Four Star Industries Pte Ltd

Vice Chairman Jake Tan Admira Pte Ltd

Board Members Mark Yong Ewins Pte Ltd

Andrew Ng Lorenzo International Limited

James Goh Lorenzo International Limited

Ernie Koh Richin Furniture Décor Pte Ltd

Shermaine Ong Singapore Furniture Industries Council

Industry Development Programmes

International Marketing Development

Advisor Jerry Tan Jaco Singapore Pte Ltd

Chairman Phua Boon Huat HTL International Holdings Limited

Committee Members Jake Tan Admira Pte Ltd

Jeffrey Yong Eurosa Furniture Co (Pte) Ltd

Gan Shee Wen Koda Ltd

Alex Kim Shanghai Liun Hoo Co Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Kenny Koh Star Furniture Pte Ltd

Singapore Mozaic

Advisory Panel

Chairman Simon Ong Kingsmen Projects Pte Ltd

Panel Members Choo Yong Fee Cheng Meng Furniture Group Pte Ltd

Andrew Ng Lorenzo International Limited

China Operations

Chairman Tony Lin Eurosa Furniture Co (Pte) Ltd

Co-Chairman Phua Boon Huat HTL International Holdings Limited

Green Initiatives and Standards Committee

Chairman Mark Yong Ewins Pte Ltd

Vice Chairman Steven Chew Sitra Holdings (International) Limited

Advisor Michael Ian Buckley Turnstone Communications Pte Ltd

Committee Members Avelyn Tan Benel Singapore Pte Ltd

Choo Yong Fee Cheng Meng Furniture Group Pte Ltd

Marcus Wong Danovel Pte Ltd

Design Advisory Panel

Chairman Simon Ong Kingsmen Projects Pte Ltd

Vice Chairman Andrew Pang Lavaworks

Panel Members

Local Patrick Chia d.lab (or Design Incubation Centre (NUS))

Mark Yong Ewins Pte Ltd

Selwyn Low FARM

Hans Tan Hans Tan Studio Yang Tah Ching Studiorigins

Lim Choon Hong XTRA

Sophie Kho formerly from Home & Décor

International Chris Lefteri Chris Lefteri Design

Luke Hughes Lukes Hughes and Company

Membership Services Committee

Chairman Alison Kwok Cathay Interiors Pte Ltd

Committee Members Jake Tan Admira Pte Ltd

Ann Kang Falcon Incorporation Pte Ltd
Alex Kim Shanghai Liun Hoo Co Pte Ltd

Youth Furniture Committee

Advisors Alison Kwok Cathay Interiors Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Chairman Jake Tan Admira Pte Ltd

Committee Members Avelyn Tan Benel Singapore Pte Ltd

Marcus Wong Danovel Pte Ltd
Mark Yong Ewins Pte Ltd

Phua Boon Huat HTL International Holdings Limited

Gan Shee Wen Koda Ltd Joshua Koh Koda Ltd

Alex Kim Shanghai Liun Hoo Co Pte Ltd

Networking Events - D&D / CNY Celebration / Other Members Networking Events

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

Chairman Jake Tan Admira Pte Ltd

Committee Members Avelyn Tan Benel Singapore Pte Ltd

Marcus Wong Danovel Pte Ltd
Mark Yong Ewins Pte Ltd

Phua Boon Huat HTL International Holdings Limited

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

Alex Kim Shanghai Liun Hoo Co Pte Ltd

Singapore Furniture Industry Awards 2013

Chairman Neo Sia Meng Four Star Industries Pte Ltd

Group Retailing Committee

Chairman Kenny Koh Star Furniture Pte Ltd

Co-Chairman Jimmy Tan Cellini Design Center Pte Ltd

Committee Members Sim Kah Choon Abitex Designs (S) Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd

International Furniture Centre

Chairman Kenny Koh Star Furniture Pte Ltd

Co-Chairman Jimmy Tan Cellini Design Center Pte Ltd

Committee Members Sim Kah Choon Abitex Designs (S) Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd

Project IFH - International Furniture Park

Advisors James Koh Koda Ltd

Andrew Ng Lorenzo International Limited

James Goh Lorenzo International Limited

Bert Choong Nobel Design Holdings Limited

Chairman Kenny Koh Star Furniture Pte Ltd

Committee Members Jake Tan Admira Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Corporate Services

Public Relations

Chairman Phua Boon Huat HTL International Holdings Limited

Members Jake Tan Admira Pte Ltd

Mark Yong Ewins Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd
Simon Ong Kingsmen Projects Pte Ltd

Andrew Pang Lavaworks

Steven Chew Sitra Holdings (International) Limited

Kenny Koh Star Furniture Pte Ltd

Publications

- SFIC E-Newsletter, Website, Social Media

Advisors: Sim Kah Choon Abitex Designs (S) Pte Ltd

Jake Tan Admira Pte Ltd
Mark Yong Ewins Pte Ltd
Andrew Pang Lavaworks

Representation to other organisations

ASEAN Furniture Industries Council

Vice Chairman Jerry Tan Jaco Singapore Pte Ltd

Committee Members Jake Tan Admira Pte Ltd

Mark Yong Ewins Pte Ltd

Ernie Koh Richin Furniture Décor Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Designs

Representatives: Mark Yong Ewins Pte Ltd

Simon Ong Kingsmen Projects Pte Ltd

Andrew Pang Lavaworks

Specialists Trade Alliance Singapore (STAS)

Representatives Jake Tan Admira Pte Ltd

Quah Soon Chow Getz Bros & Co (S) Pte Ltd

SPRING Enterprise Development Advisory Council

Representatives Neo Sia Meng Four Star Industries Pte Ltd

Ernie Koh Richin Furniture Décor Pte Ltd

SPRING Standards Technical Committee

Representatives Mark Yong Ewins Pte Ltd

Neo Sia Meng Four Star Industries Pte Ltd

Steven Chew Sitra Holdings (International) Limited

Workplace Safety & Health Council (WSHC)

Representative Mark Yong Ewins Pte Ltd