

YEAR IN REVIEW

“The Singapore furniture industry held up relatively well last year, despite the volatile financial environment. The industry achieved revenues of S\$5.74 billion in 2012, accounting for 1.05% of the global market share.”

These accomplishments arose as a result of initiatives launched to nurture a high value-added workforce, develop more design-centric companies and create a synergised industry network to capture a bigger global market share. It is also the result of hard work and bilateral collaborations with both local and international furniture communities.

Moving forward, we have embarked on LEAD 2 Programme as well as the Furniture Industry Productivity Plan. The aim is 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.

To help our stakeholders to stay relevant and competitive in today’s fast changing landscape, continued emphasis were placed on the following key thrusts:

- Grow and expand our business globally

- Raise design standards and capabilities
- Promote green initiatives and standards
- 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 program
- Develop and maintain a positive industry profile

The Council remains steadfast in our commitment towards being the voice of the industry and will continue to drive key initiatives in collaboration with respective government agencies. SFIC hopes to be a catalyst in our nation’s vision to become a partner and gateway in supporting the growth of Asia as we strive towards our pursuit of making Singapore the regional hub for furniture design, innovation and international furniture trade.



THRUST 1: GROW AND EXPAND BUSINESS GLOBALLY

“Our goal is to ensure that Singapore remains the ‘must-see’, trend-setting MICE destination that presents the best of what ASEAN/Asia can offer to the world.”

International Furniture Fair Singapore 2013 / 30th ASEAN Furniture Show (IFFS/AFS 2013), The Décor Show 2013 and The Hospitality Show 2013, 9 - 12 March 2013

The annual International Furniture Fair Singapore 2013 / 30th ASEAN Furniture Show (IFFS/AFS 2013), The Décor Show 2013 and The Hospitality Show 2013 concluded on a positive note, giving the furniture industry much more to look forward to in the year to come.

A total of 466 exhibitors from 26 countries exhibited in the trilogy of shows, which welcomed a total of 20,893 visitors from 102 countries, amongst which included 118 buying delegations. Spot orders in the region of US\$297 million were transacted at the fair, and follow-on sales were expected to reach US\$3.3 billion.

Held in conjunction with the trilogy of shows was the Hospitality, Design, Furniture Conference, Luxurious Projects Asia Summit & Awards 2013. The conference was well attended by some 200 regional and international delegates. Awards for the various luxurious projects in the region like the Best Luxury Hotel Design, Best Luxury Resort Design, Best Luxury Residential Design and Best Adoption Of Luxury & Sustainability Ideas, were also announced and presented during the gala luncheon.

To create a “festival” eco-system such that exhibitors and visitors would be attending more than a design-centric trade show, the second edition of SingaPlural concluded with a resounding success. This week long design



celebration cuts across multiple design disciplines to showcase over 350 design installations from 262 participants as well as 23 seminar sessions with internationally acclaimed local and overseas design professionals. The exhibits and activities were spread across 5 locations on the island - from Singapore Expo to downtown Orchard Road.

At a press conference on 9 March 2013, IFFS announced its joint venture with dmg::events to co-organise the next edition of The Hospitality Show, which would be renamed to 'Hospitality 360°' in 2014. The show will feature a wide range of exhibition categories, providing an all-round solution specially developed for the hospitality industry.

Collectively, our goal is to ensure that Singapore remains the 'must-see', trend-setting MICE destination that presents the best of what ASEAN/Asia can offer to the world.

Overseas Fairs/Business Missions & Business Matching Programme

SFIC has always been on a constant lookout for opportunities to raise the profile of Singapore's furniture industry in the international arena. Coupled with the support of DesignSingapore Council and International Enterprise (IE) Singapore, SFIC led a number of delegations overseas to participate in prominent international furniture trade events. Some of the notable



trade shows include imm Cologne in Germany, Tortona Design Week in Milan, Index Dubai in UAE and Furniture China in Shanghai.

The strong support from government agencies like DesignSingapore Council, IE Singapore and SPRING Singapore has also enabled SFIC to organise business mission trips to various countries, with the most recent being a joint mission with ASEAN Furniture Industries Council (AFIC) to Central Java, Indonesia. In October 2013, SFIC will be leading another mission trip to a key European market, Germany.

New Exporters Mentoring Programme

Grooming the future generations has always been very important to SFIC. Since its inception in 2007, the programme has assisted new exporters in advancing and growing their businesses. Other than giving them advice and support on the export of their products, 21 new exporters were able to tap on IE Singapore's iMAP Scheme to sharpen their business-related skills and gain invaluable international trading experience at IFFS/AFS 2013, The Décor Show 2013 and The Hospitality Show 2013.

THRUST 2: RAISING DESIGN STANDARDS AND CAPABILITIES

“Singapore’s furniture industry has gone through a radical transformation over the years, from basic furniture-making outlets to successful enterprises boasting creative designs and innovative products.”

SFIC remains committed to spearheading design development by creating partnership opportunities between designers and manufacturers. To date, numerous local furniture designers have firmly planted Singapore on the international design circuit by way of award-winning designs, signature design platforms and exhibitions.

Furniture Design Award (FDA) 2013

Supported by DesignSingapore Council, IE Singapore, SPRING Singapore, the American Hardwood Export Council (AHEC) and DesignS; a total of 343 creative design entries from 29 countries were received for both the Students and Designers category. Based on the theme ‘CO-EXIST’, winners of the various awards (Grand Award, Honourable Mention Award, Merit Award and Best Use of Material Award) in both categories hail from countries like China, Indonesia, Poland, Singapore and Thailand.

The FDA is a widely recognised annual furniture design competition which aims to develop design talents and unite creative minds from all over the globe. The Award provides an excellent platform 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 trade.

Furniture Design Platform (FDP) 2013

The FDP is an initiative by SFIC for new and promising furniture designers and entrepreneurs who seek to enter the global furniture trade. It provides opportunities for local and international design talents to kick start their careers, as well as institutions to exhibit their latest creations, whilst manufacturers keep a lookout for fresh and marketable designs at the International Furniture Fair Singapore / ASEAN Furniture Show (IFFS/AFS).





FDP 2013 featured the creative works of exhibitors such as LASALLE College of the Arts, Little Thoughts Group, Natanel Gluska, Nanyang Academy of Fine Arts, SFIC Institute and Singapore Polytechnic Design School. A total of 102 potential business leads were generated.

Design Seminars

The 11th edition of the annual Furniture Design Forum held on 7 November 2012 featured guest speakers from two internationally acclaimed design studios - Form Us With Love from Sweden and Lagranja from Spain, alongside owner and founder of Michelin star restaurant Can Jubany - Chef Nandu Jubany, and Swedish designer and entrepreneur, Jonas Ericsson.

Themed "Design Unity in Diversity", the forum aimed to encourage

a cultural exchange of ideas, inspiration and instill a spirit of entrepreneurship among designers in Asia and around the world. More than 100 students and trade professionals from various design institutions and creative industries were treated to a lively session of inspiring life experiences, candid discussions and delightful sensorial treats from Chef Juban.

A series of Design Conversations was held between 9 - 12 March at *SCAPE Warehouse. Featuring 12 local and internationally accomplished industry professionals - Chris Lefteri, Cilicon Faytory, Creativeans, Ineke Hans, Kelley Cheng, Lanzavecchia + Wai, Luke Hughes, OutofStock, StudioJuju, SUPERMAMA and Voon Wong, the sharing sessions were well attended by 394 trade professionals, design aficionados and students.

Design Mission

The DesignSingapore Council, SPRING Singapore and SFIC jointly led a team of 15 designers as well as business delegates on a 9-day mission trip to Germany between 24 November and 4 December 2012. The objective of the trip was to provide representatives the opportunity to better understand German designs and market trends, explore possible business collaborations and networking opportunities between designers / companies.

The participants visited three cities - Munich, Stuttgart and Berlin with stopovers at 5 museums, 20 companies / studios and educational institutions related to the field of furniture design.

“In partnership with DesignS, a network of 9 design-centric institutes and associations in Singapore, the SFIC will further strengthen the design capabilities of industry leaders and designers through joint initiatives such as SingaPlural.”



SingaPlural 2013 - Celebrating Design

Returning for a 2nd edition to showcase the best design elements from the multi-faceted creative spectrum - Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design, the week-long design celebration held between 8 and 15 March 2013 featured 262 of Singapore’s very own home-grown talents.

Organised by SFIC in partnership with DesignS, this mega design event is supported by DesignSingapore Council, IE Singapore, SPRING Singapore and Singapore Tourism Board. SingaPlural 2013 is held in conjunction with the IFFS/AFS 2013, The Décor Show 2013 and

The Hospitality Show 2013. Officially launched by Dr Yaacob Ibrahim, Minister for Communications and Information, local audiences and international visitors were treated to more than 350 installations and exclusively curated design spaces, symposiums, competitions and many other activities during the 8-day long celebrations.

30 LifeStories - bench - Organised by FARM and jointly presented by the URA and the SFIC, 30 uniquely-designed benches were created by designers, artists and members of the public using the seating planks from the former National Stadium. This initiative was part of the effort to enliven and activate the public spaces in the city and served as a platform to remember the historic landmark



through these benches located around the city area.

30 LifeStories - bench is supported by the Singapore Sports Council (SSC), Tote Board, Singapore Turf Club, Agility Fairs & Events, OutofStock, National University of Singapore (Division of Industrial Design) and 5 local manufacturers, who are members of SFIC - Cathay Interiors Pte Ltd, Cheng Meng Furniture Group (Pte) Ltd, Facility Link Pte Ltd, Pacific Forest Pte Ltd and Sunray Woodcraft Construction Pte Ltd.

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. Visitors along the shopping belt could actively engage in the challenge by witnessing the transformation of the space from ground up.

Insights into Design is a rare public engagement organised for audiences to obtain fresh perspectives into the world of "Design" from business and opinion leaders from the creative industries. Speakers who shared their design breakthroughs, the need for entrepreneurship, working tips and more include DDB Group Creative Director - Joji Jacob; Founder and Designer of Heads of State Millinery - Chee Sau Fen; leader in landscape design and President of the Singapore Institute of Landscape Architects - Damian Tang; President

of Design Business Chamber - Lawrence Chong; and Chairman, SIA Young Architectural League Committee - Mark Wee.

Design Larger than Life featured 10 oversized outdoor installations along the design trail at *SCAPE, Dhoby Ghaut Green, Handy Road Open Space and Park Mall. Designed to interact, visitors were invited to immerse themselves and interact with these structural works of art and truly experience the inherent beauty found in everyday objects.

Design*SCAPE served as a unique exhibition platform for our local design talents to showcase their artworks. The location also housed the DesignS PUSH Showcase and FDA 20th Anniversary Showcase, which highlighted works specially selected by the network partners of DesignS and previous FDA winners such as Gabriel Tan and Wendy Chua (Singapore), Apirat Boonruangthaworn (Thailand), Jarrod Lim (Australia) and Kenneth Cobonpue (Philippines).

FutureCraft Showcase featured creative works by 14 designers and design studios which were developed during their workshop in Indonesia during the International Furniture Fair Singapore 2013. The workshop initiated by SFIC and Himpunan Desainer Mebel Indonesia (HDMI) was titled "FutureCraft" to encourage designers to create new approaches towards modern-day design by using traditional materials.

THRUST 3: PROMOTE GREEN INITIATIVES AND STANDARDS

“Moving forward, SFIC will continue in its endeavour to inspire sustainability practices among its members and strive to position Singapore as one of the leaders in innovative green furniture solution.”

SFIC has always held the vision of developing a sustainable furniture industry in high regards and has played a vital role in championing various green initiatives to raise awareness on sustainability and compliances.

Industry councils have continued to work in tandem to promote best practices in sustainability. In February 2013, SFIC and Singapore Environment Council (SEC) signed a Memorandum of Understanding (MOU) to heighten the awareness of environmental sustainability and to encourage the adoption of good green practices. This marks SFIC’s second MOU with a green council, after the first with Singapore Green Building Council last

year. The SFIC-SEC MOU outlines a three-year plan where SFIC and SEC will cooperate to enhance furniture manufacturers’ sustainability expertise. This will be implemented through various programmes that help companies undertake the SEC’s Singapore Green Labelling Scheme (SGLS), a leading environmental standard and certification mark. To date, 11 SFIC members have attained green certifications awarded by both local and international bodies and we aim to double this number by 2014.

The SFIC has also been building partnerships with other international green organisations to promote adoption among SFIC members. As part of such a partnership, four SFIC members, Harvest Link Ltd,





Benel Office Seating, Technigroup and Wilsin Office Furniture have adopted GreenGuard certification, with funding support from SPRING Singapore, to date.

To educate consumers on the value of environmentally sustainable products, the SFIC and SEC also embarked on a community outreach programme, beginning with the School Green Awards (SGA) showcase during SingaPlural 2013. The showcase featured works by students to raise awareness of issues like waste minimisation, resource conservation and greening of the environment. Apart from the SGA showcase, several sustainable

furniture exhibits also took spotlight at SingaPlural 2013.

Into its second year at IFFS, the Green Pavilion, a creative showcase curated by UK material expert Chris Lefteri, presented 10 creative green furniture designs and highlighted eco-friendly materials. The Green Pavilion conveyed the importance and feasibility of environmental conservation to industry players by displaying success stories of adopting green alternatives.

Moving forward, SFIC will continue in its endeavour to inspire sustainability practices among its members and strive to position 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

“Talent is our industry’s greatest asset. Under the learning thrust, the SFIC’s aim is to build a pipeline of skilled designers and workers for the furniture industry.”

A subsidiary of the Singapore Furniture Industries Council (SFIC), SFIC Institute was corporatised in October 2010 and focuses mainly on human resources and talent development. It aims to meet the Singapore furniture industry’s long-term business viability and sustainability goals by striving to be a one-stop solutions provider for industry players.

The Institute ensures that programmes and initiatives that are relevant to the industry workforce are being offered through the partnering of various governmental agencies. 11 designers had been successfully placed into the industry and another 17 are being trained, following the launch of Project Creation in July 2012. This is 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.

Apart from areas such as product design and development, human resources, sales and marketing production technology, customised programmes and consultancy services, logistics and green initiatives; the SFIC Institute has also developed 7 Creative Industries and 8 Retail WSQ modules which were approved by the WDA, allowing trainees to be certified with a WSQ Advanced Certificate in Industrial Design (furniture) and WSQ Certificate in Retail Operations.

A total of 392 were trained in WSQ accredited courses. In addition, 942 participants attended the series of seminars and workshops conducted to date. The Institute was also recently appointed by WDA as a Business Management WSQ Approved Training Organisation (ATO) in April 2013, and will be offering 8 Business Management WSQ modules to the industry.



THRUST 5: ESTABLISH THE INTERNATIONAL FURNITURE CENTRE AND INTERNATIONAL FURNITURE PARK

“The IFC has been an essential destination for global industry players sourcing for exquisitely designed and produced furniture and furnishings.”

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 development of Sungei Kadut into a dedicated business, innovation and design district that will serve the global market, this master plan was conceptualised by the SFIC and supported by JTC Corporation as well as 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 5 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 joint initiative by various Singapore agencies, and will feature a dedicated zone in Sungei Kadut. The IFP is targeted to launch in early 2016 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

“Moving forward, SFIC will continue building even stronger ties with our members to strengthen their business capabilities.”

SFIC is proud to record a total of 322 members for the 2012/2013 fiscal year and will strive to retain and further grow our membership in the coming year.

Our members, comprising businesses and individuals, come from various sectors of the furniture industry such as retailers, wholesalers, manufacturers and interior fit-out specialists. SFIC recognises that the members have varied needs and has been working tirelessly, with all relevant stakeholders, to organise more events for networking and cross-sharing of knowledge to fulfil those needs.



THRUST 7: DEVELOP AND MAINTAIN INDUSTRY GROWTH PROFILE

“SFIC strongly believes that the welfare of its valued stakeholders is one of the key factors to the council’s success over the years.”

Formation of Strategic Alliances

Since its inception in 1981, SFIC has represented Singapore’s furniture industry to maintain good relations and strategic alliances with national bodies. Throughout the years, SFIC has also ensured that the industry’s views are heard and considered when new legislations and guidelines are formed, through constant rapport building and communication with government ministries and statutory boards.

SFIC represents Singapore’s furniture industry 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).

In February 2013, SFIC and the Singapore Environment Council signed a Memorandum of Understanding to elevate the awareness of environmental sustainability and encourage the adoption of green best practices amongst its members.

Over the years, SFIC has preserved its strong business ties with China and Italy, while at the same time building up its relationship with countries within the region. This May, SFIC collaborated with AFIC to lead a joint business mission to Central Java, Indonesia.





Other Industry Networking Activities

SFIC strongly believes that the welfare of its valued stakeholders is one of the key factors to the council's success over the years. As such, SFIC has been organising a series of networking events for industry players, designers, business associates as well as government and media representatives. These activities include the Lunar New Year Luncheon, the SFIC Golf Tournament and the Annual Dinner & Dance. In November this year, SFIC will be holding the triennial Singapore Furniture Industry Awards in conjunction with the Annual Dinner & Dance to honour outstanding industry players and individuals.

