

SFIC FUNCTIONAL COMMITTEES



Finance

Advisory Committee

Chairman	Ernie Koh	Richin Furniture Décor Pte Ltd
Committee Members	Mark Yong James Koh Andrew Ng James Goh	Ewins Pte Ltd Koda Ltd Lorenzo International Limited Lorenzo International Limited

Finance Committee

Chairman	Mark Yong	Ewins Pte Ltd
Committee Members	Jake Tan Phua Boon Huat Joshua Koh Tony Pang	Admira Pte Ltd HTL International Holdings Limited Koda Ltd V-Mark Woodcraft (S) Pte Ltd



Lead 2 Programme

Chairman	Ernie Koh	Richin Furniture Décor Pte Ltd
Committee Members	Mark Yong Neo Sia Meng Phua Boon Huat Simon Ong Andrew Pang Steven Chew Kenny Koh	Ewins Pte Ltd Four Star Industries Pte Ltd HTL International Holdings Limited Kingsmen Projects Pte Ltd Lavaworks Sitra Holdings (International) Limited Star Furniture Pte Ltd



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 Jeffrey Yong Gan Shee Wen Alex Kim Steven Chew Kenny Koh	Admira Pte Ltd Eurosa Furniture Co (Pte) Ltd Koda Ltd Shanghai Liun Hoo Co Pte Ltd Sitra Holdings (International) Limited Star Furniture Pte Ltd

Singapore Mozaic Advisory Panel

Chairman	Simon Ong	Kingsmen Projects Pte Ltd
Panel Members	Choo Yong Fee Andrew Ng	Cheng Meng Furniture Group (Pte) Ltd Lorenzo International Limited

China Operations Advisory Panel

Chairman	Tony Lin	Eurosa Furniture Co (Pte) Ltd
Co-Chairman	Phua Boon Huat	HTL International Holdings Limited
Panel Member	Chan Kok Kwong	Metrolink International Limited

Green 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 Choo Yong Fee Marcus Wong	Benel Singapore Pte Ltd Cheng Meng Furniture Group (Pte) Ltd Danovel Pte Ltd

Design Advisory Panel

Chairman	Simon Ong	Kingsmen Projects Pte Ltd
Vice Chairman	Andrew Pang	Lavaworks
Panel Members (Local)	Patrick Chia Mark Yong Selwyn Low Hans Tan Lim Choon Hong Sophie Kho	d.lab (or Design Incubation Centre (NUS)) Ewins Pte Ltd FARM Hans Tan Studio XTRA formerly Home & Décor
Panel Members (International)	Chris Lefteri Luke Hughes	Chris Lefteri Design Luke Hughes and Company

Membership Services Committee

Chairman	Alison Kwok	Cathay Interiors Pte Ltd
Vice Chairman	Avelyn Teo	Benel Singapore Pte Ltd
Committee Members	Jake Tan Ann Kang Alex Kim	Admira Pte Ltd Falcon Incorporation Pte Ltd (Till 10 Jan 2014) Shanghai Liun Hoo Co Pte Ltd

Youth Furniture Committee

Advisors	Alison Kwok Steven Chew	Cathay Interiors Pte Ltd Sitra Holdings (International) Limited
Chairman	Jake Tan	Admira Pte Ltd
Committee Members	Avelyn Tan Marcus Wong Mark Yong Phua Boon Huat Gan Shee Wen Joshua Koh Alex Kim	Benel Singapore Pte Ltd Danovel Pte Ltd Ewins Pte Ltd HTL International Holdings Limited Koda Ltd Koda Ltd 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 Marcus Wong Mark Yong Phua Boon Huat	Benel Singapore Pte Ltd Danovel Pte Ltd Ewins Pte Ltd HTL International Holdings Limited

Golf Tournament Organising Committee

Advisors	Simon Ong James Goh Andrew Ng	Kingsmen Projects Pte Ltd Lorenzo International Limited Lorenzo International Limited
Chairman	Jimmy Tan	Cellini Design Centre Pte Ltd
Vice Chairman	Sim Kah Choon	Abitex Designs (S) Pte Ltd
Committee Members	Quah Soon Chow Alex Kim	Getz Bros & Co (S) Pte Ltd Shanghai Liun Hoo Co Pte Ltd

Group Retailing Committee

Chairman	Kenny Koh	Star Furniture Pte Ltd
Co-Chairman	Jimmy Tan	Cellini Design Centre Pte Ltd
Committee Members	Sim Kah Choon Neo Sia Meng	Abitex Designs (S) Pte Ltd Four Star Industries Pte Ltd

International Furniture Centre

Chairman	Kenny Koh	Star Furniture Pte Ltd
Co-Chairman	Jimmy Tan	Cellini Design Centre Pte Ltd
Committee Members	Sim Kah Choon Neo Sia Meng	Abitex Designs (S) Pte Ltd Four Star Industries Pte Ltd

Project IFH - International Furniture Park

Advisors	James Koh Andrew Ng James Goh Bert Choong	Koda Ltd Lorenzo International Limited Lorenzo International Limited Nobel Design Holdings Limited
Chairman	Kenny Koh	Star Furniture Pte Ltd
Committee Members	Jake Tan Neo Sia Meng Steven Chew	Admira Pte Ltd Four Star Industries Pte Ltd Sitra Holdings (International) Limited

CORPORATE SERVICES

Public Relations

Chairman

Phua Boon Huat

HTL International Holdings Limited

Members

Jake Tan
Mark Yong
Neo Sia Meng
Simon Ong
Andrew Pang
Steven Chew
Kenny Koh

Admira Pte Ltd
Ewins Pte Ltd
Four Star Industries Pte Ltd
Kingsmen Projects Pte Ltd
Lavaworks
Sitra Holdings (International) Limited
Star Furniture Pte Ltd

Publications

- SFIC E-Newsletter, Website, Social Media

Advisors

Sim Kah Choon
Jake Tan
Mark Yong
Andrew Pang

Abitex Designs (S) Pte Ltd
Admira Pte Ltd
Ewins Pte Ltd
Lavaworks

SFIC REPRESENTATION IN SUBSIDIARY COMPANIES



IFFS Pte Ltd

Board of Directors

Chairman

Ernie Koh

Richin Furniture Décor Pte Ltd

Board Members

Jerry Tan
James Koh
Andrew Ng
Bert Choong

Jaco Singapore Pte Ltd
Koda Ltd
Lorenzo International Limited
Nobel Design Holdings Limited

Alternate Directors

Phua Boon Huat
James Goh
Tony Pang

HTL International Holdings Limited
Lorenzo International Limited
V-Mark Woodcraft (S) 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

Jerry Tan	Jaco Singapore Pte Ltd
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Panel Members

Exhibitorship Sub-Committee:

Chairman

Phua Boon Huat	HTL International Holdings Limited
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Members

Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
Jerry Tan	Jaco Singapore Pte Ltd
Gan Shee Wen	Koda Ltd
Steven Chew	Sitra Holdings (International) Limited
Kenny Koh	Star Furniture Pte Ltd

Visitorship Sub-Committee:

Advisor

Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd
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Chairman

Gan Shee Wen	Koda Ltd
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Members

Avelyn Teo	Benel Singapore Pte Ltd
Mark Yong	Ewins Pte Ltd
Steven Chew	Sitra Holdings (International) Limited

Marcoms Sub-Committee:

Chairman

Mark Yong	Ewins Pte Ltd
Sim Kah Choon	Abitex Design (S) Pte Ltd

Operations Sub-Committee:

Chairman

Jake Tan	Admira Pte Ltd
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Member

Tony Pang	V-Mark Woodcraft (S) Pte Ltd
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SFIC Institute

Board of Directors

Chairman

Neo Sia Meng	Four Star Industries Pte Ltd
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Vice Chairman

Jake Tan	Admira Pte Ltd
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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

REPRESENTATION TO OTHER ORGANISATIONS

ASEAN Furniture Industries Council

Vice Chairman	Jerry Tan	Jaco Singapore Pte Ltd
Committee Members	Jake Tan Mark Yong Ernie Koh Steven Chew	Admira Pte Ltd Ewins Pte Ltd Richin Furniture Décor Pte Ltd Sitra Holdings (International) Limited

DesignS

Representatives	Mark Yong Simon Ong Andrew Pang	Ewins Pte Ltd Kingsmen Projects Pte Ltd Lavaworks
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Singapore Business Federation - Small and Medium-Sized Enterprises Committee

Representative	Ernie Koh	Richin Furniture Decor Pte Ltd
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Specialists Trade Alliance Singapore (STAS)

Representatives	Jake Tan Quah Soon Chow	Admira Pte Ltd Getz Bros & Co (S) Pte Ltd
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SPRING Enterprise Development Advisory Council

Representatives	Neo Sia Meng Ernie Koh	Four Star Industries Pte Ltd Richin Furniture Décor Pte Ltd
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SPRING Standards Technical Committee

Representatives	Mark Yong Neo Sia Meng Steven Chew	Ewins Pte Ltd Four Star Industries Pte Ltd Sitra Holdings (International) Limited
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Workplace Safety & Health Council (WSHC)

Representative	Mark Yong	Ewins Pte Ltd
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