

YEAR IN REVIEW

The furniture industry in Singapore has shown remarkable resilience and adaptability throughout the years. For a country of its size, it is an impressive feat for Singapore to attain such significant levels of furniture-related economic activities.

In 2013, we embarked on the LEAD 2 Programme and the Furniture Industry Productivity Plan to help our members stay relevant and competitive in today's fast changing landscape. Areas of emphasis include:

- Globalise our business
- Build the design landscape
- Live out Green Standards
- Enhance the industry's workforce
- Develop the International Furniture Centre and International Furniture Park
- Strengthen ties with members
- Grow and maintain industry profile

To ensure the continued growth and dynamism of the Singapore furniture industry, it is integral that we stay true to the three important pillars to sustainable growth: "Improve, Innovate and Integrate". As long as SFIC and industry players remain steadfast to the principles of the 3i Strategic Framework, we will be able to navigate the headwinds of change and challenge.

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SFIC has maintained a solid track record over the past 33 years, leading the industry to achieve exponential growth and development. The Singapore furniture industry is now valued at a significant SGD 6.01 billion, and is a key contributing factor to the robust and diverse Singapore economy.

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GLOBALISE OUR BUSINESS

International Furniture Fair Singapore 2014 /31st ASEAN Furniture Show 2014 (IFFS/ AFS 2014), The Décor Show 2014 & Hospitality 360°

A total of 418 exhibitors from 33 countries participated in the trilogy of shows this year. IFFS/AFS 2014, The Décor Show 2014 and Hospitality 360° welcomed a robust attendance of 22,496 trade visitors and 97 international buying delegations from 115 countries, which was an eight percent increase over the last edition. The strong support for the design-led show trio further affirms its status as Asia's premier sourcing platform. Spot orders with a value of SGD 483 million were transacted at the fair with additional follow-on sales are expected to exceed SGD 5.85 billion.

Design took centre stage at the show this year, in line the year's theme - We Got Intimate with Design. Attendees were treated to an impressive showcase of elements from the third edition of SingaPlural, including the Asian STAR Showcase, International Designer Showcase, Young Guns - The Young Designers Showcase, Furniture Design Platform, D'Space, Green Pavilion, Tokyo Avant-Garde 90's, and a myriad of exhibits from members of Design & Objects from Thailand and the French Furniture Industries - GEM. The strong design elements of the showcase is a reflection of SFIC's commitment and effort

“We are constantly evolving to address the needs of the furniture and furnishings industry and will continue to play an important role in bridging the gap between local companies and the global marketplace.”

to engage and connect the trade buyers and visitors to a world-class amalgamation of high quality designers with distinctive products. The Green Pavilion, curated by award-winning designer Jarrod Lim, proved to be a great hit with visitors, as it also acted as a tranquil oasis from the hustle and bustle of the trade fair.

The international presence at IFFS 2014 was further strengthened this year with the inaugural participation of several internationally-recognised industry players, such as Alexander + James (United Kingdom), Habitat (France), MG Furniture (Italy), J Vincent (Australia), Saporini (Italy) and Resource Décor (Hong Kong). The strong influx of global brands, a 20% increase from the 2013 edition, gave rise to country pavilions, represented by strong contingents from countries in the region and beyond. Consisting more than 100 brands, these contingents hail from France, Thailand, Malaysia, Indonesia, the Philippines, Vietnam, as well as Myanmar and Laos that made its maiden appearance this year.



Overseas Fairs/Business Missions and Business Matching Programme

SFIC is constantly exploring opportunities and ways to raise the profile of Singapore's furniture industry in the international arena. With the support of DesignSingapore Council and International Enterprise (IE) Singapore, SFIC has led a number of delegations overseas to participate in renowned international furniture trade events. These include imm Cologne in Germany, ARCHIDEX in Kuala Lumpur, Malaysia and Furniture China in Shanghai, China.

With the strong support from IE Singapore, SFIC was able to organise business mission trips to various countries to increase exposure, create business opportunities and gain insights to the industry overseas. These include missions to China, Germany and Indonesia.



BUILD THE DESIGN LANDSCAPE

SingaPlural 2014 - Celebrating Design

As the anchor event of Singapore Design Week, the third edition of SingaPlural returned from March 12 to 16 to showcase the best design elements from the multi-faceted creative spectrum – Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design.

Organised by SFIC, in partnership with eight other network partners from DesignS, the week-long series expanded to multiple locations around the city from Robinsons Orchard, Park Mall, Dhoby Ghaut Green, the new National Design Centre, LASALLE College of the Arts, The Joyden Hall @ Bugis+, to the Singapore EXPO.

The scale of SingaPlural 2014 saw a 21% increase from our previous year with 317 local and international participants and collaborations. Officially launched by Mr Tharman Shanmugaratnam, Deputy Prime Minister and Minister for Finance, over 50,000 local and international attendees were treated to an excellent display of 270 design installations as well as a robust exchange of knowledge and best practices throughout the week.

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The value design brings extends far beyond the design sector itself. Across a whole range of industries and sectors, design thinking, and attention to design, is becoming a decisive competitive advantage.

Mr Tharman Shanmugaratnam,
Deputy Prime Minister and Minister for Finance

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Here's a glimpse into some SFIC design highlights:

Furniture Design Award 2014

Supported by DesignSingapore Council, IE Singapore, SPRING Singapore, DesignS and American Hardwood Export Council, the 21st edition of Furniture Design Award (FDA) received a total of 325 entries from 39 countries. Two outstanding Singaporeans clinched the prestigious Grand Award for both the Designers and Students category.

The panel of judges for this year's competition comprised a combination of local and international professionals from the furniture, architectural, as well as interior and industrial design industries. Local design personalities on the panel include Hans Tan from Hans Tan Studio, Ash Yeo from NUS, Song Kee Hong from Design Exchange, and Colin Seah from Ministry of Design; international jury members consist of Switzerland's high-flying designer Claudio Colucci, Sweden's design thought leader David Carlson, as well as USA's leading architect, Timothy Power.

Selected winning entries from FDA 2014 were displayed in Robinsons Orchard from April to May, and made available for pre-order to Robinsons' customers.



Furniture Design Forum 2014

The annual forum aims to encourage a cultural exchange of ideas, as well as inspire and instill a spirit of entrepreneurship among designers in Asia and around the world. The 12th edition focused on the theme “Rethinking Design” and featured three renowned international guest speakers: Claudio Colucci, an excellent all-rounder known for his minimal, dynamic, and colourful style of work; David Carlson, an influential facilitator, cross-pollinator, and design thought leader; and Tim Power, Founder & Principal of Tim Power Architects, who has designed for numerous private clients known in the world of Art, Technology, Fashion and Advertising.

Furniture Design Platform (FDP) 2014

FDP acts as a platform for promising design talents from Singapore and the region to feature their new designs and prototypes, with the aim of catching the attention of manufacturers and companies from international markets at IFFS 2014.

30 LifeStories – Remembering Parks

Breathing new life to pruned tree logs salvaged and collected from our garden city, 30 LifeStories - Remembering Parks initiative enabled Singaporeans to recapture memories of their time spent in our many parks and gardens. A total of 30 creative installations by Singaporean designers and artists reflected themes of the park environment, communal spaces, and social events. This initiative was jointly presented by the SFIC, Sculpture Society (Singapore), and National Parks Board.



48 Hours Challenge at Park Mall

48 Hours Challenge at Park Mall invited five retailers to work with students from five design institutions to innovate, revamp, and reinvent showrooms within 48 hours to create a sensorial buying experience. Visitors along the buzzing shopping belt were awed by the transformation of the space from ground-up. Following a gruelling race against time, the team from Temasek Polytechnic emerged as the grand winner by beautifully transforming the showroom windows of Hugo Kitchen with an impressive and sophisticated collage made from 6,000 plastic forks and spoons.



Design Larger Than Life

As its name suggests, Design Larger Than Life showcased supersized outdoor installations that invited interaction and visitor immersion. The main feature (SPECTRUM) was curated by acclaimed Japanese designer, Yoichi Nakamuta, and designed by prominent Swiss designer and architect, Claudio Colucci. The other five installations were presented by Danovel, WYNK Collaborative, Ewins/Parklex & Plus Collaboratives, Commune, and Levi's & LoveCyclingSG.

Design Mission

SFIC, together with SPRING Singapore, led a group of 19 delegates to Japan in May 2014. The delegates comprised of independent designers, entrepreneurs, and representatives from design institutions.

During the mission, the delegates had boundless opportunities to connect and interact with notable leaders from different expanse and scope - furniture industry cooperatives, young craftsmen and entrepreneurs of the furniture and ceramics industries - establishing collaborations and strengthening relationships.

LIVE OUT GREEN STANDARDS

The Green Pavilion

Apart from working closely with various local and international organisations to encourage and initiate green practices, SFIC also actively organised seminars and various other initiatives to enhance the environment expertise of the furniture industry through certification, training and outreach on government assistance schemes to promote adoption amongst SFIC members.

Into its third year at IFFS 2014, the Green Pavilion was curated by award-winning designer, Jarrod Lim, to inspire and provoke the thinking process of moving towards sustainability in businesses. In addition to the showcase of 10 SFIC members' success stories of adopting green initiatives, visitors also took away useful insights from the cardboard features by Triwall (Asia) Pte Ltd, lush living green walls by Chop Ching Hin Pte Ltd, and eco-friendly astro-turf by Green Turf.

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

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GreenGuard Environmental and SPRING Singapore Sharing Session

On 21 August 2013, SFIC members and players from other industries attended a session on the relevance of GreenGuard Certification for the USA market. SPRING Singapore representatives also took the opportunity to share on the available funding under the capability development grant for adoption of GreenGuard Certification.



ENHANCE INDUSTRY'S WORKFORCE

SFIC Institute, a subsidiary of the SFIC, was formed as a training and development initiative for the furniture industry in 2004. Privatised in October 2010, SFIC Institute ensures that the furniture industry's long-term viability and sustainability goals are met through a holistic range of offerings.

Apart from product design and development, retail, human resources, sales and marketing production technology, customised programmes and consultancy services, logistics and green initiatives, a total of 45 WSQ accredited courses are currently being developed by the SFIC Institute.

During the year, a total of 762 participants benefitted from the training conducted by SFIC Institute. It also reached out to a further 260 people through 11 job fairs and seminars.

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When we stop learning, we stop growing. The fast changing global landscape offers vast opportunities to those who are able to adjust, learn and embrace changes.

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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 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 six 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 will serve as a conduit for global industry players to trade within the region as well as the international arena.

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The new Sunray HQ at the International Furniture Park @ Sungei Kadut won the 14th Architectural Design Awards in the industrial, transport and infrastructure category



STRENGTHEN TIES WITH MEMBERS

SFIC records a total membership strength of 330, comprising businesses from various sectors of the furniture industry - namely manufacturers, interior fit-out specialists, retailers, wholesalers, designers and supporting industries.

The welfare and needs of members are of utmost importance to SFIC, and the council will continue to deliver programmes and services which are comprehensive and relevant to the needs of its members.

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Our members are SFIC's top priority. We will continue to strengthen ties with our members and support their business endeavours.
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GROW AND MAINTAIN INDUSTRY PROFILE

Developing and maintaining the industry growth profile is something that SFIC does on a daily basis. It is important to inject local and international confidence amongst the stakeholders in our industry.

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. SFIC represents Singapore's furniture industry in the Association of Small and Medium Enterprises, DesignS, Singapore Business Federation, Singapore Association of Convention and Exhibition Organisers and Suppliers, Singapore Chinese Chamber of Commerce and Industry, Singapore Manufacturer's Federation, as well as Specialists Trade Alliance of Singapore. Regionally, SFIC represents Singapore in the ASEAN Furniture Industries Council (AFIC).

In June 2014, SFIC led a delegation of 97 furniture players from 7 ASEAN countries to participate in the 1st ASEAN – China (Chongqing) Home & Living Expo. The event was organised by Chongqing Furniture Chamber of Commerce and Chongqing Kaien

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We are thankful for the strong partnerships forged with valued stakeholders. It is one of the crucial factors for Singapore to grow as a leading international centre for furniture in Asia and beyond.

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International Metropolitan, in conjunction with the annual China Chongqing International Investment and Global Sourcing Fair (CCISF). It was the first grouped marketing promotion programme by ASEAN Furniture Industries Council (AFIC), with the support of the Ministry of Commerce of People's Republic of China, China Council for the Promotion of International Trade, Chongqing Municipal Government and China Federation of Industry & Commerce.



SFIC also organised the fourth edition of the esteemed Singapore Furniture Industry Awards (SFIA), with the support of DesignSingapore Council, IE Singapore and SPRING Singapore. Held on 1 November 2013, SFIA - the industry's most prestigious awards event - was graced by Minister for Communications and Information, Dr Yaacob Ibrahim. Through SFIA, SFIC seeks to elevate the standards and image of the furniture industry by providing a platform for companies and individuals to benchmark themselves against the best for continual improvement.



Industry Networking Events

As SFIC highly regards its partnership with each stakeholder, it actively organises 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.

