



sfic

BUILDING A SMARTER FUTURE

**ANNUAL
REPORT
2017**

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ABOUT US



Established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings and materials suppliers.

Currently, the council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

SFIC's primary role

is to promote the interests of its members and of the Singapore furniture and furnishings industry. For 36 years, SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, as well as upgrading business capabilities. Revolving around SFIC's 3i strategic framework – Improve, Innovate, and Integrate, all of the Council's programmes aim to grow the local furniture and furnishings industry and ultimately, to strengthen the 'Singapore brand' globally.

The SFIC Brand Story

More than just furniture and furnishings, SFIC is about creating spaces and an entire living ecosystem. The new SFIC logo seeks to embrace SFIC's long successful history returning to its roots and foundations, yet constantly and actively influencing tomorrow's living. SFIC's logo depicts a strong solid foundation on which industry members and stakeholders build and thrive upon – in connections, ideas, strategies and opportunities. The overarching appearance of the logo is of that signifying an upward ascension, representing constant growth.

PRESIDENT'S FOREWORD

Transform and Progress

IT is a great honour and privilege

for me to deliver my maiden President's message for SFIC's Annual Report 2017.

In a year rocked by a succession of global shocks and local economic challenges, we managed to roll out a host of successful programmes and services to meet the needs of the industry and implemented milestone initiatives that will stand us in good stead now and in the future.

It has always been an important prerogative of SFIC to help the industry grow in the international arena. Our members have benefitted from the business leads generation and networking opportunities through trade fairs and missions held in countries including China, Germany, Indonesia, Japan and Malaysia during the year. Back home, the International Furniture Fair Singapore/ ASEAN Furniture Show and the inaugural NOOK Asia held in March 2017 attracted 21,966 trade professionals from the furniture, interior design, and furnishings industries - including 87 buying delegations - from 92 countries.

SingaPlural 2017 is a game changer for the design industry and featured over 100 participants, bringing together local and global talents and coming up with inspirational ideas to shape the future of design in Singapore.



Launched by Minister in Prime Minister's Office, Mr Chan Chun Sing in March 2017, the 6th edition of this anchor design festival of the Singapore Design week highlighted how companies, especially SMEs, can embrace design to create new value, products and markets. It is through these signature events that SFIC plays a key role to bring local SMEs to the global stage.

Staying Smart and Grow Globally

Helping our members transform and gain international exposure to expand their markets is of paramount importance to overcome the constraints of our small domestic market.

I had said when I assumed the Presidency last year that we have to be champions of disruption. And we have to help the industry embark on a smooth ride in the digital disruption journey.

One of my top goals is to help our members embrace the digital tide and address the needs of our industry amidst the changing landscape.

I am pleased to share that we have launched in mid-October our very first virtual shop-in-shop - called FLAUNT. It offers a curated collection of furniture and furnishing products by Singapore-based designers and design-centric companies. Powered by Lazada and 99% SME, FLAUNT will enable Singapore-based furniture designers and brands to sell their products locally and globally.

Talent Development in Design & Technology

To enable us to capitalise on the digital wave, we have also implemented new training programmes focused on design and technology.

In March 2017, our training arm, SFIC Institute joined hands with A*Star for a Collaborative Industry Project (CIP) on Application of Printed Electronics for Furniture, Interior Design and Architectural Design. This is to help participating companies and designers to develop capabilities in application of printed lighting technology in design and prototyping with printed electronics technologies for the furniture and interior design industries.

In June 2017, SFIC Institute and Nanyang Polytechnic (NYP)'s School of Design jointly launched a new Specialist Diploma course under the SkillsFuture Earn & Learn Programme. The course will help develop capabilities to tap new technologies and materials to grow the industry's revenues and raise professional standards.

We are also now working on the upskilling and deep skilling of our industry workforce via Ministry of Manpower's Capability Transfer Programme. To enable innovation-driven growth, we need to groom talent to operate advanced production machinery. SFIC is therefore, keen to bring in foreign experts to conduct advanced courses and transfer their capabilities to our people.

Future Forward: Industry Transformation Roadmap

Singapore's furniture industry is made up of over 1,900 companies, employs more than 19,000 workers and commands an annual market size of over S\$6 billion.

We will be embarking on our 2021 industry transformation map (ITM) to deep dive into the issues facing our industry, and to explore ways to transform, become more efficient, more productive and more innovative to chart new growth in a rapidly changing landscape. The results of this ITM will be ready by the first quarter of 2018, and we look forward to sharing this with our members and stakeholders.

Bright Prospects: New 8-Storey Furniture Hub in 2018

The new 8-storey JTC Furniture Hub @ Sungei Kadut sitting on a two-hectare site, will be ready by end 2018. SFIC's Furniture and Furnishings Experience Centre will also be housed there to support an ecosystem covering the gamut from production and trade to design, training and the opportunity to testbed new e-fulfilment business models.

SFIC supports inclusive growth and the Hub will help foster a better ecosystem through the clustering of both furniture and furniture-related companies. Already, our membership today has 5 clusters - Contract Manufacturers, Furniture Manufacturers, Retailers, Designers, as well as the Supporting Industries. We look forward to working more closely with them under one roof - in the Hub.

Moving forward

Despite the biting competition, we remain optimistic about our outlook. According to Technavio's report, the global furniture industry is expected to grow from S\$631 billion (2017) to S\$766 billion (2021). Singapore will assume the chairmanship of ASEAN in 2018 and will take the lead with its e-ASEAN initiative. Already, ASEAN nations have signed agreements to boost transport collaborations to increase the flow of people and businesses among member states. This is a positive move that will open up new opportunities for us.

With our digital strategy in place and equipped with the right mind-set and skills, we are well-positioned to leverage on these bright prospects. Going digital is essential to our survival as e-commerce, which accounted for 21% of total furniture sales in 2014, is forecast to grow to 30% by 2018, according to research firm eMarketer (Source: Forbes FEB 15, 2016).

It has been an eventful first year as SFIC President. I would like to thank our Immediate Past President, Mr Ernie Koh, who has given me much guidance and support. My gratitude also extends to our Executive Committee members and the SFIC secretariat for their hard work and tireless assistance.

Most of all, I would like to thank all fellow members and government agencies for showing confidence in me. Together let us grow, ride on the digital wave and make Singapore furniture a brand of global distinction.



MARK YONG
SFIC PRESIDENT

INTERNATIONALISATION



Internationalisation remains a critical impetus for growth and SFIC is focused on its business matching efforts through organising the Singapore Pavilion in key international trade fairs.



nook^{Asia}



Mr S. Iswaran, Minister for Trade and Industry (Industry), trying out the VR technology at IFFS/AFS/NOOK Asia 2017

AT A GLANCE:

more than
20,000

companies from over 90 countries leveraged on Singapore's position as a global trading hub during IFFS/AFS/NOOK Asia.

5,569

business leads generated

50

local companies participated in international trade fairs

International Furniture Fair Singapore/ASEAN Furniture Show/NOOK Asia (IFFS/AFS/NOOK Asia):

IFFS/AFS continues to reinforce its position as an ideal business platform for the international furniture industry with a diverse international portfolio of 428 exhibiting companies from 35 countries. The 2017 edition also introduced a new co-located show **NOOK Asia** that focuses on artisanal crafts from around the world that can satisfy visitors' furniture-sourcing needs with lifestyle furnishings and design-centric decorative pieces. Collectively, the content-driven show saw more feature areas, design-centric displays and knowledge-sharing seminars.

With a focus on quality brands and overall experience, visitors were offered a more conducive and seamless environment. 21,966 trade professionals from the furniture, interior design, and furnishings industries - including 87 buying delegations from 92 countries helped mark another milestone in IFFS/AFS/NOOK Asia's stellar three-decade history. In addition, the SFIC will inject vibrancy to the Hub by curating industry-relevant innovation and technology showcases, design exhibitions, talks and networking events.



Going Places: Singapore's furniture finest

With the invaluable support of government agencies such as DesignSingapore Council, International Enterprise (IE) Singapore and SPRING Singapore, local companies have benefitted immensely from the business leads generation and networking opportunities through trade fairs and missions held in countries including China, Germany, Indonesia, Japan and Malaysia.

MALAYSIA: ARCHIDEX

ARCHIDEX (International Architecture, Interior Design and Building Exhibition) has been an important show for our industry players over the last four years. With an annual turnout of over 36,000 visitors regionally and beyond, the July edition pulled in expected sales revenue of over \$10 million collectively for the ten companies in the Singapore Pavilion, over the course of the next 12 months.



CHINA: FURNITURE CHINA

September is a trade show season in Shanghai annually, with Furniture China and China International Furniture Fair Shanghai happening around the same time. These two shows serve as an invaluable gateway for 13 Singapore brands to expand into the China market and to showcase their latest designs to over 150,000 visitors from more than 150 countries.

GERMANY: IMM COLOGNE

Cited by many as an important international trade fair in Europe, four leading Singapore brands projected their latest collections at imm Cologne 2017. This flagship event has its primary focus on contemporary furniture and interior design as well as a strong growth in the mid-market segment from Eastern European and Asian exhibitors.



PHOTO: IMM COLOGNE

INDONESIA: INDEX INDONESIA

With Indonesia being on track to become the world's 7th largest economy by 2030, it is also the largest economy in the Southeast region, with a market size of 250 million and a growing middle class population. A first for the council, five SFIC member companies participated in the fair to suss out business opportunities in the emerging market.



MISSION TRIP: JAPAN

SFIC led 14 delegates on a business mission to Tokyo and Osaka in October 2016 to explore the furniture and furnishings retail scene as well as to gain better insights on senior friendly living/smart living/space saving living.

JTC FURNITURE HUB

Due for completion by end 2018, the JTC Furniture Hub will be Singapore's first high-rise and multi-tenanted industrial development to cluster both furniture and furniture-related companies. SFIC and its SFIC Institute will be co-located at level one to provide the industry with the relevant training and advisory support, business matchmaking, shared resources and foster collaboration.



CLICK ICON FOR VIDEO



PHOTO: JTC

DESIGN DEVELOPMENT



Design will enable innovation and growth for companies in today's competitive global landscape.

SingaPlural Celebrating Design 2017



Left: Minister Mr Chan Chun Sing giving book binding a go at the Bynd Artisan installation at SingaPlural 2017



POST-SINGAPLURAL COLLABORATIONS:

SINGAPLURAL x ROOTS x UNIQLO

Further collaboration between local creative studio ROOTS & Japanese fast fashion giant UNIQLO after SingaPlural 2017

SINGAPLURAL x MODULAR UNIT x BYND ARTISAN

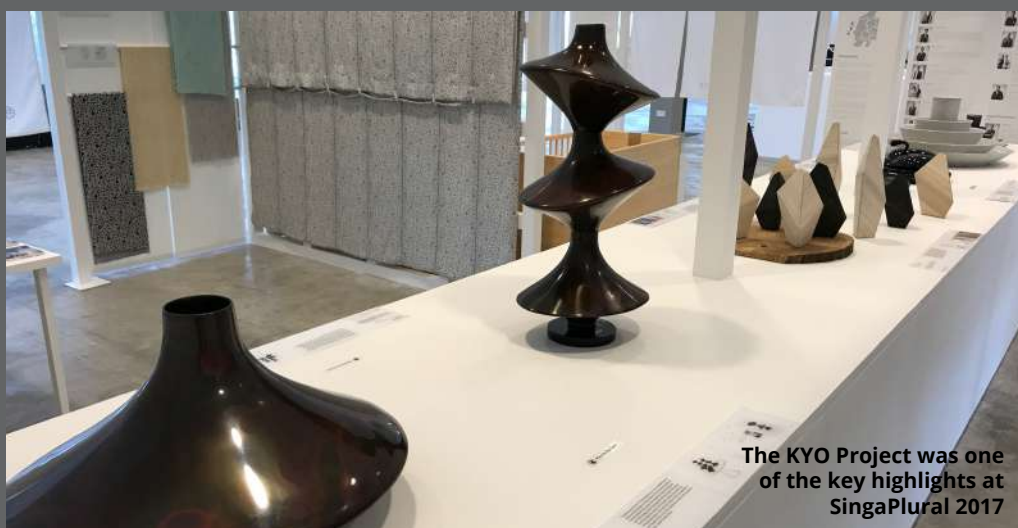
The robotic system developed by media creative studio Modular Unit for local leather goods brand Bynd Artisan at SingaPlural 2017 is now a permanent fixture at the retailer's atelier and retail store at Takashimaya.

SingaPlural 2017

Organised by the SFIC and supported by DesignS, DesignSingapore Council, International Enterprise (IE) Singapore, the Singapore Tourism Board and SPRING Singapore, SingaPlural 2017 was officially launched by Minister in Prime Minister's Office, Mr Chan Chun Sing, on 6 March 2017.

The 6th edition marked several milestones with a new format, a new site, and a new participation record of over 100 participants. These include global brands such as UNIQLO, Italy's Studio Architetto Egidio Panzera and Japan's Kanto Bureau of Economy, Trade and Industry (METI - Kanto) for the KYO project.

As the anchor event of the Singapore Design Week, SingaPlural has grown in strength over the years, having transformed from primarily a showcase platform to one with more far-reaching outcomes. Beyond being a profiler of Singapore's design talents, it became an active advocate of collaborations, bringing forth meaningful partnerships amongst brands, producers and creatives, even after the festival.



The KYO Project was one of the key highlights at SingaPlural 2017



furniture design award
Singapore



The winning entry YOKAN chair is inspired by a Japanese dessert sharing the same name.

FINAL VERDICT

"We were all very impressed by the entries which were judged based on the degree of innovation, marketability, functionality, and environmental awareness."

- FDA 2017 Chief Judge
Patrick Chia

Furniture Design Award 2017

First launched in 1993, the FDA has grown to be an established design competition that is recognised within the global furniture industry and launched the careers of numerous notable designers internationally. Past winners currently making waves in the industry include Mr Oki Sato (Nendo), Mr Kenneth Cobonpue (Philippines) and Mr Nathan Yong. The award continues to motivate young and aspiring designers to express their creativity in furniture design and be given the opportunity to gain recognition and kickstart their career.

The 11 finalists were chosen from the Philippines, Thailand, Hong Kong, Taiwan, Japan, Switzerland, Italy and Netherlands. All the prototypes by the 11 finalists were on display during the International Furniture Fair Singapore/ASEAN Furniture Show/NOOK Asia 2017.

2017 Grand prize winner, Mr Hiroki Sakamoto from Japan, who impressed judges with his Japanese-desert inspired YOKAN chair, went on to win the 2017 Red Dot Award for another F&B-themed creation, "Coffee Bean Table".



FDA Judges hard at work at the FDA 2017 showcase at IFFS

DIGITALISATION



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With the rapid rise of the digital economy, members need to embrace the digital transformation to scout new market opportunities and grow their businesses.

The pursuit of a “Smart SFIC” strategic initiative include establishing new online platforms for e-commerce and helping members keep up to date on new technologies that can benefit their businesses. As a start, SFIC has launched a new B2C e-shop with Lazada and 99%SME. In addition to beef up the expertise of our industry players, SFIC conducts regular seminars and workshops that include leveraging on digital tools to boost productivity and profits.

FLAUNT.

FLAUNT is the first-of-its kind virtual shop-in-shop initiated by an industry-specific trade association. It connects Singapore-based designers and furniture makers with discerning customers who value quality design. Launched in October 2017, FLAUNT currently features 13 participating brands who are SFIC members.



PHOTO: LAZADA

SEMINARS & SHARING SESSIONS

Various seminars and sharing sessions on new technologies, digitalisation, digital interaction and social media were held during the year. In particular, the digitalisation seminar held at the Google office saw an overwhelming number of more than 100 industry players coming forward to learn about digital solutions available from the tech giant.



ENTERPRISE & HUMAN CAPITAL DEVELOPMENT



Innovative economy, productive workforce and inclusive growth must go hand in hand.



AT A GLANCE:

- Developed 28 WSQ courses, trained 2,203 participants
- Organised 49 vocational courses, trained 405 participants
- Hosted 165 workshops and seminars, trained 4,524 participants
- 94 creative craftsmen have been matched to 53 employers,
- 92 designers to 52 employers
- and 18 matured workers to 16 employers.



Deputy Prime Minister Tharman Shanmugaratnam at the launch of SkillsFuture@PA Initiative

Since its incorporation in 2010, the Institute has been helping the Singapore's furniture industry develop its human capital through a holistic range of training programmes and initiatives.

To attract and retain talents within the industry, the Institute worked closely with various governmental agencies such as e2i, Skillsfuture Singapore, Workforce Singapore, SPRING Singapore and partners to develop apprenticeship programmes for designers and creative craftsmen as well as training for existing and older workers in the areas of retail sales, administration and project coordination. The apprenticeship programmes, acting on a Place-and-Train model, enable employers to find suitable candidates in this tight labour market.

In addition, the Institute has been training professionals in other fields as well as tertiary educational institutions such as Singapore Polytechnic, Institute of Technical Education (ITE) and Nanyang Polytechnic.



Collaborative Industry Programme (CIP) with SIMTech ASTAR

SFIC Institute collaborated with SIMTech A*STAR, offering a Collaborative Industry Programme (CIP) on Printed Electronics and Other Emerging Technologies in Furniture, Interior Design and Architectural Design.

The programme offers opportunities for industry members to apply printed electronics and other emerging technologies such as printed lighting, printed touch, printed pressure sensor, 3D printing, natural fiber composite, printed circuitry for Internet of Things and other emerging technology for smart home/smart furniture. The programme was introduced to the industry via a sharing session on 20 January 2017 and the event was attended by 167 industry representatives.

Following the success of the sharing session and with NTUC's e2i support, 13 companies embarked on the 6 months programme covering business strategies, printed electronics and emerging technologies, materials, ideation and practical sessions to create prototypes. Some of the prototypes were displayed at BEX Asia 2017 at Marina Bay Sands.

AN ALL-ROUNDED DESIGNER

"The designer's job today is not just about designing a spectacular piece of furniture. It involves all aspects, from client management, needs analysis to project management."

- Course Participant Teo Min Zhen



An experience journey on the furniture factory floor (Grandwork Interior) by Senior Parliamentary Secretary for Trade and Industry, Ms Low Yen Ling

SFIC x Nanyang Polytechnic: Design & Make

The SFIC, SFIC Institute and Nanyang Polytechnic (NYP)'s School of Design jointly launched a new Specialist Diploma course under the SkillsFuture Earn & Learn Programme (ELP) in June 2017.

This is the first time a polytechnic has co-developed and co-delivered an ELP with a trade association. The strategic intent is to keep the industry vitalized with talented and qualified manpower.

Participants of the NYP Specialist Diploma in Design & Make will gain more in-depth knowledge about the various aspects of furniture and furnishings design industry and also learn about the practical aspect of furniture design industry, for example, the latest materials, construction and production methods. In addition, they will hone skills in client management, business development and marketing capabilities through on-the-job training. The programme complements the current courses provided in industrial, product, interior and experience design.



Attracting young design talents for the growth and future of the Singapore furniture industry

INDUSTRY NETWORKING EVENTS



SFIC industry events offer excellent networking opportunities & access to potential clients.

Having a vast network of quality connections is the lifeblood of modern businesses. At SFIC's events, the opportunities for synergistic collaborations are abound. Mixing business with pleasure, events such as the Lunar New Year Luncheon, Golf Tournament, and Annual Dinner & Dance are well attended by industry players and business associates.

GOLF TOURNAMENT

The favourite sport of many C-suite executives and SME bosses, receiving a chance to tee off is an invitation not to be missed. Over 140 industry players, SFIC members and business associates were gathered at the Raffles Country Club on 2 September 2016 for the 23rd edition of SFIC Golf Tournament. A sumptuous dinner with live music ended the evening on a high note.



DINNER & DANCE

More than 400 guests thronged the swanky Mandarin Orchard hotel on 11 November 2016 for a special gathering of friends of the furniture and furnishings industry. Graced by Guest-of-Honour, Minister of State for Trade and Industry Dr Koh Poh Koon, the line-up for SFIC's Annual Dinner and Dance was jam packed with exciting entertainment programmes and special announcements.

CNY LUNCHEON

For veteran members, the CNY Luncheon event is an entitlement that is much looked forward to. Amidst a festive mood to usher in the new year, key industry messages shared include Building Capabilities/Boosting Employment, Boosting Competitiveness/Staying Smart, Growing Membership, Expanding Network of Partnerships and Collaborations and Grooming Next Generation's Leaders.



YOUTH FURNITURE COMMITTEE



With a desire to rejuvenate and bring fresh perspectives to confront new challenges, SFIC will accelerate its efforts to engage the younger generation to join its ranks.

YOUTHFUL APPEAL



"The Youth Furniture Committee has created a constant stream of young members for us. There was never a break, a five- or 10-year lapse with nobody new joining our industry."

- SFIC President
Mr Mark Yong



SFIC Youth Furniture Committee ambassadors at the ASEAN Youth Furniture Entrepreneurs Programme held in Indonesia in 2017

Formed since 1999, SFIC's Youth Furniture Committee (YFC) comprises of the second echelon generation of industry leaders not more than the age of 40. YFC is borne out of a leadership succession plan put in place by SFIC to steer the future growth of the Council. In fact, more than 90% of the current Executive Committee members were part of the YFC.

With the changing demographic landscape and the rise of the millennials in the workforce and as a powerful consumer group, efforts are being stepped up to nurture younger members to sustain the association's growth and relevance. YFC provides its NEXT-GEN industry leaders with a holistic experience through a wide range of events and activities to encourage experience-sharing, business networking, and community cohesiveness, both locally and regionally.



Bringing new ideas and a fresh perspective to the table

VOICE OF THE INDUSTRY



Leveraging on its resources, networks and industry knowledge, SFIC serves as the captain and voice of the industry.



TRADE ASSOCIATION COMMITTEE BY SINGAPORE CHINESE CHAMBER OF COMMERCE AND INDUSTRY (SCCCI) AND SINGAPORE BUSINESS FEDERATION (SBF)

As Singapore moves into the future, trade associations and chambers (TACs) have an important role to play in the nation's economy.

SFIC is a member of the Trade Association Committee set up by SCCCI as a business-led platform to drive the development of trade associations.

In addition, SFIC has also joined SBF and 29 other trade associations and chambers to sign a compact to work together as strategic partners and collaborators. The partnership aims to raise the overall standing of the TACs in Singapore so as to better support Singapore-based companies' long term growth domestically and internationally.



SFIC President Mr Mark Yong greeting Prime Minister Lee Hsien Loong at an SBF function

A collective voice for over 300 members spanning five membership clusters, SFIC juggles multiple roles in promoting members' interests via its various key initiatives. The face of the industry regionally and internationally, SFIC represents Singapore in the ASEAN Furniture Industries Council at the ASEAN level and often engages with its global counterparts on other platforms.

The Council also represents the industry in the Association of Small and Medium Enterprises, DesignS, Singapore Business Federation, Singapore Association of Convention and Exhibition Organisers and Suppliers, Singapore Business Federation, Singapore Chinese Chamber of Commerce and Industry, Singapore Manufacturing Federation, as well as Specialists Trade Alliance of Singapore.

Acting as an intermediary between government agencies and the industry, SFIC is an invaluable platform for feedback collection for policymaking as well as a vehicle to engage the authorities on industry matters.



DIALOGUE SESSION WITH MTI MINISTER MR S. ISWARAN

Minister of Trade and Industry (Industry), Mr S. Iswaran, met with industry leaders for a special dialogue at the premises of Sunray Woodcraft Construction Pte Ltd last November. The intimate discussion provided the Minister with a better understanding of the industry and offered our industry players a chance to engage the Minister on pertinent issues faced in their respective sectors.



DIALOGUE SESSION WITH MP MR LIANG ENG HWA

Mr Liang Eng Hwa, Member of Parliament for Holland-Bukit Timah GRC as well as Chairman of Government Parliamentary Committee for Finance, Trade and Industry joined representatives from the SFIC and Specialists Trade Alliance of Singapore (STAS) in July 2017 for a fruitful dialogue session on challenges faced by sub-contractors in the building and construction industry as well as possible helpline for our SMEs to thrive locally.

SFIC LEADERSHIP



Lee Yi Shyan
Honorary Advisor
(Till 31 Dec 2016)



Mark Yong
President
Director
Ewins Pte Ltd



Ernie Koh
Immediate Past President
Executive Director
Koda Ltd



Steven Chew
Vice President
Executive Director
Sitra Holdings
(International) Limited



Kenny Koh
Vice President
Group Managing Director
Star Furniture Pte Ltd



Tony Pang
Vice President
General Manager
V-Mark Woodcraft (S) Pte Ltd



Phua Boon Huat
Vice President
Director, Europe
HTL International
Holdings Pte Ltd



Jake Tan
Honorary Secretary
Executive Director
Admira Pte Ltd



Marcus Wong
Assistant Honorary Secretary
Director
Danovel Pte Ltd



Joshua Koh
Honorary Treasurer
CEO
Commune Lifestyle Pte Ltd



Kaden Choa
Assistant Honorary Treasurer
Marketing Director
Excel Hardware Pte Ltd



SFIC PRESIDENTS 1981-2016

From left to right/top to bottom

Wong Liang Han	1981/1984
Kesavan Choo	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	2011/2012
Ernie Koh	2013-2016



EXECUTIVE COMMITTEE MEMBERS

From left to right/top to bottom

Don Lim	Renovator Hub Pte Ltd
Alison Kwok	Cathay Interiors Pte Ltd
Emily Sim	NS Trading Pte Ltd
Fion Ng	Grandwork Interior Pte Ltd
Avelyn Teo	Benel Singapore Pte Ltd
Jerry Tan	Jaco Singapore Pte Ltd



CO-OPT MEMBERS

From left to right

Gan Shee Wen	Koda Ltd
Jeffrey Yong	Eurosa Furniture Co. Pte Ltd
Nathan Yong	Nathan Yong Design

FUNCTIONAL COMMITTEES

Industry Clusters

Manufacturing Cluster

Chairman:	Mr Ernie Koh	Koda Ltd
Vice Chairman:	Mr Jeffrey Yong	Eurosa Furniture Co (Pte) Ltd

Contract Manufacturing Cluster

Chairman:	Ms Alison Kwok	Cathay Interiors Pte Ltd
Vice Chairmen:	Ms Avelyn Teo	Benel Singapore Pte Ltd
	Ms Fion Ng	Grandwork Interior Pte Ltd
	Mr Don Lim	Renovator Hub Pte Ltd

Retail Cluster

Chairman:	Mr Gan Shee Wen	Koda Ltd
Vice Chairmen:	Mr Joshua Koh	Commune Lifestyle Pte Ltd
	Mr Marcus Wong	Danovel Pte Ltd

Supporting Industries Cluster

Chairman:	Mr Tony Pang	V-Mark Woodcraft (S) Pte Ltd
Vice Chairmen:	Mr Jake Tan	Admira Pte Ltd
	Mr Kaden Choa	Excel Hardware Pte Ltd

Design Cluster

Chairman:	Mr Nathan Yong	Nathan Yong Design
Vice Chairman:	Ms Emily Sim	NS Trading Pte Ltd

SFIC Trustees

Mr Choo Yong Fee	Cheng Meng Furniture Group (Pte) Ltd
Mr James Koh	Koda Ltd
Mr Andrew Ng	Singapore Furniture Industries Council
Mr Bert Choong	Singapore Furniture Industries Council

FINANCE

Finance Advisory Committee

Chairman:	Mr Mark Yong	Ewins Pte Ltd
Committee Members:	Mr Choo Yong Fee	Cheng Meng Furniture Group (Pte) Ltd
	Mr Joshua Koh	Commune Lifestyle Pte Ltd
	Mr Ernie Koh	Koda Ltd
	Mr James Koh	Koda Ltd

Finance Committee

Chairman:	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Committee Members:	Mr Kaden Choa	Excel Hardware Pte Ltd
	Mr Marcus Wong	Danovel Pte Ltd
	Mr Phua Boon Huat	HTL International Holdings Pte Ltd

Lead Programme

Chairman:	Mr Mark Yong	Ewins Pte Ltd	
Committee Members:	Mr Jake Tan	Admira Pte Ltd	
	Mr Joshua Koh	Commune Lifestyle Pte Ltd	
	Mr Neo Sia Meng	Four Star Industries Pte Ltd	Till 28 February 2017
	Mr Phua Boon Huat	HTL International Holdings Pte Ltd	
	Mr Steven Chew	Sitra Holdings (International) Ltd	
	Mr Kenny Koh	Star Furniture Pte Ltd	
	Mr Tony Pang	V-Mark Woodcraft (S) Pte Ltd	From 1 March 2017

INDUSTRY DEVELOPMENT PROGRAMMES

Internationalisation

Chairman :	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
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Design Development

Chairman:	Mr Kenny Koh	Star Furniture Pte Ltd
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SingaPlural Organising Committee

Chairman:	Mr Mark Yong	Ewins Pte Ltd
Members:	Mr Marcus Wong	Danovel Pte Ltd
	Ms Emily Sim	NS Trading Pte Ltd
	Mr Kenny Koh	Star Furniture Pte Ltd
Advisors:	Mr Simon Ong	Kingsmen Projects Pte Ltd
	Mr Ernie Koh	Koda Ltd
	Mr Bert Choong	Singapore Furniture Industries Council

Enterprise & Human Capital Development

Chairman:	Mr Neo Sia Meng	Four Star Industries Pte Ltd	Till 28 February 2017
	Mr Tony Pang	V-Mark Woodcraft (S) Pte Ltd	From 1 March 2017

Membership Services & Networking Events Committee

Chairman:	Mr Jake Tan	Admira Pte Ltd
Vice Chairman:	Ms Emily Sim	NS Trading Pte Ltd

Youth Furniture Committee

Chairman:	Mr Jake Tan	Admira Pte Ltd
Vice Chairmen:	Mr Joshua Koh	Commune Lifestyle Pte Ltd
	Mr Kaden Choa	Excel Hardware Pte Ltd
Members:	Ms Avelyn Teo	Benel Singapore Pte Ltd
	Mr Gan Shee Wen	Commune Lifestyle Pte Ltd
	Mr Marcus Wong	Danovel Pte Ltd
	Ms Fion Ng	Grandwork Interior Pte Ltd
	Ms Emily Sim	NS Trading Pte Ltd
	Mr Don Lim	Renovator Hub Pte Ltd

FUNCTIONAL COMMITTEES

Business Innovation

Chairman: Mr Steven Chew Sitra Holdings (International) Ltd

E-commerce Steering Committee

Chairman : Mr Steven Chew Sitra Holdings (International) Ltd
 Vice Chairmen : Mr Marcus Wong Danovel Pte Ltd
 Mr Kaden Choa Excel Hardware Pte Ltd
 Members: Mr Neo Sia Meng Four Star Industries Pte Ltd Till 28 February 2017
 Mr Gan Shee Wen Koda Ltd
 Ms Emily Sim NS Trading Pte Ltd

Project Furniture Hub Committee

Chairman: Mr Kenny Koh Star Furniture Pte Ltd
 Committee Members: Mr Jake Tan Admira Pte Ltd
 Mr Mark Yong Ewins Pte Ltd Till 28 February 2017
 Mr Neo Sia Meng Four Star Industries Pte Ltd
 Mr Ernie Koh Koda Ltd
 Mr Steven Chew Sitra Holdings (International) Ltd
 Mr Tony Pang V-Mark Woodcraft (S) Pte Ltd
 Advisors: Mr James Koh Koda Ltd
 Mr Andrew Ng Singapore Furniture Industries Council
 Mr Bert Choong Singapore Furniture Industries Council
 Mr James Goh Singapore Furniture Industries Council

CORPORATE COMMUNICATIONS

Chairman: Mr Mark Yong Ewins Pte Ltd
 Committee Members: Mr Jake Tan Admira Pte Ltd Till 28 February 2017
 Mr Neo Sia Meng Four Star Industries Pte Ltd
 Mr Phua Boon Huat HTL International Holdings Pte Ltd
 Mr Ernie Koh Koda Ltd
 Mr Steven Chew Sitra Holdings (International) Ltd
 Mr Kenny Koh Star Furniture Pte Ltd
 Mr Tony Pang V-Mark Woodcraft (S) Pte Ltd

SFIC REPRESENTATION IN SUBSIDIARY COMPANIES

SFIC Institute Board of Directors

Chairman: Mr Neo Sia Meng Four Star Industries Pte Ltd Till 28 February 2017
 Mr Jake Tan Admira Pte Ltd From 1 March 2017
 Vice Chairman: Mr Jake Tan Admira Pte Ltd Till 28 February 2017
 Board Members: Mr Mark Yong Ewins Pte Ltd
 Mr Steven Chew Sitra Holdings (International) Ltd
 Ms Shermaine Ong Singapore Furniture Industries Council
 Mr Tony Pang V-Mark Woodcraft (S) Pte Ltd From 1 March 2017
 Ex-Officio Members: Mr Ernie Koh Koda Ltd
 Mr Andrew Ng Singapore Furniture Industries Council
 Mr Bert Choong Singapore Furniture Industries Council

IFFS Pte Ltd Board of Directors

Chairman: Mr Ernie Koh Koda Ltd
 Board Members: Mr Mark Yong Ewins Pte Ltd
 Mr Phua Boon Huat HTL International Holdings Pte Ltd
 Mr James Koh Koda Ltd
 Mr Bert Choong Singapore Furniture Industries Council
 Alternate Directors: Mr Jerry Tan Jaco Singapore (Pte) Ltd
 Mr Gan Shee Wen Koda Ltd
 Ms Shermaine Ong Singapore Furniture Industries Council

IFFS Show Advisory Panel

Chairman: Mr Phua Boon Huat HTL International Holdings Pte Ltd

Exhibitorship/Visitorship Sub-Committee:

Chairman: Mr Phua Boon Huat HTL International Holdings Pte Ltd
 Vice Chairman: Mr Gan Shee Wen Koda Ltd

Committee Members: Mr Jeffrey Yong Eurosa Furniture Co (Pte) Ltd
 Mr Jerry Tan Jaco Singapore (Pte) Ltd
 Mr Steven Chew Sitra Holdings (International) Ltd
 Mr Kenny Koh Star Furniture Pte Ltd

Operations Sub-Committee:

Chairman: Mr Jake Tan Admira Pte Ltd
 Vice Chairman: Mr Don Lim Renovator Hub Pte Ltd
 Advisor: Mr Tony Pang V-Mark Woodcraft (S) Pte Ltd

Ex-official members: Mr Ernie Koh Koda Ltd
 Mr James Koh Koda Ltd
 Mr Bert Choong Singapore Furniture Industries Council

REPRESENTATION TO OTHER ORGANISATIONS

ASEAN Furniture Industries Council

Vice Chairman, AFIC : Mr Jerry Tan Jaco Singapore (Pte) Ltd

Committee Members: Mr Jake Tan Admira Pte Ltd
 Mr Mark Yong Ewins Pte Ltd
 Mr Kaden Choa Excel Hardware Pte Ltd
 Mr Ernie Koh Koda Ltd

DesignS

Chairman: Mr Mark Yong Ewins Pte Ltd
 Co-Chairman: Mr Kenny Koh Star Furniture Pte Ltd

Strategic Trade Alliance Singapore (STAS)

Representatives: Ms Alison Kwok Cathay Interiors Pte Ltd
 Mr Kaden Choa Excel Hardware Pte Ltd
 Ms Emily Sim NS Trading Pte Ltd
 Mr Quah Soon Chow Singapore Furniture Industries Council

Workplace Safety & Health Council (WSHC)

Representatives: Ms Alison Kwok Cathay Interiors Pte Ltd
 Ms Fion Ng Grandwork Interior Pte Ltd

Singapore Business Federation - Small and Medium-Sized Enterprises Committee

Representative: Mr Ernie Koh Koda Ltd

Singapore Chinese Chamber of Commerce and Industry (SCCCI) 59th Council

Representative: Mr Ernie Koh Koda Ltd

SCCCI Trade Association Committee

Representative: Mr Ernie Koh Koda Ltd

Singapore Polytechnic Design School Advisory Committee

Representative: Mr Ernie Koh Koda Ltd

Institute of Technical Education (ITE) Design & Media Academic Advisory Committee

Representative: Mr Neo Sia Meng Four Star Industries Pte Ltd Till 28 February 2017
 Ms Alison Kwok Cathay Interiors Pte Ltd From 18 September 2017



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