



Embargoed for release 18th June 2018

Singapore Furniture Industries Council and Enterprise Singapore lead Singapore delegation on 4-day Business Development Mission to the Philippines

Mission aims to match Singapore companies with Philippines' fit-out solutions & distributors and partner Filipino companies looking to accelerate their growth.

Singapore, 18 June 2018 - Singapore Furniture Industries Council (SFIC) and Enterprise Singapore are leading an 11-company strong delegation to Manila, Philippines for a 4-day business development mission from 18-21 June.

2. The outlook for the global furniture industry continues to be promising, with a projected CAGR of close to 5% over the next three years. The growth will be driven by the burgeoning Asian middle class as Asian economies will account for 50% of global GDP growth by 2025.¹
3. As one of the top three growth performers in the region in 2017, the Philippines presents an attractive destination for local companies looking for business growth. The business development mission aims to foster partnerships between Singapore companies and Philippines' fit-out solutions & distributors. At the same time, to increase awareness of Singapore companies' unique, innovative and high-quality urban living solutions amongst local developers and architects.
3. The Singapore delegation is co-led by Mr Mark Yong, President of SFIC and Ms Kee Ai Nah, Executive Director (Lifestyle & Consumer) of Enterprise Singapore.
4. Companies participating on the mission encompass the entire value chain of the industry - from innovative building materials, urban living designs, architectural installations, to contract manufacturing and interior fit-out project management. They include: Comfort Design, Ewins, IDV Concepts Asia, Kompacplus, Renovator Hub, Sungei Emas, Sunyu Products and Services, Superstructure SG, Synergraphic Design, TraDesk and TheKnowHow.In. (See Appendix for details)
5. Said Ms Kee, "Markets such as the Philippines are rapidly urbanizing. Developers are looking for innovative furnishing solutions that are not only aesthetically pleasing, but also designed to improve the urban lifestyle. Given the size of this market and its proximity, there is an opportunity for Singapore's furnishing and fittings manufacturers, and designers to meet this demand. Enterprise Singapore is working with SFIC to connect our companies to potential partners in the Philippines, such as property developers and mall owners, to help our companies serve this market."
6. SFIC launched a three-year 2021 Industry Roadmap this March with a vision to propel growth and drive greater competitiveness for the Singapore furniture industry. One of the three pillars underpinning this roadmap is 'Growth Asia', which aims to position the Singapore furniture industry as the Asian hub influencing tomorrow's urban living by 2021.



8. Mr Yong said, “We hope to be the centre of furniture trade and activities in Asia, as the go-to hub for advice and guidance on effective living solutions for both existing and future urban dwellers. The ‘Growth Asia’ pillar represents our commitment to strengthen our presence in Asia by helping local companies expand beyond Singapore.”

9. As the Director of Ewins Pte Ltd, Mr Yong is not unfamiliar with the Philippines market. His company is the distributor of Parklex, a brand of natural wood surface materials for indoor and outdoor applications made in Spain, in several countries in Southeast Asia. The materials have since 2014 been installed in more than ten residential and commercial projects, mainly in Metro Manila.

10. “With a new wave of resident and commercial property development, including the New Clark city project in North Manila, the Philippines offers ample opportunities for our industry players,” he added.

¹ Source: McKinsey Global Institute, *Urban world: Cities and the rise of the consuming class*

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About Singapore Furniture Industries Council (www.singaporefurniture.com)

Singapore Furniture Industries Council was 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.

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Appendix: Participating Companies

Comfort Design Pte Ltd

For close to 40 years, Comfort Design has established itself as one of Singapore's leading furniture company fulfilling both corporate and residential needs. With the experiences gained over the years within the industry, major F&B brands have come to trust Comfort Design and became its repeated customers in both Singapore and the region.

Ewins Pte Ltd

Ewins, a Singapore-based company founded in 1967, is a leading distributor of fine furniture components, quality architectural hardware and innovative surface materials. From high performance natural wood veneer panels for outdoor facade application to space-saving solutions for the home, Ewins constantly evolves its product offerings to meet the changing needs of both trade partners and end-consumers.

IDV Concepts Asia Pte Ltd

IDV Asia continually takes steps to evolve our craftsmanship in the design-build industry; with a keen focus to create design of great experience for every interior space. We undertake projects of various complexities, from simple window displays to complex turnkey boutiques with associated visual merchandising and project management needs. Projects are managed in-house throughout their entire life cycles, from the initial conceptualization, to design and mock-up work, up until fabrication of fixtures, and implementation. For global activation, IDV Asia lead and work with overseas partners for the final stage of internationalization.

Kompacplus Pte Ltd

KompacPlus Pte Ltd was set up in 2009 to provide interior designers and homeowners an innovative yet stylish material surface that serves as an alternative to the conventional kitchen countertop surfaces such as solid surface, granite and stones. KompacPlus' expertise lies in the supply and install of a full suite of surfacing solutions with fully customizable high-density non-porous composite panels that are made in Italy.

Renovator Hub Pte Ltd

Specialising in brand conceptualisation and design, Renovator Hub provides their clients with dedicated service and professional consultancy. The company strives to be a reliable partner of businesses with its experience in branding, swift service, care and responsibility.

Sungei Emas Pte Ltd

Sungei Emas Pte Ltd has been in the manufacturing industry since 1999. Having our in-house R&D team, we have secured several trademarks over the years. One of our leading brands, OPSH[®], houses the products of pole system and optical glass kitchen. OPSH[®] has its own market presence in Singapore and Malaysia and we are looking to expand to other regional countries. We hope to work hand in hand with our trusted partners in different regions to establish a stronger foothold on regional markets and as well as to bring OPSH[®] to be global brand.

Sunyu Products and Services P/L

Bringing customers the perfect edge, Sunyu offers superior edgebanding with 300 colours to choose from, including edgeband fabrication services. Sunyu has gained recognition in the furniture industry as a reliable and trusted company. With this acceptance, Sunyu strives to provide clients with quality products and superior services now and in the future.

Superstructure SG Pte Ltd

Superstructure, is a BuildLab focused on developing smart solutions and systems for complex geometrical and computational problems. As designers become increasingly exposed to advanced digital tools, freeform and complex designs become very achievable digitally but remains a challenge to bring complex shapes to reality. Superstructure offers acute knowledge in computational design, material systems development as well as precision digital fabrication techniques, to bridge formal ideas with manufacturing and assembly. Experimentation and research are core activities at Superstructure which leads to the development of innovative products and projects.

Synergraphic Design Pte Ltd

Synergraphic is a premier art+design studio and supplier for interior and architectural art glass solutions, bespoke lighting, installations, sculptures, features and murals for indoor and outdoor spaces. Striving to support ambitious architects, designers, brands and institutions globally to achieve breakthroughs in concept and design, Synergraphic seeks to use the fluidity of glass to create inviting features of all forms, functions, sizes and scales that are enduring and iconic to its clients' personalities and brands. Since 1986, Synergraphic has created hundreds of features in glass and mixed media for projects in more than 15 countries, with landmark locations including St Regis Singapore, Partners Monument at Taipei 101 and the Crystal Pyramid in Brunei.

TraDesk Pte Ltd

Founded in 1998, TraDesk has been the top leading specialist in Trading / Technology desks across Asia. They manufacture ergonomic and innovative solutions that accommodate the latest Trading Technology. As a testament to the quality of the product and services provided, the company is certified ISO 9001 :2015, ISO 14001 :2015, BS OHSAS 18001 :2007 / SS 506 Part 1 :2009. With such assurance, TraDesk's products are well-received by many, especially ones from the financial & IT industry.

TheKnowHow.In Pte Ltd

THEKNOWHOW.IN is the exclusive distributor for PYTHA CAD/CAM Software in ASEAN, a software from Germany. Our company aims to help companies improve their workflow as well as productivity through the use of our software.