

“ANNUAL REPORT”

A SINGAPORE FURNITURE INDUSTRIES COUNCIL RECORDING

sfic

THE BEST OF SFIC

2018

Featuring the
hit single:

“To be the Asian Hub
Influencing
Tomorrow’s
Urban Living”

THE PLAYLIST



SIDE A:

ABOUT SFIC	03
PRESIDENT'S MESSAGE	04
INTERNATIONALISATION	06
ENTERPRISE & HUMAN	10
CAPITAL DEVELOPMENT	
INDUSTRY NETWORKING	12
& OUTREACH EVENTS	

SIDE B:

14	YOUTH FURNITURE COMMITTEE
16	DESIGN DEVELOPMENT
18	VOICE OF THE INDUSTRY
19	BUSINESS INNOVATION
21	SFIC ROADMAP
23	SFIC EXECUTIVE COMMITTEE
25	SFIC FUNCTIONAL COMMITTEES

ABOUT SFIC

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.

our role

is to promote the interests of its members and of the Singapore furniture and furnishings industry. For 37 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.



BRAND STORY

More than just furniture and furnishings, SFIC is about creating spaces and an entire living ecosystem. The SFIC logo seeks to embrace SFIC's long successful history returning to its roots and foundations, yet constantly and actively influencing tomorrow's urban 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.

LOUD & CLEAR:

Churning out the industry unifying anthem of “Influencing Tomorrow’s Urban Living” are top leaders of the SFIC Executive.



Special thanks to Venue Host: Grandwork Interior Pte Ltd

The Urbanites:



Lead Guitars:
Ernie Koh
(IMMEDIATE PAST PRESIDENT)

Bass:
Kenny Koh
(VICE PRESIDENT)

Vocals:
Mark Yong
(PRESIDENT)

Drums:
Steven Chew
(VICE PRESIDENT)

Rhythm Guitars:
Tony Pang
(VICE PRESIDENT)

Keyboards:
Phua Boon Huat
(VICE PRESIDENT)

While the world was rocked by superpower trade disputes and financial market uncertainties, the Singapore furniture industry rolled on.

Revenue in the Furniture & Homeware segment here hit US\$543m in 2018, up from US\$402.8 m in 2017. The global furniture industry looks promising, with projected compound annual growth rate (CAGR) of about 5% over the next three years to reach S\$766 billion in 2021. The highest growth for this industry comes from Asia as its economies will take up 50% of global GDP growth by 2025+.

This augurs well for us and we have undertaken several measures to help us hit the right notes in the years ahead! But first, a recap of our milestones in the past year:

We unveiled our very first 3-year Industry Transformation Roadmap with a new industry vision to be "The Asian hub influencing tomorrow's urban living". Launched by Dr Yaacob Ibrahim, then Minister for Communications and Information at the opening of Singapore Design Week, the roadmap will help us to leverage technology, talent and social-economic trends to accomplish sustainable outcomes over the longer term.

The International Furniture Fair Singapore 2018 (IFFS), together with the 35th ASEAN Furniture Show and NOOK Asia 2018, also saw a record 15 national pavilions. These pavilions include the largest ever presence of overseas exhibitors such as India's, which expanded by 25% from 2017, as well as a bigger Indonesian contingent.

Over the past year, we have also led 78 companies to participate in 9 missions and trade fairs in Europe, China, Korea, and in ASEAN countries such as Malaysia and the Philippines. These events put our furniture brands on the world stage, reinforcing Singapore's stature as an international furniture hub.

Our key design event SingaPlural, which staged its successful seventh edition in March, has come a long way. From being primarily a design showcase when it was first conceived, it has since grown to become a credible platform that successfully bridges designers with brands and manufacturers to result in commercial outcomes.

We have also supported digital and customer-centric innovation programmes to make us more productive, innovative and manpower-smart such as the PYTHA Software Solutions supported by Enterprise Singapore under a LEAD programme. Participating manufacturers reported a shorter prototyping process through its application. Another potential game changer is a mixed reality (MR) and artificial intelligence (AI) platform from Sunray Woodcraft Construction Private Limited that provides solutions to boost businesses.

SFIC has also embarked on a multi-TAC CRM programme (led by the Singapore Chinese Chamber of Commerce and Industry) to streamline current processes and improve our membership servicing.

Engaging the younger generation is one of our pinnacle objectives. As Singapore assumed the ASEAN Chair in 2018, we are hosting the 4th ASEAN Youth Furniture Entrepreneurs Exchange (AYFE), to be attended by 88 "next-gen" furniture players in the region.

AYFE 2018 aims to be a well-regarded event where digital evolution and businesses converge; where conversations and collaborations take place, and where stronger digital capabilities and business opportunities amongst the ASEAN young business leaders are built. Singapore aims to lead in this digitisation initiative and be the compass to guide the regional furniture industry towards greater growth and development.

To further expand beyond ASEAN, more than 25 AYFE youth leaders will attend the Asian Home Youth Entrepreneurs Summit in Southern China in November 2018. The state of play will continue to change and we will have to sharpen our plans as competition heats up and global gyrations persist. In line with this, new inclusive globalisation initiatives will be announced in 2019.

A new Design Innovation Programme is also in the pipeline to boost the design capabilities of Singapore-based furniture and/or furnishings manufacturers and brands. Through collaborating with Singapore or overseas-based partners and designers, we will build an extended platform for our designers to commercialise their designs, thereby retaining and further nurturing design talent in the industry.

We will be formalising our Youth Furniture Chapter with a wider scope and scale covering not only Singapore but the region as well. More activities are being planned and we aim to double the number of youth members from the current 100.

Last but not least, the new 8-storey integrated Trendscape by JTC Corporation will be completed by the second quarter of 2019.

I would like to take this opportunity to thank everyone including our partners, advisors, executive committee, fellow members, government agencies, media, associates and our secretariat for their tremendous assistance and support.

With our collective vision and unity of purpose, we are confident of hitting new highs again!



Mark Yong, SFIC President

NOW PLAYING:

“INTERNATIONALISATION”

Expansion beyond Singapore’s shores is a crucial step for enterprises looking for business growth and SFIC has been sending several business delegations to scour new market opportunities globally.

TRACKS:

- 01 | SINGAPORE
- 02 | ASIA
- 03 | US & EUROPE





NOW PLAYING:

INTERNATIONAL FURNITURE FAIR SINGAPORE 2018
from the "INTERNATIONALISATION" album



INTERNATIONAL
FURNITURE
FAIR
SINGAPORE

KEY FIGURES

- > 19,196 trade professionals
- + 89 countries
- + 15 Country Pavilions



Mr S. Iswaran, Former Minister for Trade and Industry (Industry) with IFFS Chairman Ernie Koh (right, front row) & SFIC President Mark Yong (middle, back row)

URBANASIA:
IFFS 2019 COMES TO MBS
9 – 12 March



Since its inaugural edition in 1981, IFFS has served the furniture industry as a choice sourcing platform in Asia.

This year, the fair features a comprehensive portfolio of 374 exhibiting companies from 26 countries, which put up an inspirational showcase of design-rich and innovative pieces.

The Singapore government recognised IFFS' continuing efforts at pushing Asian and international furniture trade.

Speaking at the IFFS 2018 Opening Ceremony, guest-of honour Mr S. Iswaran, Minister for Trade and Industry (Industry) said, "IFFS has become Asia's premier design-led sourcing platform, with a comprehensive and diverse range of furniture

and furnishing designs from all around the world."

He continued, "With Singapore's thriving innovation ecosystem, growing design scene, and strong linkages to the region, I am confident that the SFIC will continue its good work to support the development of the furniture industry."



The Italian New Renaissance styled by world-renowned Italian designer **Giulio Cappellini** has captivated visitors' attention with its story of Italian Hospitality.



NOW PLAYING: **cASIA**
from the "INTERNATIONALISATION" album

CHINA SHANGHAI BUSINESS DEVELOPMENT MISSION

The mission jointly led by the SFIC and Enterprise Singapore (ESG) & attended by six local companies saw strategic visits to cutting-edge retail concept and technology showcases as well as an MOU signed between SFIC and largest national furniture retail chain in China, Red Star Macalline, pledging partnership for the upcoming CIFF show



CIFF & FURNITURE CHINA 2018

As part of an MOU signed in May, the Singapore Pavilion with 18 of our local firms was among the featured country pavilions that garnered furniture dealers and media interest.



ASIA

PHILIPPINES BUSINESS DEVELOPMENT MISSION



A stellar growth rate and a new wave of real estate developments have made the Philippines the developing country to watch. The 11-company delegation led by SFIC & ESG offered a glimpse of market conditions on the ground and a networking opportunity to meet potential key partners.

MALAYSIA ARCHIDEX



The key architectural show in the region continued to impress and second-timer Komacplus proved its design mettle with another consecutive booth design award win, adding shine to the Singapore Pavilion of 7 participating firms.

INDONESIA INDEX INDONESIA



The world's future 7th largest economy (by 2030), Indonesia was naturally on SFIC's radar when it organised the Singapore Pavilion at INDEX Indonesia. Five SFIC member companies were part of a combined exhibitor network of over 200 interior and fit-out suppliers that were looking to capitalise on the huge domestic demand from Indonesia.



NOW PLAYING: **US & Germany**
from the "INTERNATIONALISATION" album

GERMANY **IMM COLOGNE 2018**

IMM Cologne has been a gateway for our Singapore Pavilion to target European buyers, with its established buyer network and on-trend platform showcasing furniture and interiors, from basics to designer items. Five member brands headed to Germany for the 2018 edition.



MILAN **MILAN DESIGN WEEK**

Senior leadership from the SFIC and government agencies comprising DesignSingapore Council, Economic Development Board, Enterprise Singapore and JTC Corporation, headed to Milan Design Week held in conjunction with Salone Internazionale del Mobile 2018 to explore collaborations and experience the latest design trends and best practices.



SFIC senior management embarked on a study mission together with officials from various government agencies.

USA **NEW YORK CITY STUDY MISSION** (Singapore Retailers Association - National Retail Federation)

The NRF Retail BIG Show, with its three-day business conference, offered a mix of education, networking and technological showcase for the retail industry and have attracted participation from industry practitioners worldwide. Local firms such as Star Furniture and Commune were part of the entourage that benefitted from the experience.



Commune & Star Furniture senior management joined the New York Retail Trip to learn about the latest best retail practices and technologies.

NOW PLAYING:

“ENTERPRISE & HUMAN CAPITAL DEVELOPMENT”

As modern economies race ahead with the adoption of new technologies such as AI and robotics, upskilling workers is the mandatory next step to harness the full potential from these digital tools.

TRACKS:

01 | PYTHA SOLUTION

02 | BOSSES' NETWORK CRUISE

28

WSQ courses developed

2,643

participants trained

100

creative craftsmen
matched to

56

employers

58

vocational courses
organised

502

participants trained

106

designers matched to

102

employers

168

seminars & workshops
hosted

2,263

participants trained

24

matured workers
matched to

20

employers



NOW PLAYING: **CAPABILITIES**
from the "ENTERPRISE & HUMAN CAPITAL" album



PYTHA SOLUTION



To help the overall furniture industry become "more productive, more innovative and more manpower-smart", SFIC has appointed The Know How.In Pte Ltd to introduce the PYTHA Software Solutions initiative. Since its official launch on 10th January, the LEAD Programme initiative supported by Enterprise Singapore have helped to enrol 16 participating companies.



BOSSES NETWORK CRUISE 2018

The 3-day Bosses Network Learning Cruise, organised by Shin Min Daily News and The Bosses Network, has built a reputation for being a fruitful networking session for bosses nationwide. 14 SFIC members joined over 700 delegates this year with Senior Minister of State and SFIC Patron Sim Ann as Guest-of-Honour.



NOW PLAYING:

“INDUSTRY NETWORKING & OUTREACH EVENTS”

Many a business deal and partnerships are sealed through meeting new contacts and SFIC corporate events, with its extensive guest list drawn from diverse backgrounds, offer exciting opportunities and endless possibilities.

TRACKS:

- 01 | SFIC ANNUAL DINNER & DANCE 2017
- 02 | SFIC ANNUAL CNY LUNCHEON 2018





NOW PLAYING: **NETWORKING**
from the "INDUSTRY NETWORKING & OUTREACH EVENTS" album



SFIC D&D 2017



The marquee annual event for SFIC drew over 400 guests – a warm union of members, business associates and government partners who came together to celebrate the association's 36th birthday. Graced by the presence of Guest of Honour Mr Png Cheong Boon, the CEO of Enterprise Singapore, the three Suntec Ballrooms were filled with laughter, thanks to an enigmatic host and sporting guests who had no qualms in participating in the game segments.

CNY LUNCHEON 2018

Buoyed by the festive mood, Chinese enterprises typically host Chinese New Year celebrations in one form or another and the SFIC CNY Luncheon is also a much celebrated affair. Attended by some 200 guests & complete with a lion dance performance, CNY 2018 held at One Farrer, had the pleasure of SMS Sim Ann (also SFIC's Patron) officiating the event. The guests were given a preview of the council's new SFIC Roadmap, which spells out its new direction for the next three years.

NOW PLAYING:

“YOUTH FURNITURE COMMITTEE”

Next-Gen leaders are reinventing the wheel with their innovative ideas and bold entrepreneurial spirit - critical traits in today's fast-paced business environment.

TRACKS:

01 | YFC RELAUNCH PARTY

02 | PRE-AYFE CUM NETWORKING @ IFFS 2018





NOW PLAYING: **YFC**
from the "YOUTH FURNITURE COMMITTEE" album

YFC RELAUNCH PARTY



Grandwork Interior's in-house bar couldn't have been more apt for its well-heeled guest list of 42 Next-Gen leaders, who gathered one December evening for the relaunch of YFC, chaired by Jake Tan (also SFIC's Honorary Secretary). An invaluable networking opportunity where YFC Alumni were also invited, the event doubled as a fundraiser for the upcoming ASEAN Youth Furniture Exchange (AYFE) event due in November 2018.



Pre-AYFE cum Networking @ IFFS 2018

14 overseas YFC & 18 local members attended the Pre-AYFE cum Networking session held during IFFS 2018. The jam-packed programme had included visits to the trade show, networking as well as onsite business matching sessions, before the energetic participants hit the nightspots at Clarke Quay to celebrate the end of a fruitful stay in Singapore.





NOW PLAYING:

“DESIGN DEVELOPMENT”

The role of Design has evolved beyond aesthetics, with the development of customer-centric solutions as the end goal.

TRACKS:

01 | SINGAPLURAL 2018

02 | BRAINSTORM DESIGN FORUM PANEL TALK
@ IFFS



NOW PLAYING: DESIGN

from the DESIGN DEVELOPMENT album



SINGAPLURAL 2018

Held at the National Design Centre for the first time, SingaPlural 2018 attracted a steady stream of trade visitors with its strong showcase of leading material brands from Kvadrat to Formica. The 13 exhibits answering the theme of "A State in Play" covered topics from material exploration, sustainability to perceptual/participatory play. A series of master lectures by renowned international architectural practitioners completed the 2-week design platform.



BRAINSTORM DESIGN FORUM PANEL TALK @ IFFS

Prominent speakers from DesignSingapore Council's Brainstorm Design Forum was invited to IFFS on a panel to exchange ideas on changing market conditions and emerging global trends. The networking tea reception included local furniture and fashion designers with SFIC Patron SMS Sim Ann as a special guest.





NOW PLAYING: **VOICE OF INDUSTRY**
from the "VOICE OF THE INDUSTRY" album

As the captain of the industry, SFIC has been hard at work in driving partnerships with various associations as well as government bodies to raise its profile and visibility. In an increasingly connected world where previously unrelated industries begin to converge, collaborations are the new normal. With the council's new roadmap to become the Asian hub influencing tomorrow's urban living, engaging new stakeholders will be a new prerogative.



14:30 PM



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sfic

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602 posts 2,090 followers 275 following

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#sfic

www.facebook.com/sgsfic

POSTS

TAGGED



NOW PLAYING:

“BUSINESS INNOVATION”

Digital tools do not just boost productivity but have a direct impact on the bottom line. New technologies have made disruption to entire industries possible with the introduction of innovative products and services.

TRACKS:

01 | DIGITALISATION FOR RETAIL

02 | DIGITALISATION FOR DESIGN

03 | DIGITALISATION FOR THE BUILT-ENVIRONMENT

DIGITALISATION



NOW PLAYING: DIGITALISATION FOR RETAIL



0:40 / 3:50

IMDA's Infocomm Technology Roadmap charts the vision and trends of the technology landscape in Singapore to keep businesses informed on latest developments and help them identify emerging infocomm technologies to give Singapore a competitive edge. Due to complete by December 2018, SFIC has helped to on-board five companies: Furniture Club, Star Furniture, Cellini, Commune & Scanteak for the furniture retail sector technology roadmap.

NOW PLAYING: DIGITALISATION FOR DESIGN

FLAUNT.



0:40 / 3:50

Originated from a simple belief that good design should be enjoyed by all, SFIC's e-marketplace FLAUNT features the best of what our industry has to offer. Tapping on the Lazada & 99SME platforms, the 12 participating brands have enjoyed the marketing exposure as well as synergy of a comprehensive product range from furniture sets to accessories.

NOW PLAYING: DIGITALISATION FOR THE BUILT- ENVIRONMENT

WIZLAH

Sensing a need for fellow industry players to digitise, a new digital arm was created by Sunray Woodcraft Construction Ptd Ltd to develop a software application that provides technology, mixed-reality (MR), artificial intelligence (AI) solutions for the built environment sector. Backed by strong industry leaders in the construction and AI fields, the team at Wizlah has been working on a platform that would streamline work processes, increase efficiency and productivity for all stakeholders. Throwing its weight behind the software application, SFIC has been driving efforts to onboard industry players as well acting as an intermediary to assist with government funding support.

MIXGO

One of the pioneers to integrate AR Technology into the furniture industry in Singapore, SFIC member MixGo's web and mobile applications enable the public to shop and visualize 3D furniture in real time. Bridging the gap between virtual and reality, its AR mobile application personalisation services can be customised to suit specific business requirements.



NOW PLAYING:

“ROAD MAP 2021”

Imagine an active hub of Singapore furniture brands that go beyond form and function to truly understand the needs of urbanites, their aspirations and desired lifestyles. As a microcosm of city living and an Asian cultural melting pot, we are uniquely positioned to leverage this special city-state DNA to become the Asian hub for urban living solutions.

By 2025, over 50% of the world's urban population will be living in Asian cities and 440 cities in emerging economies. This group will account for 50% of global GDP growth. The next chapter of living will be largely written by Asia's burgeoning urban middle class.

TRACKS:

01 | GROWTH ASIA 02 | URBANITE-CENTRICITY 03 | BUSINESS AGILITY

The global furniture market is growing significantly with a projected CAGR of 4.27% and incremental growth of S\$144 billion between 2016 and 2021. According to the latest Technavio report, the global furniture industry is expected to grow from S\$623 billion in 2016 to \$767 billion in 2021, with the biggest contribution of growth coming from Asia.

Three key pillars have been formulated to help achieve this vision:

01 GROWTH ASIA

Strengthen our presence in Asia by helping local companies expand beyond Singapore (with a focus on China).

02 URBANITE -CENTRICITY

Expand the role of design beyond aesthetics to enable the creation of customer-centric urban living solutions.

03 BUSINESS AGILITY

Promote business agility to continuously exploit market opportunities by rapidly testing, launching and iterating tomorrow's urban living solutions.

THE CHECKLIST



Partner government and other agencies to understand the Asia market



Embrace design as a mindset - understand who we are serving, functionally and emotionally



Go beyond Singapore to markets in China, India & Asia



Strengthen ties within the furniture industry, hunt as a pack and partner with other industries when we go overseas as a collective Singapore on a living proposition



Have the right testbed platforms to test out new products



SFIC
HALL
OF
FAME



PATRON:
Sim Ann
Senior Minister of State,
Ministry of Communications and
Information & Ministry of Culture,
Community and Youth
Deputy Government Whip



PRESIDENT:
Mark Yong
Director, Ewins Pte Ltd



IMMEDIATE PAST PRESIDENT:
Ernie Koh
Executive Director, KODA Ltd

VICE PRESIDENTS:



Phua Boon Huat
Director
HTL International
Holdings Pte Ltd



Steven Chew
Executive Director
Sitra Global
Pte Ltd



Kenny Koh
Group Managing Director
Star Furniture Pte Ltd.



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

HONORARY
SECRETARY

ASST HONORARY
SECRETARY

HONORARY
TREASURER

ASST HONORARY
TREASURER



Jake Tan
Executive Director
Admira Pte Ltd



Marcus Wong
Director
Danovel Pte Ltd



Joshua Koh
CEO
Commune Lifestyle Pte Ltd



Kaden Choa
Marketing Director
Excel Hardware Pte Ltd

SFIC PRESIDENTS 1981-2017:



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:



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:



Gan Shee Wen
Koda Ltd



Jeffrey Yong
Eurosa Furniture
Co (Pte) Ltd



Nathan Yong
Nathan Yong
Design

SFIC
HALL
OF
FAME

INDUSTRY CLUSTERS

MANUFACTURING

Chairman: Mr Ernie Koh
Vice Chairman: Mr Jeffrey Yong

Koda Ltd
Eurosa Furniture Co (Pte) Ltd

CONTRACT
MANUFACTURING

Chairman: Ms Alison Kwok
Vice Chairmen: Ms Avelyn Teo
Ms Fion Ng
Mr Don Lim

Cathay Interiors Pte Ltd
Benel Singapore Pte Ltd
Grandwork Interior Pte Ltd
Renovator Hub Pte Ltd

RETAIL

Chairman: Mr Gan Shee Wen
Vice Chairmen: Mr Joshua Koh
Mr Marcus Wong

Koda Ltd
Commune Lifestyle Pte Ltd
Danovel Pte Ltd

SUPPORTING
INDUSTRIES

Chairman: Mr Tony Pang
Vice Chairmen: Mr Jake Tan
Mr Kaden Choa

V-Mark Woodcraft (S) Pte Ltd
Admira Pte Ltd
Excel Hardware Pte Ltd

DESIGN

Chairman: Mr Nathan Yong
Vice Chairman: Ms Emily Sim

Nathan Yong Design
NS Trading Pte Ltd

SFIC TRUSTEES

Mr Choo Yong Fee

Mr James Koh
Mr Andrew Ng

Mr Bert Choong

Cheng Meng Furniture Group
(Pte) Ltd
Koda Ltd
Singapore Furniture
Industries Council
Singapore Furniture
Industries Council

FINANCE

FINANCE ADVISORY

Chairman: Mr Mark Yong

Ewins Pte Ltd

Committee Members:

Mr Choo Yong Fee

Mr Joshua Koh
Mr Ernie Koh
Mr James Koh

Cheng Meng Furniture Group
(Pte) Ltd
Commune Lifestyle Pte Ltd
Koda Ltd
Koda Ltd



FINANCE

Chairman: Mr Joshua Koh

Commune Lifestyle Pte Ltd

Committee Members:

Mr Kaden Choa
Mr Marcus Wong
Mr Phua Boon Huat

Excel Hardware Pte Ltd
Danovel Pte Ltd
HTL International Holdings
Pte Ltd

LEAD PROGRAMME

Chairman: Mr Mark Yong

Ewins Pte Ltd

Committee Members:

Mr Jake Tan
Mr Joshua Koh
Mr Phua Boon Huat

Admira Pte Ltd
Commune Lifestyle Pte Ltd
HTL International Holdings
Pte Ltd
Sitra Global Pte Ltd
Star Furniture Pte Ltd
V-Mark Woodcraft (S) Pte Ltd

Mr Steven Chew
Mr Kenny Koh
Mr Tony Pang

INDUSTRY DEVELOPMENT PROGRAMMES**INTERNATIONALISATION**

Chairman: Mr Phua Boon Huat

HTL International Holdings
Pte Ltd**DESIGN DEVELOPMENT**

Chairman: Mr Kenny Koh

Star Furniture Pte Ltd

**SINGAPLURAL ORGANISING
COMMITTEE**

Chairman: Mr Mark Yong

Ewins Pte Ltd

Committee Members:

Mr Marcus Wong
Ms Emily Sim
Mr Kenny Koh

Ewins Pte Ltd
NS Trading Pte Ltd
Star Furniture Pte Ltd

Advisors:

Mr Simon Ong
Mr Ernie Koh
Mr Bert Choong

Kingsmen Projects Pte Ltd
Koda Ltd
Singapore Furniture
Industries Council

**ENTERPRISE
& HUMAN CAPITAL
DEVELOPMENT**

Chairman: Mr Tony Pang

V-Mark Woodcraft (S) Pte Ltd

**MEMBERSHIP SERVICES
& NETWORKING EVENTS**

Chairman: Mr Jake Tan
Vice Chairman: Ms Emily Sim

Admira Pte Ltd
NS Trading Pte Ltd



**YOUTH FURNITURE
COMMITTEE**

Chairman: Mr Jake Tan
Vice Chairmen: Mr Joshua Koh
 Mr Kaden Choa

Admira Pte Ltd
 Commune Lifestyle Pte Ltd
 Excel Hardware Pte Ltd

Committee Members:

Ms Avelyn Teo
 Mr Gan Shee Wen
 Mr Marcus Wong
 Ms Fion Ng
 Ms Emily Sim
 Mr Don Lim

Benel Singapore Pte Ltd
 Koda Ltd
 Danovel Pte Ltd
 Grandwork
 Interior Pte Ltd
 NS TradingPte Ltd
 Renovator Hub PteLtd

Ex-officio Members:

Mr Mark Yong
 Mr Phua Boon Huat

Ewins Pte Ltd
 HTL International Holdings
 Pte Ltd

BUSINESS INNOVATION

Chairman: Mr Steven Chew

Sitra Global Pte Ltd

E-COMMERCE STEERING

Chairman: Mr Steven Chew

Sitra Global Pte Ltd

Committee Members:

Mr Marcus Wong
 Mr Kaden Choa
 Mr Gan Shee Wen
 Ms Emily Sim

Danovel Pte Ltd
 Excel Hardware Pte Ltd
 Koda Ltd
 NS Trading Pte Ltd

**PROJECT
FURNITURE HUB**

Chairman: Mr Kenny Koh

Star Furniture Pte Ltd

Committee Members:

Mr Jake Tan
 Mr Mark Yong
 Mr Ernie Koh
 Mr Steven Chew
 Mr Tony Pang

Admira Pte Ltd
 Ewins Pte Ltd
 Koda Ltd
 Sitra Global Pte Ltd
 V-Mark Woodcraft (S) Pte Ltd

Advisors:

Mr James Koh
 Mr Andrew Ng

Mr Bert Choong

Mr James Goh

Koda Ltd
 Singapore Furniture
 Industries Council
 Singapore Furniture
 Industries Council
 Singapore Furniture
 Industries Council



CORPORATE COMMUNICATIONS

Chairman: Mr Mark Yong

Ewins Pte Ltd

Committee Members:

Mr Jake Tan
Mr Phua Boon Huat

Admira Pte Ltd
HTL International Holdings
Pte Ltd
Koda Ltd
Sitra Global Pte Ltd
Star Furniture Pte Ltd
V-Mark Woodcraft (S) Pte Ltd

Mr Ernie Koh
Mr Steven Chew
Mr Kenny Koh
Mr Tony Pang

SFIC REPRESENTATION IN SUBSIDIARY COMPANIES

SFIC INSTITUTE BOARD OF DIRECTORS

Chairman: Mr Jake Tan

Admira Pte Ltd

Board Members:

Mr Mark Yong
Mr Steven Chew
Ms Shermaine Ong

Ewins Pte Ltd
Sitra Global Pte Ltd
Singapore Furniture
Industries Council
V-Mark Woodcraft (S) Pte Ltd

Mr Tony Pang

Ex-Officio Members:

Mr Ernie Koh
Mr Andrew Ng

Koda Ltd
Singapore Furniture
Industries Council
Singapore Furniture
Industries Council

Mr Bert Choong

IFFS PTE LTD BOARD OF DIRECTORS

Chairman: Mr Ernie Koh

Koda Ltd

Board Members:

Mr Mark Yong
Mr Phua Boon Huat

Ewins Pte Ltd
HTL International Holdings
Pte Ltd
Koda Ltd
Singapore Furniture
Industries Council

Mr James Koh
Mr Bert Choong

Alternate Directors:

Mr Jerry Tan
Mr Gan Shee Wen
Ms Shermaine Ong

Jaco Singapore (Pte) Ltd
Koda Ltd
Singapore Furniture
Industries Council

IFFS PTE LTD SHOW ADVISORY PANEL

Chairman: Mr Phua Boon Huat

HTL International Holdings
Pte Ltd



**EXHIBITORSHIP/VISITORSHIP
SUB-COMMITTEE**

Chairman: Mr Phua Boon Huat
Vice Chairman: Mr Gan Shee Wen

HTL International Holdings
Pte Ltd
Koda Ltd

Committee Members:

Mr Jeffrey Yong
 Mr Jerry Tan
 Mr Steven Chew
 Mr Kenny Koh

Eurosa Furniture Co (Pte) Ltd
 Jaco Singapore (Pte) Ltd
 Sitra Global Pte Ltd
 Star Furniture Pte Ltd

**OPERATIONS
SUB-COMMITTEE**

Chairman: Mr Jake Tan
Vice Chairmen: Mr Don Lim
 Mr Tony Pang

Admira Pte Ltd
 Renovator Hub Pte Ltd
 V-Mark Woodcraft (S) Pte Ltd

Ex-Officio Members:

Mr Ernie Koh
 Mr James Koh
 Mr Bert Choong

Koda Ltd
 Koda Ltd
 Singapore Furniture
 Industries Council

REPRESENTATION TO OTHER ORGANISATIONS**ASEAN FURNITURE
INDUSTRIES COUNCIL**

Vice Chairman: Mr Jerry Tan,
AFIC

Jaco Singapore (Pte) Ltd

Committee Members:

Mr Jake Tan
 Mr Mark Yong
 Mr Ernie Koh

Admira Pte Ltd
 Ewins Pte Ltd
 Koda Ltd

DESIGNS

Co- Chairman: Mr Mark Yong

Ewins Pte Ltd

Committee Member:

Mr Kenny Koh

Star Furniture Pte Ltd

**SPECIALISTS TRADE
ALLIANCE SINGAPORE
(STAS)****Representatives:**

Ms Alison Kwok
 Mr Don Lim
 Mr Quah Soon Chow

Cathay Interiors Pte Ltd
 Renovator Hub Pte Ltd
 Singapore Furniture
 Industries Council

**WORKPLACE SAFETY
& HEALTH COUNCIL
(WSHC)****Representatives:**

Ms Alison Kwok
 Ms Fion Ng

Cathay Interiors Pte Ltd
 Grandwork Interior Pte Ltd

**SINGAPORE BUSINESS
FEDERATION -
SME COMMITTEE****Representative:**

Mr Ernie Koh

Koda Ltd

**SINGAPORE CHINESE
CHAMBER OF COMMERCE
AND INDUSTRY 59TH COUNCIL****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:**

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