



ANNUAL  
REPORT  
2019

# Inspirations for tomorrow's urban living

SINGAPORE FURNITURE INDUSTRIES COUNCIL

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# ABOUT SFIC

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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 our members and of the Singapore furniture and furnishings industry. For 38 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.

FOR 38 YEARS,  
SFIC HAS  
HELPED ITS  
MEMBERS TO  
ADAPT TO  
CHANGES IN  
THE BUSINESS  
ENVIRONMENT





**SINGAPORE FURNITURE  
COMPANIES HAVE TO  
STRENGTHEN CREATIVE  
THINKING AND DESIGN  
CAPABILITY, THROUGH  
USE OF BIG DATA, IOT AND  
ANALYTICS.**

**MARK YONG, SFIC PRESIDENT**



# MESSAGE

## FROM OUR PRESIDENT

Singapore's bicentennial is certainly an eventful year.

Beating the odds of a challenging global economy, our industry celebrated another positive year in 2019. According to Statistica, Singapore's revenue in the Furniture & Homeware segment will hit US\$652m in 2019 - a year-on-year increase of 20.9%. Online sales have also risen from 15% to 18% of total sales.+

The Council has made decisive strides to leverage growth drivers to enable sustainable development in the long term.

### **Transforming the Industry via Technology and Collaborative Partnership**

Singapore furniture companies have to strengthen creative thinking and design capability, through the

use of big data, IOT and analytics, and by studying the ethnocentric profiles of consumers and markets to design products and solutions that will meet current as well as future needs.

Over the past year, SFIC has collaborated with IMDA on a series of Technology Roadmap workshops to help retailers sharpen their competitiveness and broaden their business and marketing network.

We have also embraced collaborations beyond the industry to present holistic urban living solutions for consumers in vibrant Asian economies, while scouting for opportunities in the wider international arena.

Our partnerships include those with other Trade Associations and Chambers (TACs) such as the Singapore

Retailers Association (SRA) for the GSS Great Furniture Showcase at Robinsons; and participated in the Retail Business Development Mission to New York, as well as with the Singapore Furniture Association (SFA) on a combined Shanghai Mission led by Enterprise Singapore.

We also joined hands with Specialists Trade Alliance of Singapore (STAS) to tackle thorny issues faced by SMEs in the sub-contracting sector.

Another highlight is our Youth Furniture Committee, which has been rebranded as the Youth Furniture Chapter (YFC) in 2018 to nurture a resourceful and resilient generation of young leaders.

We chaired the 4th ASEAN Youth Furniture Entrepreneurs Exchange (AYFE) which saw

over 80 youth leaders from seven ASEAN countries participating in the event.

### **Successful Events & Programmes in 2019**

SFIC staged several successful events and launched key programmes in 2019. These include:

#### **NEXGEN Urban Living showcase at trade fairs**

Other than leading players to participate at trade fairs and missions, SFIC also initiated a new collaborative effort between designers and furniture brands that epitomises SFIC's concept for "Urban Living" at key trade fairs – namely, the IFFS and ArchXpo 2019. These events received strong support from local NEXGEN leaders, retailers, material suppliers and designers, garnering praise from visitors and attracting new business leads.

#### **ASEAN Business Leadership Programme (ABLP)**

Business transformation starts with leadership transformation. SFIC's new customised

programme – ASEAN Business Leadership Programme (ABLP) provide ASEAN industry leaders with a global vision regarding topics of globalisation, entrepreneurship, innovation and leadership.

Supported by Enterprise Singapore (ESG), 15 local and ASEAN business owners and senior executives attended the inaugural one-week ABLP, in partnership with the London School of Economics and Political Science.

#### **SDW: SingaPlural & IFFS/ NOOK Asia**

Our flagship design platform SingaPlural completed its eighth edition at the Singapore Design Week (SDW) showcasing some of the industry's most innovative designs. Also a key SDW event, our long-standing trade show, the International Furniture Fair Singapore / NOOK Asia held its 36th edition at a new venue at the Marina Bay Sands. Under the theme, UrbanAsia – the Future of Urban Living, it featured urban living trends around the

world.

### **Taking the Smart Step Forward**

Research reports such as Global Market Insights, Inc., have forecasted that the global furniture market size is estimated to surpass USD 750 billion by 2024++

Driving the next boom will be e-commerce and digitalisation. One of our key initiatives will thus be the rebranding of our long-standing Singapore Mozaic brand into an online platform targeting the region and beyond. This will help industry players be digital ready – to make use of effective digital marketing to increase sales and profitability through e-commerce and online channels.

2020 appears to be a very busy and exciting year for us as we look forward to new opportunities from our various programmes!



Mark Yong, SFIC President



# INTERNATIONALISATION

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**IFFS/NOOK ASIA 2019**

**ARCHXPO 2019**

**SFIC X ESG X SFA: SHANGHAI MISSION**

**FURNITURE CHINA & CIFF 2019**

**SARAWAK TIMBER MISSION TO SG**

**ARCHIDEX 2019**

**SFIC X ESG: INDONESIA MISSION**

**KOFURN 2019**

THE POTENTIAL FOR BUSINESS GROWTH LARGELY DEPENDS ON OVERSEAS MARKETS & SFIC'S INTERNATIONALISATION INITIATIVES OFFER A PLATFORM FOR INDUSTRY PLAYERS TO EXPAND THEIR PRESENCE BEYOND SINGAPORE.





## IFFS 2019 AT MARINA BAY SANDS EXPO

Widely recognised as Asia’s leading destination for business and leisure, the new picturesque fair venue received rave reviews from both exhibitors and trade visitors alike.

15,126 attendees, 95 overseas buying delegations, in 4 days, from 87 different countries and 204 exhibitors served as a strong testament to the fair’s new theme of ‘UrbanAsia – the Future of Urban Living’, along with the co-locating

36th ASEAN Furniture Show and NOOK Asia 2019, representing the furniture, furnishing and interior design industries.

“As the show continues to evolve amidst a challenging trade landscape, we progressively and sustainably reinvent the show to spot key trends, identify major challenges and propose alternative solutions to cater to the ever-changing needs of tomorrow’s urban living,” says IFFS Chairman Ernie Koh.



## ARCHXPO 2019 AT MARINA BAY SANDS EXPO

A collaborative collection of objects and materials from seven brands made a deep impression at the ArchXpo 2019 exhibition.

### The **Your Library of Tomorrow**

showcase, put together by SFIC, follows the successful path of its **NEXGEN**

### **Urban Living Showcase @ IFFS 2019**

with tight curation and a customer-centric lineup of products that are ideal for today's modern lifestyles.

A first-time participation for the

council, the platform has offered yet another avenue for future partnerships and direct access to the architectural community.

A joint networking session with the Society of Interior Designers, have also proved fruitful for the participating brands (Benel, Decor Fan, Ewins, Neupanel, Wall Studio, YZ Timber and Zenterra) bridging both worlds with a shared goal.



## SFIC X ESG X SFA: SHANGHAI MISSION

Enterprise Singapore (ESG), in collaboration with SFIC and Singapore Furniture Association (SFA), organised a furniture mission to Shanghai to coincide with CIFF and Furniture China. The 28 delegates, gained useful insights from visits to furniture exhibitions, malls and concept stores as well as sharing by Capitaland and China-based Singapore entrepreneurs.



## CIFF & FURNITURE CHINA 2019

With its focus on “export orientation, high-end domestic sales, original design and industry guidance,” Furniture China has been an important platform for home furniture and contract furnishing players. Nine Singapore companies participated in the 2019 edition which marks the show’s 25th anniversary. CIFF 2019 was another key show featuring products from HTL International & Commune.



## SARAWAK TIMBER MISSION TO SINGAPORE

SFIC welcomed the Sarawak Timber Industry Development Corporation (STIDC) delegation to explore bilateral collaboration with our furniture industry. The mission programme included a Sarawak Timber & Furniture Seminar, Individual Business Meetings and a Furniture Expo at Singapore Convention and Exhibition Centre (SUNTEC).



## ARCHIDEX 2019 (KUALA LUMPUR)

A perennial favourite with our industry players from the design and material supplier fraternity, Archidex 2019 once again delivers on its quality visitorship and business leads. 10 of our local players were at their best form to promote the best of what Singapore furniture and furnishing brands have to offer.





## INDONESIA MISSION TO SURABAYA

Enterprise Singapore (ESG), in collaboration with SFIC, organised a furniture mission to Surabaya and Central Java - led by ESG CEO Png Cheong Boon and ACEO Tan Soon Kim. Indonesia has always been a natural choice for Singapore companies looking to internationalise.



## KOFURN 2019 (SEOUL, KOREA)

At the invitation of the ASEAN-Korea Centre (AKC), a collective of seven Singapore furniture/furnishings companies formed the Singapore Pavilion, led by SFIC at the recent Kofurn fair. The programme consists of an exhibition and one-on-one business meetings with Korean delegations.



# ENTERPRISE & HUMAN CAPITAL DEVELOPMENT

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**28**

WSQ COURSES  
DEVELOPED

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**150**

DESIGNERS TRAINED  
& MATCHED TO

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**46**

MATURED WORKERS  
TRAINED & MATCHED TO

**3299**

PARTICIPANTS TRAINED

**90**

EMPLOYERS

**39**

EMPLOYERS

WITH ARTIFICIAL INTELLIGENCE LOOMING IN THE HORIZON,  
STAFF TRAINING IS MORE URGENT THAN EVER, TO  
PREPARE THE WORKFORCE TO MEET NEW CHALLENGES.





## **ASEAN BUSINESS LEADERSHIP PROGRAMME (ABLP) TO THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)**

The famed London School of Economics and Political Science (LSE) is a top-ranking institution that requires little introduction.

Designed to provide industry leaders from Singapore and rest of the ASEAN countries with a global vision regarding topics of globalisation, entrepreneurship, innovation and leadership, the SFIC Institute launched

the new ABLP in collaboration with LSE, the first in a series to come that will also include a renowned Asian university.

The inaugural batch of 15 participants, from nextgen leaders and managers were treated to a rewarding 5-day programme with intensive workshops on leadership and company visits, marking a shift by the SFIC Institute to a new direction with an innovation focus.

## **SFIC X SRA: NRF 2019 (NEW YORK, USA)**

Jointly organised by Enterprise Singapore, Singapore Retailers Association (SRA) and Singapore Furniture Industries Council (SFIC), 13 SFIC delegates flew to the Big Apple in January for a one-week learning journey that included visits to Crate & Barrel, Macy's and Facebook.



## **SFIC X PYTHA SOLUTION: HELPING INDUSTRY DIGITISE**

A designer and built-environment business owner's dream, the Pytha Solution has revolutionised the design process for customised furniture items, cutting short the time required for design work and minimising material wastage. SFIC has helped to facilitate the onboarding of about 30 firms to date.



A close-up photograph of a hand holding a black pen, poised to write on a dark, textured surface. The pen is held between the thumb and index finger, with the middle finger supporting it from below. The background is blurred, showing a light-colored, possibly wooden, surface.

# DESIGN DEVELOPMENT

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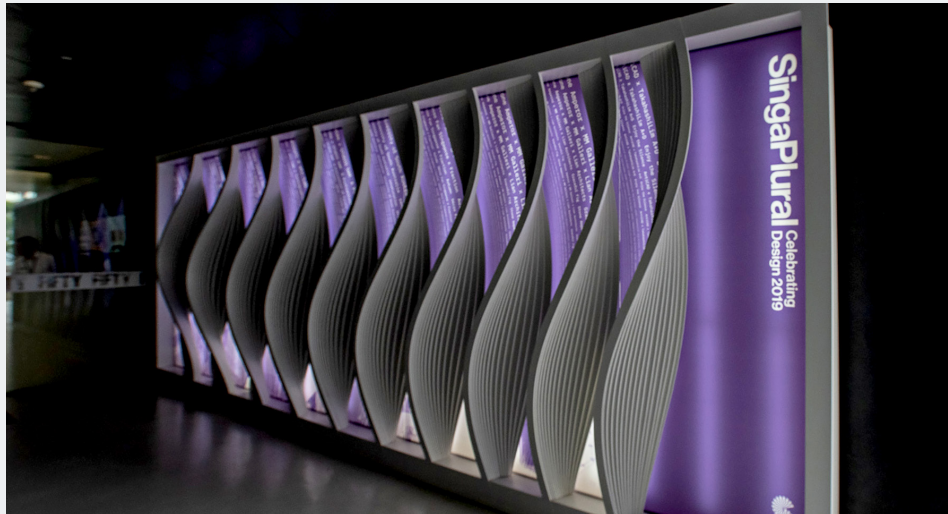
**SINGAPLURAL 2019**

**GSS 2019: THE GREAT SINGAPORE FURNITURE SHOWCASE**

**SFIC X ESG: DESIGN INNOVATION PROGRAMME**

TO MEET THE DEMANDS OF URBAN LIVING FUELLED BY  
TECHNOLOGY & INCREASINGLY COSMOPOLITAN LIFESTYLES,  
ONLY CUSTOMER-CENTRIC DESIGNS WILL THRIVE.





## SINGAPLURAL 2019 AT THE NATIONAL DESIGN CENTRE

Serving up an **unnatural phenomena** is all but a walk in the park for co-curators Formwerkz and Bravo at the 2019 edition of SFIC's SingaPlural design platform.

Making a return to National Design Centre, SingaPlural's second since last year, the formidable curatorial pair, both reputable in their respective creative disciplines of architecture and branding; dazzled visitors with their expert edit of thought-provoking installations.

A key partner of Singapore Design Week, the 10-installation show more than makes up for its small number with quality works and a heavy dose of creativity.

Memorable sights included a VR-fuelled autumn setting complete with the breeze, courtesy of Decor Fan and Fraction Design. Curator Formwerkz lent its architectural ingenuity for their core installation that invokes somen noodles.

## **GSS; THE GREAT SINGAPORE FURNITURE SHOWCASE**

To re-ignite the excitement in physical shopping, the 2019 edition of GSS has been rebranded, putting customer experience at the forefront.

For the first time, SFIC has partnered with the Singapore Retailers' Association (organiser of GSS) and Robinsons The Heeren, to curate a Great Singapore Furniture Showcase.

Featuring six of SFIC's best design cluster members, the collections presented are mostly exclusive pieces produced for GSS in limited quantities.

For five weeks from 21 June, the pop-up at the fifth level of Robinsons The Heeren is the place where visitors can bring home highly collectible pieces by some of our top local furniture designers.



## **SFIC X ESG: DESIGN INNOVATION PROGRAMME**

Supported by Enterprise Singapore, SFIC has garnered the interest of over 50 companies keen to work with designers to develop new Urban Living collections that go beyond just aesthetics, to truly address the needs of urbanites' aspirations and lifestyles.



# INDUSTRY NETWORKING & OUTREACH EVENTS

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**SFIC D&D 2018**

**SFIC CNY LUNCHEON 2019**

**3M EXPERIENCE CENTRE VISIT**

**SFIC X ESG MANAGEMENT BREAKFAST MEET**

WITH AN EYE ON BUSINESS OUTCOMES, SFIC'S EVENTS  
PROVIDE OPPORTUNITIES FOR NETWORKING AMONG  
SIMILAR-MINDED ENTREPRENEURS HUNGRY FOR GROWTH.





## SFIC ANNUAL DINNER & DANCE 2018 AT SUNTEC CONVENTION CENTRE

Celebrating its 37th anniversary with over 400 guests at Suntec's Nicoll ballroom, the fun **Lights, Camera, Action!** theme had many guests decked out in recognisable movie costumes. Spotted among them are a Chinese Emperor in costume, a Harry Potter lookalike and a character from recent hit movie "Crazy Rich Asians".

Graced by SFIC Patron and Senior Minister of State Ms Sim Ann, the

event also marked the end of a two-year term for the previous executive committee with two new faces joining the team – Ms Jamie Lim (Regional Marketing Director of Hawaii Furnishing) and Mr Kelvin Kwek (Director of Sungei Emas).

The 2018 edition also saw over 80 ASEAN participants of the 2.5 day ASEAN Youth Furniture Exchange (AYFE) attending the D&D as the finale programme.



## SFIC CHINESE NEW YEAR LUNCHEON AT TRADE ASSOCIATION HUB

Held at the Trade Association Hub's level one auditorium, a few floors below the SFIC office, the annual CNY event was well attended by over 200 guests.

SFIC's annual Chinese New Year Luncheon has been an anticipated occasion for industry friends fresh from their CNY holiday break to re-connect and the 2019's has been no exception.

Adding to the festive mood in the year

of the Boar, the "Find the Pigs" game segment featuring the PYTHA solution software application, showed the fun side of the software which is typically used to help designers to streamline the design process.

Besides recounting the achievements for the previous year, SFIC President Mark Yong also shared on the new SFIC Design Innovation Programme (DIP) to matchmake designers and brands.

## SFIC DELEGATION VISIT TO 3M EXPERIENCE CENTRE

Known for its innovative products, our industry players jumped at the chance to sign up for a visit to 3M's experience centre organised by SFIC. With guided tours and entertaining demos on a wide array of 3M products, it was an eye-opener and also a chance to shop at its staff retail store located in the building.



## SFIC MANAGEMENT X ESG BREAKFAST MEET

SFIC has been working closely with government agencies such as Enterprise Singapore (ESG). Early this year, the senior management of both organisations met for a strategic discussion on future plans and issues faced by some of our industry players. The 3-hour session was a monumental step to align expectations.







# YOUTH FURNITURE CHAPTER

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**ASEAN YOUTH FURNITURE EXCHANGE 2019**  
**YFC NETWORKING SESSION**  
**SFIC YFC X NORTHEAST CDC CSR PROJECT**

OUR YOUNG GENERATION OFFERS A DELUGE OF  
POSSIBILITIES THAT CAN CHART THE FUTURE COURSE OF  
THE INDUSTRY, YFC OFFERS THE IDEAL PLATFORM.



## ASEAN FURNITURE YOUTH EXCHANGE 2018 IN SINGAPORE

For NEXT-GEN furniture/furnishings business owners in the region, the ASEAN Youth Furniture Exchange could not have been a better platform to meet fellow entrepreneurs in the industry.

Held in Singapore for the second time since 2015, the number of participants has more than doubled. As Asia's hub influencing tomorrow's urban living, 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 being built.

88 representatives from seven ASEAN countries including Singapore, Malaysia, Indonesia, Thailand, Vietnam, Myanmar and Philippines attended the 2.5-day programme.



## BEYOND NETWORKING: CSR PROJECT W/NORTHEAST CDC

Rebranded as the **Youth Furniture Chapter** (from Youth Furniture Committee), its members represent the future of their respective companies and is an energetic network of progressive ideas. Besides actively networking among themselves & their ASEAN peers, YFC also gives back to the community.







# ROADMAP 2021

The furniture industry 2021 roadmap is a shared strategy amongst SFIC, industry players and key government stakeholders. It outlines industry pillars, broad aims the industry could work towards to realise the 2021 dream, industry initiatives and key activities required to create critical success factors and overcome barriers.

## BUSINESS AGILITY

Promote business agility to continuously exploit market opportunities by rapidly testing, launching, and iterating

## GROWTH ASIA

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

## URBANITE CENTRICITY

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

THE NEXGEN SHOWCASE  
@IFFS 2019 &  
ARCHXPO 2019 (BELOW  
OFFERS A VISION FOR  
TOMORROW'S LIVING

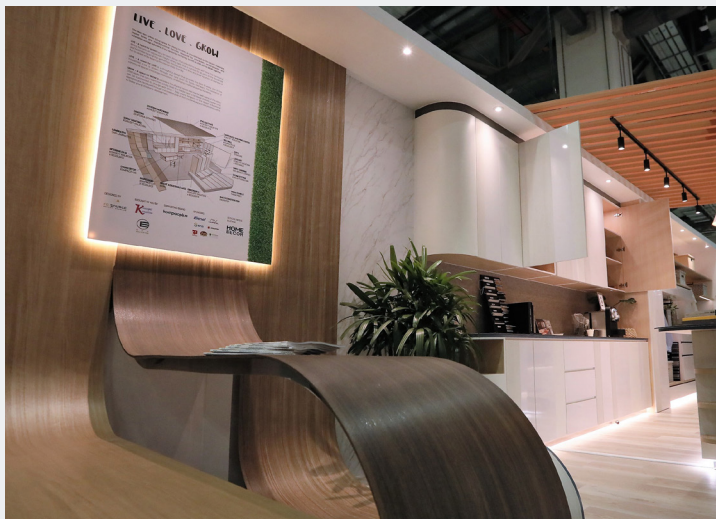


# NEXGEN URBAN LIVING @ IFFS 2019

Spanning over two levels, visitors to the Basement 2 segment of IFFS 2019 held at the Marina Bay Sands Convention Centre would not have missed the NEXGEN Urban Living booth managed by SFIC that serves as a visual representation of the industry roadmap launched last year.

The NEXGEN Urban Living showcase has

been an amazing feat to pull off — under two months — with a strong show of support from our local NEXGEN leaders and sponsors. Curated by Ms Celine Ng, Founder of Fraction Design, the showcase was divided into four zones, from a bachelor's pad to a work/office combo – SFIC's roadmap that centres on “Urban Living” came to life.



## **Live. Love. Grow**

by Re-source x Enlighten x Konzept Kreation is designed for interaction, personalisation and innovative storage solutions.



## SFIC X SINGAPORE POLY: LIVING LAB

Singapore Polytechnic's Architecture & Built Environment (Interior Design Diploma) 2019 Grad show featured "Co-Working/Living" solutions based on the partnership from furniture firms Cellini & Benel. The project was a collaborative effort between the school and SFIC, with the support of the said brands.



Photo: Singapore Polytechnic

## SFIC X IMDA: FURNITURE INDUSTRY DIGITAL ROADMAP

With a plethora of digital solutions encroaching into many industries, a digital present and future is unmistakable. SFIC in collaboration with IMDA, launched a furniture industry digital roadmap that caters to industry players with varying levels of need; and organised its first awareness workshop.



# SFIC LEADERSHIP



SIM ANN

SFIC PATRON

SENIOR MINISTER OF STATE

MINISTRY OF COMMUNICATIONS AND INFORMATION & MINISTRY OF  
CULTURE, COMMUNITY AND YOUTH



MARK YONG

SFIC PRESIDENT

EXECUTIVE DIRECTOR

EWINS PTE 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



JAKE TAN

EXECUTIVE DIRECTOR

ADMIRA PTE LTD

# OTHER KEY OFFICE BEARERS



**HONORARY SECRETARY:**

JOSHUA KOH

CEO

COMMUNE LIFESTYLE PTE LTD



**ASST HONORARY SECRETARY:**

KADEN CHOA

MARKETING DIRECTOR

EXCEL HARDWARE PTE LTD



**HONORARY TREASURER:**

MARCUS WONG

DIRECTOR

DANOVEL PTE LTD



**ASST HONORARY TREASURER:**

GAN SHEE WEN

VICE PRESIDENT

SALES & MARKETING

KODA LTD



# PAST PRESIDENTS



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

# COMMITTEE MEMBERS



AVELYN TEO

BENEL SINGAPORE PTE LTD



ALISON KWOK

CATHAY INTERIORS 1974  
PTE LTD



FION NG

GRANDWORK INTERIOR PTE  
LTD



JERRY TAN

JACO SINGAPORE PTE LTD



EMILY SIM

NS TRADING PTE LTD



DON LIM

RENOVATOR HUB PTE LTD



JAMIE LIM

HAWAII FURNISHING PTE LTD



KELVIN KWEK

SUNGEI EMAS PTE LTD



CELINE NG

FRACTION DESIGN STUDIO



JONATHAN LIM

ZENTERRA LIGHTING PTE LTD



JASON HONG

CELLINI DESIGN CENTER  
PTE LTD



TONY PANG

V-MARK WOODCRAFT (S)  
PTE LTD



JEFFREY YONG

EUROSA FURNITURE CO  
PTE LTD



AARON BOO

THEKNOWHOW.IN PTE LTD



MELVIN CHONG

KONCEPT KREATION PTE LTD

# SFIC FUNCTIONAL COMMITTEES

## MANUFACTURING CLUSTER

Chairman	Mr Kenny Koh	Star Furniture Pte Ltd
Vice Chairman	Mr Marcus Wong	Danovel Pte Ltd
Vice Chairman	Mr Ernie Koh	Koda Ltd

## CONTRACT MANUFACTURING CLUSTER

Chairman	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
Vice Chairman	Mr Don Lim	Renovator Hub Pte Ltd
Vice Chairman	Ms Fion Ng	Grandwork Interior Pte Ltd
Vice Chairman	Mr Kelvin Kwek	Sungei Emas Pte Ltd

## RETAIL CLUSTER

Chairman	Mr Gan Shee Wen	Koda Ltd
Vice Chairman	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Vice Chairman	Mr Marcus Wong	Danovel Pte Ltd
Vice Chairman	Ms Jamie Lim	Hawaii Furnishing Pte Ltd

## DESIGN CLUSTER

Chairman	Ms Emily Sim	NS Trading Pte Ltd
Vice Chairman	Ms Avelyn Teo	Benel Pte Ltd
Vice Chairman	Ms Jamie Lim	Hawaii Furnishing Pte Ltd

## SUPPORTING INDUSTRIES CLUSTER

Chairman	Mr Jake Tan	Admira Pte Ltd
Vice Chairman	Mr Kaden Choa	Excel Hardware Pte Ltd
Vice Chairman	Ms Emily Sim	NS Trading Pte Ltd



# SFIC FUNCTIONAL COMMITTEES

## FINANCE ADVISORY COMMITTEE

Chairman	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Marcus Wong	Danovel Pte Ltd
Member	Mr Ernie Koh	Koda Ltd
Member	Mr James Koh	Koda Ltd
Member	Mr Choo Yong Fee	Cheng Meng Furniture Group Pte Ltd

## FINANCE COMMITTEE

Chairman	Mr Marcus Wong	Danovel Pte Ltd
Member	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Member	Mr Kaden Choa	Excel Hardware Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd
Ex-Officio Member	Mr Mark Yong	Ewins Pte Ltd
Ex-Officio Member	Mr Steven Chew	Sitra Global Pte Ltd
Ex-Officio Member	Mr Kenny Koh	Star Furniture Pte Ltd
Ex-Officio Member	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Ex-Officio Member	Mr Jake Tan	Admira Pte Ltd

## LEAD COMMITTEE

Chairman	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Steven Chew	Sitra Global Pte Ltd
Member	Mr Kenny Koh	Star Furniture Pte Ltd
Member	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Member	Mr Kaden Choa	Excel Hardware Pte Ltd
Member	Mr Marcus Wong	Danovel Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd

# SFIC FUNCTIONAL COMMITTEES

## MEMBERSHIP SERVICES & CORPORATE EVENTS

Chairman	Mr Kaden Choa	Excel Hardware Pte Ltd
Vice Chairman	Mr Don Lim	Renovator Hub Pte Ltd

## SINGAPLURAL 2019

Chairman	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Kenny Koh	Star Furniture Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Marcus Wong	Danovel Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd
Member	Ms Emily Sim	NS Trading Pte Ltd

## TRENDSPACE

Chairman	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Vice Chairman	Mr Jake Tan	Admira Pte Ltd
Advisor	Mr Kenny Koh	Star Furniture Pte Ltd
Member	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Steven Chew	Sitra Global Pte Ltd
Member	Ms Emily Sim	NS Trading Pte Ltd
Member	Ms Fion Ng	Grandwork Interior Pte Ltd
Member	Ms Jamie Lim	Hawaii Furnishing Pte Ltd

## YOUTH FURNITURE CHAPTER

Chairman	Mr Jake Tan	Admira Pte Ltd
Vice Chairman	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Vice Chairman	Mr Kaden Choa	Excel Hardware Pte Ltd

## SFIC FUNCTIONAL COMMITTEES

SINGAPORE MOZAIC		
Chairman	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Joshua Koh	Commune Lifestyle Ltd
Member	Mr Kaden Choa	Excel Hardware Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd
Member	Ms Jamie Lim	Hawaii Furnishing Pte Ltd
SPECIAL TASK FORCE: SFIC CONSTITUTION REVIEW		
Chairman	Mr Mark Yong	Ewins Pte Ltd
Vice Chairman	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Member	Mr Steven Chew	Sitra Global Pte Ltd
Member	Mr Kenny Koh	Star Furniture Pte Ltd
Member	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Kaden Choa	Excel Hardware Pte Ltd
Member	Mr Marcus Wong	Danovel Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd
Member	Mr Ernie Koh	Koda Ltd

## REPRESENTATION IN SFIC SUBSIDIARY COMPANIES

SFIC INSTITUTE BOARD OF DIRECTORS		
Chairman	Mr Steven Chew	Sitra Global Pte Ltd
Member	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Ernie Koh	Koda Ltd
Member	Ms Shermaine Ong	SFIC



## REPRESENTATION IN SFIC SUBSIDIARY COMPANIES

SFIC INSTITUTE INDUSTRY ADVISORY GROUP		
Chairman	Mr Steven Chew	Sitra Global Pte Ltd
Member	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Ernie Koh	Koda Ltd
Member	Ms Jamie Lim	Hawaii Furnishing Pte Ltd
Member	Ms Shermaine Ong	SFIC
Member	Mr Don Lim	Renovator Hub Pte Ltd
Member	Mr Kelvin Kwek	Sungei Emas Pte Ltd
Member	Mr Andrew Sng	Decision Processes International Pte Ltd
Member	Mr Roger Loo	BDO Consultants Pte Ltd

## REPRESENTATION IN SFIC SUBSIDIARY COMPANIES

IFFS PTE LTD: BOARD OF DIRECTORS		
Chairman	Mr Ernie Koh	Koda Ltd
Member	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Member	Mr James Koh	Koda Ltd
Member	Mr Bert Choong	
Alternate Director	Mr Gan Shee Wen	Koda Ltd
Alternate Director	Mr Jerry Tan	Jaco Singapore Pte Ltd
Alternate Director	Ms Shermaine Ong	SFIC

## IFFS/NOOK ASIA 2019 SHOW ADVISORY PANEL

SAP CHAIRMAN		
Chairman	Mr Phua Boon Huat	HTL International Holdings Pte Ltd

EP/VP/OPS SUB-COMMITTEE		
Chairman	Mr Phua Boon Huat	HTL International Holdings Pte Ltd
Vice Chairman	Mr Gan Shee Wen	Koda Ltd
Member	Mr Steven Chew	Sitra Global Pte Ltd
Member	Mr Kenny Koh	Star Furniture Pte Ltd
Member	Mr Jerry Tan	Jaco Singapore Pte Ltd

## REPRESENTATION TO OTHER ORGANISATIONS

### ASEAN FURNITURE INDUSTRIES COUNCIL

Vice Chairman	Mr Jerry Tan	Jaco Singapore Pte Ltd
Member	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Ernie Koh	Koda Ltd

### DESIGN S

Vice Chairman	Mr Mark Yong	Ewins Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd

### SPECIALISTS TRADE ALLIANCE SINGAPORE (STAS)

Member	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
Member	Mr Don Lim	Renovator Hub Pte Ltd
Member	Mr Kelvin Kwek	Sungei Emas Pte Ltd

### WORKPLACE SAFETY & HEALTH COUNCIL (WSHC)

Member	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
Member	Ms Fion Ng	Grandwork Interior Pte Ltd

### SBF SME COMMITTEE

Member	Mr Ernie Koh	Koda Ltd
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### SCCCI COUNCIL

Member	Mr Ernie Koh	Koda Ltd
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### SCCCI TRADE ASSOCIATION COMMITTEE

Member	Mr Ernie Koh	Koda Ltd
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### SINGAPORE POLY MEDIA, ARTS & DESIGN SCHOOL ADVISORY COMMITTEE

Member	Mr Ernie Koh	Koda Ltd
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### ITE DESIGN & MEDIA ACADEMIC ADVISORY COMMITTEE

Member	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
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