

2020

SINGAPORE FURNITURE INDUSTRIES COUNCIL

Annual Report

Towards a Digital Future



Creativ-Space.com 3D gallery concept by Fraction Design with wooden lattice design by Superstructure

Message from Our President



The SFIC is where it is today not by chance nor by some strange alchemy. It is the combined efforts of our industry leaders, a well-organised secretariat, and all of our members, that we have continued to be able to weather challenges and grow from strength to strength

● **MARK YONG, SFIC PRESIDENT**

2020 is a year that is absolutely unprecedented by any measure, with the world ravaged by the COVID-19 pandemic to varying degrees. But this is a year we will certainly remember, a year when old habits were finally jettisoned as we gained new perspectives, and when we stayed put geographically, but still made important strides digitally.

When SFIC was formed in 1981, we were primarily a Council representing furniture manufacturers. Through the years, our industry has flourished and evolved, and we are now truly a “furniture industries” association that represents the many walks of the furniture and related industries.

In 2016, we segregated our members into 5 clusters – Manufacturers, Contract Manufacturers, Retailers, Designers and Supporting Industries – so that we may better understand their

unique challenges and growth strategies, and in turn, formulate programmes and initiatives that can better serve their needs. Such diversity can only be good news for us, as it means that we are continuing to grow and transform. Thus, this year, we also made some important tweaks to our constitution, to allow for even more diversity in our leadership panel in order to steer our industry to greater heights. We shall also be renaming our Supporting Industries cluster, to “Materials, Components and Services”, so that we can accord the many exemplary companies grouped under this cluster with the right respect.

The Council has built a strong foundation over the past 39 years, through the selfless contribution of our past and present executive committee members, and through the hard work put in by our highly devoted secretariat.

In February, when Singapore started to see its first cases of COVID-19, and when supply chains and demand started to be affected, the Council started planning for our 5th Member Assistance Scheme (the previous 4 were activated during times of global or regional crises such as during the Asian Financial Crisis). We announced SFICAssist in late March, and became the first Trade Association and Chamber (TAC) in Singapore to launch a member assistance programme under the STEER Fund, administered by Enterprise Singapore. We dug into our coffers, and boosted by the STEER Fund's \$1 match for every \$2 raised by the TAC, we put together a fund of close to \$1.5 million for our members to utilise on SFIC Institute's programmes for capability upgrading, employee upskilling and hiring, and on other SFIC initiatives for digitalisation, internationalisation and innovation. In doing so, we want to encourage our members to look ahead and continue to grow and innovate rather than to focus only on problems, so that we may all emerge stronger after the pandemic.

The old adage that crises bring opportunities certainly rings true for many of our members. Globally, with more people staying home to work and study due to safe distancing measures, the industry saw a surge in demand for home furniture and furnishings, particularly for transformable or space-saving furniture, and for home office furniture. At the height of the outbreak, we matched many of our members to government agencies and other organisations sourcing for furniture for dormitories, hospitals and community care facilities.

Innovation is the way forward for our industry. Whilst the foundation of our furniture industry was built on OEM for global furniture giants, in the past decade or so, many local furniture companies have focused on building their own brands, and having their original designs and innovations. Together with Enterprise Singapore, we launched the Design Innovation Programme in 2019, and have to-date seeded more than 30 collaborations between companies/brands and designers to create collections for urban lifestyles. We look forward to the launch of these very exciting creations in mid-2021.

We have been pushing Digitalisation as a crucial enabler for our industry in the past many years through several initiatives and programmes, and this has been inadvertently accelerated by COVID-19, where companies can no longer rely purely on traditional means of doing business or showcasing products. In September, we participated in the eGSS, the very first Great Singapore Sale carried out online primarily, through a beautifully-curated virtual mall The Furniture Centrum that featured more than 30 furniture and furnishings brands. In October, we launched Creativ-Space, an online B2B platform for our industry players with their sights set on fit-out projects and the export market. In the near future, we also expect to welcome our pan-ASEAN counterparts on board Creativ-Space.

The past year has also been an exceptional one for our SFIC Institute. Celebrating its 10th anniversary this year, the Institute has helped countless companies within and outside of our industry upskill their workforce, embark on their digitalisation journeys, and navigate the ever-changing business landscape. We will continue to create more relevant and future-oriented programmes that will benefit our members. This year, we are especially heartened to see that our member companies have not allowed their spirits to be dampened by the pandemic, and everyone is not just focused on survival, but also proactively charting their paths ahead through active participation in SFIC Institute programmes.

I always say that the furniture industry will never be a sunset industry; as long as there are humans, furniture is essential. SFIC is one that is never content to rest on its laurels of past successes, and we must continue our pursuit for excellence.

The SFIC is where it is today not by chance nor by some strange alchemy. It is through the combined efforts of our industry leaders, a well-organised secretariat, and the support of all our members, that we have continued to be able to weather challenges and grow from strength to strength. As I hand over the mantle to my successor this year, I am confident that by keeping our sights on the future, and staying true to our mission and purpose, the SFIC and the furniture industry is set to soar to greater heights.

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About

SFIC

Our Vision

"To be the Asian Hub Influencing tomorrow's Urban Living"

GROWTHASIA | URBANITE CENTRICITY | BUSINESS AGILITY



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 materials/components/services 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 Cambodia, China, Indonesia, Malaysia, Myanmar, Thailand, Philippines and Vietnam.

Our role is to promote the interests of our members and of the Singapore furniture and furnishings industry. For 39 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.

Our

MEMBERSHIP NETWORK

The furniture and furnishings industry landscape has been evolving. With over three decades of dedicated service to over 300 members and a strong network of partners from all over the globe, SFIC is well positioned to lead the industry to the next level.



THE PAST YEAR IN NUMBERS

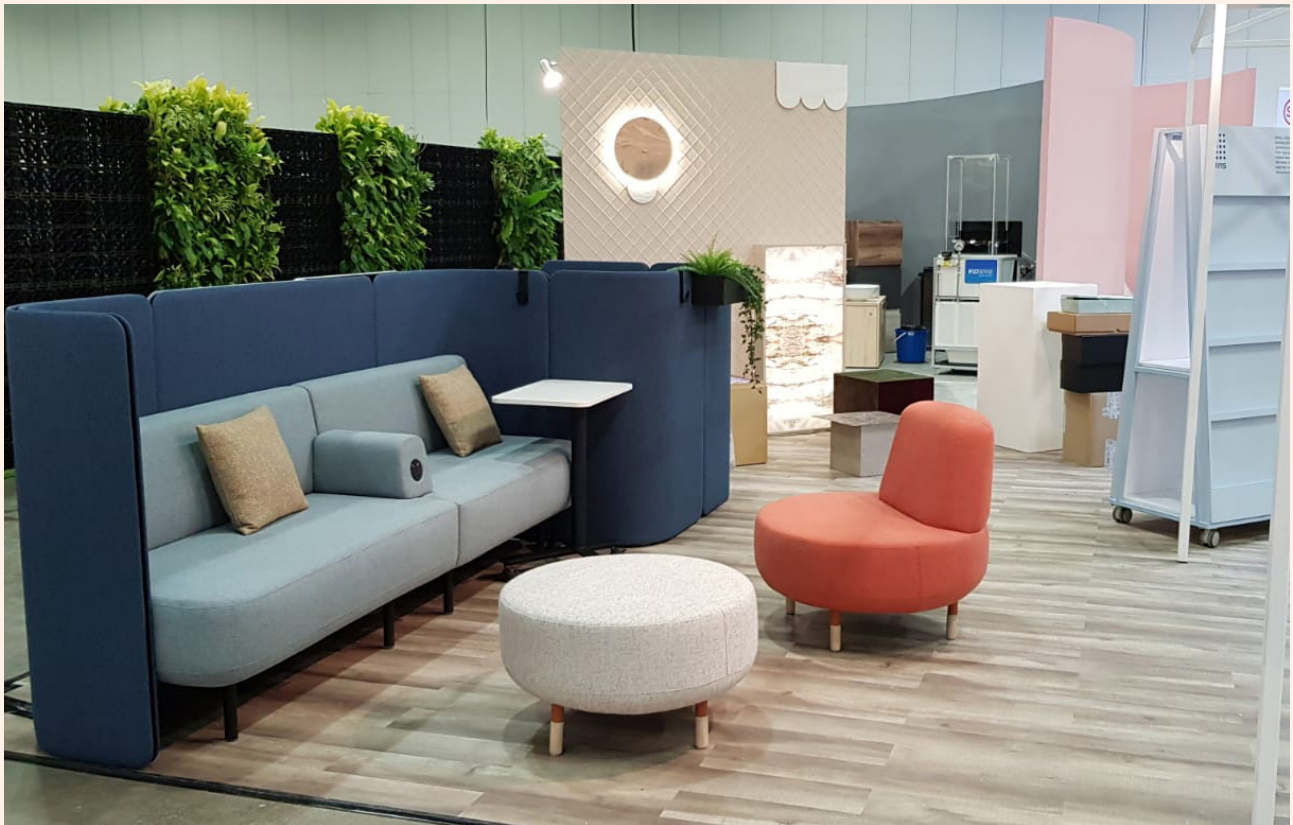
Trade Exhibitions:	4 shows x 35 exhibiting companies
Trade Missions:	2 missions x 60 delegates from 41 companies
Business Leads:	331 trade enquiries (38 matched directly to 95 companies)
Vietnam Deal Hunter Programme:	100 meetings matched x 3 companies
Design Innovation Programme:	35 partnerships matched between designers & brands/manufacturers
Digitalisation Programmes:	70 companies X 3 pre-scoped tech initiatives
Market Insights Shareback Workshops/Knowledge Outreach Sessions:	16 sessions x 457 participants from 305 companies
Training programmes	4,463 participants

Internationalisation

TRADE FAIRS

For B2B businesses, trade fairs provide the best platform to discover trends and showcase latest products. SFIC ventures overseas to promote our players at key shows.





ArchXpo 2019 (Singapore)

Following the success of the NexGen showcase at the recent IFFS/NOOK Asia 2019, The SFIC, in line with its Furniture Industry 2021 Roadmap, proudly presents NexGen 2.0.

Leveraging the ArchXpo exposition, the overall concept designed and curated by Ms Teo Yingxuan from Benel Singapore Pte Ltd was themed Your library of tomorrow: a collaborative collection of objects and materials.

This curated space of carefully selected premium brands and products brought together different offerings amongst the Council's members to imbue and translate them into a smorgasbord that is able to be immediately put into a commercial or residential projects.

Specially created for the architectural, interior and building industry in mind, this feature will provide a holistic appreciation of materials and products that is the quintessential future of urban living.



Furniture China & CIFF 2019 (Shanghai, China)

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 Manufacturing & Commune.



Kofurn 2019 (Seoul, S. Korea)

At the invitation of the ASEAN-Korea Centre (AKC), a collective of six 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.



Archidex 2019 (Kuala Lumpur, Malaysia)

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.



Internationalisation

BUSINESS DEVELOPMENT MISSIONS

Business development missions are crucial first steps before entering new markets. SFIC takes industry players on through exploration journeys to seek growth opportunities.





Shanghai, China (2019)

On 8-12 September 2019, Enterprise Singapore together with Singapore Furniture Association (SFA) and the SFIC led a total of 15 companies comprising 30 delegates to understand and explore the opportunities that China has to offer. The city of Shanghai was the main area of visit. This mission was to get an updated and real-time feel of the furniture industry in the world's second biggest economy for Singapore companies.

The delegation visited three major exhibitions, China International Furniture Fair (CIFF), Furniture Shanghai & Maison Shanghai, which was held during that period to assess the potential business collaborations available.

Visits to major furniture retail mall like Red Star Macalline, as well as standalone retail brands, Norhor and ZaoZuo provided an in-depth assessment of how Chinese retail brands have evolved as well. There was also networking sessions held with local property developer, CapitaLand as well as intimate sharing session with Shanghai-based Singapore interior designer, Mr Robert Su of Portfolio Design Partnership.

Existing bonds was strengthened while new friendships was fostered during this mission among the delegates and foreign contacts.



Sarawak, Malaysia (2019)

The Sarawak Timber Industry Development Corporation (STIDC) organised the Sarawak Timber and Furniture Selling Mission to Singapore on 4 September 2019.

The event was led by The Honourable Datuk Amar Haji Awang Tengah Ali Hasan, Deputy Chief Minister / Second Minister of Urban Development and Natural Resources together with over 30 timber and furniture industry players. The event aims to promote and increase sales of Sarawak timber and furniture; attract potential investors in furniture and timber related sector.



Saigon, Vietnam (2019)

Organised by SFIC, a total of 26 companies comprising 30 delegates from five ASEAN countries embarked on a Business Development Mission to understand the furniture industry landscape and explore business opportunities in Vietnam.

SFIC Industry Outreach

SEMINARS & EVENTS

Seminars by expert guests offer a convenient route for learning about trends, business challenges and best practices. Our sharing sessions keep the industry up to date.





Seminars & Breakfast talks for the industry

Business transformation starts with leaders, as it is often said.

With this in mind, the Council organised a series of talks on topics close to the hearts of the C-suites, such as internationalisation, franchising & licensing, furniture logistics and human capital management.

Such invaluable opportunities for C-suite networking and peer-learning are always a welcome proposition and has been the genesis for many fruitful business relationships.

Building knowledge is also key to business agility and a string of seminars were organised in partnerships with government agencies and fellow trade associations.

Deal Hunter Programme in Vietnam

There is strength in numbers and three industry players sharing this belief have banded together to hunt in a pack in Vietnam with support from SFIC via its **Deal Hunter Programme**. About 100 meetings have been set up by an appointed in-market agent over the course of a year, a remarkable feat that demonstrates the value of such programmes.



COVID-19 took the world by surprise and **forced companies to adjust to a 'new normal'.**



Photos: Marcus Wong (Danovel)



WEBINAR SERIES

With Working-From-Home being the default for many offices and physical events largely restricted, teleconferencing provide a handy substitute with a larger outreach.



SFIC Sector Townhall Sessions featuring:

Manufacturing, Contract Manufacturing, Design, Retail and Materials, Components & Services

The circuit breaker and Phase 2 measures in Singapore kept most physical meetings at bay. A digital mode of delivery also meant that a larger audience can be engaged simultaneously. With travel restrictions across the globe further limiting the options for business networkings. SFIC was also quick to adapt to launch a series of webinars to substitute physical engagement events.

Governments all over the world are responding to the COVID-19 outbreak organically, with new measures being implemented as new developments unfold.

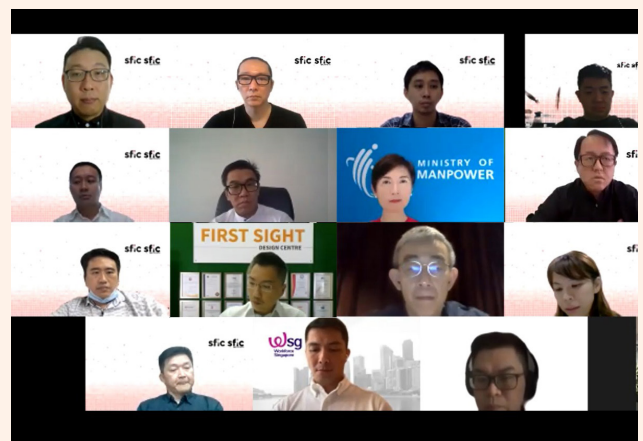
To help members keep up with the latest policies, a series of webinar sessions were organised to share the latest government programmes and initiatives designed to assist companies and businesses. At the same time, SFIC took the opportunity to educate members on its latest membership assistance scheme, **SFICAssist**. Supported by ESG under its **STEER Programme**, SFICAssist allow members to use their allocated quantum to offset pre-approved SFIC programme fees as well as SFIC Institute's training and upskilling programmes.

SFIC Outreach

INDUSTRY DIALOGUE

Serving as the bridge between industry and government, SFIC is the voice of the industry and in regular dialogue with agencies through various initiatives as well as events.





Constant dialogue with key stakeholders promote the interests of the industry

With the best interests of the industry in mind, the Council spares no efforts in engaging in constant dialogue with various key stakeholders including government partners and international counterparts.

From a design thinking workshop with IMDA's Open Innovation Programme team to Business Development Missions, such engagements help promote better understanding of the industry's needs and foster better working relationships between parties.

Lending their full support are members of our Executive Committee. Despite a busy schedule managing their own companies, these ExcOs have also taken up positions in other trade organisations,

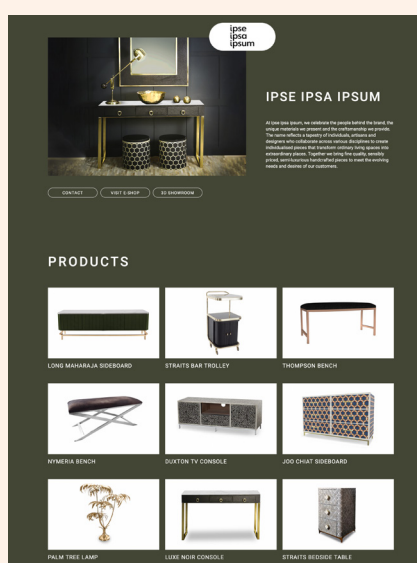
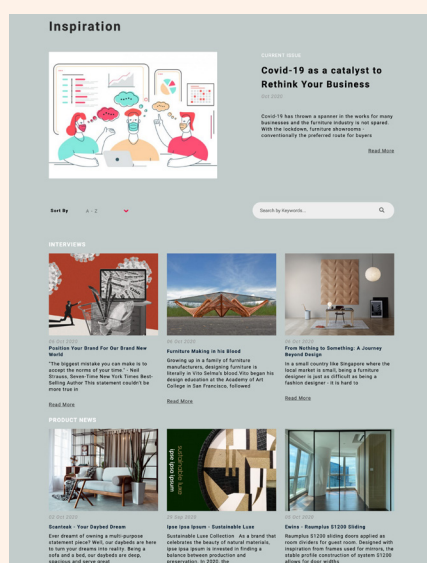
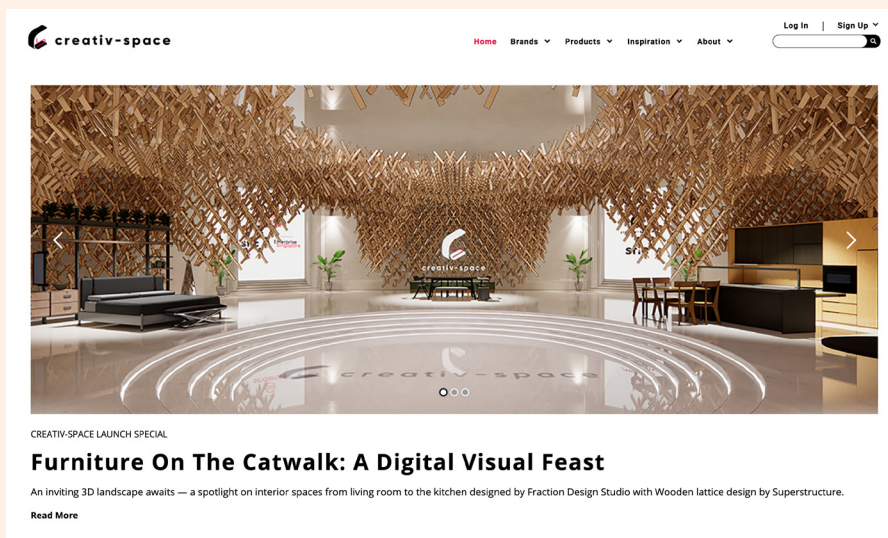


representing the industry as ambassadors for SFIC. Many fruitful collaborations have resulted from these interactions, ultimately benefitting the industry. At the same time, challenges faced by the industry are also shared with high level officials through special dialogue sessions with typically positive outcomes.

DIGITAL PROGRAMME

Digitalisation is a pre-requisite for business growth and efficiency in today's economy. To help the industry transform, SFIC launched a new B2B platform for companies looking to internationalise and a B2C showcase to boost retail sales.





ADD TO REQUEST

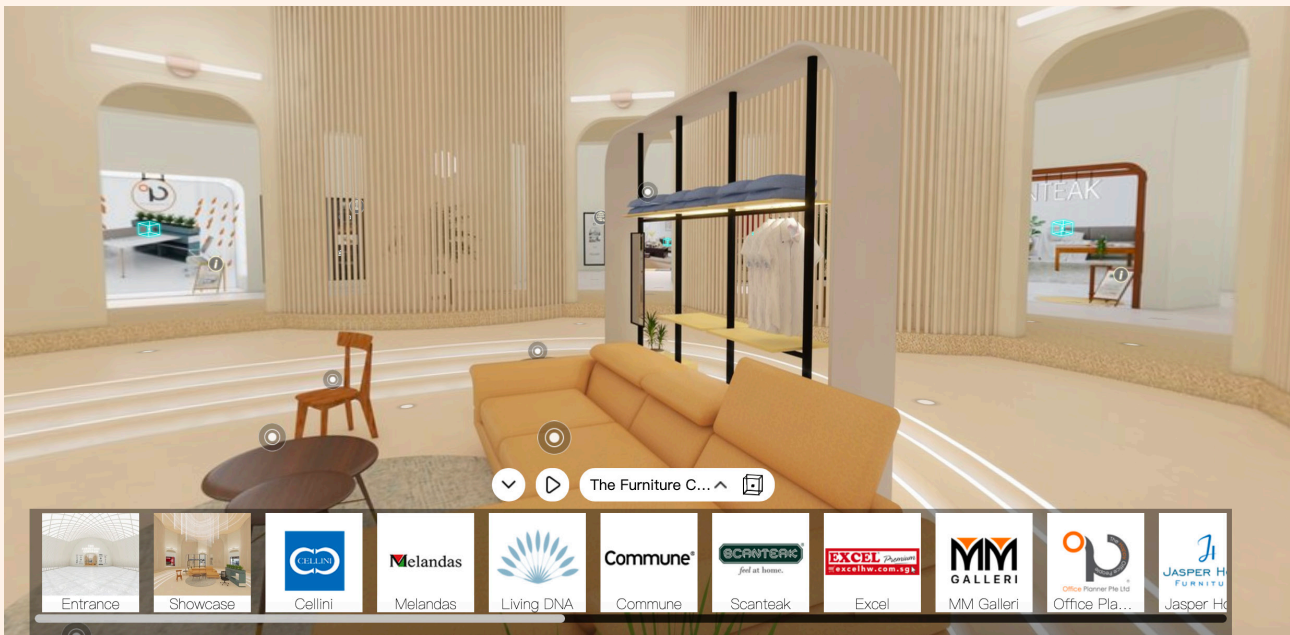
Creativ-Space: A new inspirational B2B online sourcing platform for the industry

The first of its kind for a trade association, **Creativ-Space.com** was launched to much fanfare and celebrated via a virtual launch event on its Youtube channel officiated by Guest-of-Honour, Ms Low Yen Ling, Minister of State of the Ministry of Trade & Industry.

A curated 3D gallery showcase featuring participating brands is one of the B2B online platform's defining features. Aimed at trade buyers, from developers to architects, locally and internationally, the portal offers premium brands which carry quality furniture and furnishing products. Users can easily add items to cart from various brands for a quick quotation.

Complementing the platform through inspirational content from the likes of veteran Editor and trained Architect Ms Kelly Cheng from The Pressroom, web visitors will find plenty of ideas on interior projects via product news, interviews with established brands and designers.

The platform was launched to promote our local brands as well as to offer a virtual space for brands to showcase new products. A series of 3D exhibition-like showcases are planned to be featured periodically, to keep content fresh and relevant. With the COVID-19 pandemic still ongoing and global trade fairs on hold, a digital showcase has proven to be a lifeline for brands needing a platform.



The Furniture Centrum: Shopping furniture through a 3D lens

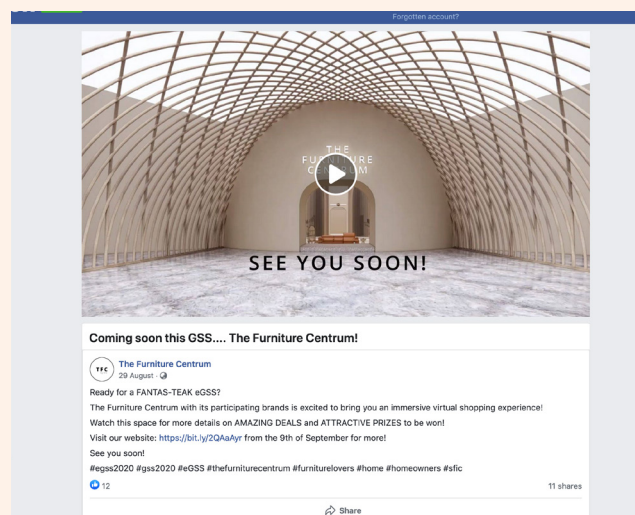
Furniture and furnishing retailers have long been accustomed to holding physical sale events both their own as well as on a national one such as the Great Singapore Sale (GSS). As with most things, COVID-19 nearly forced the organiser of GSS to cancel the 2020 edition while sending retailers without an e-commerce operation, on a tailspin.

With digital being the only viable option, the Singapore Retailers Association launched e-GSS instead, with SFIC coming in with its new **The Furniture Centrum** (TFC) virtual mall housing 30 brands with a digital storefront where customers can click to be directed to make purchases. Offering an exciting new way to shop for furniture items without the need to venture out, the mall garnered much interest from buyers.



PYTHA Solution - More adopters of The Knowhow's design software

The Knowhow.in Pte Ltd's PYTHA software has been a key ingredient in helping users on material optimisation with a fast turnaround for 3D designs. It's no surprise many industry players have adopted this technology for their businesses. In partnership with SFIC, 31 participating companies have become "more productive, more innovative and more manpower-smart".



Design Development

DESIGN STORIES

Recognising good design as a key component to drive business growth, SFIC has been instrumental in a slew of successful commercial pairings through its various initiatives, to match designers with brands and manufacturers.





Photo: Fraction Design

Under 30 and Fraction Design Studio's Celine Ng has already founded her own design firm with several notable projects under her belt.

The SFIC member and now one of its executive committee members saw her career soar since her SingaPlural 2016 installation, **Engulf** which was featured prominently on magazines and newspapers.

With satisfied clients recommending new ones to her and an expanding portfolio from furniture design to

interior projects, Celine keeps herself busy and loving every minute of it.

A frequent collaborator of SFIC's industry initiatives, she has done the branding and 3D concept design for SFIC's new B2B platform, **Creativ-Space** and also conceptualised its e-GSS feature, **The Furniture Centrum**, with digital storefronts for SFIC's participating retail members. Prior to this year's e-GSS, she also showcased her furniture designs in Milan.

Spotlight on Design Innovation Programme Designer Gabriel Tan:



Photo: Gabriel Tan

I've known Mark Yong of Verotec for a number of years and he was sharing with me about this slow rebound door handle mechanism that he is working on. I said, "Okay, if you really can develop this system, then we should do something together. I can get good designers and architects to design for you, and I can also of course, contribute my design. We can brand it and challenge the incumbents like Olivari and Kawajun, who are the few design-driven door handle brands. There are probably less than five brands globally who are doing designer handles, so competition wise, it's very small, compared to furniture. Mark was very brave, and he said, "Okay, let's do it." So I got Snohetta, Marcio Kogan, Neri & Hu, Norm Architects, and other famous designers on board to work on a series of door handles.

SFIC INSTITUTE PROGRAMMES

From its early days as a carpentry-focused training centre, SFIC Institute has moved with the times to stay relevant to the industry. Focused on upskilling and reskilling the workforce, new courses offered are designed to help companies future proof their businesses.

A photograph of a person's hands writing in a spiral-bound notebook with a silver pen. The person is wearing a grey sweater. The background is slightly blurred, showing a desk and a window with greenery outside.

No. of participants trained:
4,463

PCP for Designers:
191 placed x 109 companies
matched

**PCP for Digital Operations
Talents:**
89 placed x 39 companies
matched

PnT for Matured Workers:
58 placed x 47 companies
matched

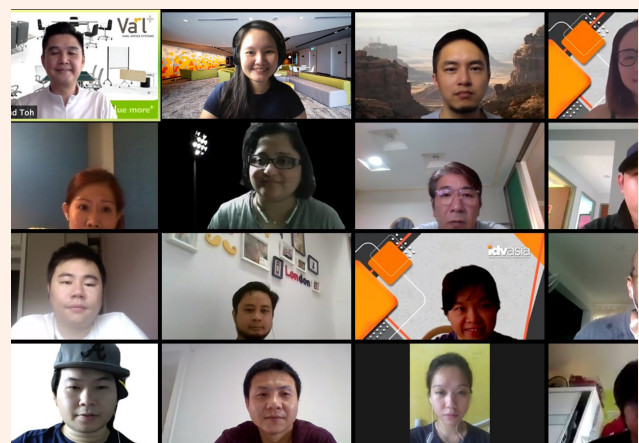


Celebrating SFIC Institute's 10th Anniversary Milestone in Style

SFIC Institute (SFICI) celebrated its tenth year at TA Hub's auditorium on 1 Nov 2019, graced by SFIC Patron and Senior Minister of State for Communications and Information, Ms Sim Ann.

The fast-changing business landscape offers an opportunity for the institute to add more value to the industry. Setting its sights even further, it now offers development and digital courses for a wide spectrum of industries beyond just the furniture. Working with global and local partners, SFICI's educational model combines academic knowledge with applied experiential training, for a holistic learning system to better equip SMEs and their management teams with the skills and mindset to cope with the new market and industry challenges.

The celebratory mood was evident with a certificate presentation ceremony for the inaugural batch of the Institute's ASEAN Business Leadership Programme (ABLP) whom had the opportunity to experience a weeklong session at famed UK university, London School of Economics.



Learning the virtual way - Courses moved online during COVID-19

From WSQ short courses to Professional Conversion Programmes, member companies have benefitted from SFICI's comprehensive course menu, that are also heavily subsidised by government agencies.

Comprising Business Management to a Digital curriculum, SFICI courses are aimed to equip companies to better prepare for an anticipated uptick in business in a post-Covid environment.

The transition from physical to online courses quickly gained traction among attendees of SFICI's courses especially during the Circuit Breaker period where signup rates reached a historic peak.

YOUTH FURNITURE CHAPTER

New innovative ideas usually come from a younger pool of NexGen bosses, with fresh perspectives and in tune with new trends. SFIC aims to foster this spirit through its YFC.





Webinar Series: AFYE Business Leadership in Crisis & more

Judging from the positive response for the series of webinars organised by SFIC's Youth Furniture Chapter, the desire to maintain close contact among regional NexGen bosses remains strong.

With worldwide travel restrictions and most working from their homes, the convenience to check in online is hard to beat. It is also easy to schedule a common preferred slot when everyone is on the same time zone. In partnership with various guest speakers including longtime SFIC collaborator Mr Roger Loo from BDO Consultants as well as regional guests, webinar topics were timely and addressed many business

challenges of the day. Undeterred by the current pandemic, resilience is an important trait for leaders. As many have said, when there is a crisis, there will also be opportunities. Hearing experiences from fellow business owners and insights from domain experts, participants leave these sessions assured and hopeful that the worst will soon be over. The key takeaway is to review failures, stay agile and be well-prepared to seize opportunities when circumstances improve. The firms doing well in this economy have either largely pivot their business offerings and/or capitalise on technology adoption to stay relevant.

SFIC Institute's ASEAN Business Leadership Programme (ABLP) on popular demand after successful first run in 2019

Following the successful run of the inaugural batch of participants at the London School of Economics, an Asian edition slated for May had to be cancelled following the COVID-19 pandemic. Plans are underway for new Asian/US/Europe editions to be launched next year. SFIC has already received enquiries from industry leaders, both local and overseas. Details on the next run will be announced in the coming months.



Photo: London School of Economics

SFIC Corporate

ENGAGING THE INDUSTRY

It's the connection that counts and SFIC keeps members' engagement going with its array of initiatives and events. Networking is always at the forefront of our activities.





SFICAssist - A helping hand in times of need

With the COVID-19 pandemic affecting businesses everywhere, SFIC's Executive Committee instantly recognised the need to activate its membership assistance scheme, the fifth iteration, over its four-decade service to the industry. Additional support came from Enterprise Singapore (ESG) in the form of \$1 match for every \$4 raised, with an eventual \$1.45m available in membership quantum.

From 1 April 2020, SFIC members can use their allocated quantum for SFIC/SFICI programmes as well as pre-approved third-party services deemed beneficial to help with business transformation. The Circuit Breaker measures have kept workers at home mostly, an opportune time for online courses to beef up skills for a 'new normal' and bosses of our member companies were quick to seize the offer, given the signup rates for training during the May/June period.

Dinner & Dance 2019 turns back the clock

There's no other SFIC event that gathers about 400 guests in a ballroom than the annual Dinner & Dance. The 2019 edition at York Hotel turns back the clock for many, especially those dressed to the "Back to School" theme. From familiar secondary school uniforms to a borrowed Girl Guide outfit, it feels good to relive memories of a less stressful school life.

The event was graced by SFIC Patron and Senior Minister of State for Communications and Information, Ms Sim Ann, who also witness a signing ceremony between SFIC and Sembcorp. A mindreader game/performance segment left many in awe. Mixing pleasure and business has never been more exciting.



The next chapter for industry transformation

TRENDSPACE AT SUNGEI KADUT

One of Singapore's first industrial estates, Sungei Kadut is set for a major makeover — a thriving ecosystem across different industries with a lifestyle appeal for residents and workers alike.





The future of the furniture industry depends on this puzzle piece—SFIC shares more

To help its members in the furniture and furnishings industry adapt to changes and push new boundaries, SFIC supports them on their digitalisation, innovation and talent attraction efforts.

And Mr Mark Yong hopes JTC's new plans to revitalise Sungei Kadut, the estate where most of SFIC's members are located, will give them a further boost.

The industrial estate, one of Singapore's oldest industrial estates, is set to become a forward-looking district that brings together various industries to grow and collaborate. Besides the furniture industry, other sectors such as agri-tech, construction, environmental tech and manufacturing will also take root at the revamped district.

"If Sungei Kadut transforms, it can bring different opportunities for different communities to work together through industry sharing"

Mr Yong has observed that existing partnerships between furniture companies are mostly organic. To encourage more collaborations, SFIC worked with JTC to conceptualise trendspace, Singapore's first high-

rise development that caters specifically to furniture manufacturers and furniture-related companies such as material suppliers and designers.

The plan is for these companies to share manufacturing services and resources in trendspace. It also boasts collaborative and shared spaces that could host industry-sharing events such as design-led talks or provide an avenue for companies to showcase their brands to others.

He hopes that the vibrancy at Sungei Kadut, where there will be lifestyle elements such as events, festivals, and shopping and dining options, will make the area an exciting workplace, instead of the central business district alone.

"We hope that Sungei Kadut can be a beacon or showcase for future industrial parks and how they can evolve to become very vibrant areas that young Singaporeans will want to work in."

Edited from the original interview by JTC, Photos by JTC

<https://estates.jtc.gov.sg/sked/stories/the-future-of-the-furniture-industry-depends-on-this-puzzle-piece-sfic-shares-more>

The faces behind our

SFIC LEADERSHIP

PATRON



SIM ANN

SENIOR MINISTER OF STATE

MINISTRY OF COMMUNICATIONS AND INFORMATION &

MINISTRY OF CULTURE, COMMUNITY AND YOUTH

P R E S I D E N T



MARK YONG

EXECUTIVE DIRECTOR

EWINS PTE LTD

V I C E P R E S I D E N T S



STEVEN CHEW

EXECUTIVE DIRECTOR
SITRA GLOBAL PTE LTD



KENNY KOH

GROUP MANAGING DIRECTOR
STAR FURNITURE PTE LTD



PHUA BOON HUAT

DIRECTOR
HTL MANUFACTURING
PTE LTD
(TILL 30/10/20)



JAKE TAN

EXECUTIVE DIRECTOR
ADMIRA PTE LTD

K E Y O F F I C E B E A R E R S

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

Honouring our leaders

PAST PRESIDENTS

As SFIC looks forward to celebrate our 40th year, we pay tribute to our former Presidents who have laid the foundation.



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



PHUA BOON HUAT
ALPHALEAP CONSULTING
PTE LTD (FROM 1 NOV 2020)



AVELYN TEO
BENEL SINGAPORE PTE LTD



ALISON KWOK
CATHAY INTERIORS 1974
PTE LTD



JASON HONG
CELLINI DESIGN CENTER
PTE LTD



JEFFREY YONG
EUROSA FURNITURE CO
PTE LTD
(TILL 8 JAN 2020)



CELINE NG
FRACTION DESIGN STUDIO



FION NG
GRANDWORK INTERIOR
PTE LTD



JAMIE LIM
HAWAII FURNISHING PTE LTD



JERRY TAN
JACO SINGAPORE PTE LTD



MELVIN CHONG
KONCEPT KREATION PTE LTD



DON LIM
RH DESIGN & BUILD PTE LTD



EMILY SIM
NS TRADING PTE LTD



KELVIN KWEK
SUNGEI EMAS PTE LTD



AARON BOO
THEKNOWHOW.IN PTE LTD



TONY PANG
V-MARK WOODCRAFT (S)
PTE LTD



JONATHAN LIM
ZENTERRA LIGHTING PTE LTD

SFIC FUNCTIONAL COMMITTEES

MANUFACTURING CLUSTER

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

CONTRACT MANUFACTURING CLUSTER

Chairman	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
Vice Chairman	Mr Don Lim	RH Design & Build 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

MATERIALS, COMPONENTS & SERVICES 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 Manufacturing Pte Ltd (till 30 Oct 2020)
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 Manufacturing Pte Ltd (till 30 Oct 2020)
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	RH Design & Build Pte Ltd

CREATIV-SPACE

Chairman	Mr Phua Boon Huat	HTL Manufacturing Pte Ltd (till 30 Oct 2020) Alphaleap Consulting Pte Ltd (from 1 Nov 2020)
Member	Mr Joshua Koh	Commune Lifestyle Pte Ltd
Member	Mr Gan Shee Wen	Koda Ltd
Member	Mr Mark Yong	Ewins 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

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 Manufacturing Pte Ltd (till 30 Oct 2020)
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	Ewin Pte Ltd
Member	Mr Jake Tan	Admira Pte Ltd
Member	Mr Ernie Koh	Koda Ltd
Member	Ms Shermaine Ong	SFIC

REPRESENTATIONS IN SFIC SUBSIDIARY COMPANIES

SFIC INSTITUTE: INSTITUTE ADVISORY PANEL

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	RH Design & Build Pte Ltd
Member	Mr Kelvin Kwek	Sungei Emas Pte Ltd
Member	Mr Andrew Sng	Decision Processs International Pte Ltd
Member	Mr Roger Loo	BDO Consultants Pte Ltd
Member	Mr Neo Sia Meng	

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 Manufacturing Pte Ltd (till 17 Sep 2019)
Member	Mr James Koh	Koda Ltd (till 9 Mar 2019)
Member	Mr Bert Choong	

REPRESENTATIONS 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

ENTERPRISE SINGAPORE LEAD EVALUATION PANEL

Member	Mr Ernie Koh	Koda Ltd
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SPECIALISTS TRADE ALLIANCE SINGAPORE (STAS)

Member	Ms Alison Kwok	Cathay Interior 1974 Pte Ltd
Member	Mr Don Lim	RH Design & Build 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 COUNCIL

Member	Mr Ernie Koh	Koda Ltd
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SBF GLOBAL CONNECT 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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REPRESENTATIONS TO OTHER ORGANISATIONS

ITE DESIGN & MEDIA ACADEMIC ADVISORY COMMITTEE

Member

Ms Alison Kwok

Cathay Interior 1974 Pte Ltd

SINGAPORE INTERIOR DESIGN ACCREDITATION ADVISORY COUNCIL

Member

Mr Mark Yong

Ewins Pte Ltd

FRANCHISING AND LICENSING ASSOCIATION OF SINGAPORE

Vice President

Mr Ernie Koh

Koda Ltd

SINGAPORE RETAILERS ASSOCIATION

Honorary Secretary

Mr Joshua Koh

Commune Lifestyle Pte Ltd

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