



FOR IMMEDIATE RELEASE

SFIC welcomes its 2020/2022 Executive Committee under the leadership of industry veteran Mr Phua Boon Huat

- **Mr Phua Boon Huat elected as SFIC's new President and takes over from Mr Mark Yong, who has served his 4-year term since 2016.**
- **A stronger focus on building supply chain capabilities, innovation and digitalisation among industry players top on new President's agenda.**

SINGAPORE – 16 December, 2020 – The Singapore Furniture Industries Council (SFIC) announced the appointment of Mr Phua Boon Huat as the new President of the SFIC and the office bearers on the new Executive Committee for 2020/2022.

An experienced Industry veteran, Mr Phua Boon Huat who is the Director of AlphaLeap Consulting Pte Ltd has taken over the helm at the SFIC from Mr Mark Yong, Executive Director of Ewins Pte Ltd, who served two full terms (totalling four years) as SFIC's President.

One of SFIC's former Vice Presidents, Mr Phua has been a member of the council's Executive Committee since 2010 and saw to the successful implementation of several key Council initiatives. He brings with him a wealth of knowledge and deep experience in the global furniture markets. Prior to starting his management consultancy focussing on partnering companies (especially within the furniture ecosystem) to develop or improve their macro business strategies, he has accumulated more than a decade's experience in the furniture manufacturing sector.

Thanking his predecessor Mr Mark Yong who has contributed very significantly to the shaping of SFIC as one of leading trade associations in Singapore, Mr Phua said: "My vision for the next two years would be for the industry to continue on the path of transformation; with a greater emphasis on product and capability innovation.



With a new generation of tech-savvy millennial customers, unfettered access to global online marketplaces and entrenched social media habits, we need to evolve beyond being mere furniture providers to becoming lifestyle brands that resonate with the new economy consumers.

To manage growing complexity of consumer demand and cross border transactions of goods and services, the understanding and adoption of new supply chain capabilities and data analytics into companies' business processes are important areas of focus".

Mr Phua's appointment comes against the backdrop of a challenging economy with much uncertainty at least in the coming year. With global travel restrictions in place, many industry players were unable to participate in traditional channels like furniture exhibitions and marketing trips to get closer to businesses and trade customers. Industry players who have managed to thrive during this difficult period achieved success as a result of embracing and adopting digitalisation to achieve speed-to-market and agility in the marketplace.

A firm believer in technology innovation, Mr Phua is also Chairman of [Creativ-Space](#), a Singapore furniture industry B2B initiative supported by Enterprise Singapore in October 2020. This latest SFIC digital initiative was borne out of the industry's goal to take homegrown furniture expertise, capability and know-how into the region and internationally.

With Mr Phua's appointment, the council is confident that the industry will continue to reach new heights in its transformation journey.



About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as 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 China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

SFIC's primary role is to promote the interests of its members and the Singapore furniture and furnishings industry. For over 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.

Visit www.singaporefurniture.com for more information.

For media enquiries, please contact:

Singapore Furniture Industries Council

Philip Pang (philip@singaporefurniture.com)

Tel: +65 6505 9166



Appendix A: SFIC 2020/2022 Executive Committee

Presidential Advisors:

Mr Tony Lin (President, Eurosa Furniture Co (Pte) Ltd)
Mr James Koh (Deputy Chairman & Managing Director, Koda Ltd)
Mr Choo Yong Fee (President, Cheng Meng Furniture Co. Pte Ltd)
Mr Bert Choong
Mr Andrew Ng
Mr James Goh
Mr Ernie Koh (Executive Director, Koda Ltd)

Immediate Past President:

Mr Mark Yong (Executive Director, Ewins Pte Ltd)

President:

Mr Phua Boon Huat (Director, AlphaLeap Consulting Pte Ltd)

Vice Presidents:

Mr Steven Chew (Executive Director, Sitra Global Pte Ltd)
Mr Kenny Koh (Group Managing Director, Star Furniture Pte Ltd)
Mr Jake Tan (Executive Director, Admira Pte Ltd)
Mr Joshua Koh (Chief Executive Officer, Commune Lifestyle Pte Ltd)

Honorary Secretary:

Mr Gan Shee Wen (Group VP Sales & Marketing, Koda Ltd)

Assistant Honorary Secretary:

Ms Jamie Lim (Regional Marketing Director, Hawaii Furnishing Pte Ltd)

Honorary Treasurer:

Mr Marcus Wong (Business Development Director, Danovel Pte Ltd)

Assistant Honorary Treasurer:

Ms Emily Sim (Business Development Director, NS Trading Pte Ltd)

Committee Members:

Ms Avelyn Teo (Director, Benel Singapore Pte Ltd)
Ms Alison Kwok (Executive Director, Cathay Interiors 1974 Pte Ltd)
Ms Celine Ng (Creative Director, Fraction Design Studio)
Mr Don Lim (Director, RH Design & Build Pte Ltd)
Ms Fion Ng (General Manager, Grandwork Interior Pte Ltd)
Mr Kaden Choa (Marketing Director, Excel Hardware Pte Ltd)
Mr Kelvin Kwek (Director, Sungei Emas Pte Ltd)

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