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MEDIA RELEASE

SFIC Charts New 5-Year Road Map Anchored on Sustainability, Assumes Asean Trade Group Chairmanship on 40th Anniversary

SINGAPORE – 3 December, 2021 – The **Singapore Furniture Industries Council (SFIC)** today celebrated the 40th Anniversary of its founding. The event was graced by Guests-Of-Honour, Deputy Prime Minister **Mr Heng Swee Keat**, and SFIC Patron **Ms Sim Ann**, Senior Minister of State, Ministry of Foreign Affairs & Ministry of National Development.

The Council unveiled its 2025 Furniture Industry Roadmap which aims to leverage the opportunities presented around sustainability as catalysts of capability development, innovation and growth of the industry. Specifically, the 2025 roadmap aims to position the Singapore furniture industry as a regional bellwether for sustainable urban-living concepts that focus on future-oriented work-life integration.

SFIC President Mr Phua Boon Huat said that, in 2021, the association’s priority has been on rolling out initiatives that use design, technology and digitalisation to help members stay relevant and competitive in these challenging times, while upgrading enterprise and human capital capabilities within the industry. Increasingly on the radar is a growing emphasis on sustainability.

Mr Phua said: “Our new vision is to position the Singapore furniture industry as ‘the nexus of tomorrow’s work-life integration for sustainable urban living’. To achieve this, the industry roadmap will incorporate the three key pillars of Market Agility, Urbanite-centricity and Enterprise Adeptness to guide our members along.

“SFIC’s sustainability push is an increasingly important multi-dimensional approach that touches advocacy of better material use, raising awareness on the significance of indoor work quality on occupants’ health and wellbeing, and cultivating the awareness on the importance of sustainable spaces. These are key dimensions which will require greater communications to raise awareness, understanding and acceptance,” he said.

Sustainability is increasingly becoming a strategic driver in the SFIC’s planning. In November 2021, SFIC, alongside the Singapore Business Federation and the Singapore Green Building Council, formed a new Alliance for Action (AfA) to bring



together stakeholders across different sectors to create and enhance sustainable spaces.

Taking AFIC Further Under Two Year Chairmanship

SFIC has just also assumed the Chairmanship of the ASEAN Furniture Industries Council (AFIC) with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market. The eight-member organisation also aims to adopt more green practices on its journey in pursuing sustainable business development.

Outgoing AFIC Chairman Mr Emmanuel Padiernos from the Philippines has just formally handed over his duties to Mr Ernie Koh, who is appointed by the SFIC as Chairman of AFIC for the next two-year term. Mr Koh is the Presidential Advisor of SFIC and Executive Director of Koda Ltd, a respected and familiar figure who has served on the boards of various trade bodies.

Sustainability will be key on the journey ahead. The new AFIC leadership aims to achieve sustainability targets by adopting green business practices and grooming more regional green champions.

Mr Koh said: “It is timely that the SFIC is assuming the Chairmanship of the AFIC. Under SFIC’s 2025 industry roadmap, the Singapore furniture industry will be intensely focussing on sustainability as an important business tenet and we expect to share our experiences with our regional counterparts and groom more regional green champions.”

According to the *Furniture Global Market Report 2021: COVID-19 Impact and Recovery to 2030*, the global industry is expected to grow at a compound annual rate of 6% over five years to reach US\$850 billion in 2025. SFIC members aim to tap into this global opportunity and chart the next phase of a more resilient and sustainable growth.

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ABOUT SFIC's 2025 Furniture Industry Roadmap

“Be the nexus of tomorrow’s work-life integration for sustainable urban living”.

The new 2025 roadmap aims to position the Singapore furniture industry as the key driver for work-life integration for a more sustainable urban living environment for the future.

First, the agility of the industry and its members remains its core thrust. Together with Enterprise Singapore and related stakeholders, SFIC will step up efforts to help members harness sustainability as a competitive advantage to capture new pockets of business opportunities quickly.

For emerging opportunities in new markets, industry members will be encouraged to move with greater speed. They should also deepen their presence in markets that have already been tapped.

Second, taking the urbanite-centricity theme further, the focus should be on developing solutions that meet the expectations of a post-Covid-19 work-life environment. To be able to do this better, industry players will need to better understand the new customer psyche and design sustainable urban living solutions for the future of living and work.

Another consideration involves the development of sustainability-driven furniture and furnishings amid consumers’ increased concern with regards to health and safety matters.

Further. Singapore furniture players have a particular advantage, given the republic’s high urbanisation rate of 100%. Singapore is thus a good test bed to model sustainable lifestyles for urban dwellers. Singapore furniture businesses can do their part by integrating circular systems underpinned by Singapore’s robust logistics and waste infrastructure, and by embracing innovative technologies to develop new materials and products.

Third, the upcoming roadmap aims to foster greater enterprise adeptness, i.e. cultivating stronger business mindset and skilfulness to enable members to gain a foothold in their respective arenas. Beyond the traditional supply chain, members can scale up by collaborating with non-conventional partners like those in the healthcare industry, urban planners, designers and green solutions providers.



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 providers.

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.

As an aggregator and multiplier in the furniture eco-system, the SFIC plays an active role to grow and transform companies and the industry. For 40 years, SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, upgrading business capabilities and a focus on sustainability. Collectively, these programmes aim at supporting the SFIC's vision for the Singapore's furniture industry – "Be the nexus of tomorrow's work-life integration for sustainable urban living".

Visit www.singaporefurniture.com for more information.

About AFIC

The ASEAN Furniture Industries Council (AFIC) was established in 1987 as a regional trade organisation to promote the interests of the ASEAN furniture industries of each ASEAN country and are certified by their respective ASEAN Chamber of Commerce and Industries or its equivalent.

Current constituent members include:

- Indonesia Furniture Industry & Handicraft Association - ASMINDO (Indonesia)
- Lao Furniture Association (Laos)
- Malaysian Furniture Council (MFC) : Malaysia
- Myanmar Forest Products & Timber Merchants Association : Myanmar
- Chamber of Furniture Industries of the Philippines (CFIP) : The Philippines
- Singapore Furniture Industries Council (SFIC) : Singapore
- Thai Furniture Industry Club (TFIC) - Federation of Thai Industries : Thailand
- Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA) : Vietnam

www.aseanfurniture.org/

About Alliance for Action (AfA) on Sustainable Spaces

<https://www.sgbc.sg/news/latest-news/932-sbf-sfic-and-sgbc-establish-new-alliance-for-action-on-sustainable-spaces-to-drive-sustainability-through-industry-collaboration>



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