



SFIC RoadMap 2025

Singapore Furniture Sector Deep Dives Into Sustainability, Commits to Stronger Industry Action for Leadership, Advocacy

Industry aims for pole position in creating holistic living spaces within high-density urban environments

SFIC aims to create strategic partnerships, collaborations, be a regional aggregator for best practices in sustainability

SINGAPORE – 10 February, 2022 – The **Singapore Furniture Industries Council (SFIC)** said today it will take a methodical and concerted strategic push – both at the industry association level as well as with industry players – to equip the furniture sector to create a truly sustainable ecosystem.

This strategy aims to leverage industry strengths to enable the ecosystem to commit to leadership and advocacy in the regional and global furniture sector, while entrenching the existing position to deliver creative solutions for high-density urban environments.

Further, within the next four years, the vision is to transform Singapore’s furniture industry into a regional hub for best sustainability practices in ASEAN, facilitating capacity building and knowledge sharing within the region. Aligned to this is the pursuit to become a leader in regulatory standards and compliance, especially in the interior fit-out sub-segment of the built-environment.

The fresh push by SFIC comes on the back of a just-completed industry engagement exercise. In this effort, members said they view sustainable business practices as a greenfield opportunity and will collaborate as an industry to further understand how to achieve demand and supply side leadership. Case studies from selected countries were also undertaken to further enrich the industry understanding and direction.

At SFIC’s 40th Anniversary occasion in December 2021, SFIC stated its new vision to position the Singapore furniture industry as *the nexus of tomorrow’s work-life integration for sustainable urban living*. In essence, the industry aims to pursue the three key pillars of market agility, urbanite-centricity and enterprise adeptness to drive the industry further.

At the milestone event, it said its priority is to roll out initiatives that enable members to use design, technology, digitalisation and sustainability to stay future ready and competitive in increasingly challenging times, while upgrading enterprise and human capital capabilities within the industry.

SFIC President Mr Phua Boon Huat said: "The Singapore Furniture Industries Council's strategic roadmap is anchored on our industry's competitive advantage in creating solutions for high-density urban environments, as well as our reputation for high quality goods and services."

Mr Phua added that the road ahead for its industry is one that embraces sustainable transformation and a commitment to leadership and advocacy for stronger action within the furniture industry. Singapore's furniture industry has a unique edge as it leads the forefront of creating holistic living spaces within high-density urban environments, he said.

The industry association aims to deliver this goal through five strategic thrusts.

- First, as the lead industry association, the SFIC will invest in building sustainability capability into its ranks through education, awareness and capacity building to empower them to seed this direction into the industry. This will include a review and uplifting of existing practices, building up masterclasses and establishing a dedicated team to champion sustainability.
- Second, SFIC will champion the sustainability pursuit and engage stakeholders, including members of the public and consumers, investors, partners to embrace the SFIC vision.
- Third, SFIC will lead the way to establish strategic partnerships nationally, regionally and internationally to develop a network and presence physically and digitally. On the cards is the plan to roll out a SFIC Green Inner Circle and an International Sustainability Leader Programme to foster connections and collaborations between local and international furniture leaders on sustainability.
- Fourth, the goal is to develop an industry-wide robust system for quality assurance, continued engagement and compliance with sustainability practices. This will take the form of delivering more appropriate assessment tools for companies, certification schemes and support for sustainability transformation programmes within members.
- Fifth, with collaboration as a key element, there will be fresh opportunities in the co-solutioning and piloting of ideas for sustainability partnerships between members and beyond, in order for the industry to be at the forefront of innovation for sustainable furniture.

Said Ms Dilys Boey, Assistant Chief Executive Officer (Lifestyle & Consumer), Enterprise Singapore: "SFIC's 2025 Furniture Industry Roadmap will help guide furniture businesses build capabilities and capture new opportunities with shifting consumer preferences and expectations. We are very excited that SFIC is taking the lead in driving the sustainability agenda, as sustainability will be an increasingly important buying consideration amongst businesses and consumers. Through our Enterprise Sustainability Programme, Enterprise Singapore is pleased to support SFIC in its plans to build understanding and support businesses, build capability and embrace the demands as well as opportunities that the sustainability agenda brings."

One industry leader already charting forward is homegrown Panelogue Pte. Ltd. especially in the way it is reshaping the way spaces are built. It was founded in 2016 with the vision to empower designers and architects to construct perfect spaces.

Founder & CEO Emily Sim said that after joining her family's timber business, she became more conscious about wood being consumed in an unsustainable way that negatively impacts on the environment. "A lot of older craftsmen prefers to work with familiar materials and techniques which is understandable. It will take time for them to get around the benefits of new innovations that can help reduce waste and promote efficiency."

Prior to this roadmap announcement, SFIC made a milestone move in November 2021 to collaborate with the Singapore Business Federation and the Singapore Green Building Council. They formed the Alliance for Action (AfA) to bring together stakeholders across different sectors to create and enhance sustainable spaces.

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.

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. Much of the opportunity lies in developing sustainable demand and supply strategies and practices.

ABOUT SFIC's 2025 Furniture Industry Roadmap (Dec 2021)

“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 Singapore's furniture industry – “Be the nexus of tomorrow's work-life integration for sustainable urban living”.

Visit www.singaporefurniture.com for more information.

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