



SFIC Embarks On First Furniture Sustainability Business Model Transformation Mission To Copenhagen, Denmark

Supported by Enterprise Singapore (ESG), the inaugural mission deep dives into sustainability with industry leaders

SINGAPORE – 27 June 2022 – The **Singapore Furniture Industries Council (SFIC)**, together with **Enterprise Singapore**, leads a group of 16 delegates on a first industry-led Sustainability Business Model Transformation Mission to Copenhagen, Denmark, for a week, from 27 June to 1 July 2022.

Working in collaboration with the Copenhagen School of Business Executive Foundation, one of Denmark and Europe's most established business IHLs, the delegation will undergo an intensive week of executive programme with CBSE Professors, high-calibre guest speakers, visits to companies with strong sustainability business practices, as well as engagement and business networking with notable industry leaders from different expense and scope. This dovetails well with the SFIC's 2025 vision to position the Singapore furniture industry as "*the nexus of tomorrow's work-life integration for sustainable urban living*".

The mission comes on the back of the recently launched Furniture Sustainability Programme. The objectives for the mission include:

- Provide a platform for Singapore furniture companies to build sustainability capability, exchange knowledge and experiences with experts/industry leaders in Copenhagen, a leading model of urban sustainability,
- Provide invaluable networking opportunities between local and international leaders, and
- Foster potential partnerships for co-solutions and piloting of ideas between industry leaders to stay future ready and competitive.

SFIC President Mr Phua Boon Huat said, "Building sustainability knowledge capacities are very important, as sustainability practices continue to evolve with new

technologies and changing social and consumer patterns. Sustainability knowledge building programmes such as this mission can cultivate thought leadership in this area.

Copenhagen has been specially chosen as it is a leading model of urban sustainability. Known for its commitment to developing sustainable business practices, corporations and individuals are well subscribed to the philosophy of sustainability and are actively putting their green practices into action. We are particularly pleased to be collaborating with CBSE and look forward to draw inspiration from how Denmark is championing its sustainability agenda, in the hopes that we may do the same to develop our competitive advantage."

The 16-member delegation will comprise of ESG and SFIC representatives as well as industry leaders spanning across the various sectors that the SFIC comprises, from contract manufacturers, designers, manufacturers, retailers as well as materials/components/service providers. These forward-thinking companies are interested in embracing sustainability in their business practices and are looking for ways to add value to their current business model in line with the increased pressure and motivation from clients and customers to make their businesses more sustainable.

Mr Alan Yeo, Director of Retail and Design at EnterpriseSG said: "With sustainability becoming an increasingly important social and economic consideration for businesses, developing sustainability capabilities will not only help our local companies stay relevant, but also build a key competitive advantage to capture new opportunities. Through such missions, we hope to further support our companies in developing sustainability solutions for their businesses and encourage more to embark on their sustainability journeys."

The 5-day intensive programme and company visits is planned to empower participants with pertinent information and knowledge that is seeing Denmark leading the charge in sustainable business practices and be profitable at the same time.

A statement from the CBS Executive Foundation underlines: "The Danish furniture industry is undergoing dramatic changes in the areas of sustainability, digitalisation, consumer behaviour, EU legislation to name just a few. All are changing the rules of the game. Leaders from the furniture industry need to navigate in all of these changes and adapt – in order to survive in the long run."

CEO of CBS Executive Foundation, Anne Marie Jess Hansen, says: "We are proud to work with the Singapore Furniture Industries Council on developing a tailor-made 5-day program in Copenhagen that will showcase world class CBS faculty on sustainability and digitalization alongside showcasing global Danish furniture brands

such as Fritz Hansen and Montana. In addition, the delegation will visit and engage with institutions working with Danish design. With this new program, we will provide knowledge and learnings on best practice, and how to address the overall challenges to re-invent purpose, strategy and business practice for Singaporean furniture companies.”

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For the Sustainability Business Model Transformation Mission E-brochure, please visit <https://bit.ly/3tNMep1> for more information.

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.

About Enterprise Singapore (ESG)

Enterprise Singapore is the government agency championing enterprise development. Enterprise SG works with committed companies to build capabilities,

innovate and internationalise, as well as supporting the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, Enterprise SG continues to build trust in Singapore's products and services through quality and standards.

Visit <https://www.enterprisesg.gov.sg/> for more information.

About CBS Executive Foundation

CBS Executive Foundation connects faculty, experience, process, and passion to inspire individuals and organisations to make a profound difference. We utilise many different learning approaches and tools, all focused on ultimately enabling individuals to own their own learning. We believe that participants anchor their learning in different ways – not just through the latest ideas, research, and consultation from experienced faculty – but also from each other. Participants learn from the real-world application of their insights.

We provide a transformative environment where participants are invited to create a lifelong commitment to their own development – taking themselves and their organisations to the next level, by turning their insights into solutions and anchoring the learning deep within.

Visit <https://cbs-executive.dk/> for more information.