

SUSTAINING OUR FUTURE

2022
Annual Report

sfic

SFIC's Urban Living Showcase @ FIND Design Fair Asia. Designed by Fraction Design.

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ABOUT SFIC

The Singapore Furniture Industries Council (SFIC) is established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 360 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers, as well as materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries today.

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's vision is 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.

SFIC's priority initiatives include internationalisation, design development, business innovation, digitalisation and sustainability to enable members to stay future ready and competitive, while upgrading enterprise and human capital capabilities within the industry.

The SFIC also helms as the Chairman of the ASEAN Furniture Industries Council (AFIC), with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.

PRESIDENT'S MESSAGE



PHUA BOON HUAT

SFIC PRESIDENT

The lifting of most COVID-19 restrictions, both locally and abroad, has been great news, especially for our industry as business optimism and travel steadily resumes. This has enabled businesses to re-connect with overseas trade partners as well as build relationships with new ones.

However, current inflation rates are soaring to untenable levels as geo-political tensions rise alongside ongoing supply chain and existing workforce challenges. The resurgence of COVID variants has also caused businesses to continue to face strong headwinds despite the easing of border measures.

Last year, SFIC started its deep dive into what the future portends for our industry. We launched the 2025 Roadmap during our 40th Anniversary celebration in December 2021, positioning Singapore's furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living. To achieve this, the industry roadmap builds on the three key pillars of Market Agility, Urbanite-Centricity and Enterprise Adeptness to drive industry growth.

The 2025 Roadmap provides a timely and clear vision of where the industry is headed in the next three years and where our members can see the purpose at its core.

Our Initiatives

New technologies have driven progress, competition and future-of-work trends to take shape during these transitional times.

Market Agility, Urbanite Centricity, Digitalisation, Sustainability and Capacity Building (Enterprise and Human Capital) are now more crucial than ever, providing companies with a competitive edge for long-term business resilience. With support from respective government agencies and other valued stakeholders, we have been pushing and encouraging industry players to start embarking on their respective journeys while ensuring leaders venture even further to create new markets.

Sustainability

"Sustainability is an ongoing process, not just a goal to achieve."

Sustainability has been one of the core missions at SFIC. It is an integral part of the company's strategy and a crucial factor for businesses to gain a competitive advantage, access new markets and increase profit margins.

PRESIDENT'S MESSAGE

An in-depth analysis of sustainability saw the launch of the Furniture Sustainability Strategy in February 2022, with the aim to support companies embarking on initiatives and new opportunities in the green economy. The Sustainability Leaders Recognition (SLR) initiative has also been created to spotlight companies that have already begun integrating ethical practices into their business practices and empower them to advance further along their journey.

We embarked aggressively on capacity building — setting up the SFIC Sustainability Alliance Telegram Network in February 2022 with a subscription of 79 members. From 150 sharing sessions, we enabled members to learn and acquire more knowledge on sustainability, share ideas and experiences, collaborate and network. This includes a 16-delegation team on a Sustainability Business Model Transformation Mission to Copenhagen, Denmark, in June 2022.

Strategic partnerships, such as the newly-formed Alliance for Action (AfA) on Sustainable Spaces, alongside the Singapore Business Federation and Singapore Green Building Council, brought together stakeholders from different sectors to create and enhance eco-friendly spaces.

We garnered the support of 40 furniture industry brands on low formaldehyde commitment and are currently drawing up industry guidelines on indoor air quality. Moving forward, SFIC will be looking to launch a Furniture Sustainability Leadership Programme, set the Sustainability Furniture Mark and facilitate more cross-industry sector collaborations.

Internationalisation

“Providing market insights and knowledge.”

The easing of restrictions has enabled internationalisation to flourish, despite facing the challenge of a post-pandemic landscape. We generated more than 100 business leads, with efforts being placed to support 91 companies to participate in hybrid and physical trade shows. SFIC was honoured to lead a 42-delegation business mission to Vietnam this August, as well as providing market insights and knowledge through roundtables, workshops and market reports.

Closer to home, we signed an MOU with Sembcorp Development Ltd to further our collaboration and accelerate the regionalisation of our furniture trade. SFIC also assumed the 2-year Chairmanship of the ASEAN Furniture Industries Council (AFIC) to promote the interests of the ASEAN furniture industry in a variety of areas, such as business matching, leadership transformation, and promoting sustainability, starting from this little red dot.

Design Development

“Meeting changing needs.”

The Design Innovation Programme (DIP) that SFIC launched in 2019, with the support of Enterprise Singapore, has been a major success. We saw 30 partnerships seeded between designers and member companies to develop new urban living collections. DIP has been most timely for participating companies to introduce new urban living collections that meet the changing needs of consumers as we emerge from the pandemic.

Business innovation

“Supporting members in their business transformation.”

Digitalisation remains a key driver that will equip companies with tools for business transformation. SFIC has been creating such avenues for the industry to thrive with our B2B sourcing platform, Creativ-Space. The platform offers a vehicle for 48 brands to showcase their products and internationalise.

We have also supported 48 companies in the adoption of Pytha software, partnered with IMDA on its Chief Technology Officer-as-a-Service, as well as connected with various technology players to review cost-effective solutions that our members can adopt to improve productivity and boost sales.

A recent add-on in August has been our participation in the 3-year Job Development Partner Programme. A government initiative, the programme helps our furniture SMEs accelerate industry transformation, as well as spur job creation and job redesign. A Senior Industry Transformation Advisor has been seconded to SFIC to provide in-depth holistic advisory services to support more than 30 member companies in their business transformation.

PRESIDENT'S MESSAGE

Human Capital Development

"Upskilling, reskilling and recruitment."

On the industry front, upskilling, reskilling and recruitment remain an important emphasis. Our training and talent development arm, SFIC Institute, has been constantly engaging the industry with pertinent training programmes for companies to keep up with the ever-changing landscape.

Supported by Workforce Singapore, SkillsFuture Singapore, DesignSingapore Council and e2i, our Career Conversion Programmes and Place and Train Programme have successfully placed 90 talents into companies. This includes job roles such as digital operations talents, designers and interior fit-out specialists. Our Design Thinking Business Transformation Programme has benefited 52 participants, with another 1,091 that went through other masterclasses and short courses.

The appointment of SFIC member, Commune Lifestyle, by SkillsFuture Singapore as a SkillsFuture Queen Bee for the furniture industry in August 2021 is another stellar initiative. It has actively reached out to 165 SMEs to drive skills development in our furniture industry to date.

Looking Forward

These achievements have kept us on track in our journey to pursue the three key pillars of our 2025 Roadmap. We are looking forward to progressing on these tracks for the coming year.

Firstly, we will tap into SFIC's synergistic networks, both locally and overseas, to supercharge our member companies into Market-Agile ones. We aspire for our companies to react quickly to business opportunities, enter new markets and achieve greater heights in markets that they are already in.

Secondly, we want to encourage product design and development centred on Urbanites, particularly in endemic work-life environments. We will help our members better understand the changes in the customer psyche and cater to their needs. Experiences like our overseas missions have helped us glean insights into new technologies, designs and innovations. We hope to encourage and inspire member companies to explore these avenues and innovate their designs further.

Thirdly, we want to help foster greater enterprise adeptness. We believe adeptness can be inculcated in any company, regardless of size. By right-skilling, we will create more resilient furniture companies capable of fending off competition in their respective arenas.

At the very foundation of these three main elements will be the theme of sustainability, which needs to be considered at all points of the value chain.

SFIC has and will continue to position the furniture industry as a competitive and sustainable environment, and we are excited to go two steps further in pursuing excellence for all our members.

Mr Phua Boon Huat,
SFIC President

GROUP EXECUTIVE DIRECTOR'S MESSAGE



SHERMAINE ONG

GROUP EXECUTIVE DIRECTOR, SFIC

It has been a rollercoaster ride from 2021 till today with the pandemic becoming endemic. Yet, it has been a very busy and exciting year with bright lights at the end of the tunnel.

As businesses continue to adapt to an unsteady global landscape, geopolitical issues and economic headwinds, we have continued to push boundaries to play a catalytic role in preparing our industry for the future.

It wasn't easy but we have reached new heights, launching our 2025 Roadmap for the industry and sustainability blueprint, celebrating our 40th Anniversary milestone, taking on the chairmanship of the ASEAN Furniture Industries Council, stepping up industry engagements and more.

With sustainability as a core tenet of SFIC, we identified complementary strategies to drive the sustainability transformation of the industry and embarked on initiatives. We invested in education, awareness and capacity building to build sustainability capabilities within the industry, championing stakeholder engagement and establishing strategic partnerships. We will be actively pursuing an industry-wide robust system for quality assurance and compliance with sustainability practices, and collaborate within and beyond the industry for fresh opportunities in sustainable furniture innovation.

Our team also sought out support from various local and overseas government agencies, statutory boards and business associates, helping us make significant progress in our initiatives. As such, we have been able to support our members in transformation and growth that follow our multi-pronged strategy of Sustainability, Internationalisation, Design Development, Business Innovation and Human Capital Development.

In "Good to Great", author Jim Collins likens progress to a massive metal flywheel. It takes time and energy to get the wheel turning. But once it starts and inertia kicks in, it gets easier and you reap the rewards of your hard work.

We have been fortunate to have stakeholders who believe in SFIC's vision and mission and are committed to pushing it forward.

Our heartfelt thanks go to the great leadership of our Executive Committee as well as our capable and dedicated colleagues for going the extra mile to make sure our SFIC work was stellar due to the strong support that we have given one another. We would also like to thank our supportive members, agencies and partners who have helped us drive industry transformation and opportunities. I look forward to another year with SFIC as we expand new horizons together.

INDUSTRY ROADMAP 2025 VISION



We strive to position the Singapore furniture industry to

***Be the Nexus of tomorrow's work-life
integration for sustainable urban living***

Strategic Pillars:



Market Agility

Be agile enough to
win/own different market
spaces



Urbanite Centricity

Provide products and
services with urbanites in
mind



Enterprise Adeptness

Cultivate a stronger
collaborative mindset and
skillfulness to enable
members to gain mastery
in their own right

Fundamentals across all strategic pillars:

HIVE SYNERGY | SUSTAINABILITY | OMNI INTELLIGENCE

Key Initiatives & Programmes:

**Internationalisation | Design Development | Business Innovation | Sustainability |
Enterprise & Human Capital Development | Young Leaders Chapter**

INTERNATIONALISATION

"Encouraging industry players to internationalise has always been one of the key focus for SFIC, as the potential for our business growth largely depends on overseas markets."

SFIC's internationalisation initiatives offer a platform for industry players to expand their presence beyond Singapore and capture market opportunities."



Kenny Koh

Vice President, SFIC
Chairman of Internationalisation

Source: Furniture Global Market Report 2022:

The global furniture market is expected to grow from US\$681.95 billion in 2022 to US\$846.93 billion in 2026, at a compound annual rate of 5.6%.

EXPANDING BUSINESS LOCALLY & GLOBALLY



118

business leads generated



91

participating companies in
Trade Fairs and Missions



429

participants in
Workshops/Roundtables/dialogues

Expanding global presence is a critical component of the strategies of Singapore businesses and furniture businesses are no exception. To complement the importance of internationalisation, SFIC has actively assisted companies with market insights and facilitated connections to business partners as well as business lead generation opportunities.

With the strong support of Enterprise Singapore, SFIC has led a number of companies to participate in both hybrid and physical trade shows as well as business missions. Other than financial aid to defray participation costs, support for companies include finding alternate manufacturing sites, new customers/partners overseas and build up market awareness.

FORGING PARTNERSHIPS



MOU Signing between SFIC and Sembcorp, From left to right: Mr Mark Yong (SFIC Immediate Past President), Mr Phua Boon Huat (SFIC President), Mr Lawrence Yip (Sembcorp Senior VP & CMO), Ms Sim Ann (Senior Minister of State for Foreign Affairs and National Development & SFIC Patron).

At SFIC, we strongly believe in collaborations to enhance business agility. With each collaborator bringing to the table their best traits and attributes, the result is always a greater sum than its parts.

To help members accelerate their regionalisation in ASEAN countries such as Indonesia, Vietnam and Myanmar, the SFIC also signed a Memorandum of Understanding with Sembcorp Development Ltd, one of Singapore's largest industrial groups, to address common needs and seek new opportunities together. Hosted by Sembcorp, a 42-member SFIC delegation to Vietnam had the privilege of visiting the Vietnam Singapore Industrial Park this September.



SFIC Delegates at the Vietnam Singapore Industrial Park in Vietnam this September.



SFIC Business Mission Trip to Vietnam.

The ASEAN region currently dominates as an enticing destination, given its growing working population and the forecast increase in rate of urbanization from 50% currently to 66% by 2025. This equates to an urban population in excess of half a billion urbanites by 2050. [Source: United Nations, Department of Economic and Social Affairs, Population Division (2019)].

Other than being a huge market with high demand and purchasing power, the region also has many advantages, in terms of materials, production, design, human capital talent and a focus on sustainability. Other than ASEAN, the internationalisation spotlight will undoubtedly remain with China. Hopefully, China will reopen more broadly and move away from its zero-COVID policy controls soon.

VIRTUAL ROUNDTABLE WITH ENTERPRISESG, FICCI, AND SFIC

To enable companies to have a better understanding of the India market, Enterprise Singapore, Federation of Indian Chambers of Commerce & Industry (FICCI) and SFIC also jointly organized a virtual Roundtable on the Furniture Industry to provide companies from both countries with essential information to help them concentrate planning efforts.



Virtual roundtable attended by over 85 furniture companies from Singapore and India.

CROSSING BORDERS

SINGAPORE FURNITURE INDUSTRIES COUNCIL



Official representative body of Singapore's furniture and furnishings industry

- Established in 1981
- Over 360 members across 5 industry clusters, with a global footprint to more than 80 countries:
 - Manufacturers
 - Contract Manufacturers
 - Designers
 - Retailers
 - Materials/Components/Services Providers
- Represents Singapore in the ASEAN Furniture Industries Council

etc:



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Internationalisation / Business Innovation / Design Development /
Focus on Sustainability / Design & Human Capital Development /
Young Leaders Chapter

Screenshot of the EU-SG cluster matchmaking event and roundtable session.

EU-SINGAPORE CLUSTER MATCHMAKING EVENT AND ROUNDTABLE SESSION

Organised by Enterprise Singapore and the European Commission, the EU-Singapore Cluster Matchmaking event and roundtable discussion was a follow-up from the EU-Singapore Administrative Arrangement on Cluster Cooperation, which was signed between the Ministry of Trade and Industry, Enterprise Singapore and the European Commission in November 2020 to foster networking and development of strategic partnerships between industry clusters from the EU and Singapore.

Our President, Mr Phua Boon Huat (top middle panel), had the pleasure of introducing the SFIC and our industry.



ASEAN FURNITURE INDUSTRIES COUNCIL



Screenshot of the virtual 40th AFIC Conference.



SFIC assumed the two-year Chairmanship of the ASEAN Furniture Industries Council (AFIC) in November 2021, with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market. The eight-member AFIC organization also aims to adopt more green practices on its journey in pursuing sustainable business development.

Some notable happenings during the year:

- AFIC and PEFC International Collaboration with sustainability as a key area of focus for the region
- Developed and presented a work plan proposal to AFIC committee

DESIGN DEVELOPMENT

"With Singapore being a microcosm of City Living in Asia, our furniture companies possess the market intelligence and capability to design for regional urban dwellers, providing them with relevant solutions at an opportune time when lines between work, life, and play blur.

As with rising affluence, people in the region are becoming more home and office proud, taking ownership of the spaces in which they live and work in. Great design allows them to optimise these spaces in ways they may have never envisioned".



Mark Yong

Immediate Past President, SFIC
Chairman of Design Development



A snapshot of the year's notable happenings:

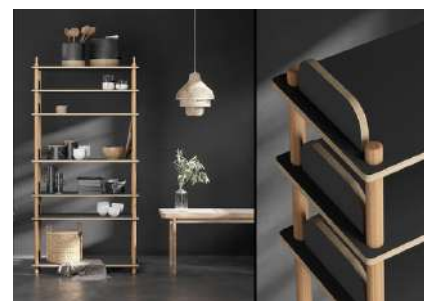
- **Represented SFIC in SIDS Interior Design Accreditation Programme**
- **Represented SFIC in ITE Design & Media Academy Advisory Committee**
- **Unveiling of Urban Living Showcase and DIP**



VIDEO: Click above image to play video.



huggu collection by Becheras and STUCK Design.



SPACEBAR collection by Hyphenate Holdings and Fraction Design.

DESIGN INNOVATION PROGRAMME

Launched in 2019, the Design Innovation Programme (DIP) was a pilot programme supported by Enterprise Singapore and the SFIC with the primary objective of incentivising Singapore-based furniture and furnishings manufacturers/brands to partner with Singapore-based or overseas-based designers or partners to design, produce and launch commercially viable products for Urban Living. The DIP was an initiative to support SFIC's Industry Vision "to be the Nexus of tomorrow's work-life integration for sustainable Urban Living".

The first batch of DIP concluded with 30 successful collaborations and were unveiled at the 2022 Urban Living Showcase at FIND - Design Fair Asia.

BUSINESS INNOVATION

"With technological advances disrupting all industries, it is paramount that companies innovate in order to stay relevant and not be left behind."

At SFIC, members are able to tap on resources to implement new processes, ideas, services or products to boost their company's revenue and profits."



Joshua Koh

Vice President, SFIC
Chairman of Business Innovation



This issue:

Design in a COVID-19 World

With the COVID-19 pandemic, how should spaces be defined and designed now?

As the virus continues to keep us apart, design becomes even more of a problem-solving skill while the need for aesthetics remain a key consideration in the design process.

The Creativ-Space Design Edition presents an opportunity for both design professionals and enthusiasts to explore possibilities of what our brands can bring to projects and spaces.



11H x Zenterra: Thinking Outside the Box

Having founded his own design studio 11H in 2014, Kenny's trademark works showcase a pared-down, contemporary but characterful aesthetic combined with a democratic belief in good design for all. For his recent condominium penthouse unit project, he managed to overcome an issue with the air-conditioning unit getting in the way of a hanging pendant light, through Zenterra's custom lighting solutions.



First hybrid exhibition at Design Asia 2021.

INNOVATION DRIVES PROGRESS

Digitalisation will remain a key driver that will equip companies with tools for business transformation.

Creativ-Space

Our B2B sourcing platform, Creativ-Space, continues to offer a vehicle for 48 brands to showcase their products and to internationalise, especially with the cautious global travel.

Adoption of PYTHA & other digital solutions

We have also supported 48 companies in the adoption of PYTHA software, partnered with IMDA on its CTO-as-a-service as well as connected with technology players to review cost-effective solutions that our members can adopt to improve productivity and/or boost sales.

Job Development Partner Programme

The SFIC participated in the newly launched 3-year Job Development Partner Programme [a government initiative] in 2022 to help our furniture SMEs accelerate industry transformation as well as spur job creation and job redesign.

A Senior Industry Transformation Advisor has since been seconded to the SFIC on a full-time basis, to provide in-depth holistic advisory services to support more than 30 member companies in their business transformation over the three years.

ENTERPRISE & HUMAN CAPITAL DEVELOPMENT



Talking Point

Activity – 5 minutes

Please share with your
teammate about a
customer experience
that is inspiring
you.

SFIC INSTITUTE

"In a time of market volatility, it is crucial for companies to invest in a workforce that is adaptable to market changes. The SFIC Institute has been working tirelessly to help companies better themselves and improve their workforce."



Steven Chew

Vice President, SFIC

Chairman of Enterprise & Human Capital Development, SFIC Institute

On the industry front, upskilling, reskilling and recruitment remains an important emphasis.

The SFIC Institute, which is the training and talent development arm of the SFIC, has been constantly engaging the industry with pertinent training programmes to drive home the ability to keep up with the ever-changing landscape.

Supported by Workforce Singapore, SkillsFuture Singapore, DesignSingapore Council and e2i, our Career Conversion Programmes as well as Place and Train Programme have successfully placed talents into companies. Others have benefitted from our Design Thinking Business Transformation Programme, masterclasses and short courses.

**CCP for Digital Operations Talents/Designers/Interior Fit-Out
Specialists/Matured Workers: 90**

**Design Thinking Business Transformation Programme: 52 participants
(from 24 companies)**

Short courses & masterclasses: 1,091

SKILLSFUTURE QUEEN BEE PROGRAMME: UPSCALING WITH COMMUNE INITIATIVE



Commune CEO Mr Joshua Koh (left) with Minister for Education Mr Chan Chun Sing (3rd from right) and Minister of State for Education and Manpower Ms Gan Siow Huang (4th from right). [Click above image to watch video.](#)

SkillsFuture Queen Bees are established industry leaders who take on a leading role to champion skills and talent development in companies, particularly Small and Medium Enterprises (SMEs).

The partnership by industry leader, Commune Lifestyle, with SkillsFuture Singapore as a SkillsFuture Queen Bee for the furniture industry is a stellar accomplishment. 165 furniture companies benefitted tremendously from Commune CEO Joshua Koh's generous sharing on digitalisation, branding, internationalisation, sustainability and talent development as well as support to understand their skill needs and challenges.



SKILLS DEVELOPMENT: START THEM YOUNG

The Trade Skills Introductory Series was a series of Furniture workshops in partnership with SFIC Institute and Employment & Employability Institute, e2i.

A total of 3 successful runs spanning across 2 days each was set up by the Employment and Employability Taskforce @ South East CDC, to raise awareness and create a better understanding of tradesman and craftsman jobs. Participants were exposed to PYTHA software to design a cabinet, before spending a day at the workshop to physically build their creations.

YOUNG LEADERS CHAPTER

"The second echelon generation of the industry comprises some of the brightest and most creative minds, and they are powerful catalysts for bringing our industry to greater heights. With YLC, we aim to nurture leaders of tomorrow with leading-edge ideas and design the SFIC of tomorrow."



Jake Tan

Vice President, SFIC
Chairman of Young Leaders Chapter

BUILDING LEADERS OF TOMORROW



YLC Learning Journey to BLAXK by ActionCity.



YLC PechaKucha Networking Session held at Admira Pte Ltd.

The future belongs to those who give the next generation reason for hope.

- Pierre Teilhard de Chardin

The Young Leaders Chapter serves as a hotbed for SFIC's young members to come together and network and revolutionize the industry with fresh ideas and mindsets.

LEARNING JOURNEY/ NETWORKING SESSIONS

Formed in 1999, SFIC's Young Leaders Chapter (YLC) comprises of the second echelon generation of industry leaders not more than the age of 40. YLC is borne out of a leadership succession plan put in place by SFIC to steer the future growth of the Council and its members.

SUSTAINABILITY

"The SFIC'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.

The road ahead 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."



Phua Boon Huat

SFIC President

Chairman of Sustainability Taskforce

BUILDING SUSTAINABILITY INTO OUR CORE

LAUNCH OF FURNITURE SUSTAINABILITY STRATEGY



Sustainability Consultant Ms Sarah Ichioka sharing on SFIC's sustainability strategy during SFIC's Chinese New Year Luncheon.

February 2022 marked a new chapter for SFIC as we officially embarked on our sustainability journey with the launch of our *Furniture Sustainability Strategy*.

The SFIC will drive the sustainability transformation of the industry through the following complementary strategies:

- **Investing** in education, awareness and capacity building to build sustainability capabilities within the industry,
- **Taking ownership** of the sustainability pursuit and narrative to engage stakeholders,
- **Establishing** strategic partnerships to develop an expert network and visible presence,
- **Developing** a robust system for quality assurance, continued engagement and compliance of sustainability practices, and
- **Collaborating** within and beyond industry for fresh opportunities in sustainable furniture innovation



An insightful dialogue session was conducted by Honorary Secretary Mr Gan Shee Wen (far left), together with Prof. Tai Lee Siang (second from left), SMS Ms Sim Ann (center), Ms Sarah Ichioka (second from right) and Mr Dro Tan (right).

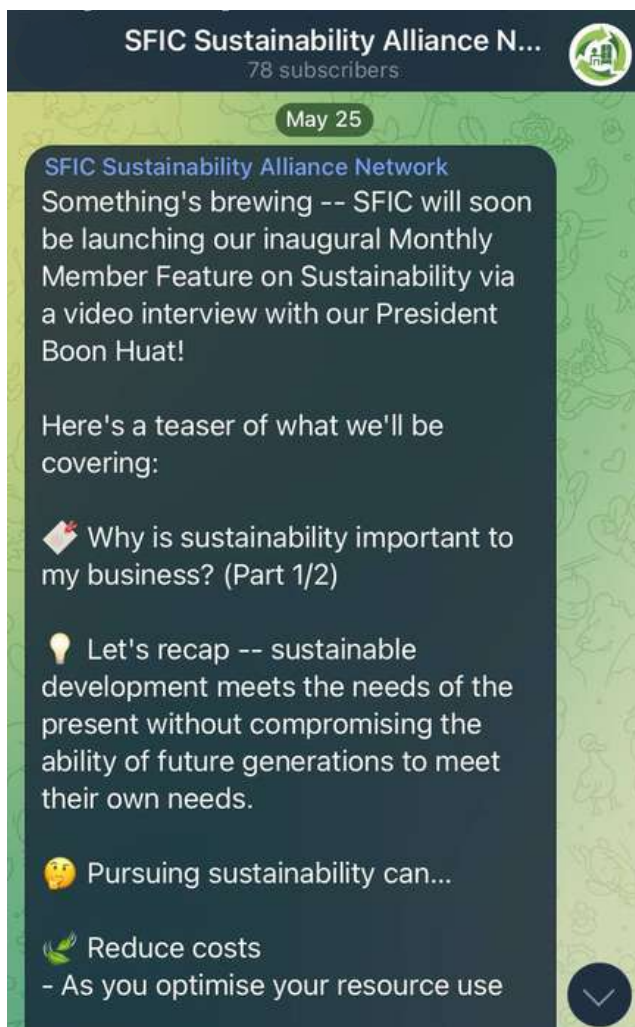


A screenshot of a Sustainability Taskforce Zoom meeting.

TAKING OWNERSHIP

SFIC SUSTAINABILITY ALLIANCE TELEGRAM NETWORK

An SFIC Sustainability Alliance Telegram Network was also launched in February 2022 to enable members to learn, share and acquire more knowledge on sustainability practices. 79 subscribers have benefitted from 150 sharings during the year.



A screenshot of the Sustainability Alliance Telegram Network launched this year.

SUSTAINABILITY ARTICLES

Since June 2022, SFIC has been posting weekly #SustainabilitySnapshots and #SustainabilitySpotlight articles on our Sustainability Webpage and member chatgroups, as part of a series to feature members who are at various places on their sustainability journey.



FEATURING SUSTAINABILITY CHAMPIONS IN SINGAPORE'S FURNITURE INDUSTRY

- Emily of Pareloupe & Superstructure: Reconceptualising the Value of Sustainability
- Sam of Jesse Josa Jorum: Leading a sustainability-centric company with ikigai
- Mike of MYSEATSG (GX Trading): Leverage Advanced Manufacturing and Supply Chain Optimisation to Drive Holistic Sustainability
- Dro of Matec: Incorporating Sustainability into the Company DNA
- Greenlam Laminates: Driving Environmental Sustainability Holistically with a Green Strategy Group and Collaborative Work Culture
- Steven of Strix: Empowering Employees to Pioneer Holistic ESG Sustainability as a Competitive Advantage
- Mattis of STUDIO DAM: Sustainability Can Be Quirky and Aesthetic!



FEATURING SUSTAINABILITY INITIATIVES IN SINGAPORE'S FURNITURE INDUSTRY

- IN-EXPAT: How Has COVID Spurred Them to Become More Conscious About Sustainability?
- Gustavo of Forest & Whale: Designing for Circularity
- Angela of SNS: Growing a Purpose-Driven Company
- Pamela of Scene Space: Marrying Heritage, Aesthetics & Sustainability



LINK: Click the images above to view the resources.

ESTABLISHING PARTNERSHIPS

Creating sustainable urban living takes collective effort - we can't do it alone. SFIC makes it a point to establish and develop collaborations with partners on this sustainability journey.



Inter-TAC, Sustainability Alliance for Action (AfA) Taskforce meet at NYP Sustainability Experience Centre.



Members' Low Formaldehyde Commitment Statement.



AfA Low Formaldehyde Commitment Statement Launch by DPM Mr Heng Swee Keat (Centre). MCI Photo by Chwee.

ALLIANCE FOR ACTION (AfA) FOR SUSTAINABLE SPACES

Jointly formed by SFIC, Singapore Business Federation (SBF) and Singapore Green Building Council (SGBC) in November 2021, the Alliance for Action (AfA) on Sustainable Spaces brings together stakeholders across different sectors to create and enhance sustainable spaces as well as help industry players seize opportunities in the green economy.

Discussions with the Building & Construction Authority of Singapore (BCA) and the National Environment Agency (NEA) were also held on the adoption of low emitting materials and sustainability-sourced products as well as the drawing up of industry guidelines on achieving better indoor air quality.

A company visit to SFIC member and homegrown startup, Livingwall Pte Ltd (Gush) and fireside chat with Deputy Prime Minister Heng Swee Keat was held in April 2022.

DPM also witnessed the official launch of the "Low Formaldehyde Commitment Statement" by the AfA, with 75 partners onboard.

ESTABLISHING PARTNERSHIPS



Sustainability Learning Journey to Greenpac, one of Singapore's leading packaging companies.



Graciously hosted by Ms Susan Chong, CEO of Greenpac (in black floral), SFIC members gleaned many insightful takeaways from the learning journey.

SUSTAINABILITY LEARNING JOURNEY TO GREENPAC

In July 2022, 23 SFIC participants embarked on a learning journey to one of Singapore's leading packaging companies, Greenpac. Key takeaways included how cost savings can be garnered from innovative packaging solutions, operations efficiency, continual quality improvement, standard compliance and liability reduction.

ESTABLISHING PARTNERSHIPS



SFIC Delegates with the faculty members of Copenhagen Business School.



SFIC Delegates at a PEFC-certified forest in Ringstead. [Click above image to play video.](#)

SUSTAINABILITY BUSINESS MODEL TRANSFORMATION MISSION TO COPENHAGEN, DENMARK

SFIC led a party of 16 to Denmark from 27 June to 1 July 2022, to build sustainability capability by learning from experts and industry leaders in Copenhagen, a leading model of urban sustainability. Through a series of academic sessions and company visits, the delegates gained invaluable knowledge to stay future ready and competitive.

INDUSTRY ENGAGEMENT

in conjunction with SFIC 40th Anniversary, 9-10 June 2021

Guest-of-Honour: Mr Heng Swee Keat
Deputy Prime Minister and Coordinating Minister for Economic Policies

SFIC Patron: Ms Sim Ann
Senior Minister of State, Ministry of Foreign Affairs and Ministry of National Development



AGENTS OF CHANGE – SFIC 40TH ANNIVERSARY & GALA DINNER



AFIC Chairmanship handover initiated by SFIC President Mr Phua Boon Huat (second from left) to Mr Ernie Koh (left), witnessed by DPM Mr Heng Swee Keat (second from right) and SMS Ms Sim Ann (right), who is also our SFIC Patron.



SMS Ms Sim Ann (right) and SFIC President Mr Phua Boon Huat (second from right) presenting SFIC's founding president Mr Wong Liang Han (seated) his DFA.



SFIC President Mr Phua Boon Huat as "Spy Master" of SFIC, as part of a series of video presentations shown at SFIC's 40th Anniversary Gala Dinner. [Click image to play video.](#)

SFIC celebrated its ruby anniversary to much fanfare despite the restrictions imposed during the COVID-19 pandemic. The annual event was truly a special and memorable occasion for all as we pulled out all the stops with a jam-packed programme for our members, agencies and all related stakeholders.

Graced by DPM Mr Heng Swee Keat and SMS Ms Sim Ann, who is also our Patron, the conferment event marked an important milestone for us, with the launch of our new 2025 roadmap, the takeover of AFIC Chairmanship and the Distinguished Fellow Award (DFA) & Friends of SFIC at the Shangri-La Hotel.

The event remained a warm union of friendly and familiar faces, and we even had the honour of our 90-year-old founding President Mr Wong Liang Han joining us and being conferred his DFA. In addition, with live performances banned, spirits were still kept high with a series of video presentations created in-house revolving around SFIC leaders as "secret agents" of change.

ENGAGING THE INDUSTRY

Being the bridge between our members and relevant agencies, SFIC's industry dialogues allow our members' needs and issues to be heard, and it also allows industry leaders a platform to share more on their respective business journeys for the collective learning and improvement of the community.



Member visit to ICF Group.



SFIC Key Leaders meeting.



Design Thinking Workshop for 2025 Industry Roadmap.



Member visit to ChopValue.

CREATING TRUST, STRENGTHENING BONDS

Since assuming office, SFIC President Mr Phua Boon Huat, together with key Excos and Secretariat, has mounted numerous personalized visits to members, to outreach and better understand the challenges faced as well as how SFIC can support them.

These visits have served to strengthen bonds between the members and SFIC as well as offered insights on the inner workings and needs of the industry - certainly time well invested that will help SFIC develop relevant programmes for all.

GROWING TOGETHER



SFIC members at Markono Group, a leading company in the print industry.



SFIC members on a learning journey and fireside chat to Ninja Van, a leading logistics company in the region.

LEARNING JOURNEY

In a world where challenges abound for businesses everyday, it is good to look beyond ourselves to learn from the best. The council embarked on a series of learning journeys throughout the year to expose members to non-furniture-related companies who have been leading the charge on their own fronts, in a bid to exchange good business practices and insights.

These include learning journeys to:

- Markono Group
- Greenpac
- Ninja Van

FORGING TIES



STEERing the wheel with SFICAssist

Having unveiled its fifth Member Assistance Scheme ("SFICAssist") to give members a shot in the arm to deal with current tough economic challenges, SFICAssist has been extended till 30th September 2022.

Supported by Enterprise Singapore (EnterpriseSG), the scheme is also aimed at strengthening member's business growth and capabilities through a series of upgrading programmes.

Under the SG Together Enhancing Enterprise Resilience (STEER) Programme, EnterpriseSG will match S\$1 for every S\$2 raised by SFIC. SFICAssist is the first fund to be supported under STEER. This extension will allow member companies to draw on this allocated credit quantum to offset the cost of participation in approved SFIC and SFIC Institute programmes.

SFIC LEADERSHIP

PATRON



Ms Sim Ann

Senior Minister of State
Ministry of Foreign Affairs
Ministry of National Development

ADVISOR



Ms Chew Mok Lee

Enterprise Fellow
Enterprise Singapore

PRESIDENT



Mr Phua Boon Huat

Director
AlphaLeap Consulting Pte Ltd

IMMEDIATE PAST PRESIDENT



Mr Mark Yong

Executive Director
Ewins Pte Ltd

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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
CEO
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
Director
Danovel Pte Ltd

ASSISTANT HONORARY TREASURER



Ms Emily Sim
Business Development
Leader
NS Trading Pte Ltd

SFIC LEADERSHIP

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Mr Wong Liang Han
1981/1984



Mr Kesavan Choo
1985/1986



Mr Tony Lin
1987/1990



Mr James Koh
1991/1994, 2003/2006



Mr Choo Yong Fee
1995/1998



Mr Bert Choong
1999/2002



Mr Andrew Ng
2007/2010



Mr James Goh
2011/2012



Mr Ernie Koh
2013/2016



Mr Mark Yong
2017/2020

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Director
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Ms Alison Kwok

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Cathay Interiors 1974 Pte Ltd



Mr Kaden Choa

Marketing Director
Excel Hardware Pte Ltd



Ms Celine Ng

Director
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Ms Fion Ng

General Manager
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RH Design & Build Pte Ltd



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Cellini Design Center Pte Ltd



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Mr Aaron Boo
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Mr Jonathan Lim
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Zenterra Lighting Pte Ltd

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Vice Chairman

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Regional Marketing Director, Hawaii Furnishing Pte Ltd

Mr Kelvin Kwek

Director, Sungei Emas Pte Ltd

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Group Managing Director, Star Furniture Pte Ltd

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Ms Shermaine Ong

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Executive Director, Ewins Pte Ltd

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Executive Director, Admira Pte Ltd

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Mr Mark Yong

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Managing Director, Jaco Singapore Pte Ltd (Also Advisor, AFIC)

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Mr Ernie Koh

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Member

Mr Ernie Koh

Executive Director, KODA Ltd

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2022 Annual Report