

SFIC SPOTLIGHTS FURNITURE SUSTAINABILITY LEADERS AS ROLE MODELS
SFIC 41st Annual Gala Dinner announces its newly elected committee and sustainability leaders as guiding lights for the industry to rise to new heights



SFIC President, Mr Phua Boon Huat, Senior Minister of State, Ministry of Foreign Affairs & Ministry of National Development and SFIC Patron, Ms Sim Ann, and representatives from recognised companies under the SLR programme

SINGAPORE, 25 NOV 2022 — At its 41st Annual Gala Dinner, the Singapore Furniture Industries Council (SFIC) announced its highly anticipated furniture Sustainability Leaders Programme (SLP) and newly elected Executive Committee for a more dynamic charge towards 2025.

The new SLP will help more SMEs in the furniture ecosystem embrace sustainability and improve capacity-building in the next three years. This is in line with the SFIC's 2025 Roadmap to position the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living.

Announced at the Gala on 25 November 2022, the SLP is SFIC's latest initiative to spur companies further along in their sustainability journey. The programme seeks not only to grow internal competencies



but also to expand a network that shares sustainable practices and facilitates collaborations, allowing industry businesses to elevate and thrive together.

The dinner was graced by Guest-of-honour Senior Minister of State (SMS), Ministry of Foreign Affairs & Ministry of National Development and SFIC Patron, Ms Sim Ann.

“The Singapore Green Plan 2030, or the Green Plan, is a whole-of-nation movement to advance Singapore’s agenda on sustainable development. I am heartened to find that local firms continue to embrace and strive for such positive changes in their business practices. SFIC is one council that has put in remarkable efforts in pushing this through initiatives such as the SLP. Such efforts are to be encouraged,” says Ms Sim.

Strategy for a Sustainable Future

The SLP will begin with the understanding of more industry-specific fundamentals of sustainability and how it can add value to businesses. By 2025, SFIC aims to triple its outreach from the existing 60-strong Sustainability Alliance Network to help 60 per cent of its total membership through the basic sector-centric modules.

Efforts will also be placed to help companies embark on materiality assessment, build capabilities in sustainability governance as well as chart resilience-building strategies. In addition, the Council will intensify its efforts to identify and partner with around 30 more high-potential companies that have the ambition to grow as sustainability leaders.

With the support of Enterprise Singapore and related agencies, SFIC will collaborate with both local and overseas organisations which specialise in related fields to dive into targeted areas that build knowledge-based green capacity within companies. In SFIC’s sustainability blueprint study, topics that were flagged up by members include alternative use of by-products, circular business models, health and wellbeing, recycling and upcycling, advanced technology, carbon management, green project management and financing.

The SLP is one of the key highlights for the furniture industry this year. Mr Phua Boon Huat, President of SFIC, says: “Sustainability has been one of the core missions of SFIC. It is an integral part of our council’s strategy so members can gain competitive advantage, access new markets and increase profit



margins. We hope that the SLP can be the first step in the right direction for our member companies to pursue sustainable practices that benefit the furniture industry and the nation as a whole.”

“With more consumers leaning towards greener alternatives, there is an increasing demand for sustainable furniture that does not compromise on style, quality and price,” shared Dilys Boey, Deputy Chief Executive Officer of Industry Clusters, Enterprise Singapore. “It is important that our companies champion the cause and deepen capabilities along the value chain from design, and manufacturing to up-cycling in order to capture new opportunities in the green economy. We are glad that SFIC’s Sustainability Leaders Programme is paving the way for more furniture businesses to formulate sustainability strategies and implement impactful measures.”

Sustainability Leaders Recognition Initiative

As part of the SLP, SFIC announced the Sustainability Leaders Recognition (SLR) Initiative, which spotlights first movers that have displayed exemplary sustainable practices. This empowers these businesses in their green transition and inspires others to kickstart their sustainability journeys.

The judging criteria include the fields of technology and innovation, environmentally-friendly materials, the circular economy, responsible supply chain management, health and well-being, and sustainability governance.

A New Elected Executive Committee for the 2022/24 term

Alongside the SLP, SFIC’s newly elected Executive Committee for the 2022/24 term were presented during the gala dinner.

The new Executive Committee will continue to fulfil the Council’s 2025 Roadmap to position the Singapore furniture industry as the key link to a more sustainable urban living environment for the future.

For more information, please contact:

Pearly Tan

T: (65) 8228 3343

E: pearly@singaporefurniture.com



About SFIC

The Singapore Furniture Industries Council (SFIC) has been established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 360 companies, spanning 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 to date.

Currently, the council represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent 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 ecosystem, 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 Council aims to pursue the three key pillars of market agility, urbanite-centricity and enterprise adeptness for its members in order 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 the ASEAN Furniture Industries Council (AFIC) as its Chairman, with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.



About SFIC's Sustainability Leadership Programme (SLP)

The SLP is a 5-stage programme to onboard 60% of the SFIC membership on Stage 1 of the Programme over three years.

From Stages 2 to 5, the SFIC will also intensify its efforts to identify and partner with more high-potential companies that have the ambitions to grow as sustainability champions.

Stages	Description	Duration
Stage 1: Understand	<ul style="list-style-type: none">Understand industry-specific fundamentals of sustainability and how it can value-add to their businesses	4 months
Stage 2: Assessment	<ul style="list-style-type: none">Materiality assessment	
Stage 3: Evaluate	<ul style="list-style-type: none">Evaluation of gaps/opportunities	
Stage 4: Identify	<ul style="list-style-type: none">Identification of immediate projects that the company can embark on in their sustainability journey	
Stage 5: Consultancy	<ul style="list-style-type: none">Develop sustainability strategy/plan and execute recommended solutions/ecosystem partners	Post Programme
Stage 5: Others	<ul style="list-style-type: none">Participate in workshops, learning journeys (local and/or overseas)	
Tracking	<ul style="list-style-type: none">Tracking of outcome	A year on



About SFIC's Sustainability Leaders Recognition (SLR)

The SLR recognises companies that have embarked on the sustainability journey in a holistic manner, as an integral part of their business mission. These companies have shown early achievements and are continually striving to improve. Through the SLR, the SFIC would like to applaud and motivate these companies, as well as, encourage others to start and step up efforts.

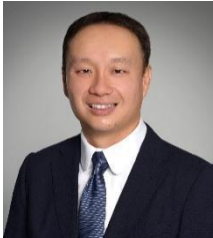
The Judging Criteria comprising six categories are

- Technology & Innovation
- Environmentally-Friendly Materials
- Circular Economy
- Responsible Supply Chain
- Health & well-being
- Sustainability Governance

The jury panel comprises of:

- Ms Chew Mok Lee, Enterprise Fellow of Enterprise Singapore and SFIC Advisor,
- Ms Sarah Ichioka, Founder of Desire lines, and
- Mr Phua Boon Huat, SFIC President

About Mr Phua Boon Huat



Mr Phua Boon Huat

President, Singapore Furniture Industries Council

Director, SFIC Institute

Director, AlphaLeap Consulting Pte Ltd

Mr Phua Boon Huat has served in the SFIC Executive Committee since 2010 and has taken on several portfolios, including internationalisation, business innovation, human capital development and sustainability. He is also on the Board of Directors for the SFIC Institute.

By profession, Boon Huat is the Director of AlphaLeap Consulting Pte Ltd, a management consultancy focusing on partnering companies, especially within the furniture eco-system, to develop or improve their macro business strategies within the global context.

Prior to founding AlphaLeap Consulting, he had 13 years of experience within the furniture manufacturing sector.

Boon Huat is also currently managing the family's single-family office, where he actively seeks out venture start-up opportunities across different industries.

Boon Huat holds a Bachelor of Economics (Honours) Degree from the University of Newcastle, Australia and a Master of Business Administration Degree from the University of Adelaide, Australia.



Appendix A:

For the inaugural run of the SLR, the jury panel has identified five first-mover companies and one special mention.

SLR's Recognised First-Movers

In alphabetical order, the first of our five recognised first-movers are:

Koda Ltd

Industry leader, Koda, has been a source of inspiration for industry players to adopt more sustainable business practices.

Across their collections, Koda has started to put in place environmental assessments for their suppliers. They also source some of their wood and materials from suppliers with sustainability certifications like FSC, and PEFC. Koda's Vietnam factory is FSC certified while their Malaysia factory is also in the process of obtaining its FSC certification.

In terms of governance structure, Koda has an annually published GRI-aligned sustainability report. They have a clear and comprehensive sustainability roadmap, co-developed with established sustainability consultants like McKinsey and are in the process of completing the setting up of a cross-functional sustainability taskforce.

Koda has targets to reduce its electric and water consumption. Their new facilities are installed with solar electric cells to power their finishing line. Koda has also retrofitted its finishing line to be water-based compatible.

Matex International Ltd

Matex is a Singapore homegrown company that now works globally, providing specialty chemical technology and material solutions. They are well known for their focus and investments in innovation.

Matex partners with various non-profit and for-profit non-governmental, governmental and corporate organisations to help them differentiate their value propositions and work together towards a more circular economy. The group is committed to using less to do more, and delivering solutions for its valued



customers to likewise reduce, reuse, recycle and repurpose their waste into valuable resources. In terms of supply chain responsibility, besides being ISO 14001 certified, Matex is committed and has pledged their support for ZDHC (Zero Discharge of Hazardous Chemicals), ETAD, Bluesign and Responsible Care – standards that advocate Global environmental, health and safety (EHS) initiatives for a better and safer industry for all.

Matex also demonstrates strong sustainability governance led by its board and Sustainability Steering Committee.

The panel looks forward to their continued efforts in increasing the comprehensiveness of their sustainability reporting and updating their goals and roadmap.

Redwood Interior Pte Ltd

As an established player in the contract manufacturing industry, Redwood Interior Pte Ltd focuses on health and safety -- they do not use harsh chemicals and generate zero wastewater discharge during their metal coating process.

Redwood uses low-VOC water-based paints. As part of its efforts towards a circular economy, Redwood separates metal waste for recycling and has switched from Styrofoam to air-filled columns to reduce packaging materials.

To manage its supply chain more responsibly, Redwood has a Supplier's Code of Conduct that is reviewed annually. They use some FSC-certified materials and only procure CARB-aligned wood for their projects. Both of Redwood's factories are ISO14001 certified.

Redwood is also audited regularly by clients' appointed external auditor for SA8000.

The panel looks forward to them implementing their concrete plans to reduce further their carbon footprint and environmental impacts in the next 5 years.

Sam & Sara Holdings Pte Ltd

Sam & Sara develops products that are focused on technology and innovation and the circular economy, especially for their retail brand Ipse Ipsa Ipsum.



In alignment with the circular economy, Sam & Sara uses waste or recycled materials, such as recycled yarn and leather offcuts, that now make up for more than 70% of the materials they use. They have also upcycled pieces from aircraft parts and other materials since the start of 2022.

In terms of packaging, Sam & Sara is working towards eradicating the use of polystyrene and introducing a honeycomb corrugated structure for packaging.

As part of their initiatives for supply chain responsibility, Sam & Sara has an official Supplier Code of Conduct that prohibits child and forced labour and has guidelines for worker rights, environmental protection and animal welfare.

For health and safety, Sam & Sara sources CARB-compliant composite wood products. Sam & Sara also has a clear Sustainability Governance Structure. Likewise, the panel looks forward as Sam & Sara continues to develop and implement its sustainability roadmap to achieve its goals.

Sitra Global Pte Ltd

Sitra Global Pte Ltd constantly looks for alternative environmentally friendly materials to add to their range of offerings. They are a strong leader in circular economy initiatives, utilising as much of its raw materials as possible and recycling or upcycling 100% of its wood waste.

In terms of initiatives for packaging, Sitra Global follows international guidelines as an exporter and all packaging such as pallets adheres to ISPM 15 standards.

As part of its supply chain responsibility, Sitra has a responsible wood purchasing programme. 100% of Sitra's suppliers have legal certifications such as V-legal and/or PEFC Controlled Sources with a good number of them having relevant environmental certifications such as FSC and PEFC.

Sitra has a solid sustainability governance structure -- besides having a Sustainability Committee (SC), they publish annual sustainability reports and map the Group's Sustainability Factors to 9 out of 17 UN Sustainable Development Goals (SDGs).

The panel looks forward to seeing Sitra keep up the good work in optimising their resource consumption across its operations and mentoring other companies in this area.



SLR's Special Mention

Panelogue Pte Ltd

Panelogue is specially mentioned for their leading first-mover initiatives in developing products that focus on technology and innovation and environmentally-friendly materials.

Furthermore, in alignment with the circular economy, Panelogue collects offcuts and samples from both their operations and customers, to make new samples or extend the lifespan of samples that are still in good quality.

For health and safety, Panelogue sources composite wood products that align with E1 or more stringent European formaldehyde standards. Further, Panelogue uses 0% VOC bio-based resin and signed the Alliance for Action on Sustainable Spaces Low Formaldehyde Commitment Statement.

The panel looks forward as Panelogue works on its sustainability governance structure and goals to further advance along its sustainability journey.



Appendix B:

SFIC 2022/24 Executive Committee			
Role	Name	Designation	Company
SFIC President	Phua Boon Huat	Director	AlphaLeap Consulting Pte Ltd
SFIC Presidential Advisor	Mark Yong	Executive Director	Ewins Pte Ltd
SFIC Vice Presidents	Steven Chew	Executive Director	Sitra Global Pte Ltd
	Kenny Koh	Group Managing Director	Star Furniture Pte Ltd
	Jake Tan	Director	Admira Pte Ltd
	Joshua Koh	Chief Executive Officer	Commune Lifestyle Pte Ltd
SFIC Honorary Secretary	Marcus Wong	Business Development Director	Danovel Pte Ltd
Assistant Honorary Secretary	Emily Sim	Business Development Director	NS Trading Pte Ltd
SFIC Honorary Treasurer	Gan Shee Wen	Group VP Sales & Marketing	Koda Ltd
Assistant Honorary Treasurer	Jamie Lim	Regional Marketing Director	Hawaii Furnishing Pte Ltd



Other Exco Members	Kaden Choa	Marketing Director	Excel Hardware Pte Ltd
	Celine Ng	Director	Fraction Design Studio
	Fion Ng	General Manager	Grandwork Interior Pte Ltd
	Melvin Chong	Business Development Director	Koncept Kreation Pte Ltd
	Don Lim	Director	RH Design & Build Pte Ltd
	Saurabh Mangla	Director	Sam & Sara Holdings Pte Ltd
	Kelvin Kwek	Director	Sungei Emas Pte Ltd



Fact Sheet

Website: www.singaporefurniture.com

Facebook: www.facebook.com/sgsfic

LinkedIn: www.linkedin.com/company/sfic

Youtube: www.youtube.com/sgsfic

Enquiries: sfic@singaporefurniture.com