

sfic

Industry Nexus

Annual Report
2023

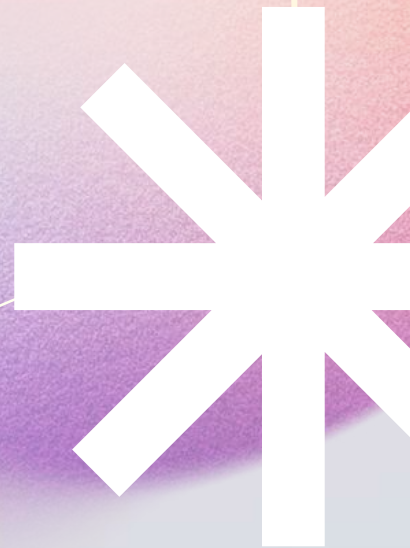
About SFIC

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 and materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries today.

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 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.



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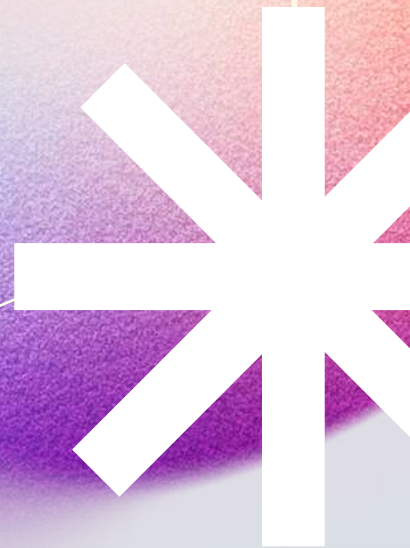
SFIC Leadership

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Executive Committee

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Functional Committees



President's Message

"No one can whistle a symphony. It takes a whole orchestra to play it."



In a year marked by reconnections, collaboration has been re-established as a critical aspect of businesses. Given the global backdrop of economic uncertainty, working together is not just desirable but essential for companies to thrive.

The reopening of borders has ushered in a new era of heightened global business dynamics. Challenges, both local and international, demand our adaptability. Market saturation, brand recognition, and evolving consumer preferences are universal driving forces compelling us to seek innovative solutions for continual improvement. I wholeheartedly support the concept of co-opetition, where collaboration takes centre stage. Together, we can tackle global and industry challenges to achieve collective success.

Collaboration is thus at the core of SFIC's vision for Singapore's furniture industry, underpinned by the core principles of Sustainability and Design. We value our partnerships with both international and local stakeholders, taking significant steps towards establishing the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living.

As we approach the midpoint of our 2025 roadmap, our efforts remained anchored in three foundational pillars: market agility, urbanite-centricity, and enterprise adeptness. These pillars enable us to create programmes that promote internationalisation, design development, business innovation and sustainability. Our strategic initiatives empower members to stay future-ready and competitive while enhancing industry capabilities.

INTERNATIONALISATION - FORGING GLOBAL PARTNERSHIPS

In a constantly evolving industry, fostering connections with international counterparts is paramount. Over the past year, we have actively participated in

10 trade fairs and missions spanning China, India, Japan, Malaysia and Vietnam. These initiatives provided our members with valuable platforms to explore new opportunities and build bridges that transcend geographical boundaries.

We have signed a Memorandum of Understanding (MoU) with the Federation of Indian Chambers of Commerce & Industry (FICCI), opening new avenues for business growth and employment opportunities in India and Singapore. Our SFIC Mentorship Programme, where industry veterans guide fellow members in international expansion, has also demonstrated our commitment to collective success beyond our global achievements.

SUSTAINABILITY - CRAFTING A GREENER BLUEPRINT

Sustainability remains central to our efforts. We have launched our Sustainability Leadership Programme and organised a series of local and overseas learning journeys reaching out to nearly 100 companies throughout the year.

Our 2nd Sustainability Business Model Transformation Mission to Tokyo, Japan, following our first in Denmark, provided valuable insights from local sustainability-focused furniture companies. Japan's similar urban challenges and demographics to Singapore made it an ideal reference point. Our delegation learned from their best practices and explored potential partnerships with Japanese industry leaders.

The Sustainability Leaders Recognition (SLR) initiative, spotlighting businesses that integrate sustainability into their operations as well as products and solutions, is a testament to our dedication to promoting sustainability standards.

The inaugural Sustainability Summit, which brought together industry leaders from Singapore, ASEAN countries and Japan, served as a platform for meaningful dialogues and collaborations on eco-friendly solutions, aligning with Singapore's Green Plan 2030.

Looking ahead, we are excited to launch the Furniture Sustainability Mark (FSM) and the SFIC Sustainability Clinic, providing guidance to our members for more sustainable business practices.

DESIGN - SHAPING INNOVATION FOR THE FUTURE

Our commitment to design is evident through our Design Innovation Programme (DIP) initiative, where we have successfully fostered partnerships

between designers and brands/manufacturers, resulting in the launch of 30 collections for Urban Living.

Moving forward, we will be launching another 20 partnerships, bringing a total of 50 sustainable urban living collections by 2025.

SKILLING UP – PREPARING TODAY, THRIVING TOMORROW

SFIC is partnering with government and trade agencies for a three-year Jobs Development Partner Programme to help our furniture SMEs transform. This initiative encompasses a comprehensive advisory service provided by our Senior Industry Transformation Advisor to over 30 member companies, addressing their needs and gaps as well as offering tailored solutions. Our holistic approach also extends to a review of job roles and skillsets to support business transformation.

We recognise the importance of equipping our leaders and workforce the requisite skills needed to adapt and meet both present and future demands. This forward-thinking and proactive approach of both SFIC and the SFIC Institute play an instrumental role in nurturing talent development and industry advancement.

IN APPRECIATION

Our achievements during the year are made possible, thanks to the invaluable contributions of our diverse partners. Together, we have turned challenges into opportunities and uncertainties into successes.

We are grateful to our stakeholders, including government agencies, trade partners and business allies, for their steadfast support on our journey. We also appreciate our Executive Committee leaders and the secretariat for consistently going above and beyond to uphold SFIC's excellence standards. Above all, we extend our profound thanks to our members, whose active involvement drives industry transformation.

As we approach another promising year, we look forward to SFIC's and our industry's growth. The road ahead may hold challenges, but as one industry, let us meet them head-on together. In this symphony of collaboration, the future brims with potential and possibilities.

Phua Boon Huat,
SFIC President

Internationalisation

In an increasingly interconnected world, the furniture industry is no exception to the global marketplace. Even amidst global headwinds, SFIC efforts to expand our horizons beyond borders, forging international partnerships, and navigating the complexities of global trade remains an integral part of our industry.



Furniture China Singapore Pavilion

Connecting Opportunities, Forging Partnerships

142

**PARTICIPATING
COMPANIES**

10

**TRADE FAIRS &
MISSIONS**

221

**BUSINESS LEADS
GENERATED**

Global expansion remains a pivotal strategy embraced by Singapore businesses and the furniture sector is no exception. SFIC plays a proactive role in supporting companies by providing them with essential market insights and facilitating connections with prospective business partners to harness lead-generation opportunities.

Thanks to the strong support of Enterprise Singapore, our members have actively participated in 10 international exhibitions and trade missions during the year.

Trade Fairs & Missions



ASEAN Furniture Industries Council (AFIC)



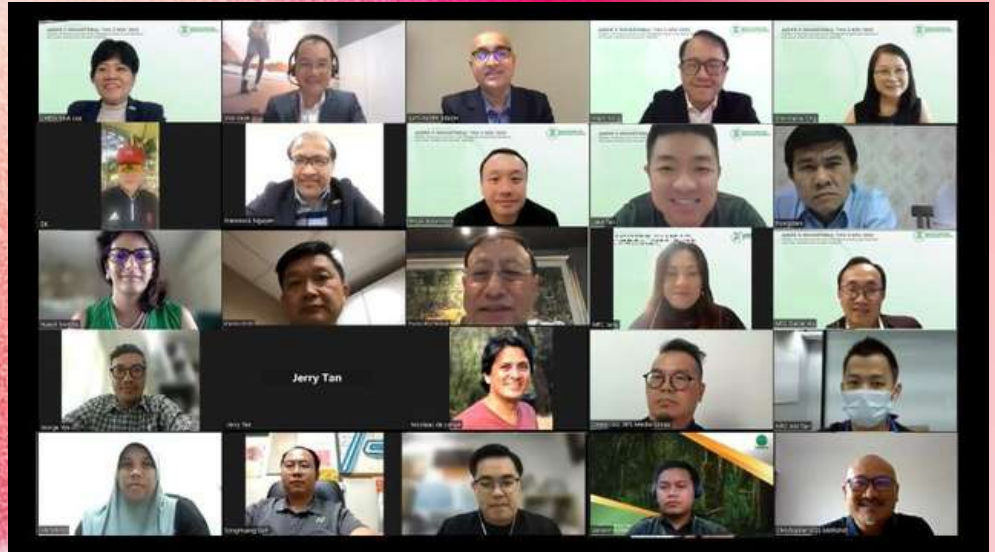
SFIC assumed the two-year Chairmanship of the ASEAN Furniture Industries Council (AFIC) in November 2021, with the aim to further strengthen intra-ASEAN trade and enhancing its competitiveness in the global market.

The eight-member AFIC organisation also aspires to embrace greener practices in pursuit of sustainable business development. This year, the AFIC conference was held in Singapore, in conjunction with the SFIC Sustainability Summit. The gathering of AFIC delegation served as a platform for extensive discussions on the future of the furniture industry and ways to enhance the region's appeal.

As Singapore completes its term as AFIC Chairman and Secretariat in the coming months, our dedication to promoting ASEAN as a global furniture source remains steadfast. In the face of ongoing global trade tensions, ASEAN stands resilient, poised to provide robust alternatives for the industry's advancement.

>50

REGIONAL LEADERS



An ASEAN e-roundtable brought together over 50 regional leaders, including H.E. Mr Satvinder Singh, Deputy Secretary-General for ASEAN Economic Community, and industry experts. Key takeaways included the need for collaboration, improving supply chains, going digital, focusing on sustainability and talent, as well as addressing cashflow and financial risks.



HAWA Expo, Vietnam

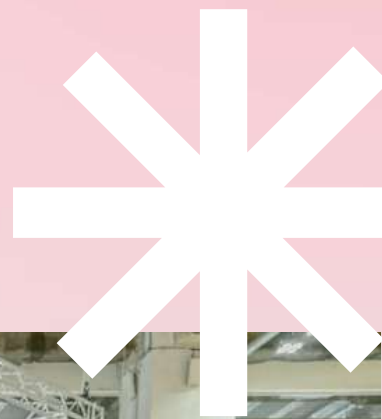


IFFINA, Indonesia

Member countries of AFIC also demonstrated a strong collective ASEAN pavilion presence at trade fairs held in Vietnam and Indonesia.

Design Development

In the dynamic world of furniture design, SFIC continues to be a driving force in shaping the future. We are committed to excellence, pushing creative boundaries, fostering innovation, and staying attuned to evolving consumer preferences.



Urban Living Showcase at FIND - Design Fair Asia



Urban Living Showcase at FIND Design Fair Asia

30

SUCCESSFUL
COLLABORATIONS BETWEEN
DESIGNERS &
MANUFACTURERS

Shaping Urban Living through design

Since the introduction of the Design Innovation Programme (DIP), it has successfully facilitated partnerships between 30 brands/manufacturers and designers, resulting in the development of 30 commercially viable collections tailored for urban living.



Mountain Teak X A Balcony



Becheras X STUCK



NOK X Suite Interior Design



Verotec X Gabriel Tan



MM Galleri X Nathan Yong



Scanteak X Forest & Whale



Excel Hardware X Celine Ng



Iipse Ipsa Ipsum X Jeremy Sun



JotterGoods X Jarrod Lim/ A Balcony



Acre Design X Keiji Ashizawa



Hypenate X Celine Ng



2022 DIP Collections

GRAPH Zig Zag - Image Credit: Lim Yu Heng

House of Teak - Leika

MM Galleri - Farewell to Reason

The next DIP 2.0 seeks to develop 20 more sustainable urban living collections that will push the envelope of design. Through collaborative efforts with stakeholders, SFIC is reshaping the concept of sustainable urban living.

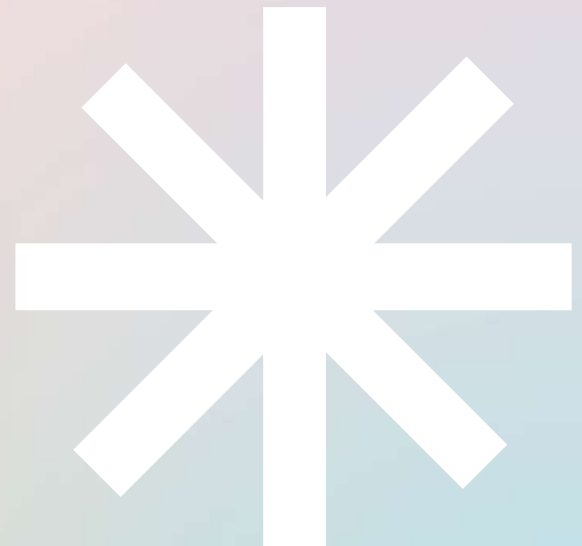
Sustainability



Sustainability Leaders Recognition Award Ceremony at SFIC 41st Gala Dinner

In an era where environmental consciousness and responsible practices are paramount, SFIC remains committed to be at the forefront of the furniture industry's efforts to promote sustainability.

Since introducing our Sustainability blueprint, we have launched various successful programmes and initiatives highlighting our dedication to reducing our ecological footprint, supporting responsible sourcing, and fostering a culture of sustainability while ensuring profitability for our member organisations.





Post-Tokyo Mission Trip Sharing at Build Built Pte Ltd



SFIC Sustainability Summit Learning Journey to CDL

61

PARTICIPANTS

**SUSTAINABILITY LEADERSHIP
PROGRAMME**

The successful introduction of the pilot Sustainability Leaders Programme (SLP) brought together more than 60 companies in 6 interactive virtual sessions to gain a deeper understanding of sustainability practices that fit their business needs.



SFIC Sustainability Mission Trip to Okamura in Tokyo

Transformational and immersive visits to Denmark and Japan have provided industry players with valuable insights into how local businesses in these countries have progressed and gained recognition as leading sustainability brands.



Salad Stop Learning Journey



Choa Chu Kang Public Library Learning Journey



SFIC Sustainability Summit 2023

Closer to home, continuous local learning journeys have equipped companies to understand how home-grown brands leverage sustainability to gain a competitive edge. These learning journeys also revealed potential collaborative opportunities.

In addition, SFIC organised its inaugural Sustainability Summit, drawing participants from the ASEAN region and Japan for the first time.

Enterprise & Human Capital Development



SFIC CNY Industry Dialogue to right-skill for the future

490

SHORT
COURSE
PARTICIPANTS



MOU Signing with Singapore Timber Association

163

NATIONAL
SILVER
ACADEMY
COURSE
PARTICIPANTS

Within the industry, a strong focus remains on upskilling, reskilling, and talent placements.

SFIC Institute, SFIC's training arm, consistently offers industry-relevant programmes to adapt to the evolving landscape.

With strong support from Workforce Singapore, SkillsFuture Singapore, DesignSingapore Council, and e2i, our Career Conversion Programmes have successfully placed talent within companies, while others have gained from our masterclasses, short courses and consultancy services.

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CCP COURSE
PARTICIPANTS

Young Leaders Chapter



YLC PechaKucha Networking Session held at Admira Pte Ltd.

Embracing a vibrant community within the furniture industry is essential for growth, innovation, and leadership. Our next generation of leaders and entrepreneurs wield great potential as catalysts for propelling our industry to greater heights.

To align with the dynamic spirit of this group, a fresh YLC logo was unveiled. It features a youthful, rounded mascot symbolising friendliness, inclusivity and ongoing growth.

sficylc

80

NEXGEN ASEAN LEADERS

YLC sparks innovation and fresh perspectives, elevating the furniture industry.

These traits extend to the ASEAN Youth Furniture Exchange (AYFE), bringing together 80 nexgen leaders for inter-regional collaborations at the 6th ASEAN Youth Furniture Exchange Programme held in Malaysia.

Together, we shape a brighter future for our industry by nurturing the next generation of leaders.



AYFE in its 6th edition held in Malaysia

Industry Engagement



Design League Cycling Event with SFIC Leaders and MOS Low Yen Ling (in red blazer)



AfA for Sustainable Spaces



Company visit to Sunon

One of the mainstays of SFIC is to continually provide updates to keep industry players well-informed about emerging trends. Through a combination of physical and virtual engagements, companies can keep up in a competitive environment.

300

ATTENDEES

Numerous companies reaped the benefits of webinars, seminars, fireside chats, networking gatherings, industry engagements and learning journeys, that were offered throughout the year.



Industry engagement session with Speco and Matex



CSLDPIA SFIC Fireside Chat



SFIC mentoring programme - Internationalisation



SFIC Chinese New Year 2023



SFIC 41st Gala Dinner 2022 - Above and Beyond

SFIC's annual corporate gala and Chinese New Year celebrations served as excellent networking opportunities, allowing attendees to establish new connections or connect with fellow industry professionals.

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

VICE-PRESIDENTS



Mr Steven Chew
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 Marcus Wong
Director
Danovel Pte Ltd

ASSISTANT HONORARY SECRETARY



Ms Emily Sim
Business Development
Leader
NS Trading Pte Ltd

HONORARY TREASURER



Mr Gan Shee Wen
Group VP
Sales & Marketing
KODA Ltd

ASSISTANT HONORARY TREASURER



Ms Jamie Lim
Regional Marketing Director
Hawaii Furnishing Pte Ltd

PAST PRESIDENTS



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

EXECUTIVE COMMITTEE



Mr Mark Yong
Executive Director
Ewins Pte Ltd



Mr Kaden Choa
Marketing Director
Excel Hardware Pte Ltd



Ms Celine Ng
Director
Fraction Design Pte Ltd



Ms Fion Ng
General Manager
Grandwork Interior Pte Ltd



Mr Melvin Chong
Business Development
Director
Koncept Kreation Pte Ltd



Mr Don Lim
Director
RH Design & Build Pte Ltd



Ms Saurabh Mangla
Managing Director
Sam & Sara Holdings
Pte Ltd



Mr Kelvin Kwek
Director
Sungei Emas Pte Ltd

CO-OPT MEMBERS



Mr Zak Lo
CEO
First Sight International
Pte Ltd



Mr Johanes Kurniawan
Director
Ivena International Pte Ltd



Mr Jerry Tan
Managing Director
Jaco Singapore Pte Ltd



Mr Ernie Koh
Executive Director
KODA Ltd



Ms Xu Xue Ting
Group Corporate & Retail
Director
Star Furniture Pte Ltd

FUNCTIONAL COMMITTEES

Macro Directions

Overall

Chair

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Enterprise & Human Capital Development

Chair

Mr Steven Chew

Executive Director, Sitra Global Pte Ltd

Internationalisation

Chair

Mr Kenny Koh

Group Managing Director, Star Furniture Pte Ltd

Design Development

Chair

Mr Joshua Koh

CEO, Commune Lifestyle Pte Ltd

Sustainability

Chair

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Co-Chair

Mr Joshua Koh

CEO, Commune Lifestyle Pte Ltd

Business Innovation

Chair

Mr Jake Tan

Executive Director, Admira Pte Ltd

Contract Manufacturing Cluster

Chair

Ms Fion Ng

General Manager, Grandwork Interior Pte Ltd

Design Cluster

Chair

Ms Celine Ng

Director, Fraction Design Pte Ltd

Manufacturing Cluster

Advisor

Mr Kenny Koh

Group Managing Director, Star Furniture Pte Ltd

Chair

Mr Marcus Wong

Director, Danovel Pte Ltd

Materials, Components & Services Cluster

Chair

Mr Emily Sim

Development Leader, NS Trading Pte Ltd

Retail Cluster

Advisor

Mr Ernie Koh

Executive Director, KODA Ltd

Chair

Ms Jamie Lim

Regional Marketing Director, Hawaii Furnishing Pte Ltd

Finance Advisory Committee

Chair

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Members

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Mr Gan Shee Wen

Group VP, Sales & Marketing, KODA Ltd

Mr Ernie Koh

Executive Director, KODA Ltd

Finance Committee

Chair

Mr Gan Shee Wen

Group VP, Sales & Marketing, KODA Ltd

Members

Ms Jamie Lim

Regional Marketing Director, Hawaii Furnishing Pte Ltd

Ms Emily Sim

Business Development Leader, NS Trading Pte Ltd

Mr Marcus Wong

Director, Danovel Pte Ltd

Ex-officio Members

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Mr Steven Chew

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

Membership Review Task Force

Chair

Mr Marcus Wong

Director, Danovel Pte Ltd

Membership Engagement

Chair

Mr Don Lim

Director, RH Design & Build Pte Ltd

Corporate Events

Chair

Mr Melvin Chong

Director, Koncept Kreation Pte Ltd

SFIC Young Leaders Chapters

Advisor

Mr Jake Tan

Executive Director, Admira Pte Ltd

Chair

Mr Kaden Choa

Marketing Director, Excel Hardware Pte Ltd

Mentorship Committee

Advisor

Mr Ernie Koh

Executive Director, KODA Ltd

Chair

Ms Fion Ng

General Manager, Grandwork Interior Pte Ltd

Research & Innovation

Chair

Mr Kelvin Kwek

Director, Sungei Emas Pte Ltd

Co-Chair

Mr Saurabh Mangla

Managing Director, Sam & Sara Holdings Pte Ltd

Sol Awards

Chair

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Sustainability Taskforce

Chair

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Co-Chair

Mr Joshua Koh

CEO, Commune Lifestyle Pte Ltd

Members

Ms Alison Kwok

Executive Director, Cathay Interiors 1974 Pte Ltd

Mr Marcus Wong

Director, Danovel Pte Ltd

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Mr Kaden Choa

Marketing Director, Excel Hardware Pte Ltd

Ms Fion Ng

General Manager, Grandwork Interior Pte Ltd

Mr Ernie Koh

Executive Director, Koda Ltd

Mr Gan Shee Wen

Group VP, Sales & Marketing, Koda Ltd

Ms Emily Sim

Business Development Leader, NS Trading Pte Ltd

Mr Kenny Koh

Group Managing Director, Star Furniture Pte Ltd

REPRESENTATION IN SFIC SUBSIDIARY COMPANIES

SFIC Institute Board of Directors

Chairman

Mr Steven Chew

Executive Director, Sitra Global Pte Ltd

Members

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Mr Gan Shee Wen

Group VP, Sales & Marketing, KODA Ltd

Ms Shermaine Ong

Group Executive Director, SFIC

SFIC Institute Advisory Panel

Chairman

Mr Steven Chew

Executive Director, Sitra Global Pte Ltd

Members

Mr Mark Yong

Executive Director, Ewins Pte Ltd

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Mr Gan Shee Wen

Group VP, Sales & Marketing, KODA Ltd

Ms Chew Mok Lee

Advisor, SFIC

Ms Shermaine Ong

Group Executive Director, SFIC

Mr Neo Sia Meng

IFFS Pte Ltd Board of Directors

Chairman

Mr Ernie Koh

Executive Director, KODA Ltd

Members

Mr Bert Choong

REPRESENTATION TO OTHER ORGANISATIONS

ASEAN Furniture Industries Council

Chairman

Mr Mark Yong

Executive Director, Ewins Pte Ltd (From 1 October 2022)

Secretary General

Mr Jake Tan

Executive Director, Admira Pte Ltd

Members

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Mr Jerry Tan

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

Mr Ernie Koh

Executive Director, KODA Ltd (From 1 October 2022)

Specialist Trade Alliance Singapore (STAS)

Member

Mr Don Lim

Director, RH Design & Build Pte Ltd

Workplace Safety & Health Council (WSHC)

Member

Mr Don Lim

Director, RH Design & Build Pte Ltd

SBF Council

Member

Mr Ernie Koh

Executive Director, KODA Ltd

SCCCI Council

Member

Mr Ernie Koh

Executive Director, KODA Ltd

SCCCI Trade Association Committee

Member

Mr Ernie Koh

Executive Director, KODA Ltd

REPRESENTATION TO OTHER ORGANISATIONS

ITE Design & Media Academic Advisory Committee

Members

Ms Alison Kwok

Executive Director, Cathay Interiors 1974 Pte Ltd
(Till 30 June 2022)

Mr Mark Yong

Executive Director, Ewins Pte Ltd (from 1 July 2022)

Singapore Interior Design Accreditation Advisory Council

Member

Mr Mark Yong

Executive Director, Ewins Pte Ltd

TAC Fellowship Evaluation Panel

Members

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Mr Ernie Koh

Executive Director, KODA Ltd

JSIT-R Advisory Panel

Member

Mr Phua Boon Huat

Director, AlphaLeap Consulting Pte Ltd

Enterprise Singapore Technical Committee on Retail Services

Member

Mr Gan Shee Wen

Group VP, Sales & Marketing, Koda Ltd

Committee Against Profiteering

Member

Mr Ernie Koh

Executive Director, KODA Ltd

SFIC Trustees

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Mr Bert Choong

Mr Choo Yong Fee

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STAR living

Star Living is the ultimate destination for urbanites seeking a vast selection of contemporary furniture and stylish home accessories. A must-visit for those who are looking to create and furnish their dream homes.

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TOH GUAN 10 Toh Guan Road #01-06/07 The Furniture Mall S508838 T. 6291 8832 / 6295 8832 / 6294 8832

TAMPINES 18 Tampines Industrial Crescent #01-07/08 Space @ Tampines S528605 T. 6275 8832



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Annual Report

