



**Presentation on  
Singapore Furniture Industry**

**By  
Singapore Furniture Industries Council**

# Singapore Furniture Industries Council

- Official representative body of the Singapore furniture industry
- Formed in 1981
- Singapore HQ, Shanghai Branch Office
- Represents 95% of furniture manufacturing members in Singapore
- Represents Singapore in the ASEAN Furniture Industries Council

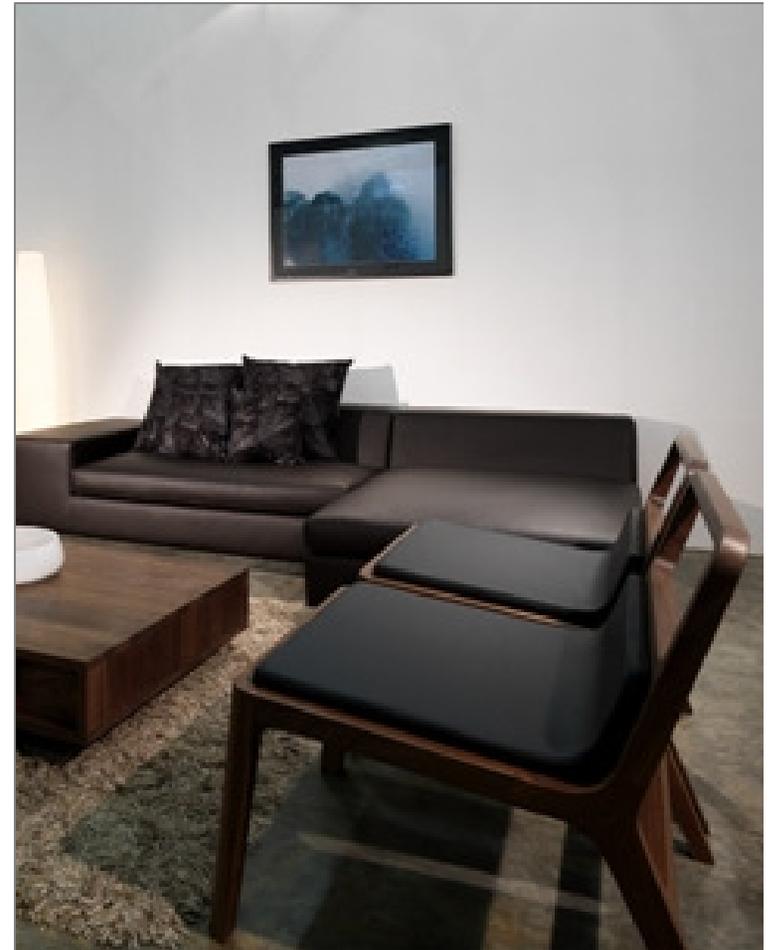


Photo : Courtesy of Air Division

# Vision For Furniture Sector



Establish Singapore as a  
***Premier Furniture Hub***  
providing total solutions  
to the global market

# LEADing The Industry Forward

## SFIC's Six Key Thrusts

1. Help industry players to grow and expand business globally
2. Raise design standards
3. Enhance the value-added of our industry workforce through the Furniture Learning Institute
4. Establish an International Furniture Centre
5. Develop immediate measures to help industry players tide over difficult periods
6. Embark on Singapore Mozaic to elevate our profile in the global arena



1



2



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Photos : Courtesy of Air Division, DesignMetaphyz, Koda

# Overview of the Singapore Furniture Industry



- Comprises 2,024 companies employing 14,608 people
- Our business operandi

*“ Conceptualised and Designed in Singapore;  
Manufactured regionally; Sold to the world”*

# Overview of the Singapore Furniture Industry

- 65% of the furniture manufacturers have subsidiary plants in the region
- First wave of regionalisation - Southeast Asia



# Overview of the Singapore Furniture Industry



- 2<sup>nd</sup> wave - offshore plants in China
- Singapore Furniture Industry Park – Kunshan, China since 1994
- Strong Singapore brands include:
  - Cheng Meng, Chuan Soon Huat, Eurosa, Haller, HTL, Koda, Lorenzo, Sunrise Doors etc



# International Expansion

to both traditional and new markets



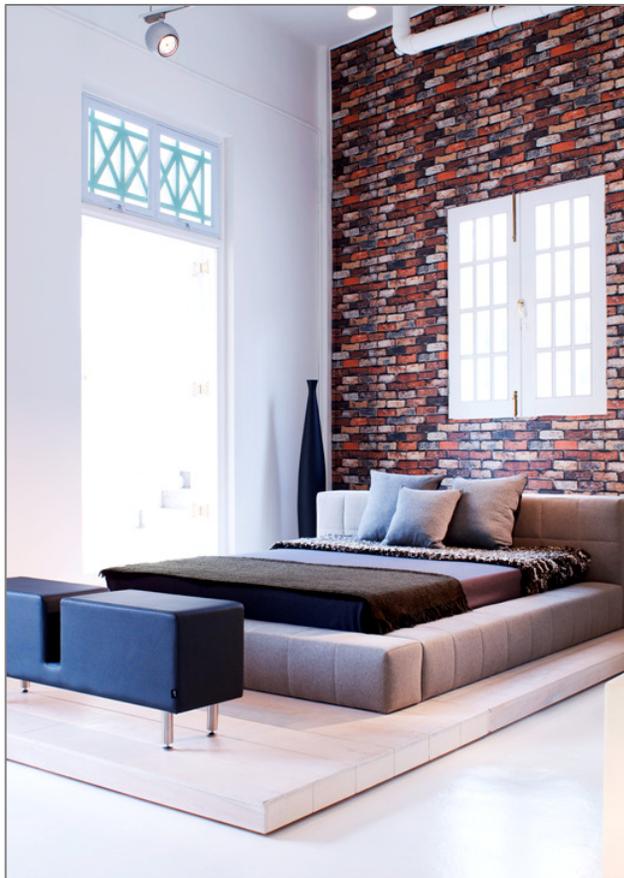
Singapore furniture players set up commercial presence in more than 16 countries, including the US, Europe and Japan to better service their customers

+

Also export to non-traditional markets as far as Djibouti, Guadeloupe, Iceland, Slovenia, Malta, Cyprus, Costa Rica, Puerto Rico, Chile, Peru, Bahrain, Israel, Oman, Lebanon, Qatar, Georgia, Morocco, Reunion Island, Guam, Kazakhstan, Mexico, Ukraine and Cyprus.

# The Singapore Furniture Trade

(Source: Department of Statistics 2006, SFIC/SPRING Singapore 2008 Survey)



- Total furniture trade valued at S\$4.2 billion:
  - S\$3.2 billion exports by Singapore-owned factories [average 10% growth per annum]
  - S\$963 million imports



Photos : Courtesy of Air Division, The Life Shop, Technigroup

# The Singapore Furniture Trade

(Source: Department of Statistics 2006, SFIC/SPRING Singapore 2008 Survey)



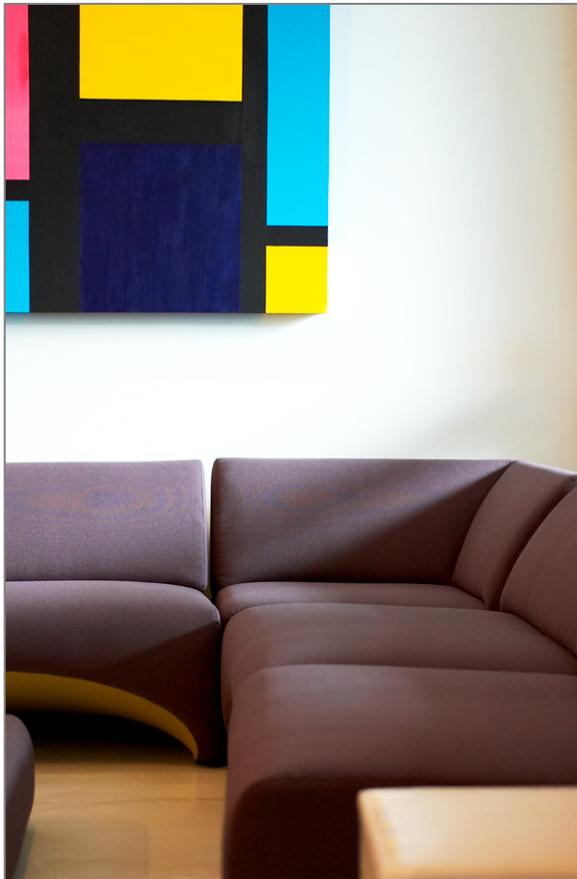
- Export Trends by Region

|             |     |
|-------------|-----|
| Asia        | 57% |
| Europe      | 20% |
| Middle East | 10% |
| Americas    | 8%  |
| Oceania     | 4%  |
| Africa      | 1%  |

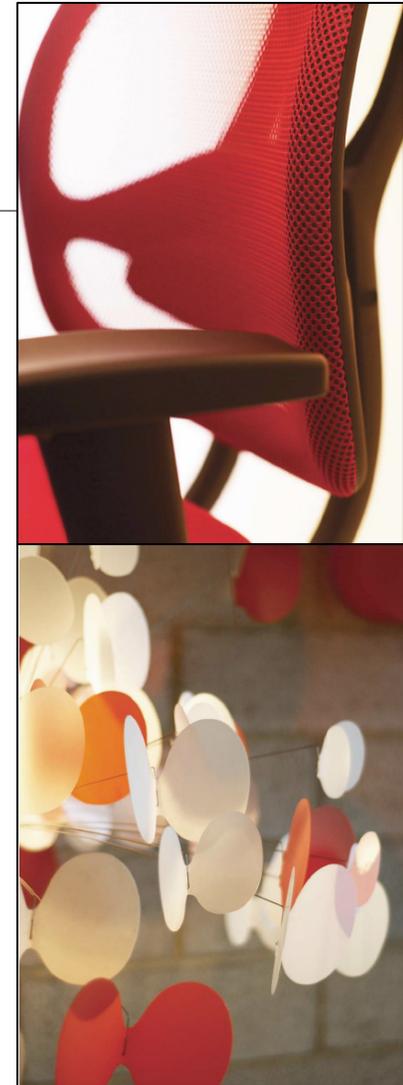


Photos : Courtesy of Koda, Getz Gallery, Air Division

# Key Strengths of the Singapore Furniture Industry



- Versatile production resources to create a diverse range of products
- Flexibility to accommodate different price points and order requirements
- Excellent Quality and Singapore-brand of Management Control
- Extensive network in the region
- Unique blend of Eastern and Western business practices
- Up-to-date design capabilities

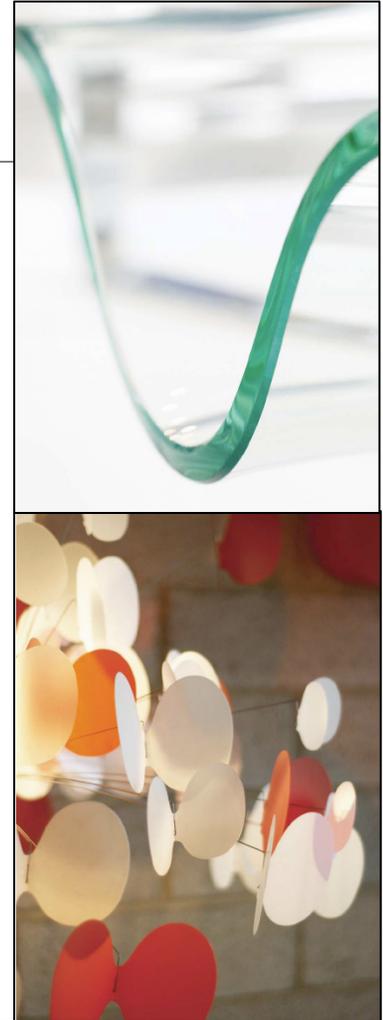


Photos : Courtesy of Think, IE Singapore

# Key Strengths of the Singapore Furniture Industry



- Experienced management
- Skilled workforce
- English and Mandarin speaking
- Good reputation with trade buyers
- High level of integrity, trust and reliability



Photos : Courtesy of Jarrod Lim Design, IE Singapore

# Key Challenges Faced By The Industry



- **Global competition on 2 fronts:**
  1. From established European/American manufacturers who are producing high quality and well-designed furniture
  2. From the mass furniture manufacturers of emerging markets who compete on aggressive price-strategy

Photo : Courtesy of Koda

# Key Challenges Faced By The Industry



Courtesy of Sitra

- Moving the industry beyond the production line
- Leverage on innovation, design, branding and internationalisation



singapore  
**mozaic**  
singapore furniture's finest

A quality partnership  
you can rely on



singapore  
**mozaic**  
singapore furniture's finest

The Singapore Mozaic brand represents Singapore Furniture companies that collectively have a broad range of consumer, business and specially crafted products that address the needs and expectations of our customers and end-users anywhere in the world.



# Singapore Mozaic

1st Overseas Debut – Salone del mobile Milan 2008



# Showcasing Singapore product capabilities to the global market



Overseas fairs, business missions,  
business matching programme

# Key Industry Trends



More international companies moving to dynamic Asia:

1. Relocate their production base to Asia to leverage on lower operating costs.

Finished products are exported back home at more competitive pricing.

2. Set up distribution points in Asia
3. Form partnership with Asian players in areas of franchising, retail, design consultancy services etc



# Possible Collaboration Opportunities

Photo : Courtesy of Anthony Furnishhen

# 1. Singapore – Your gateway to Asia

**Through International Furniture Fair Singapore/  
ASEAN Furniture Show (IFFS/AFS)**



**IFFS/AFS 2009**  
**- Your gateway to Asia and beyond**

**9 – 12 March**

**471 exhibitors from 33 countries**

**60,000 sqm in Singapore Expo & 10,000 sqm in International Furniture Centre**

**Embrace**  
**THE WORLD'S FINEST**



**International Furniture Fair  
Singapore 2009**  
26<sup>th</sup> ASEAN Furniture Show  
9 -12 March  
Halls 3 - 8, Singapore Expo

See You In  
Singapore  
Next Year

Embrace  
THE WORLD'S FINEST

## Why it's a "Must Exhibit / Visit" Show

- Asia's premier international furniture show
- Provides effective marketing and sourcing platform for the furniture fraternity
- Excellent product mix : 80% Asian, 20% international
- More than 60,000 furniture & furnishings products on display

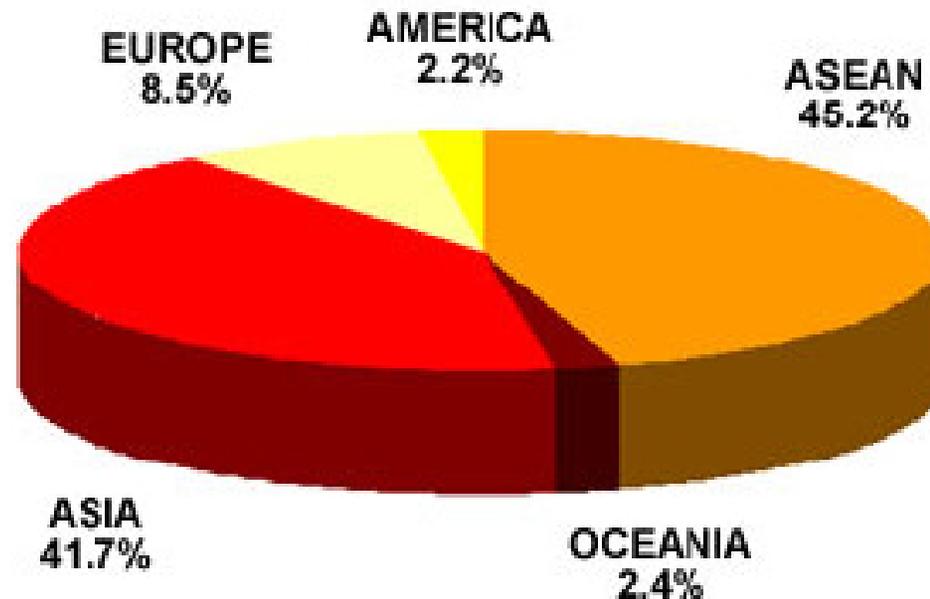


Photos : Courtesy of Mediatronic (Hong Kong), Ningbo Mengying (China), Koda (Singapore)

# IFFS/AFS 2009

Embrace The World's Finest

## EXHIBITOR BREAKDOWN BY REGION (by square metres)



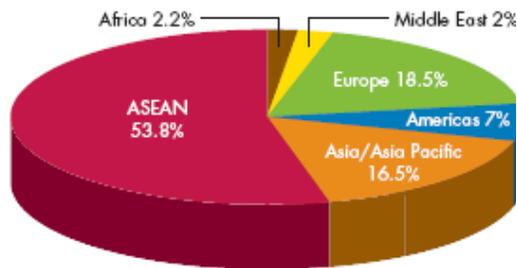
### Exhibit Profile

- Bedroom Furniture
- Children Furniture
- Components
- Customised Furniture
- Decorative Accessories
- Dining Room Furniture
- Garden/Outdoor Furniture
- Handcrafted Furniture
- Kitchen Furniture

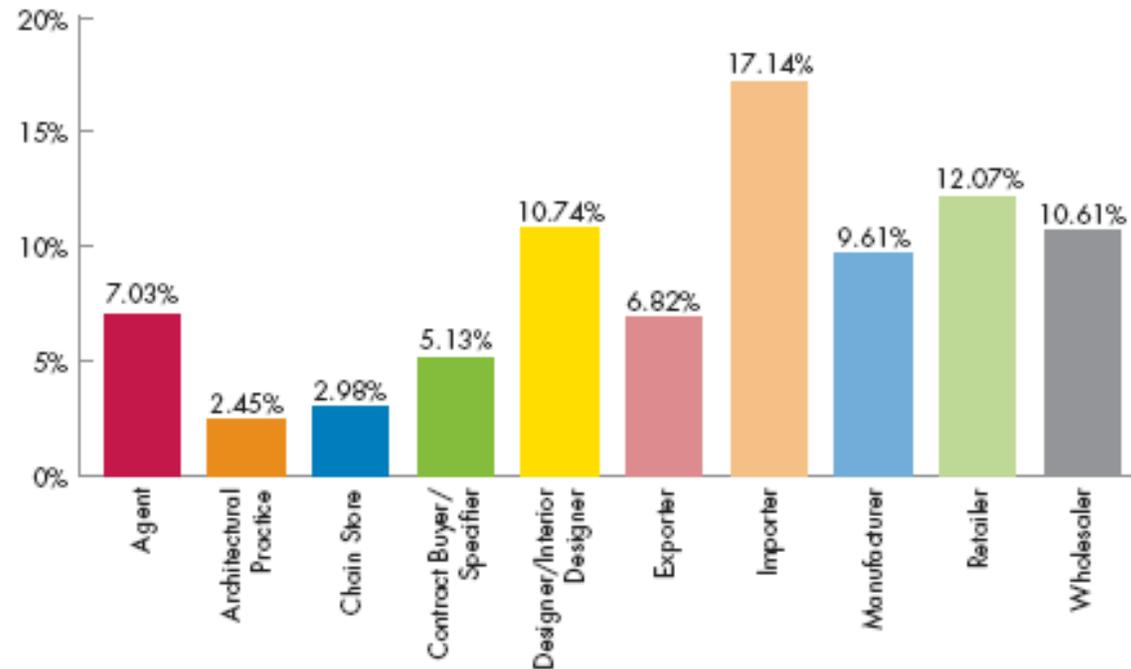
# IFFS/AFS 2009

Embrace The World's Finest

Visitors by Region:



Top 10 Categories of Visitors:



Impressive attendance of 15,606 trade buyers & visitors from 118 countries in 2009

## 2. Singapore – Your gateway to Asia

### Through other furniture distribution channels / modes



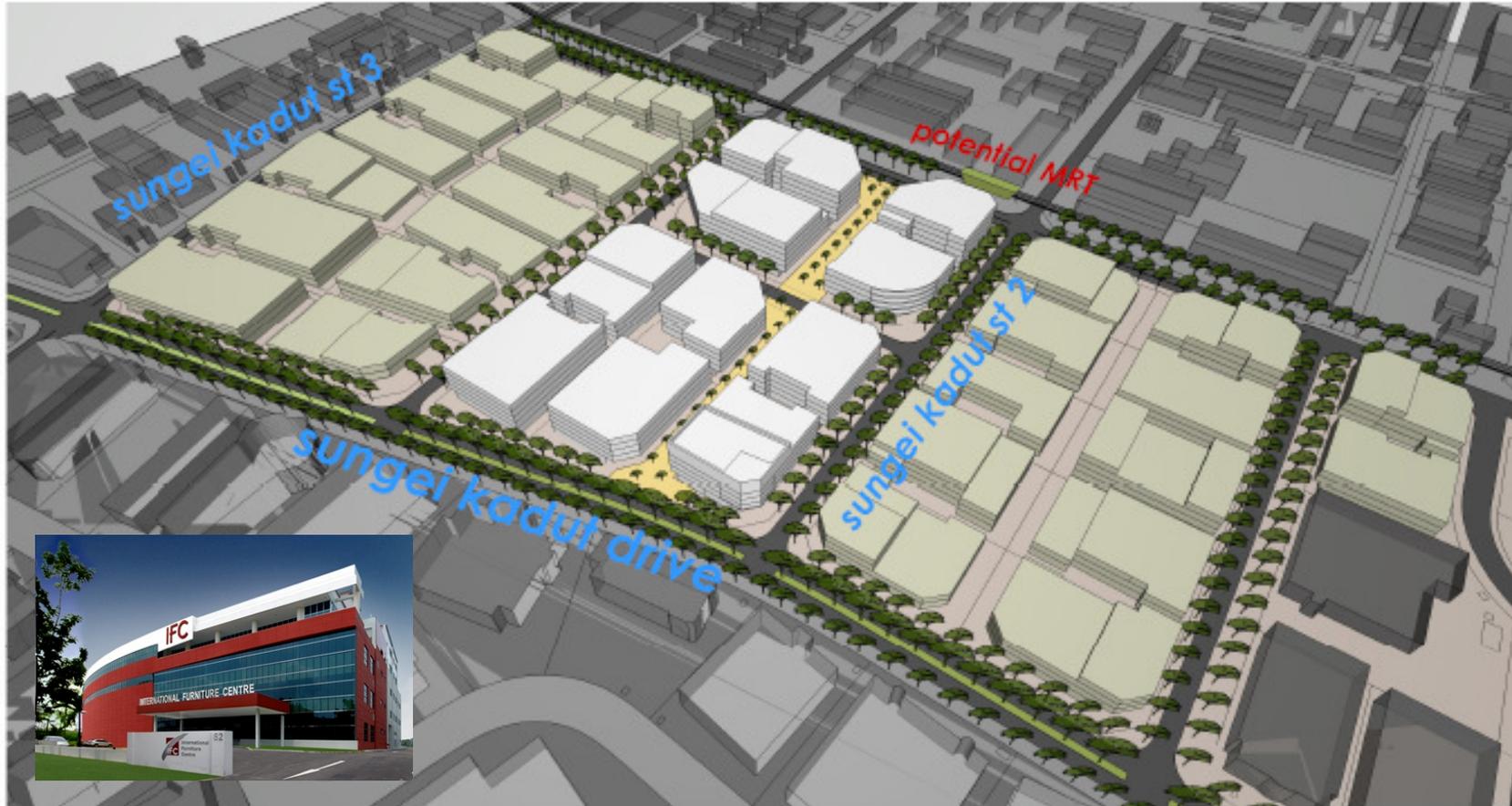
- Economic group retailing
  - Furniture Malls
- Niche retail outlets
- Collaboration with Singapore furniture players to produce, source and/or perform QC role in Asia to sell to the world



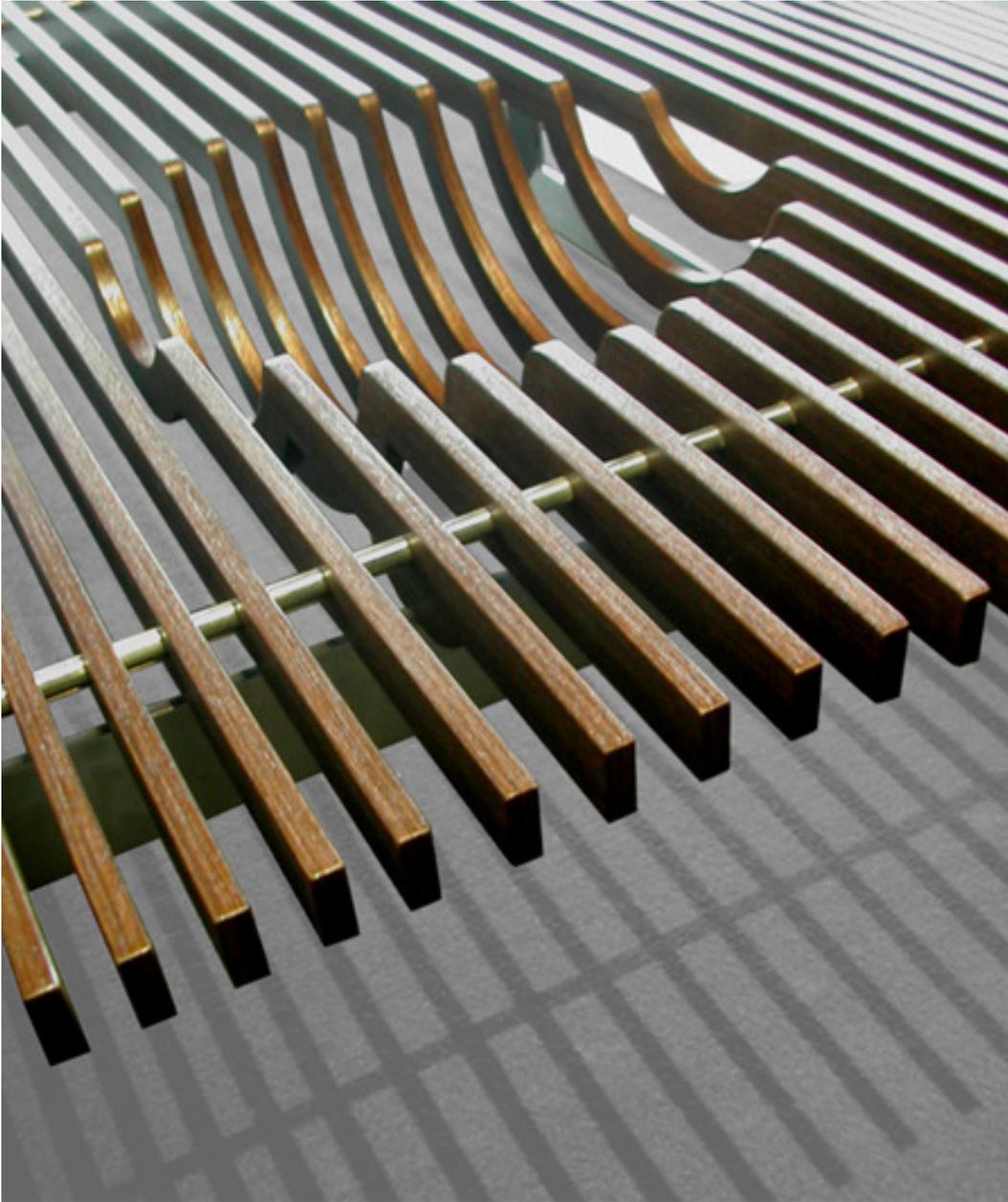
Photo : Courtesy of Getz Gallery



# Singapore International Furniture Park



Design & Prototyping • Manufacturing & assembly of furniture or furniture-related products • Warehousing & distribution • Showrooms



## 4. Through Design Collaboration

Photo : Courtesy of Urban Foundry

# SFIC Design Programmes

Aim : To raise design standards within the furniture industry

## Honing Design Capabilities

### Furniture Design Award (FDA) & FLIP!

Young designers to compete and profile products at exhibitions

### PLATFORM

Young entrepreneurs to showcase new prototypes and attract buyers or manufacturers at PLATFORM, held in conjunction with International Furniture Fair Singapore (IFFS)

### Designers' Co-development Program

To create employment opportunities by matching young designers to local furniture companies

### Design Forums

To educate management teams on design for business; platform to exchange ideas & network with international designers

# Furniture Design Award



furniture**design**award  
Singapore

## Rising Stars of Design - FDA 2009

### Foyer 1

Over the years, Furniture Design Award (FDA) has showcased many furniture innovations and kick-started careers of many budding design talents.



Look out for the inspiring  
pieces from FDA2009:



1. Sprout by Cheong Chee Meng, Singapore
2. Magazine Rack by Hsu Chen Hsuan, Taiwan
3. COR by Somchai Thurntharanukul, Thailand
4. The Leg Centre Table by Chaiyo Opassamutchai, Thailand
5. hump + bump by Widya Yuniarti, Singapore

# PLATFORM



For emerging design entrepreneurs

Showcase their new prototypes / Find fruitful partnerships with manufacturers/buyers

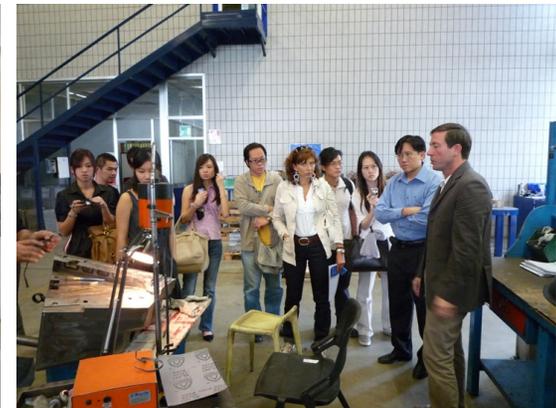
# Furniture Design Forum



Building a more sustainable future for business

# SFIC-MAGIS Workshop

September 2008, Venice



# 5. Upgrading capability skills Through Furniture Learning Institute



## Staying Competitive, Staying Relevant

Over 20 customised courses for both the managerial and operational workforce  
Furniture Product Knowledge • Warehouse and Logistics Management • Customer Services  
• Employability Skills Systems • Workforce Skills Qualifications • Risk Management etc

# SFIC – Your one-stop touch point to business match potential partners

## Residential Indoor

Would like to meet up with:

- i) Furniture Retailers
- ii) Importers, Wholesalers & Distributors of residential furniture
- iii) Buying Houses

## Outdoor Furniture

- i) Outdoor Furniture Centres
- ii) Garden Centres
- iii) Retailers, Importers, Wholesalers, Distributors

## Contract Furniture

Would like to meet up with:

- i) Furniture, Fixtures & Equipment (FF&E) specialist purchasing companies that regularly participate in bidding for hotel projects
- ii) Main contractors
- iii) High-end hotels and high-end service apartment owners and / property developers
- iv) Representatives that can get 1st hand knowledge of new hotel projects / or who know the hotel's procurement practices
- v) Hotel's own procurement team
- vi) Key design firms for hotels / high-end residences

## Office Furniture

Would like to meet up with:

- i) Importers & Distributors of office furniture and/or building materials
- ii) Distributors should have warehousing facilities
- iii) Distributors should have the ability to service clients and implement projects on their own after training.

# Possible Next Step?

- Latin America** - Organise a business mission to Singapore this year
- **Singapore** - Reverse mission to Brazil and other relevant areas Latin America
- **Business Matching Programme** - Both Brazil and SFIC

# Thank You

[www.singaporefurniture.com](http://www.singaporefurniture.com)

[www.singaporemozaic.com](http://www.singaporemozaic.com)