

NEWS RELEASE

SINGAPORE FURNITURE COMPANIES SET TO WOW VISITORS WITH THEIR LATEST COLLECTIONS AT IMM COLOGNE 2013

Singapore, 08 January 2013 – Singapore Furniture Industries Council (SFIC), supported by DesignSingapore Council and IE Singapore will lead a strong Singapore contingent to showcase their latest furniture collections at Germany's imm cologne, world's leading international furniture trade show, from 14th to 20th January 2013.

The 2013 contingent will comprise of imm cologne veterans and Singapore Mozaic ambassadors such as Haleywood Industries, HTL International, Koda, Star Furniture and Univonna. SFIC also warmly welcomes the debut showcase by Falcon Incorporation and Royale Buckingham, who are set to showcase the best of Singapore furniture designs.

Singapore furniture brands, with their quality design and furnishings, have been gradually growing their presence in various parts of the world in recent years. SFIC is proud to have these companies fly the Singapore brand flag high, one that is able to set trends and drive design innovation.

Ms Violet Chan, International Marketing Account Manager from Star Furniture, shared their past experience with imm cologne and expectations of the upcoming edition, "Face-to-face meeting with potential clients and suppliers was an effective and efficient way to understand the demands of European market. In 2013, we are thrilled to release our latest development in colour finishing, a specialty of Star Furniture. By using high technology, we will add a new dimension to our design, rolling out collections with 3D embossed oak, as well as finishing in champagne silver leaves blended with high-gloss lacquer."

On the other end of the aesthetics spectrum, Royale Buckingham focuses primarily on heritage and vintage designs. During imm cologne 2013, Royale Buckingham will unveil

three new collections, "modern contemporary" which enables personalisation of images; "stylish, trendy & fashionable" which resembles a renowned fashion line; and the "trunk/case collection" which employs various materials to perfect a vintage look. In addition, Koda will roll out two new dining collections which are made from natural walnut veneer, inspired by modern architectural silhouettes.

Mr Ernie Koh, President of SFIC said, "We are working hard to put Singapore furniture design on the world map. We encourage more companies to leverage on imm cologne to meet new clientele, foster closer relationships with their customers and further strengthen their business network. It also opens our minds to new and dazzling design elements, and inspires new creations. Such exposure helps companies better understand the demands and tastes of the European market."

Mr Lee Yee Fung, Group Director for Lifestyle Business, International Enterprise (IE) Singapore, said, "imm Cologne is the ideal platform for Singapore companies to showcase their collections and capabilities to international buyers. Through their participation in the trade fair and IE Singapore's support, we look forward to deeper engagements with key furniture contacts in Europe, a key market for Singapore's furniture industry."

For more information, please visit www.singaporefurniture.com and www.singaporemozaic.com

– End –

For Media Enquiries, Please Contact:

Diana Low
Strategic Public Relations Group
Tel: +65 6325 8264
Email: diana.low@sprg.com.sg

Shermaine Ong
Singapore Furniture Industries Council
Tel: +65 6569 6988
Email: shermaine@singaporefurniture.com

Viviane Then
Strategic Public Relations Group
Tel: +65 6325 8271
Email: viviane.then@sprg.com.sg

Wong Jia Wei
Singapore Furniture Industries Council
Tel: +65 6569 6988
Email: jiawei@singaporefurniture.com

Singapore Furniture Industries Council
62 Sungei Kadut Loop #04-19 International Furniture Centre Singapore 729507
Tel:+65 6569 6988 Fax:+65 6569 9939
Email: sfic@singaporefurniture.com
www.singaporefurniture.com

About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and The Hospitality Show. To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

www.singaporefurniture.com

About Singapore Mozaic

Singapore Mozaic is an industry programme established by the Singapore Furniture Industries Council (SFIC) and supported by International Enterprise (IE) Singapore and SPRING Singapore. It brings together a collection of successful Singapore furniture companies that offers a diverse portfolio of consumer, business and specially crafted products. With the commitment to improve how consumers worldwide live and work, Singapore Mozaic delivers business with passion and style. Singapore Mozaic is a B2B brand that encapsulates the essence of Singapore furniture as well as the attributes of Singapore furniture companies:

- Experience management, skilled workforce and proven infrastructure help generate consistent and progressive solutions
- Unique blend of Eastern and Western business practices, up-to-date design capabilities and versatile production resources
- Anticipate, adapt and respond to customer needs and market conditions
- Reliable, service-oriented, deliver good quality and help our customers stay one step ahead of competition
- Principled, open and honest in adhering to the brand's philosophy

www.singaporemozaic.com

About International Enterprise Singapore (IE Singapore)

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. It spearheads the overseas growth of Singapore-based companies and promotes international trade.

Trade has always been the backbone of Singapore's economy. In addition to promoting export of goods and services, IE Singapore also attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Renowned worldwide for their dedication to quality and innovation, Singapore based companies make ideal business partners. With its global network in over 35 locations spanning many developed and emerging markets, the agency connects businesses with relevant Singapore-based companies for their business expansion by:

- helping to identify and cultivate relationships with Singapore-based partners that have a pan Asian or global presence
- keeping companies abreast of the latest business trends and opportunities in Asia

In Europe, IE Singapore is present in Frankfurt and London. Further East, they are present in Istanbul and Moscow.

www.iesingapore.com

APPENDIX: SINGAPORE FURNITURE COMPANIES PARTICIPATING AT IMM COLOGNE

Event: imm cologne
The international furnishing show
Date: 14th – 20th January 2013
Venue: Koelnmesse GmbH, Cologne, Halls 1-11,
Messeplatz 1 Koeln 50679-Nordrhein-Westfalen, Germany

Participating Singapore companies: Organized by Singapore Furniture Industries Council

1. Falcon Incorporation Pte Ltd
2. Haleywood Industries Pte Ltd
3. HTL International Holdings Limited
4. Koda Ltd
5. Royale Buckingham International Pte Ltd
6. Star Furniture Pte Ltd
7. Univonna Pte Ltd



Falcon Incorporation Pte Ltd

Founded in 2002, Falcon Group is a premier interior fitting-out specialist and high-end furniture manufacturer, and is reputed to be one of the top furniture players in Hanoi. Headquartered in Singapore with offices in Vietnam, Qatar and Ukraine, the company owns two manufacturing plants in Vietnam spanning over 46,000 sqm in size. The company specializes in fitting-out projects for luxury hotels, service apartments, high-end retail boutiques and corporate offices, and are reputed for their professional turnkey project management expertise. Besides contract furniture, they also produce and export a full range of home furniture to over 10 countries worldwide. Their client portfolio includes hotel chains such as Sofitel, Intercontinental, Sheraton, Hilton, Somerset and Ascott Serviced Apartments, Orchard Hotel; and luxury brands including Gucci, Cartier and Mont Blanc. www.falconincorporation.com



Haleywood Industries Pte Ltd

Founded in 1987 and headquartered in Singapore, Haleywood manufactures a wide range of home furniture in solid wood and veneer, as well as made-to-order pieces targeted at European market. The company offers home furnishing solutions for dining room, living room and bedroom. It has operations in China and Malaysia. www.haleywood.com.sg



HTL International Holdings Limited

Founded in 1976, HTL International Holdings Limited is one of the world's leading leather tanners and manufacturers of quality leather upholstered furniture. Headquartered and listed in Singapore, the transnational company exports more than 95 per cent of its products to over 50 countries, including in Europe, Asia-Pacific, USA and the Middle East. HTL employs over 8,000 employees globally, and has wholly-owned sales and marketing offices in the USA, UK, Germany, Sweden, China, Taiwan, South Korea and Australia. HTL also has a presence in France, Belgium, Netherlands and Luxemburg through authorised sales agents. www.htlinternational.com

Singapore Furniture Industries Council
62 Sungei Kadut Loop #04-19 International Furniture Centre Singapore 729507
Tel:+65 6569 6988 Fax:+65 6569 9939
Email: sfic@singaporefurniture.com
www.singaporefurniture.com



Koda Ltd

Incorporated in Singapore more than 30 years ago, Koda has gained international recognition as an Original Design Manufacturer of ready-to-assemble household furniture ranging from dining room sets and lounge suites, to bedroom furniture and occasional pieces. Targeted at upwardly mobile households as well as the upper middle-class segment of the market, Koda's range of products is structured to showcase individuality, sophistication and elegance. Koda products are now marketed to more than 50 countries worldwide. www.kodaonline.com



Royale Buckingham International Pte Ltd

Royale Buckingham is an integrated lifestyle fashion furniture manufacturer which specialises in the manufacturing of solid wood furniture. The company's products designs are inspired by modern classic, neo classic, classical, modern and contemporary styles; and are customisable for clients in the hospitality sector. Royale Buckingham's furniture is widely used and recommended by consultants and designers, including leasing to corporate events and functions.

www.royalebuckingham.com



Star Furniture Pte Ltd

Star Furniture Group is an integrated manufacturer, exporter and retailer of contemporary household furniture. Its superior quality, modern and innovative designs are exported to over 45 countries around the world. Star Furniture Group, established in 1981, has its headquarters in Singapore, manufacturing facilities in Malaysia and China, and 45 retail showrooms across Singapore, Taiwan and Malaysia. Star Furniture Group specializes in manufacturing high quality CKD (Complete Knock Down) panel and solid wood home furniture in Contemporary style in various finishing including veneer lamination, foil wrapping, and High gloss PU as well as UV lacquer. www.starfurn.com



Univonna Pte Ltd

Univonna is a fast growing furniture manufacturer specialising in leather and recliner upholstery sofas. With a dedicated team of 100 craftsmen, the company strives to deliver the best in quality, design and comfort for customers. The brand's sleek and contemporary designs are targeted at younger families. The sofas are available in various combinations, size and choice of colours. Univonna has an established market presence in Australia, Europe and Asia. www.univonna.com