

SFIC CELEBRATES OFFICIAL LAUNCH OF PROJECT CREATION

Programme aims to train a pipeline of skilled designers and workers;

SFIC elects new President for 2012/2014, Mr Ernie Koh;

Appointment of new ex-co team to strengthen leadership and growth



(Left to Right) SFIC President, Mr Ernie Koh; Minister of State for Trade and Industry Mr Teo Ser Luck and Chairman of SFIC Institute, Mr Neo Sia Meng

Singapore, 7 November 2012 – The Singapore Furniture Industries Council (SFIC) is pleased to announce the official launch of Project Creation at its 31st Annual Dinner & Dance held last Friday. Attended by more than 500 guests, the night's celebrations was also a significant one for the Council as its newly-elected President for 2012/2014, Mr Ernie Koh, made his first opening address to the Council, staff and other guests from government agencies, trade and fellow industry leaders.

Official Launch of Project Creation

SFIC was honoured to have Minister of State for Trade and Industry Mr Teo Ser Luck grace the D&D and officiate the launch of Project Creation, a Singapore Workforce Skills Qualifications (WSQ) apprenticeship programme jointly developed by Singapore Furniture Industries Council (SFIC) and the Singapore Workforce Development Agency (WDA), and supported by both SPRING Singapore and NTUC's e2i, with the aim of building a pipeline of skilled designers and workers for the furniture industry.

To date, more than 10 WDA accredited courses have been developed and approved, with another five in the midst of development and/or pending for approval. The Institute

has rolled out more than 11 workshops, seminars, WSQ accredited courses and more than 350 participants have benefitted from them.

Said Mr Teo, “Singapore is committed to raise productivity and upgrade the skills of our workers so that we stay competitive and relevant in a fast-paced technology and knowledge-based economy. I am heartened to see that Project Creation, an initiative under the Furniture Industry Productivity Plan, will nurture and train skilled and certified designers and workers for the furniture industry. Moving forward, the Government will continue to work closely with SFIC and its members to roll out more programmes that will benefit our local furniture workforce.”

Mr Koh added, “We would like to salute all companies that have contributed to the industry’s good performance. Based on SPRING Singapore and SFIC’s 2011 Furniture Industry Survey, the Singapore furniture industry continues to yield positive results, achieving a revenue of \$5.62 billion in 2011 – up from \$4.69 billion in 2009. SFIC, together with DesignSingapore Council, IE Singapore, JTC Corporation, SPRING Singapore, Singapore Workforce Development Agency and other relevant government agencies as well as our working partners, will continue to build on the core strengths, forge closer ties and further develop our human capabilities in order to ensure the sustained growth of the furniture industry.”

New executive appointments at SFIC



(Left to right: Assistant Honorary Treasurer: Mr Jake Tan (Executive Director of Admira Pte Ltd); Honorary Treasurer: Mr Mark Yong (Marketing Director of Ewins Pte Ltd); Vice President: Mr Kenny Koh (Group Managing Director of Star Furniture Pte Ltd); President: Mr Ernie Koh, Executive Director of Richin Furniture Décor Pte Ltd; Vice President: Mr Steven Chew (Deputy CEO of Sitra Holdings (International) Limited); Vice President: Mr Neo Sia Meng (Executive Director of Four Star Industries Pte Ltd); Honorary Secretary: Mr Phua Boon Huat (Manager Direct Sales & Merchandising of HTL International Holdings Ltd); Assistant Honorary Secretary: Mr Tony Pang (General Manager of V-Mark Woodcraft (S) Pte Ltd)

On the same Friday, the SFIC announced several new appointments to further grow and strengthen the leadership of the Council at its 31st Annual General Meeting.

Mr. Ernie Koh, age 47, has been appointed as the Council's new President for 2012/2014. He takes over the helm at the SFIC from Mr. James Goh, Executive Chairman and Group Managing Director of Lorenzo International Limited.

Formerly the Vice-President of SFIC, Mr. Koh is familiar with the management of the Council. He is also currently the Chairman of International Furniture Fair Singapore - Asia's renowned one-stop furniture and furnishings trade platform - and has spearheaded many international marketing and trade development programmes to grow the Singapore furniture industry to its present international repute.

Mr. Koh is the Executive Director of Koda Ltd and Richin Furniture Décor Pte Ltd and possesses 20 years of experience in the international marketing, which will hold him in good stead to carry the Singapore flag further and higher in the global market space.

An avid enthusiast for green and sustainability, he has also been active in initiating a series of green initiatives to raise awareness on issues such as sustainability and compliances, assisting Singapore furniture companies in the adoption of best practices and improvement of quality of life.

Said Mr. Koh, “As we forge ahead to accelerate the growth of Singapore’s furniture industry in today’s challenging landscape, we seek to bring to fruition the adage of thinking globally and acting locally by building on our core strengths as well as develop new capabilities within our industry to capture market opportunities in the long term.”

He added, “Together with the newly-appointed ex-co team, we will push forward the Singapore design strategy for furniture enterprises via 5 key areas namely Design, Marketing, Branding, Green & Learning. We have defined a clear strategic roadmap to achieve our goals and I look forward to working in partnership with all our members and business partners to chart new milestones for both SFIC and the Singapore furniture industry.”

At the SFIC Annual General Meeting, the Executive Committee for the 2012/2014 term has also been elected; 60% of whom are from the 2nd echelon leaders. This is part of the leadership succession plan put in place by SFIC to steer the future growth of the Council, with the formation of the Youth Furniture Committee since 1999.

The 2012/2014 Executive Committee comprises:

Presidential Advisors

- Mr Choo Yong Fee, Deputy Managing Director, Cheng Meng Furniture Co Pte Ltd
- Mr Tony Lin, President, Eurosa Furniture Co (Pte) Ltd
- Mr Andrew Ng, Managing Director, Kiat Lee Industries Pte Ltd
- Mr James Koh, Deputy Chairman & Managing Director, Koda Ltd
- Mr. James Goh, Executive Chairman and Group Managing Director of Lorenzo International Limited
- Mr Bert Choong, Executive Chairman, Nobel Design Holdings Ltd

President

- Mr Ernie Koh, Executive Director of Richin Furniture Décor Pte Ltd

Vice Presidents

- Mr Neo Sia Meng, Executive Director of Four Star Industries Pte Ltd
- Mr Kenny Koh, Group Managing Director of Star Furniture Pte Ltd
- Mr Steven Chew, Deputy CEO of Sitra Holdings (International) Limited

Honorary Secretary:

- Mr Phua Boon Huat, Manager Direct Sales & Merchandising of HTL International Holdings Ltd

Assistant Honorary Secretary:

- Mr Tony Pang, General Manager of V-Mark Woodcraft (S) Pte Ltd

Honorary Treasurer:

- Mr Mark Yong, Marketing Director of Ewins Pte Ltd

Assistant Honorary Treasurer:

- Mr Jake Tan, Executive Director of Admira Pte Ltd

Other Executive Committee Members

- Mr Sim Kah Choon, Managing Director of Abitex Designs (S) Pte Ltd
- Ms Alison Kwok, Executive Director of Cathay Interiors Pte Ltd
- Mr Jimmy Tan, Director of Cellini Design Center Pte Ltd
- Mr Jeffrey Yong, Vice President of Eurosa Furniture Co (Pte) Ltd
- Mr Quah Soon Chow, Deputy Chairman of Getz Bros & Co (S) Pte Ltd
- Mr Jerry Tan, Managing Director of Jaco Singapore Pte Ltd
- Mr Simon Ong, Managing Director of Kingsmen Projects Pte Ltd
- Mr Alex Kim, Manager of Shanghai Liun Hoo Co Pte Ltd

Co-Opt Members

- Ms Ann Kang, Export Manager of Falcon Incorporation Pte Ltd
- Mr Andrew Pang, Creative Director of Lavaworks

All the above appointments are effective from 2 November 2012.

The detailed resume of SFIC's new President Mr Ernie Koh can be found at the appendix.

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For media enquiries & high resolution images, 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

Nicole Wu
Singapore Furniture Industries Council
Tel: +65 6569 6988
Email: nicole@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 organizes the annual Furniture Design Award, PLATFORM as well as International Furniture Fair Singapore/ ASEAN Furniture Show, The Deco 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.

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APPENDIX



BIOGRAPHY

Mr. Ernie Koh

President, Singapore Furniture Industries Council

Executive Director, Koda Ltd

Executive Director, Richin Furniture Décor Pte Ltd

Mr Ernie Koh is the President of Singapore Furniture Industries Council (SFIC), the official representative body of Singapore's furniture industry. Established in 1981, 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.

Ernie joined SFIC in 2006 and has been instrumental in spearheading many international marketing and trade development programmes to grow the Singapore furniture industry to its present international repute. Currently, he is at the helm of the International Furniture Fair Singapore/ASEAN Furniture Show/The Décor Show/The Hospitality Show – Asia's most renowned one-stop furniture and furnishings trade platform.

An avid enthusiast for green and sustainability, Ernie also spearheads the initiation of a series of green initiatives to raise awareness on issues such as sustainability and compliances, assisting companies in the adoption of best practices and improvement of quality of life.

By profession, Ernie is the Executive Director of Koda Ltd as well as Richin Furniture Décor Pte Ltd and is in charge of managing the group's Sales and Marketing functions. He specialises in international marketing and is at the helm of the Group's expanded base of marketing investments, particularly in the customer relationship management, trade fairs participation and marketing talent recruitment.

Ernie holds a Bachelor of Science in Marketing from the University of Oregon (USA) and a Masters in Business Administration (International Marketing) from San Francisco State University (USA).