

**SPEECH BY MR JAMES GOH**  
**SINGAPORE FURNITURE INDUSTRIES COUNCIL PRESIDENT**  
**31<sup>st</sup> DINNER AND DANCE**  
**2 NOVEMBER 2012, 8.10 PM**  
**RAFFLES CITY CONVENTION CENTRE**

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Mr Teo Ser Luck, Minister of State for Trade and Industry

Fellow members,

Distinguished guests,

Ladies and Gentlemen,

1. Good evening and thank you for joining us today at the Singapore Furniture Industries Council's annual dinner and dance.

**Furniture industry overview**

2. As we celebrate 31 glorious years of establishment, I am delighted to announce that, despite slower global economic growth; our Singapore furniture industry continues to show positive results, achieving a market share of \$5.62 billion in 2011. This is the result of hard work and bilateral collaborations with the local and international furniture communities.
3. It seemed only yesterday that I stood here for my acceptance speech as the SFIC President. Over the last two years, we have hosted various events, activities and programmes to raise our industry's strength and design capabilities. I want to personally thank our dedicated team of Exco and committee members as well as staff, business associates, government and trade agencies for their hard work in making Singapore into an icon for furniture design.

**James Goh's Milestones**

4. Together, we marked several milestones for the Singapore furniture industry.
5. Between 2011 and 2012, we signed 4 MOUs. In 2011, we signed with the **Federmobili, the National Association of Furniture and Furniture Shops in Italy,**

establishing business opportunities and development within the region and beyond.

Likewise, MOUs were signed with **China National Furniture Association and Guangzhou Industrial Design Association**. The MOUs focused on three major aspects: Information Exchange and Bilateral Business Collaboration, Design Development, and Professional Training.

In March, SFIC also entered into a MOU with the Singapore Green Building Council to collaborate on greening Singapore's built environment.

6. Recently in September 2012, an official tie was formed between our councils and the emerging market of Myanmar. With the strong support of government agencies, our 57 delegates visited the Ministry of Forestry, Timber Enterprise as well as its Timber Merchants Association. It was a fruitful trip for all, as they got to know more about the country, its working environment and how to tap on the fast growing new business opportunities.
7. While we remain active overseas, we have not neglected our commitment at home.

SFIC is proud to be the host of **International Furniture Fair Singapore**. Held in conjunction with the ASEAN Furniture Show, The Décor Show and The Hospitality Show, the IFFS is one of Asia's top one-stop furniture and furnishings trade platform.

This year marked another two additions to the IFFS – firstly, the debut of the Hospitality.Design.Furniture CONVERGE Asia 2012 Conference and secondly, the very successful **SingaPlural**, a week-long design event focussing on nurturing and promoting local design talents, bringing their creative works onto the lively streets of Singapore.

Next March, we can look forward to a larger scale of SingaPlural, as the SFIC will be working in partnership with 7 other network partners of DesignS to showcase the multi-faceted creative spectrum in Singapore. This will range from Architecture, Urban Planning, Landscape Architecture, Interior, Furniture, Graphic to Fashion Design.

8. Plans are well underway to integrate a new building into our Business Plan for the International Furniture Park in Sungei Kadut. This will complement the annual IFFS and will be aligned with our vision to position the IFP as the epicentre of the region's furniture industry.
9. Last but not least, education is one of the core objectives at the SFIC. Since the inception of SFIC Institute (in October 2010), over 500 participants have benefited from its well-structured training programmes and seminars.
10. We understand that it takes courage to set sail in the industry, not to mention the current challenging economic climate. The **4th Member Assistance Scheme** introduced in February aims to help members to weather the uncertainties. Valid for two years, up to S\$1 million has been set aside to help all eligible SFIC members strengthen their business capabilities and boost competitiveness by developing our human capital.

**Note of Appreciation**

11. Tonight, as I conclude the final speech as the SFIC's president, I would like to express my heartfelt gratitude to each and every one of you for making my presidency term truly fruitful, exciting and memorable.
12. The SFIC 31<sup>st</sup> anniversary marks another significant milestone as we pass on the baton to our next generation leaders.

Ladies and Gentlemen, I am very happy to present to you - our SFIC President for the 2012/2014 term, Mr Ernie Koh – Executive Director of Richin Furniture Décor Pte Ltd.

I wish you a pleasant evening and now, let's welcome our incoming President, Ernie, on stage.

13. Thank you.