

**sfic**



# **ANNUAL REPORT**

2024

# CONTENTS

<b>About SFIC</b>	1
<b>President's Message</b>	2
<b>Year in Numbers</b>	5
<b>Internationalisation</b>	6
<b>Design Development</b>	13
<b>Sustainability</b>	15
<b>Enterprise &amp; Human Capability Development</b>	17
<b>Industry Engagement</b>	19
<b>Sol Awards 2023</b>	22
<b>SFIC Leadership</b>	24
<b>Executive Committee</b>	28
<b>SFIC Functional Committees</b>	30
<b>Secretariat Team</b>	35

# ABOUT SFIC



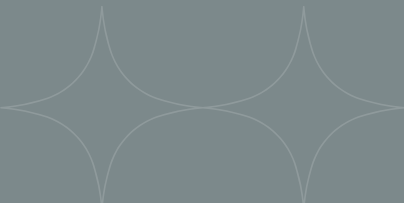
The Singapore Furniture Industries Council (SFIC) is established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 350 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers and materials/ components/ services providers. Collectively, our industry players have a global footprint in over 80 countries to date.

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.

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. Nurturing the NexGen industry leaders under the SFIC Young Leaders Chapter is also of paramount importance.

SFIC's talent and training development arm is the SFIC Institute, which conducts a holistic range of courses, masterclasses, manpower placement programmes and consultancy services for the furniture ecosystem and built environment.

The SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC), with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.



# PRESIDENT'S MESSAGE

## ***2024: A Year of Resilience and Innovation***

As we reflect on 2024, we see a year defined by resilience and innovation. Despite global complexities, our adaptability allowed us to recalibrate our strategies effectively, supporting our members through uncertain times. Our collective strength has enabled us to emerge with a renewed sense of purpose and direction.

## ***Thought Leadership***

One of this year's highlights was the success of the SOL Awards 2023, which celebrated the outstanding talent and innovation within our industry. These awards reflect the excellence that characterises our business community, inspiring us all to push boundaries and reach new heights.

## ***Internationalisation***

Amidst an ever-evolving global landscape, our market agility has yielded impressive results. We successfully supported 98 companies in expanding their global footprint and shared valuable market insights with 61 others. By leveraging our strong international connections and responding promptly to emerging opportunities, we continue to drive global growth for our members, reinforcing our commitment to helping them seize new markets and thrive internationally.



“

*Our industry's strength is rooted in our ability to **Anticipate** challenges, **Brainstorm** sustainable and commercially viable solutions, and **Collaborate** across diverse perspectives, all while maintaining a unified front. These ABCs continue to guide us through our growth and evolution.*

”

### ***Design Development***

Design remains at the heart of our industry's growth and innovation. The Design Innovation Programme facilitated 45 successful collaborations between designers, brands and manufacturers, creating sustainable collections for urban living. The Urban Living Showcase 2024, held at the Asian Civilisations Museum, further spotlighted the innovative spirit that drives our industry forward.

We also engaged 137 participants in a series of sharing sessions that provided expert insights, trend analysis and practical business strategies, equipping designers and brands to stay ahead of shifting market demands.

### ***Sustainability***

Sustainability continues to be a central focus of our mission. This year, we launched the Sustainability Furniture Mark (SFM), an industry label recognising members committed to promoting low-formaldehyde products. In the coming years, SFM will expand into areas like eco-friendly materials, recycling and sustainability reporting.

Through initiatives like the Sustainability Leadership Programme, Sustainability Leaders Recognition (SLR) and learning journeys, we supported 85 companies in enhancing their sustainability capacity, positioning our industry for a greener future.

### ***Enterprise & Human Capability Development***

In collaboration with the Ministry for Trade and Industry, Enterprise Singapore and Singapore Business Federation through the 3-year Jobs Development Partner Programme, we supported 20 members in their business transformation journeys. This include reviewing job roles and skillsets to meet evolving business demands.

For training, reskilling and talent placement, we are grateful for the support of Workforce Singapore, Skillsfuture Singapore, DesignSingapore Council, e2i, SNEF, National Silver Academy (NSA) and other partners, along with our SFIC Institute. Initiatives such as the Jobs Transformation Map, Jobs Skills Integrator (JSIT-R) for the Retail Industry and the Career Conversion Programme for Furniture Industry Talents (CCP-FIT), have been well-received, helping our industry build the skills and talent needed for continued growth.

### ***Corporate Social Responsibility (CSR)***

Our tree-planting initiative, organised by our secretariat team, symbolised our commitment to sustainability and a forward-looking vision. Each sapling we planted serves as a reminder that the seeds of today's efforts will flourish in the years ahead. This simple yet profound initiative reflects our dedication to nurturing a greener, more sustainable future for the industry.

We also commend the visionary philanthropic initiative of industry veteran Mr Bert Choong in establishing the BertChoong Bursary Fund. His remarkable \$500k contribution will support 220 students-in-need pursuing diplomas, bachelor's and master's degrees under the Faculty of Art and Design at Nanyang Academy of Fine Arts (NAFA) and University of the Arts Singapore. Set to commence in 2024, this fund will benefit both local and international students over the next 10 years, embodying the spirit of giving back and investing in future creative talent.

### ***Handing over the ASEAN Furniture Industries Council's Chairmanship***

With great pride and optimism, we handed over the 2-year Chairmanship of the ASEAN Furniture Industries Council (AFIC) to our colleagues in Thailand. The strong foundation we have built together will ensure continued regional growth and success for our industry.

### ***Taking the next leap***

As I pass the mantle to my successor, I am confident that the Council will continue to thrive. SFIC's achievements today are a result of the combined efforts of our Executive Committee, the dedication of a well-organised secretariat and the invaluable support of our members, government agencies and partners. We also pay tribute to our Presidential Advisors and other forefathers, whose pioneering vision and

hard work built the strong foundation upon which the Council stands.

I extend my deepest gratitude to each of you for your steadfast support. Together, we have faced challenges with resolve and grown stronger at every step. By staying true to our mission and keeping our focus on the future, I am certain that SFIC and the furniture industry are poised to soar to even greater heights in the years to come.

**Mr Phua Boon Huat**

**President**

**Singapore Furniture Industries Council (SFIC)**

# YEAR IN REVIEW

## INTERNATIONALISATION



98

COMPANIES PARTICIPATED IN 7 TRADE FAIRS & MISSIONS



61

COMPANIES PARTICIPATED IN MARKET INSIGHT / OUTREACH SESSIONS / WORKSHOPS

## ENTERPRISE & HUMAN CAPABILITY DEVELOPMENT



93

CCP CANDIDATES PLACED INTO CCP-FIT



90

COMPANIES ENGAGED IN JDPP AND TRAINING PROGRAMMES

## DESIGN



45

SUCCESSFUL COLLABORATIONS BETWEEN DESIGNERS & MANUFACTURERS



137

INDUSTRY PEERS ATTENDED URBAN LIVING SHOWCASE LAUNCH AND PARTICIPATED IN DESIGN-RELATED EVENTS



3,112

UNIQUE INDIVIDUALS REGISTERED FOR SHORT COURSES

## SUSTAINABILITY



84

COMPANIES PARTICIPATED IN SUSTAINABILITY LEADERS PROGRAMME (BASIC)



23

COMPANIES PARTICIPATED IN SUSTAINABILITY LEADERS PROGRAMME (ADVANCED)



LAUNCHED SUSTAINABILITY FURNITURE MARK



12

COMPANIES ONBOARDED TO ADOPT SUSTAINABILITY FURNITURE MARK ON LOW FORMALDEHYDE EMITTING PRODUCTS

# INTERNATIONALISATION

Internationalisation is essential for Singapore's furniture industry, offering access to larger global markets and opportunities for growth beyond the domestic sphere. SFIC actively supports this expansion by organising trade fairs, mission trips, and workshops.

These initiatives help local companies showcase their product internationally, foster cross-border collaborations, and stay competitive by keeping abreast of global trends. Through such efforts, SFIC empowers Singaporean furniture companies to build brand recognition on the global stage, attract international investments, and secure a sustainable future in a connected world.

## TRADE FAIRS

### FURNITURE CHINA 2023

*9 PARTICIPATING COMPANIES*



Since its inception, Furniture China has become a key platform for fostering growth in China's furniture industry. As a premier international show in Asia, it connects global buyers and showcases innovations. SFIC is proud to have participated for the 10th consecutive year in 2024, strengthening ties with Chinese counterparts, engaging overseas buyers and contributing to the industry's ongoing growth and development.



## INTERNATIONALISATION | TRADE FAIRS



### FIND DESIGN FAIR ASIA 2023

57 PARTICIPATING COMPANIES

In September 2023, SFIC supported 57 companies to exhibit at this event, held at the Sands Expo and Convention Centre at Marina Bay Sands. Senior Minister of State for Trade and Industry and Culture, Community, and Youth, Ms Low Yen Ling, visited their booths, engaging with exhibitors personally and offering valuable insights.



### ARCHIDEX 2024

18 PARTICIPATING COMPANIES

For the 7th consecutive year, SFIC proudly participated in Archidex, a leading exhibition for the architecture and design industry, at the Kuala Lumpur Convention Centre.

This year, a key highlight was the visit of Mr. Desmond Lee, Minister for National Development, to our pavilion. We also engaged in meaningful discussions with counterpart associations, strengthening collaborations and exploring shared visions for the future of our industries.



# TRADE MISSIONS

## INDIA '23

15 DELEGATES, 9 COMPANIES

In August 2023, a delegation of 15 participants made their way to India for a 5-day mission trip and successfully explored business opportunities and strengthened ties with India counterparts.

Key accomplishments included the signing of an MoU with Federation of Indian Chambers of Commerce & Industry (FICCI), several business matching opportunities, and valuable market insights.

The mission fostered stronger relationships between Singapore and businesses in India, paving the way for future collaborations and growth.



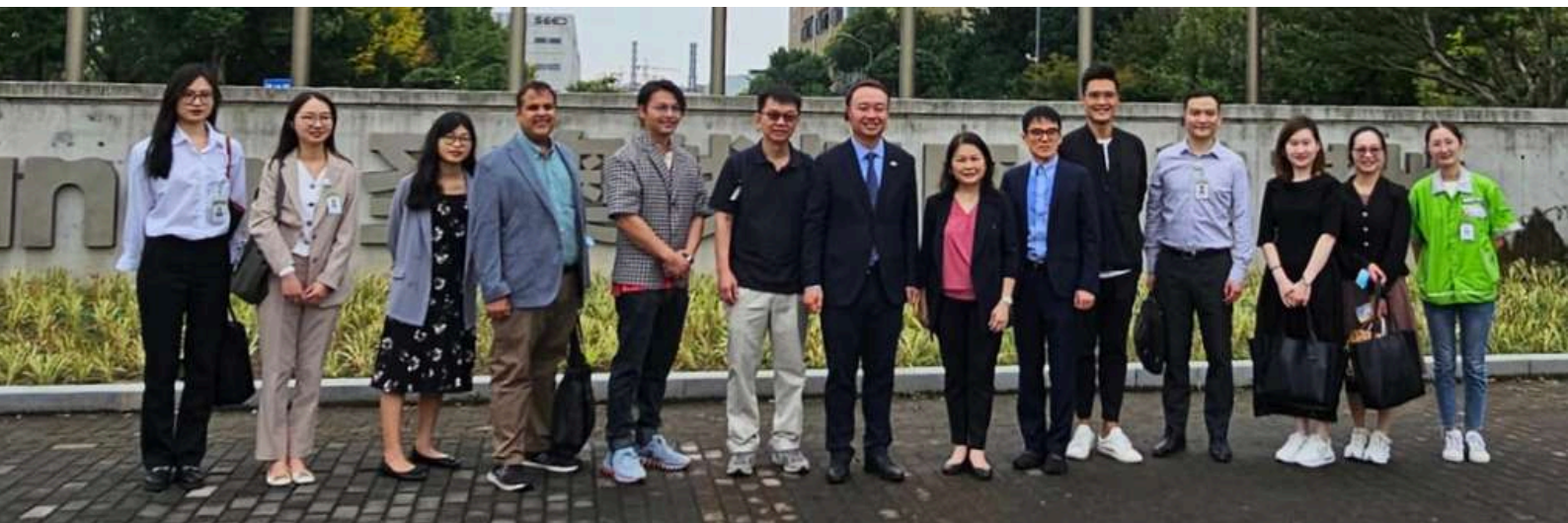


# TRADE MISSIONS

## CHINA '23

8 DELEGATES, 7 COMPANIES

The Singapore delegation embarked on a 5-day business mission to Shanghai and Hangzhou, China, in September 2023. This coincided with Furniture China trade fair in Shanghai.



## **INDONESIA '24**

*15 DELEGATES, 10 COMPANIES*

The 4-day business mission to Indonesia in August 2024 successfully highlighted the country's significant potential within the furniture industry. The delegation was impressed by the industry's rich heritage, innovative spirit, and exceptional craftsmanship.

Each city visited — Jakarta, Yogyakarta, Solo, and Semarang — offered distinctive insights into the diverse design aesthetics, manufacturing capabilities, and cultural authenticity that characterise Indonesia's furniture sector.

Beyond the business exchanges, the delegation was welcomed warmly by ASMINDO, industry leaders, and partners. The thoughtful arrangements and sincere hospitality reflected the genuine character of the Indonesian people and the industry's commitment to fostering strong relationships.





## **MALAYSIA '24**

*12 DELEGATES, 10 COMPANIES*

In August 2024, a 3-day business mission to Malaysia brought together 12 delegates from 10 companies, with the objective of exploring Malaysia's furniture industry and identifying new business opportunities.

Hosted by our Malaysian counterparts, the delegation visited factories and established valuable connections with several local companies during the trip.



# ROUNDTABLES & MARKET INSIGHTS WORKSHOPS



To support businesses in exploring new markets, SFIC hosted regular market insights workshops.

A sharing session highlighted key takeaways from the August 2023 India Trade Mission for members who were unable to attend, while fireside chats provided a deeper understanding of the nuances of doing business in one of Southeast Asia's booming economies, Indonesia. In addition, we held a Dubai D33 Economic Agenda Roundtable on exploring opportunities in Dubai's dynamic landscape



# DESIGN DEVELOPMENT

SFIC envisions Singapore as a global hub for urban living solutions, driven by innovation, sustainability, and design excellence. This vision aligns closely with the importance of design in the furniture industry, particularly in the context of urban living. As cities become more densely populated, the need for well-designed, multifunctional, and space-efficient furniture is paramount. SFIC champions design as a key driver in creating furniture that not only meets the functional demands of urban spaces but also enhances the quality of life through thoughtful, sustainable solutions.

By prioritising design, SFIC ensures that Singapore's furniture industry remains at the forefront of global trends, leading the way in sustainable urban living.

## DESIGN INNOVATION PROGRAMME

Supported by Enterprise Singapore (EnterpriseSG), DIP aims to foster partnerships between furniture brands/manufacturers and designers. The goal is to design, produce, and launch commercially viable urban living products and solutions that enhance the design capabilities of Singapore-based furniture manufacturers and brands through collaborations with both local and international designers.

In this second run, SFIC will be developing 20 projects focused on the themes of both urban living and sustainability. These projects will result in the development of 50 new collections by June 2025.



# URBAN LIVING SHOWCASE

The Urban Living Showcase 2024 opened to public visitors at the Asian Civilisations Museum (ACM) from August to September 2024, featuring designs from participating companies in SFIC's Design Innovation Programme (DIP). Following the Urban Living Showcase, a dedicated DIP showcase will be presented at FIND – Design Fair Asia at Marina Bay Sands in late September.





# SUSTAINABILITY

For today's furniture businesses, sustainability extends beyond design to every aspect of operations, including responsible sourcing, waste reduction, and lowering carbon footprints. As environmental concerns rise, global furniture players must adopt sustainable practices to meet regulatory demands and earn consumer trust. SFIC champions this industry-wide commitment, ensuring that businesses remain competitive and responsible in an increasingly eco-conscious market.

## SUSTAINABILITY MISSION – SHENZHEN / HONG KONG

The 3-day mission trip to Shenzhen and Hong Kong in July 2024 provided valuable insights into the latest trends in sustainable urban living.

Key findings included the Shenzhen Furniture Association's leadership in promoting design standards, SAIDE Testing's commitment to high quality standards, innovative smart living technologies from Aqara and Huawei Arkone, JEB Group's focus on sustainable design, and innovative furniture designs incorporating smart living solutions and sustainable materials.

The mission highlighted the growing importance of sustainability and innovation in urban living. The insights gained will be invaluable in promoting sustainable practices and fostering partnerships within the industry.



# SUSTAINABILITY REPORT

SFIC developed a sustainability report focusing on formaldehyde in loose furniture and components. The report provided research on the regulatory landscape, relevant certifications, and formaldehyde awareness among producers and consumers. It also offered an overview of the competitive landscape regarding the adoption of low formaldehyde products and included a brief guide on steps to achieve low formaldehyde emissions.

# CAPABILITY BUILDING AND TRAINING



As part of our commitment to building knowledge in sustainability and equipping our members with essential skills to meet the growing demand for eco-friendly practices, SFIC has organized a series of workshops, learning journeys, and expert sharing sessions. These initiatives empower participants to integrate sustainability into their business strategies, driving the industry towards a greener future.



# ENTERPRISE & HUMAN CAPABILITY DEVELOPMENT

The furniture industry has undergone significant transformation in recent years. Shifting consumer preferences and buying behaviours have led more furniture retailers and manufacturers to invest in e-commerce solutions to better serve their customers and mitigate sales risks. Additionally, the industry is increasingly adopting sustainable practices, with a focus on using recyclable and readily available materials.

To ensure the industry remains relevant and competitive, SFIC, through its training arm, SFIC Institute, is dedicated to offering essential training and upskilling opportunities. These initiatives are aimed at keeping pace with industry developments and equipping our professionals to meet the changing demands.

## CCP FOR FURNITURE INDUSTRY TALENT (CCP-FIT)

SFIC Institute and Workforce Singapore (WSG) introduced the CCP for Furniture Industry Talent. The programme is targeted at mid-career PMETs who are keen to join the furniture and other related industries (eg. Retail, Manufacturing and Material & Components Supply).

WSG's Career Conversion Programme for Furniture Industry Talent enables employers to hire and train new hires without relevant prior experience through a structured 6-month long On-the-Job Training (OJT) to facilitate their conversion into the furniture industry.



# **JOBS-SKILLS INTEGRATOR (JSIT) INITIATIVE**

The Jobs-Skills Integrator (JSIT) initiative is a new introduction to Singapore's training and placement ecosystem announced at Budget 2023.

As a key partner for JSIT Retail, SFIC Institute works with industry, training and employment facilitation partners to optimise training provision and job matching services for companies and individuals. Taking a pre-emptive approach to reskilling workers, we have organised industry dialogues, a career fair and customised projects for companies, helping to aggregate manpower and skills demand, activate supply of training, and help match skilled workers to jobs.

# **NATIONAL SILVER ACADEMY (NSA)**

SFIC Institute has partnered with National Silver Academy (NSA) to promote active aging in Singapore through a series of hands-on carpentry courses that are carefully designed to engage seniors in craftwork while exposing them to how the furniture industry work. Some examples of courses we have are Designing using CNC and Furniture Making.



# INDUSTRY ENGAGEMENT

In addition to our key focus areas, we have actively engaged the industry through numerous initiatives designed to connect our members and provide valuable networking opportunities. These engagements have fostered collaboration, knowledge sharing, and strengthened the ties within our community, enabling members stay informed and competitive in the evolving market.

## CORPORATE EVENTS

### SFIC 42ND ANNUAL GALA DINNER: A GILDED AFFAIR

Our 42nd Annual Gala Dinner in November 2023 brought together our valued members, partners and friends of the furniture and lifestyle industry. Held at the iconic Orchard Conrad, the event was a perfect blend of glamour, networking, and recognition.

We were privileged to welcome our distinguished patron, Senior Minister of State (SMS) for Ministry of Foreign Affairs and Ministry of National Development Ms Sim Ann, as the Guest-of-Honour. The evening concluded with the inaugural Sol Awards, where SMS Sim Ann presented the prestigious trophies to our industry's worthy winners.



## **HANDOVER OF AFIC CHAIRMANSHIP TO THAILAND**

On January 27, 2024, the 42nd ASEAN Furniture Industries Council (AFIC) Conference convened in Bangkok with the full attendance of all 8 constituent member countries.

This event also marked a momentous chapter as Singapore gracefully transferred the 2-year AFIC Chairmanship and Secretariat of AFIC to Thailand.



## **CHINESE NEW YEAR 2024**

SFIC ushered in the Year of the Dragon at its annual CNY Luncheon with Guest-of-Honour and SFIC Patron, SMS Sim Ann, government agencies, fellow TACs, valued SFIC members and business associates joining in the celebration. The theme of the event was Sparking Prosperity through Collaborative Connection.

The event concluded with the introduction of new SFIC members and a heartwarming sing-along led by SMS Sim Ann and SFIC Exco Leaders to the familiar Chinese tune of 朋友 (Péngyǒu) by Emil Chau.



**BERT CHOONG BURSARY FUND**  
*CORPORATE SOCIAL RESPONSIBILITY*

We applaud Mr Bert Choong, pioneer in Singapore's furniture industry, for his philanthropic efforts in establishing the BertChoong Bursary Fund in February 2024.

This \$500,000 fund supports underprivileged students pursuing Diploma, Bachelor's, and Master's degree programs under the Faculty of Art and Design at Nanyang Academy of Fine Arts (NAFA), University of the Arts Singapore. It aims to benefit 220 students over 10 years.



**PLANT-A-TREE PROGRAMME**  
*CORPORATE SOCIAL RESPONSIBILITY*

SFIC Executive Committee Members and SFIC Advisor, Ms Chew Mok Lee, gathered at Springleaf Nature Park for our Plant-a-Tree Programme in July 2024. With the support of NParks, we planted 17 trees, each symbolising our commitment to sustainability and growth in the furniture industry.

This event is part of the OneMillionTrees movement, aiming to plant a million trees across Singapore over the next decade. This initiative supports the Singapore Green Plan 2030 and works towards transforming our city into a greener, more sustainable place.



## **SOL AWARDS 2023**

Originally incepted as the Singapore Furniture Industry Awards (SFIA) from 2003 to 2013, the SFIC brought back the Awards to honour outstanding industry individuals and enterprises who have made significant contributions to the furniture industry in Singapore.

Rebranded as the SOL awards, we aimed to cast timely spotlight onto companies and individuals who are steadfastly and relentlessly bettering themselves. Those that have served as beacons of inspiration like the Sol (also referred to as the sun in several languages).

Guest-of-Honour and SFIC Patron, SMS Sim Ann, presented trophies to 14 deserving winners from 6 categories at SFIC 42nd Gala Dinner, recognising all for their achievements and dedication to their craft.





**LIST OF SOL AWARDS WINNERS**

<b>All-Star Enterprise</b>	<b>Experiential Excellence</b>	<b>Innovation in Design</b>	<b>Outstanding Individual</b>	<b>Sustainability Leaders Recognition</b>	<b>New Entrant Award</b>
Gold - Kingsmen Creatives Ltd	Gold – Scanteak Singapore	Gold – Superstructure Pte Ltd	Eleanor Toh – Build Built Pte Ltd	Matex International Ltd	LFA Studio Pte Ltd
Silver - Redwood Interior Pte Ltd	Silver – Commune Lifestyle Pte Ltd	Silver – Sam & Sara Holdings Pte Ltd	Chan Wai Mun - Danovel Pte Ltd		
Bronze - Grandwork Interior Pte Ltd	Bronze – Sam & Sara Holdings Pte Ltd	Bronze – KR+D   Kingsmen Design Pte Ltd	Elaine Thng - Four Star Industries Pte Ltd		

“We are truly honored to be recognised, and it is a privilege to receive the ‘All-Star Enterprise’ Gold award. These are exciting times for us and we look to what the future holds, and the new experiences we can create!”

**Andrew Cheng, Group CEO of Kingsmen Creatives**  
*Gold award recipient for All-Star Enterprise*

“This award is a great motivation for us to continue contributing to the architectural visions of our furniture industry for generations to come.”

**Emily Sim, Co-Founder of Superstructure**  
*Gold award recipient for Innovation in Design*

“This Gold Award affirms our dedication to creating memorable experiences for our customers, from the first visit to many years after their purchase.”

**Jamie Lim, CEO of Scanteak**  
*Gold award recipient for Experiential Excellence*

# SFIC LEADERSHIP

## PATRON



**MS SIM ANN**  
*SENIOR MINISTER OF STATE*  
*MINISTRY OF FOREIGN AFFAIRS AND MINISTRY OF NATIONAL DEVELOPMENT*

## ADVISOR



**MS CHEW MOK LEE**  
*ENTERPRISE FELLOW*  
*ENTERPRISE SINGAPORE*

## PRESIDENT



**MR PHUA BOON HUAT**  
*DIRECTOR*  
*ALPHALEAP CONSULTING PTE LTD*

## SFIC LEADERSHIP

## PRESIDENTIAL ADVISORS



**MR TONY LIN**  
*PRESIDENT*  
*EUROSA FURNITURE*  
*CO (PTE) LTD*



**MR JAMES KOH**  
*EXECUTIVE CHAIRMAN*  
*& CEO*  
*KODA LTD*



**MR CHOO YONG FEE**  
*PRESIDENT*  
*CHENG MENG*  
*FURNITURE GROUP*  
*(PTE) LTD*



**MR BERT CHOONG**



**MR ANDREW NG**  
*BUSINESS ADVISOR/*  
*CONSULTANT*



**MR JAMES GOH**



**MR ERNIE KOH**  
*EXECUTIVE DIRECTOR*  
*KODA LTD*



**MR MARK YONG**  
*EXECUTIVE DIRECTOR*  
*EWINS PTE LTD*

## **SFIC LEADERSHIP**

### **VICE PRESIDENTS**



**MR STEVEN CHEW**  
*EXECUTIVE DIRECTOR*  
*SITRA GLOBAL PTE LTD*



**MR KENNY KOH**  
*GROUP MANAGING DIRECTOR*  
*STAR FURNITURE PTE LTD*



**MR JAKE TAN**  
*DIRECTOR*  
*ADMIRA PTE LTD*



**MR JOSHUA KOH**  
*CEO*  
*COMMUNE LIFESTYLE PTE LTD*

## **SFIC LEADERSHIP**

### **HONORARY TREASURER**



**MR GAN SHEE WEN**  
*GROUP VP, SALES &  
MARKETING  
KODA LTD*

### **HONORARY SECRETARY**



**MR MARCUS WONG**  
*DIRECTOR  
DANOVEL PTE LTD*

### **ASSISTANT HONORARY TREASURER**



**MS JAMIE LIM**  
*REGIONAL  
MARKETING DIRECTOR  
HAWAII FURNISHING PTE LTD*

### **ASSISTANT HONORARY SECRETARY**



**MS EMILY SIM**  
*BUSINESS  
DEVELOPMENT LEADER  
N S TRADING PTE LTD*

## SFIC LEADERSHIP

### EXECUTIVE COMMITTEE



**MR MARK YONG**  
*EXECUTIVE DIRECTOR*  
*EWINS PTE LTD*



**MR KADEN CHOA**  
*MARKETING DIRECTOR*  
*EXCEL HARDWARE*  
*PTE LTD*



**MS CELINE NG**  
*FOUNDER, CREATIVE*  
*DIRECTOR*  
*FRACTION DESIGN*  
*PTE LTD*



**MS FION NG**  
*GENERAL MANAGER*  
*GRANDWORK*  
*INTERIOR PTE LTD*



**MR MELVIN CHONG**  
*EXECUTIVE DIRECTOR*  
*KONCEPT KREATION*  
*PTE LTD*



**MR DON LIM**  
*DIRECTOR*  
*RH DESIGN & BUILD*  
*PTE LTD*



**MR SAURABH**  
**MANGLA**  
*MANAGING DIRECTOR*  
*SAM & SARA HOLDINGS*  
*PTE LTD*



**MR KELVIN KWEK**  
*DIRECTOR*  
*SUNGEI EMAS PTE*  
*LTD*



**SFIC LEADERSHIP**



**CO-OPT MEMBERS**



**MR ZAK LO**  
*CEO*  
*FIRST SIGHT INTERNATIONAL*  
*PTE LTD*



**MR JERRY TAN**  
*MANAGING DIRECTOR*  
*JACO SINGAPORE PTE LTD*



**MR ERNIE KOH**  
*EXECUTIVE DIRECTOR*  
*KODA LTD*



**MR JOHANES**  
**KURNIAWAN**  
*DIRECTOR*  
*IVENA INTERNATIONAL PTE LTD*



**MS XU XUE TING (TILL 7 FEBRUARY 2024)**  
*GROUP CORPORATE &*  
*RETAIL DIRECTOR*  
*STAR FURNITURE PTE LTD*



# FUNCTIONAL COMMITTEE

## 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, Director, Admira Pte Ltd

### Contract Manufacturing Cluster

*Chair*

Ms Fion Ng, General Manager, Grandwork Interior Pte Ltd

### Design Cluster

*Advisor*

Ms Emily Sim, Business Development Leader, N S Trading Pte Ltd

*Chair*

Ms Celine Ng, Founder, Creative 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



## **FUNCTIONAL COMMITTEE**

### **Materials, Components & Services Cluster**

#### *Chair*

Ms Emily Sim, Business Development Leader, N S 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, N S 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, 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

## **FUNCTIONAL COMMITTEE**

### **Corporate Events**

#### *Chair*

Mr Melvin Chong, Executive Director, Konzept Kreation Pte Ltd

### **SFIC Young Leaders Chapter**

#### *Advisor*

Mr Jake Tan, Director, Admira Pte Ltd

#### *Chair*

Mr Kaden Choa, Marketing Director, Excel Hardware Pte Ltd (till 18 June 2024)

Ms Celine Ng, Founder, Creative Director, Fraction Design Pte Ltd (from 19 June 2024)

### **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*

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, N S 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

#### *Member*

Mr Bert Choong

## **REPRESENTATION TO OTHER ORGANISATIONS**

### **ASEAN Furniture Industries Council**

#### *Chairman*

Mr Mark Yong Executive Director, Ewins Pte Ltd (till 27 January 2024)

#### *Secretary General*

Mr Jake Tan, Director, Admira Pte Ltd (till 27 January 2024)

#### *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

### **Specialist Trade Alliance Singapore (STAS)**

#### *Member*

Mr Don Lim, Director, RH Design & Build Pte Ltd

## **FUNCTIONAL COMMITTEE**

### **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

### **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 (till 30 November 2023)

Ms Emily Sim, Business Development Leader, N S Trading Pte Ltd (from 1 December 2023)

### **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 Retail & Wellness Technical Committee**

*Member*

Mr Gan Shee Wen, Group VP, Sales & Marketing, KODA Ltd

### **Committee Against Profiteering**

*Member*

Mr Ernie Koh, Executive Director, KODA Ltd

### *SFIC Trustees*

Mr Andrew Ng

Mr James Koh Executive Chairman & CEO, KODA Ltd

Mr Bert Choong

Mr Choo Yong Fee, President, Cheng Meng Furniture Group (Pte) Ltd

# GROUP SECRETARIAT TEAM



## **GROUP**

Ms Shermaine Ong, Group Executive Director

Ms Annie Toh, HR & IT Director

## **Industry Development, SFIC**

Mr Jason Tan, Assistant Director

Ms Clarie Tan, Assistant Manager

Ms Kimberlin Cheng, Senior Executive, Business Development

## **Sustainability, SFIC**

Mr Adriane Lee, Director

## **Communications, Events & Design, SFIC**

Mr Gabriel Lim, Director, Corporate Communications & Design

Ms Marlina Khairuddin, Senior Executive, Marcomms & Events

## **Finance, HR & IT, SFIC**

Ms Eilis Yong, Manager

## **IFFS**

Ms Lee May Ling, Project Director

# GROUP SECRETARIAT TEAM

## SFIC INSTITUTE

Mr Dominic Ng, Chief Executive Officer

## Business Development

Mr Raymond Tuan, Business Development Manager

## Executive Training & Development

Mr Benjamin Chai, Senior Manager, Operations & Consulting

Mr William Yap, Training & Quality Manager

Mr Vincent Li, Course Consultant

Mr Daniel Chu, Consultant and Training Compliance Manager

## Learning & Development

Ms Novell Tang, Head

Ms Jayleen Lee, Admin Executive

## Digital & Marcom

Ms Cheryl Foo, Assistant Manager

Ms Valerie Ng, Design, Marketing and Project Executive

## Finance

Ms Wendy Yee, Executive

Ms Serene Yong, Executive