

**FOR IMMEDIATE RELEASE**

**MEDIA RELEASE**

9 NOVEMBER 2024

**SINGAPORE FURNITURE INDUSTRIES COUNCIL (SFIC) APPOINTS  
JOSHUA KOH AS NEW PRESIDENT AND UNVEILS  
2024/2026 EXECUTIVE COMMITTEE**

*Mr Joshua Koh is set to chart SFIC's path towards continued growth and transformation in the industry; focused on innovation, sustainability and building capabilities.*

The Singapore Furniture Industries Council (SFIC) is pleased to announce the appointment of Joshua Koh, CEO of Commune Lifestyle Pte Ltd (Commune), as its new President.

A visionary third generation leader, Joshua brings extensive industry experience and a forward-thinking approach that aligns with SFIC's mission to position Singapore as a leader in sustainable urban living and resilient business practices.

Under Joshua's leadership, Commune has expanded to nearly 50 stores across China and Asia, seamlessly integrating eco-conscious design with digital innovation to create immersive, customer-centric retail environments that redefine modern living. His expertise will now guide SFIC in championing sustainable practices, fostering creativity and strengthening Singapore's furniture industry on the global stage.

**A New Era of Sustainable Growth and Global Expansion**

Building on SFIC's strategic roadmap, Joshua and the newly appointed 2024/26 Executive Committee will focus on three key pillars: sustainability, capability building and

innovation to extend the industry's global reach. SFIC aims to drive digital transformation within the sector, advance workforce development and forge new international partnerships, empowering the Singapore furniture sector to seize growth opportunities across the region and beyond.

"It is an honour to lead SFIC at this pivotal time. With the collective expertise of our Executive Committee and the continued support of SFIC members and predecessors, I am committed to advancing sustainable growth, innovation and resilience. Together, we will establish Singapore as a beacon for sustainable urban living and global furniture design", said Joshua.

SFIC extends its heartfelt appreciation to outgoing President, Mr Phua Boon Huat, whose dedication and visionary leadership have laid a robust foundation for the new team. His on-the-ground engagement with members, keen understanding of industry needs and strategic cross-sector collaborations have driven impactful initiatives such as the SFIC Furniture Sustainability Programme and established global connections that open new doors for growth. His legacy offers a powerful platform for the next Executive Committee to build on and advance SFIC's mission.

For the list of SFIC 2024/2026 Executive Committee members, please refer to [Annex A](#).

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For more information or request for media interviews, kindly contact:

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## **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.

Visit [www.singaporefurniture.com](http://www.singaporefurniture.com) for more information.

**SFIC 2024/2026 Executive Committee**

**Presidential Advisor:**

Mr Mark Yong (Executive Director, Ewins Pte Ltd)

**Immediate Past President:**

Mr Phua Boon Huat (Director, AlphaLeap Consulting Pte Ltd)

**President:**

Mr Joshua Koh (Chief Executive Officer, Commune Lifestyle Pte Ltd)

**Vice Presidents:**

Ms Jamie Lim (Regional Marketing Director, Hawaii Furnishing Pte Ltd)

Mr Jake Tan (Director, Admira Pte Ltd)

Mr Gan Shee Wen (Vice President, Group Sales & Marketing, Koda Ltd)

Mr Marcus Wong (Director, Danovel Pte Ltd)

**Honorary Secretary:**

Ms Emily Sim (Business Development Director, NS Trading Pte Ltd)

**Assistant Honorary Secretary:**

Ms Celine Ng (Director, Fraction Design Pte Ltd)

**Honorary Treasurer:**

Mr Melvin Chong (Executive Director, Konzept Kreation Pte Ltd)

**Assistant Honorary Treasurer:**

Mr Saurabh Mangla (Managing Director, Sam & Sara Holdings Pte Ltd)

**Committee Members:**

Ms Fion Ng (General Manager, Grandwork Interior Pte Ltd)

Mr Johanes Kurniawan (Director, Ivena International Pte Ltd)

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

Mr Steven Chew (Executive Director, Sitra Global Pte Ltd)

Mr Kenny Koh (Group Managing Director, Star Furniture Pte Ltd)

Mr Kelvin Kwek (Director, Sungei Emas Pte Ltd)

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