

## **Senior Minister Goh applauds Singapore Mozaic showing at Salone Internazionale del Mobile 2009 in Italy**

**MILAN, Italy, 24 April 2009**, – Singapore's Senior Minister, Mr Goh Chok Tong visited the prestigious Salone Internazionale del Mobile 2009 in Milan, Italy on Wednesday. He visited the show to lend support for the Singapore contingent representing the country's furniture industry at the event under the collective brand, Singapore Mozaic.

SM Goh was received by Mr Andrew Ng, President of the Singapore Furniture Industries Council and accompanied by representatives from Singapore government agencies. Together, they toured the Singapore pavilion and viewed the quality displays by the six local companies that are holding Singapore's name up high under the Singapore Mozaic umbrella – they are brand ambassadors **Air Division Pte Ltd, Getz Bros & Co (S) Pte Ltd, Koda Ltd, Office Planner Pte Ltd** and **Star Furniture Industries Pte Ltd** as well as **Exit Design**.

An initiative by the Singapore Furniture Industries Council (SFIC), Singapore Mozaic is a B2B industry furniture brand supported by International Enterprise Singapore (IE Singapore) and SPRING Singapore. It aims to showcase Singapore furniture's finest and to enhance global recognition of the quality, design, reliability and value offered by Singapore's furniture companies so as to gain greater market share worldwide.

SM Goh also had a series of lively discussions with the representatives of the six Singapore exhibitors at the fair whose participation is supported by the International Marketing Activities Programme (IMAP) from International Enterprise Singapore (IE Singapore).

He was also given a quick overview of the works by six of Singapore's rising design companies - **1degOFF design playgroup**, **d.lab™**, **Jarrod Lim Design**, **Air Design Group**, **Outofstock** and **Studio JUJU**. These companies are exhibiting at Salone Satellite, an annual showcase for new designs and ideas by young architects and students of industrial design with the support of the Overseas Promotion Partnership Programme (OPPP) by DesignSingapore Council.

Said Mr Andrew Ng: "I am glad that Singapore furniture companies and our young designers are leveraging on important international platforms such as Salone Internazionale del Mobile to reach out to a bigger, global audience and thus, increase Singapore's profile as reputable furniture player in the international market".

SM Goh's visit is a strong testimony for the local furniture industry and an endorsement of its efforts to expand internationally. The positive encouragement he has given to the Singapore Mozaic ambassadors and furniture designers while on his visit to Salone Internazionale del Mobile has given the industry a positive fillip.

For more information, please visit [www.singaporefurniture.com](http://www.singaporefurniture.com) and [www.singaporemozaic.com](http://www.singaporemozaic.com)

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#### **About Singapore Furniture Industries Council**

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, 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. SFIC also organises the annual Furniture Design Award to spur trend-setting furniture designs from Asia. 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](http://www.singaporefurniture.com)

### **About Singapore Mozaic**

The Singapore Mozaic brand 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

### **About International Enterprise Singapore (IE Singapore)**

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economic wing.

Its mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and its "3C" framework of assistance - Connections, Competency, Capital, IE offers services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, IE works to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies.

[www.iesingapore.com](http://www.iesingapore.com)

### **About SPRING Singapore**

As the agency for enterprise development, SPRING Singapore aims to enhance the competitiveness of enterprises to develop a strong base of dynamic and innovative Singapore enterprises.

We help to nurture a pro-business environment, facilitate the growth of industries and enhance innovation and enterprise capabilities of small and medium enterprises for better access to markets and business opportunities.

As the lead agency for the furniture sector, SPRING Singapore helps furniture manufacturers to build on their strengths and tap opportunities presented by emerging global trends. Our vision is to develop Singapore into an International Furniture Hub where value-added functions like headquarters, design and branding are anchored.

[www.spring.gov.sg](http://www.spring.gov.sg)

### **About DesignSingapore Council**

The DesignSingapore Council formed in August 2003 as a department within the Ministry of Information, Communications and the Arts, is the national agency for promotion and development of Singapore design.

As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multidisciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets

[www.designsingapore.org](http://www.designsingapore.org)

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