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1) The biggest Problem Facing Independent Furniture Retailers Is...

- Competition from mass merchants
- Proliferation of factory owned stores
- Delivery and supply chain issues
- Product quality and repair issues
- Low price points for imported goods
- Problems hiring qualified employees
- Other issues (see comments below)

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Singapore Furniture Companies To Show In Dubai

Monday, October 20, 2008

By: *Furniture World Magazine* [Print Page](#) | [Send This Article By E-mail](#) | [Click to Review](#)

Singapore Furniture Industries Council (SFIC) announced that it will be leading a Singapore contingent to the prestigious Index Dubai, the UAE's premier furniture and interiors event, from 3 to 7 December 2008.

This year, a total of 12 companies will be participating at the Singapore Pavilion at Index Dubai, showcasing a wide range of furniture in a variety of styles, from contemporary to classic furniture. These companies are Ewins Pte Ltd, Richin Furniture Decor Pte Ltd, Zhaplin Work Pte Ltd, Chaplin Design Pte Ltd, Power Foam (S) Pte Ltd, HybridMatter LLP, Sitra Holdings (International) Ltd, Getz Bros & Co (S) Pte Ltd, Eurosa Furniture Co (Pte) Ltd, Classique Furnishings Pte Ltd, Urban Object Creation Pte Ltd and Prestige Lifestyle Pte Ltd. In particular, visitors can look forward to exciting, new-to-market collections from design-led companies such as HybridMatter, Getz Bros and Zhaplin. Furniture firms with strong focus on product innovation like Ewins and Sitra will also be showcasing their comprehensive range of furniture fittings and outdoor furniture.

This year's showing also marks the debut of Singapore Mozaic at Index Dubai. Singapore Mozaic is the Singapore furniture industry brand that brings together a group of successful furniture companies bound by principles such as agility in the workplace, vibrancy in furniture design and products, forward-looking business practices and transparency in the workplace. After a successful showing at other international shows such as International Furniture Fair Singapore and Salone Internazionale del Mobile at Milan, Singapore Mozaic looks to expand its international reach to the UAE and beyond at Index Dubai. Singapore Mozaic ambassadors such as Richin, Sitra Holdings, Getz Brothers, Eurosa Furniture and Ewins will be showcasing their furniture collections under the Singapore Mozaic branding.

This is the seventh time that Singapore furniture companies are participating in Index Dubai. Occupying 436 sqm this year, the size of the Singapore Pavilion has increased 60 per cent from last year's fair, making it the largest-ever local booth at Index Dubai.

Mr Andrew Ng, President, SFIC, said, "As a world-renowned fair, Index Dubai is an excellent platform for the Singapore furniture industry to reach out to the Middle-Eastern market. The fair has always brought about many new business opportunities and helped our Singapore exhibitors cultivate valuable contacts in the global furniture industry. The introduction of Singapore Mozaic at this year's Index Dubai will also serve to highlight our members' unique capabilities and strengths to an even wider audience. Following our success at the fair last year, we are hopeful that our Singapore contingent will see even better results at Index Dubai 2008. "

At the conclusion of the fair in 2007, the Singapore contingent had garnered on-spot sales of S\$1.9 million, with sales of S\$3.3 million under negotiation and S\$4.5 million in expected sales over the 12 months following the trade fair.



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More room needed to show a wider selection of the Prestige and Matrix Collection gliders.

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This year, a total of 12 companies will be participating at the Singapore Pavilion at Index Dubai, showcasing a wide range of furniture in a variety of styles.

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Woodruff will have primary responsibility for driving results for Furniture.com clients and new business development.

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Would you rather follow someone who is constantly preaching failures and bad

Your Comments :

The participation of Singapore companies in Index Dubai is supported by IE Singapore and SPRING Singapore.

For more information on SFIC, visit www.singaporefurniture.com.

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