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AFIC AND SFIC TO JOINTLY ORGANISE TRADE MISSION TRIP TO INDONESIA
Trip to serve as a platform for sharing and exchanging ideas with regional counterparts
as well as to promote intra-ASEAN trade.

SINGAPORE, 22 May 2013 – The ASEAN Furniture Industries Council (AFIC) and Singapore Furniture Industries Council (SFIC) will be jointly organising a trade and investment mission trip for a contingent of 31 trade delegates from 20 companies across four ASEAN countries including Malaysia, Singapore, Philippines and Vietnam from 27th May to 1st June 2013. The contingent will visit furniture manufacturing and retail hubs of Semarang, Jepara, Yogyakarta and Bali in Indonesia.

Indonesia, a country rich in a diversity of natural resources, supports a vibrant furniture and hardware industry that has reached \$2.2Billion USD in 2011 (ASMINDO). Indonesian furniture has been traditionally recognised for its quality and widely sought after worldwide. As the world's leading supplier of resources, partnerships with Indonesia will be an invaluable asset to its ASEAN counterparts for raw material sourcing. Indonesia's competitive advantages include a workforce of skilled personnel, a strategic location spanning several vital sea transportation routes as well as a large domestic market which has recently seen a growth of Indonesia's middle class. This mission trip aims to spark off potential collaboration between ASEAN and Indonesian furniture companies, allowing both countries to mutually benefit from vast network of contacts and shared expertise.

Supporting a large pool of skilled personnel, Indonesia has also set itself as a manufacturing base for furniture companies around the world. Traditionally a strong export market for furniture, the growth of Indonesia's middle class coupled with increased purchasing power is also presenting great potential for furniture retailing in Indonesia.

The trip will serve as an instrumental platform for ASEAN companies to not only develop business networks, but also gain first-hand industry information of the market in Indonesia. Given the growth in competition within the global economic landscape, there is a need to strategically position ASEAN companies by facilitating trade and investment. ASEAN, being a diverse region that thrives on interdependence and cooperation, presents boundless of opportunities for its member countries. Through knowledge sharing, the trip also aims to strengthen ties across ASEAN furniture industry members for continued partnerships and collaborations.

Mr. Ambar Tjahyono, Chairman of ASEAN Furniture Industries Council said, "ASEAN is rich in human resources and raw materials, with its member countries as some of the biggest exporters to the world. With globalisation and the rise of other international markets, it is important that ASEAN furniture industry members continue to work collectively and cohesively in order to compete in the world market. Through bilateral trade and investments, ASEAN members can tap on each other's strengths, and this trip to Indonesia will be a good opportunity for knowledge sharing amongst regional counterparts."

Mr. Ernie Koh, President of Singapore Furniture Industries Council added, "Indonesia has always been known for its vast amount of natural offerings and traditional handcraft techniques; this mission trip will be an excellent opportunity to explore its untapped potential. The increasing importance of design in the furniture market also gives rise to collaborative opportunities for our members to network with the local manufacturers and businessmen. We are honoured to be organising this trip with AFIC and I believe that this significant trade initiative will pave the way for new ventures and partnerships, ensuring continuous progress for the furniture industry in the region."

The list of delegates participating in this trip include: Dynamic Furniture Industries (M) Sdn Bhd (Malaysia), Intermulti Sdn Bhd (Malaysia), Kian Interiors Sdn Bhd (Malaysia), SSH Sdn Bhd (Malaysia), Zone Furniture Sdn Bhd (Malaysia), , Betis Crafts Inc (Philippines), Designs Ligna Inc (Philippines), San Jose Kitchen Cabinets (Philippines), Danovel Pte Ltd (Singapore), Green Furnishing Ptd Ltd (Singapore), Jaco Singapore Pte Ltd (Singapore), Koda Ltd (Singapore), Lignar Engineering (Singapore), Star Furniture Pte Ltd (Singapore),

UEC Pte Ltd (Singapore), Woody Antique House (Singapore), Scansia Pacific (Vietnam), and Woodland Joint Stock Company (Vietnam).

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About ASEAN Furniture Industries Council (AFIC)

ASEAN Furniture Industries Council (AFIC) was established in 1978 as a regional trade organization with the prime objectives of promoting the interests of the ASEAN furniture industries. AFIC currently comprises constituent members that represent the furniture industries of each ASEAN country and are certified by their respective ASEAN Chamber of Commerce and Industries or its equivalent.

Current AFIC members are: ASMINDO (Indonesia), Malaysian Furniture Industry Council (Malaysia), Myanmar Timber Merchants Association (Myanmar), Chamber of Furniture Industries of the Philippines (Philippines), Singapore Furniture Industries Council (Singapore), Thai Furniture Industry Club - Federation of Thai Industries (Thailand), and Handicraft and Wood Industry Association (HAWA) from Vietnam.

<http://www.aficfurn.com>

About Singapore Furniture Industries Council (SFIC)

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, Myanmar, 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.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments. It also manages the International Furniture Centre and organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and The Hospitality Show. 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

Issued by: Singapore Furniture Industries Council (SFIC)

Date: 22 May 2013

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