

- FACT SHEET -

SINGAPORE MOZAIC

What is Singapore Mozaic?

Singapore Mozaic is an industry programme jointly established by the Singapore Furniture Industries Council (SFIC) and is supported by International Enterprise (IE) Singapore as well as SPRING Singapore.

This B2B industry brand brings together a collection of successful Singapore furniture companies that offers a diverse portfolio of consumer, business and specially crafted furniture products. With the passion and commitment to improve how consumers worldwide live and work, brands under Singapore Mozaic delivers business with both passion and style.

Singapore Mozaic was officially launched in Singapore at the IFFS/AFS in March 2008 and subsequently showcased at Salone Internazionale del Mobile in Milan 2008, Index Dubai 2008 and imm cologne 2009.

What is the objective of the programme? What does it hope to achieve?

Singapore Mozaic was set up with the aim to bring together the finest in the Singapore furniture industry and provide an efficient and credible one-stop touch point for global buyers seeking the best and most competitive furniture products. On top of that, it ensures that all brands are bound together as a collective brand through Singapore Mozaic while maintaining their individual brand identity and vision concurrently.

On the global front, a strong and distinctive branding for the Singapore Furniture Industry will enhance recognition of the quality, design, reliability and value offered by local furniture companies. This will help to build on the reputation that we already have. The awareness created by strong branding will in turn increase demand for Singapore Furniture in the international arena, enabling local furniture companies to gain market share and move away from price competition posed by mass-produced furniture from developing countries. This will benefit both manufacturers and retailers.

With Singapore Mozaic developed in line with our country brand, the attractiveness of Singapore as a choice location for regional headquarters is enhanced. This will put us in good stead to face up to strong regional competition.

On the local front (Singapore context), Singapore Mozaic will help to rejuvenate the image of the furniture industry to show how dynamic and globalised it has become. The purpose for this is to attract new investments as well as fresh talent into the industry and to ensure a constant renewal of management and ideas in the industry.

Why the name Singapore Mozaic?

Singapore Mozaic represents the myriad of furniture products by Singapore furniture companies that together addresses the needs and expectations of customers all over the world. The “z” in Mozaic stands for “Zeal” - which translates to a passion and devotion for innovation, good designs, professionalism, service and high quality products.

What qualities does Singapore Mozaic stand for?

Singapore Mozaic encapsulates the essence of Singapore furniture as well as the attributes of Singapore furniture companies:

- Experienced management, skilled workforce and proven infrastructure help generate consistent, 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 marketplace 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

What are the benefits of being a Singapore Mozaic ambassador?

As an ambassador of Singapore Mozaic, the company would be profiled as a group of companies who rank amongst Singapore furniture's finest as well as the opportunity of being profiled in international and local furniture and business publications.

There are also openings to business opportunities through Singapore Furniture Industries Council's marketing and promotion blitz for expansion into relevant market, including direct mailers, information booths at major international furniture shows and business matching services. Members would also enjoy priority access to all customers' enquiries on Singapore furniture manufacturers and products. They too enjoy higher individual company profiles due to the marketing of the Singapore Mozaic brand.

Hence in short, the ambassadors of Singapore Mozaic can gain maximum mileage for its own marketing efforts through the activities planned for the Singapore Mozaic brand.

Singapore Mozaic also allows furniture companies in Singapore to strengthen the core attributes of the local furniture industry, leveraging on the Singapore “brand” name, which is synonymous with reliability and credibility.

What is the process and criteria one needs to take to go through to become an ambassador?

Companies which are selected to be part of the Singapore Mozaic brand must adhere to a strict criteria and guidelines in order to be considered as ambassadors under Singapore Mozaic

To qualify as a Singapore Mozaic Brand Ambassador, a company must be a member of the Singapore Furniture Industries Council.

A Singapore Mozaic Brand Ambassador must also be a Singapore-registered company with at least 30% Singaporean equity stake, having its own products and brand name. In addition to the above criteria, the brand ambassador must possess strong corporate fundamentals and adopt good ethical business practices.

However, companies should also note that SFIC reserves the rights to invite any other members who may not fulfil all the qualifying set of criteria to join as a Singapore Mozaic member.

Who are the brand ambassadors for Singapore Mozaic?

There are currently 34 brand ambassadors:

No.	Company
1	Abitex Designs (S) Pte Ltd
2	Air Division Pte Ltd
3	Anthony Furnisshen Pte Ltd
4	Barang Barang Pte Ltd
5	Benel Singapore Pte Ltd
6	Buylateral Group Pte Ltd
7	Cellini Design Center Pte Ltd
8	Design Tray Interior (S) Pte Ltd
9	Dionic (S) Pte Ltd
10	Eurosa Furnitue Co (Pte) Ltd
11	Ewins Pte Ltd
12	Four Star Industries Pte Ltd
13	Getz Bros & Co. (S) Pte Ltd
14	Haleywood Industries Pte Ltd
15	Harvest Link International Pte Ltd
16	Home of Homes Furniture Pte Ltd
17	HTL International Holdings Ltd
18	Kingsmen Projects Pte Ltd
19	Koda Ltd
20	Lam Chuan Import-Export Pte Ltd
21	Lorenzo International Ltd
22	MLC Marketing Pte Ltd
23	Nobel Design Holdings Ltd
24	Office Planner Pte Ltd
25	Outdoor Living Pte Ltd
26	Richin Furniture Décor Pte Ltd
27	Seng Kwong Furniture Company
28	Sitra Holdings (International) Limited
29	Star Furniture Industries Pte Ltd

30	Suncoast Sitra Pte Ltd
31	TAK Products & Services Pte Ltd
32	The Life Shop Pte Ltd
33	Univonna Pte Ltd
34	Urban Foundry Pte Ltd

How many Singapore Mozaic ambassadors are exhibiting at IFFS/AFS 2009?

There are a total of 24 Singapore Mozaic ambassadors exhibiting at IFFS/AFS 2009, the largest contingent so far under Singapore Mozaic to participate in international furniture fairs.

These companies are established furniture companies who have managed to make a mark in the industry and are companies that exhibit the unique characteristics of local furniture design. The exhibiting companies also have strong presence overseas with their brands and products already sold in various markets overseas.

Are there plans to include other brand ambassadors? If yes, how will the recruitment be done?

The recruitment of Mozaic brand ambassadors is an ongoing process. Interested companies may approach SFIC or visit <http://www.singaporemozaic.com> for more details on the application process.

What is the relevance of this brand in such economic times?

In this economic climate, establishing trust between buyers and suppliers is important and as such having an industry brand such as Singapore Mozaic facilitates stronger trust towards the Singapore furniture trade.

Extravagance is not something to be encouraged during such economic times but for buyers with a discerning eye, they would turn to Singapore Mozaic for its aesthetically pleasing products and competitive pricing.

The range of furniture solutions extend from classical to contemporary to iconic-design pieces, from interior to outdoors, catering from oriental to international design requirements/taste to match varied requirements from across the world. This offers buyers a varied choice to suit their needs and tastes while ensuring that they keep to a healthy buying budget.

Furthermore, these leading furniture companies from Singapore have, over the years, won international accolades and awards for design and product excellence, and have gained international recognition with buyers from across the world.