

About Mr Desmond Tan**Mr Desmond Tan**

Minister of State, Prime Minister's Office

Deputy Secretary-General of NTUC

Mr Desmond Tan is the Deputy Secretary-General of NTUC since 30 June 2022.

As Group Director of the NTUC Training and Transformation Group, Mr Desmond Tan oversees NTUC's Transformation Office and the NTUC Training & Placement ecosystem, which comprises the NTUC Industry Training & Transformation Department, NTUC's e2i (Employment and Employability Institute), NTUC LearningHub and the Ong Teng Cheong Labour Leadership Institute (OTCi). He is also the Executive Secretary of the Singapore Industrial and Services Employees' Union (SISEU) and Advisor to the Supply Chain Employees' Union (SCEU).

Mr Desmond Tan is also Minister of State in the Prime Minister's Office since 13 June 2022. He is the Member of Parliament for Pasir Ris-Punggol Group Representation Constituency (Pasir Ris Central) since July 2020.

Prior to joining NTUC, Mr Desmond Tan served as the Minister of State for Home Affairs, and Sustainability and the Environment. He was also the Chief Executive Director (CED) of the People's Association (PA) where he led the community support effort during the COVID-19 pandemic. He spent 28 years in the military and held various key appointments in the Ministry of Defence (MINDEF) and the Singapore Armed Forces. These included Chief of Staff (General Staff), Director of Joint Operations, Chief Guards Officer and Director Public Affairs.

Mr Desmond Tan graduated from the University of Manchester, U.K. with a Bachelor of Engineering (Honours) in Aeronautical Engineering and holds a Masters in Business Administration from the Nanyang Business School. He enjoys sports and loves spending time with his family. He is married with 3 children.

About Mr Phua Boon Huat



Mr Phua Boon Huat

President, Singapore Furniture Industries Council

Director, SFIC Institute

Director, AlphaLeap Consulting Pte Ltd

Mr Phua Boon Huat has served in the SFIC Executive Committee since 2010 and has taken on several portfolios, including internationalisation, business innovation, human capital development and sustainability. He is also on the Board of Directors for the SFIC Institute.

By profession, Boon Huat is the Director of AlphaLeap Consulting Pte Ltd, a management consultancy focusing on partnering companies, especially within the furniture eco-system, to develop or improve their macro business strategies within the global context.

Prior to founding AlphaLeap Consulting, he had 13 years of experience within the furniture manufacturing sector.

Boon Huat is also currently managing the family's single-family office, where he actively seeks out venture start-up opportunities across different industries.

Boon Huat holds a Bachelor of Economics (Honours) Degree from the University of Newcastle, Australia and a Master of Business Administration Degree from the University of Adelaide, Australia.

About Mr Steven Chew



Mr Steven Chew

Vice President, SFIC

Chairman, SFIC Institute

Executive Director, Sitra Global Pte Ltd

An active player from the industry's second generation of leaders since 2002, Mr Steven Chew has been actively involved in the successful implementation of several key international marketing and local enterprise development programmes since 2002. Currently, he is the Vice President of the Singapore Furniture Industries Council as well as Chairman of SFIC Institute (SFIC's training and education arm to develop enterprise and human capital capabilities of the industry).

By profession, Steven is the Executive Director of Sitra Holdings (International) Limited, a leading brand-centric distributor of quality wood-based products and lifestyle outdoor furniture. He first joined the Sitra Group in 1999 and was in charge of overseeing the full spectrum of the sales, purchasing, distribution and marketing, operations, and finance functions of the Group. In 2009, he assumed his current designation and is responsible for the overall operations of Sitra Group in Singapore and globally.

About Mr Adrian Lo



Mr Adrian Lo

Precedent Partner, Soundzipper LLP

Adrian is responsible for leading the acoustical consulting team at Soundzipper LLP. He specializes in acoustics for musical spaces - recording studios, performance spaces and cinemas.

Adrian has successfully consulted for clients such as Far East Hospitality Group, Nobu Restaurant, SMRT Corporation, Singapore Institute of Management and the Singapore Air Force.

Most importantly, Adrian believes that acoustics should be accessible, easy and fuss-free. He provides clients with solutions that sound amazing and are deliverable within time and budget constraints.

In addition, Adrian has appeared on the TV show Apprentice One Championship Edition as an entrepreneur mentor.

Fact Sheet

SFIC

Website: www.singaporefurniture.com

Facebook: www.facebook.com/sgsfic

LinkedIn: www.linkedin.com/company/sfic

YouTube: www.youtube.com/sgsfic

Enquiries: sfic@singaporefurniture.com

SFIC Institute

Website: www.sficinstitute.edu.sg

Facebook: www.facebook.com/sficinstitute

LinkedIn: www.linkedin.com/company/sfic-institute

Instagram: www.instagram.com/sficinstitute

CCP Testimonials

Company Name: Soundzipper LLP

Staff Name: Shalynn Nicole Wee

CCP Program: CCP for Digital Operation Talent

My previous job roles are non-digital roles such as PR Manager/Sales related in the nightlife industry.

Currently, in Soundzipper, I am involved in the creation and regular posting of social media to market our company.

The CCP has benefitted me, particularly the Social Media Marketing and Social Media Management course. It helped me to identify the right social media marketing channels and learn how to develop a social media marketing plan. I learned how to plan and sustain social media content calendars and activities by developing a content calendar and deploying scheduling tools. In addition, learning how to manage day-to-day social media activities to grow our online communities, engage members, sustain relationships, and foster brand loyalty and advocacy. Most importantly, I learned how to create effective social media posts and how to create a strong brand to help my company build a social media presence.

Company Name: Studionorm

Staff Name: Khairul

CCP Program: CCP for Digital Operation Talent

My previous job scope mainly focused on product design in the hospitality industry. I was involved in projects from briefing stage to final fabrication of physical product.

Currently, I am in charge of spearheading new initiatives to launch new products through social media marketing and social media management. I have to be on the lookout for new and innovative ways to promote the company's service by utilising relevant emerging technology.

The CCP programme has given me a deeper insight on how to run a social media marketing campaign and understand why things are the way they are. It has exposed me to the different types of e-commerce platforms available in the market to suit different needs. It has provided me guidelines and tips on how to fully maximise a social media platform to fully reach my intended audience. General tips on the UI/UX side of things also helped in designing websites and interfaces from the available website creation services in the market.

Factsheet on Career Conversion Programme for Furniture Industry Talents

Major changes have taken place in the global economy over the past few years, many of which were accelerated due to the COVID-19 pandemic. New trends have been created against this backdrop, including changing consumer preferences and buying habits and also a greater emphasis on sustainability. The furniture industry has also profoundly been impacted as more furniture retailers and manufacturers invest in e-commerce solutions to meet their customers' needs and to diversify risks. The industry has also moved towards more sustainable production and with a greater adoption of recyclable materials.

2 With a target to benefit 280 individuals for a start, Workforce Singapore (WSG) will be launching a new Career Conversion Programme (CCP) for Furniture Industry Talents in February 2023. Managed by Singapore Furniture Industries Council (SFIC) Institute, this CCP supports the SFIC's 2025 industry roadmap which aims to position the Singapore furniture industry as nexus for tomorrow's work-life integration for sustainable urban-living. To grow and transform the furniture industry, a new pipeline of talents will be needed to be groomed over the coming years. As such, the CCP will complement business transformation and job redesign efforts as furniture companies convert traditional roles into enhanced, digital, or new roles that require reskilling of employees whose jobs are impacted.

3 Employers in the furniture industry can also tap on this CCP to hire and train new candidates who may not be a perfect fit for the role, including those looking to make a mid-career switch, as they may possess valuable skills and transferable experience that would be useful for furniture retailers and manufacturers. Those without relevant prior experience can benefit from a six-month structured on-the-job training¹ to facilitate their conversion into the furniture industry, and be reskilled with emerging skills such as data analytics and digital marketing that are necessary for the furniture industry.

4 This CCP is open to the furniture industry and also other related industries (eg. Retail, Manufacturing and Material & Components Supply).

5 The CCP operates under the following modalities:

- **Place-and-Train [New Hires]:** Train new hires with no prior relevant experience in their new roles to support the business growth.
- **Job Redesign (JR) Reskilling [Existing Employees]:** Targeted at companies that are undergoing business transformation, and where their existing employees are in jobs that have evolved. These employees will be reskilled to take on new job roles or redesigned job roles within the same company. These include emerging roles such as Environmental Sustainability, and also in job areas such as Brand Development, E-Commerce, Digital Marketing, Retail Operations, and Supply Chain.

¹ May be 100 percent on-the-job training or be complemented with external training if company does not have in-house expertise to deliver on-the-job training

Funding Support

Participating employers will receive the following funding upon fulfilling the necessary requirements:

	Standard Rate	Enhanced Rate (For Singapore Citizens aged 40 and above and/or have been unemployed for six months or more)	Requirement
PMET	Up to 70% of monthly salary for CCP training duration [Capped at \$4,000 per month]	Up to 90% of monthly salary for CCP training duration [Capped at \$6,000 per month]	Minimum fixed monthly salary of \$2,500 onwards
RnF			Minimum fixed monthly salary of \$1,850 onwards

Eligibility Criteria

Individuals

Locals who meet the following criteria may apply for the programme:

- Singapore Citizen or Singapore Permanent Resident.
- Minimum 21 years old.
- **[For New Hires]**
 - Graduated or completed National Service at least 2 years² prior at the point of application.
 - New job role trained for under the CCP should be substantially different from the previous job role, hence require reskilling for a career switch.
 - Must be newly hired (i.e. not more than 3 months) and offered a full-time employment contract on permanent terms or on contract terms that are no less than 12-months.
 - Must obtain CCP approval and commence OJT within the first three months of employment
- **[For Existing Hires]**
 - Employee to be reskilled must have had at least 1 year of working experience with the company at the point of application.
 - Meet employer selection criteria, where applicable.
 - Must not be previously enrolled into similar programme

Beyond the general eligibility criteria for the CCP, applicants should also **not** be:

² This will be counted from the date of graduation from the latest qualification, or date of completion of national service, whichever is later.

- Shareholders³ of the participating company or its related entities.
- Immediate ex-employees of the participating company or its related entities.
- Related to the owners⁴ of the participating company.

Employers

All participating companies must fulfil the following criteria:

- Registered or incorporated in Singapore.
- Able to offer employment directly related to the job⁵ which the programme is for, with remuneration that commensurate with the market rate.
- Ensure changes to the employee's job role are for a long-term/permanent basis.
- Commit to the On-the-Job Training (OJT) arrangements for the individual whom they have selected.
- Committed to work with WSG or its appointed partner on the necessary administrative matters related to the programme
- Must be able to offer a fixed monthly salary⁶ of:
≥\$1,850 for RnF
≥\$2,500 for PMET

More information and registration for the CCP can be done through WSG's Programme Partner SFIC Institute.

³ Does not apply to publicly traded shares in listed companies.

⁴ For non-publicly listed companies, refer to individuals with shareholding per ACRA profile.

⁵ Job roles need to be permanent full-time or at least a 12-month renewable contract.

⁶ Fixed Monthly Salary = Basic Monthly Salary + Fixed Monthly Allowances