



# Asian Furniture Leadership Award (AFLA) 2011

## Introduction Booklet

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## PART I: INTRODUCTION/PRELUDE

### **What is Asian Furniture Leadership Award (AFLA)?**

Asian Furniture Leadership Award (AFLA) is organised by *Furniture & Furnishing Export, International (FEI) incorporating Office & Contract International (OCi)* magazine. The event is managed by APS Media Group, a leading regional media company with offices in Singapore, Malaysia and China.

AFLA is conceived to serve three main objectives:

- to recognise excellence in the Asian furniture industry;
- to provide an opportunity for entrepreneurs to assess and review their leadership, management and operational standards;
- to inspire, motivate and create effective role models of excellence for other furniture entrepreneurs in the region.

We envision AFLA to grow into a major international event in the global furniture community.

### **How is AFLA different?**

First of all, AFLA is not unlike a certification programme. The similarity is that applicants will have to go through a set of scientific appraisals of a company's business and management systems. The AFLA standards are designed by a well known business professor with vast experience consulting large conglomerates and managing Asian operations of billion-dollar MNCs.

More than a certification programme, AFLA honours the cream de la cream of the furniture industry, beyond the attainment of basic pre-requisites.

AFLA is truly one of its kind. There is no other award programme in the region that honours the best business practices in the furniture industry specifically.

Some points to note:

- This award is dedicated exclusively to the furniture sector; no other businesses will be featured.
- Winners will enjoy extensive industry-wide marketing promotion up to one year after the results are announced. This is achieved via publicity through a portfolio of international media and exhibitions. This is significantly broader (geographically) yet targeted (industry) and prolonged (time) publicity than the one-time exposure offered by most general awards.
- The target audience are B2B professionals, not consumers. Winners' promotional materials will access their target markets reaching trade professionals such as retailers, wholesalers, distributors, importers, traders and architects, etc.
- Winners will also be promoted at 10 major international trade events, and company profiles and interviews will be seen by trade buyers at these fairs.

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## PART II: APPLICATION

### Who is eligible?

AFLA is open to companies that meet the following primary criteria. They should:

- Be furniture companies established in Asian countries,
- Have regional/international presence/ambition,
- Businesses in good state with healthy financials for three years preceding this application,
- Have a sound business and proper management system in place.

### What are the judging criteria?

The following form the foundation of the judging criteria:

- management and business strategies
- brand development and market strategies
- operational standards and systems
- human capital and development
- financial performance and wealth management

### What are the award categories and what do they mean?

In view of the tremendous support from Asia in the inaugural AFLA 2010, we expect to see more participants and eventual winners from the region this year.

The AFLA 2010 was two categories. This year, one category is added to better showcase winners in the specialised area they excel in.

- **Brand Excellence Award**

The Brand Excellence Award is awarded to an outstanding company that has built a stable, recognised and trusted brand name.

The main criteria:

- brand value,
- brand communication and awareness building,
- achievement of brand, and
- mind-sharing/mind positioning in the marketplace.

- **Management Leadership Award**

The Management Leadership Award is awarded to outstanding leaders that have exhibited exceptional leadership along with the institution of proper management systems and processes throughout the entire organisation.

The following form the basis of the judging criteria:

- management and business strategies
- brand development and market strategies
- operational standards
- human capital and development
- financial performance

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## What is the judging procedure and timeline?

### **1 June 2011**

Nomination/application open

### **Mid October 2011**

Nomination/application close

### **End October 2011**

Submission of completed questionnaire closes

### **Mid November 2011**

Shortlisted companies meet with judging panel

### **End November 2011**

Announcement of results

### **Mid December 2011**

Prize Presentation Ceremony cum Gala Dinner

## Who are the judges?

The key judges are:

### **1. Professor KC Chan (Chief Judge):**

A well known business professor who is based in Indonesia and Singapore, professor Chan has a strong background in consulting large conglomerates and managing Asian operations of billion-dollar MNCs, Professor Chan has solid experience in corporate restructuring and lecturing in universities around the world.

### **2. Mr. Byun Sang Joon**

Publisher, GAGU GUIDE

Chairman, KOREAN LIVING FURNITURE ASSOCIATION

### **3. Mr. Michael Buckley:**

International hardwood expert.

### **4. Mr. Brian Casey:**

President and Chief Executive Officer, HIGH POINT MARKET AUTHORITY

### **5. Mr. John JC Chan:**

Regional Director, SEA and Greater China, AMERICAN HARDWOOD EXPORT COUNCIL

### **6. Dr. Casey Loo:**

Founder / Programme Director, FURNITURE LEADERSHIP AWARD

Publisher / Editor-in-chief, FURNITURE & FURNISHING EXPORT INTERNATIONAL; OFFICE & CONTRACT INTERNATIONAL MAGAZINES

### **7. Mr. Takayoshi Nagashima:**

Executive Director/Chairman, INTERNATIONAL RELATIONS COMMITTEE OF JAPAN SPECIALIZED NEWSPAPERS ASSOCIATION

Vice President, JAPAN SPECIALIZED NEWSPAPER ASSOCIATION FEDERATION

Editor-in-Chief, THE HOME LIVING

President, AIK CO LTD

## Some points to note:

- The Award is not designed for only MNCs but also progressive SMEs.
- Factors such as company turnover and size may be taken into consideration but do not carry major weightage and do not form the overriding basis for judges' decisions.
- The Award committee recognises that as long as a company has good business values with sound management system in place, backed by a proven track record, it should stand a good chance to win, given the niche it fills.
- All information disclosed in the AFLA 2011 questionnaire and exchanges during the panel interview will be kept strictly private and confidential.
- The interview is not a test. It is a formal session for the judges to both verify and clarify information provided. In addition, it is also a valuable opportunity to exchange views and receive pointers or advice from the judges. To some, it would be an excellent consultation session from the judging panel.

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## PART III: EVENTUAL WINNERS

### **What benefits and entitlements do winners receive?**

Eventual winners are obligated to subscribe to the AFLA 2011 Winners' Promotional Package at US\$5,000.

The AFLA 2011 Winners' Promotional Package includes a list benefits and entitlements:

- A trophy and a certificate.
- 2 seats at the prize presentation ceremony cum gala dinner at the VIP area [Worth USD 300]
- Use of award logo for publicity purposes for three years from the date of receiving the award.
- Media publicity:
  - 1) One Full Page Full Colour advertisement in AFLA 2011 Gala Dinner Awards Guide - [Worth USD 900]
  - 2) Publicity in FFE magazine JAN-FEB 2012 issue
  - 3) One Full Page Full Colour advertisement in Special AFLA Award Supplement for distribution at 10 major international fairs (January-March 2012) - [Worth USD 3000]
  - 4) Publicity in FFE magazine MAR-APR 2012 issue
  - 5) Publicity on AFLA official website (1 year) - [Worth USD 900]
  - 6) One Full Page Company write-up in AFLA 2011 Gala Dinner Awards Guide - [Worth USD 900]
- Additional media promotion to the industry locally and worldwide via:
  - 1) Major local media,
  - 2) International furniture trade publications
- Distribution of the FFE/OCi magazine and Special AFLA Award Supplement to trade buyers at 10 major international trade exhibitions, including the following (not exhaustive):
  - 1) IMM Cologne
  - 2) Interiors Birmingham
  - 3) Malaysian International Furniture Fair
  - 4) Export Furniture Exhibition
  - 5) International Furniture Fair Singapore
  - 6) China International Furniture Fair (Phase I)
  - 7) China International Furniture Fair (Phase II)
  - 8) International Famous Furniture Fair (3F Dongguan)
  - 9) Shenzhen International Furniture Fair
  - 10) The Office Exhibition (Dubai)

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## **What is the FFE/OCi magazine about and how is it an effective marketing tool?**

### **FFE/OCi is**

- √ A trade B2B magazine
- √ For the export-import market
- √ Focused on finished furniture products
- √ Written in English
- √ Circulated worldwide
- √ Published bi-monthly in 6 print issues, with web and eBook versions simultaneously

### **Formats/platforms:**

- √ Print
- √ Online ([www.FurnitureAndFurnishing.com](http://www.FurnitureAndFurnishing.com), [www.OfficeAndContract.com](http://www.OfficeAndContract.com))
- √ eBook CD-ROM
- √ e-newsletter (50,000+ addresses bi-monthly)

### **Circulation:**

25,000 print copies per issue

Asia Pacific	53%
Europe	23%
Middle East	15%
Other regions	09%

### **Readership:**

Retailer/Department store/Specialty store	51%
Wholesaler/Distribution/Importer/Trader	24%
Association/Government agency/Manufacturer/others	15%
Interior designer/Decorator/Architect	10%

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## PART IV: MORE INFORMATION

For more information, please log on to [AFLA.apsmediagroup.com](http://AFLA.apsmediagroup.com)

### **ASIAN FURNITURE LEADERSHIP AWARD (ASIA) 2011 SECRETARIAT**

Dr. Casey Loo [International]  
Founder/Programme Director  
Tel: +65 62955908  
Eml: [CaseyLoo@TradePlanners.Com](mailto:CaseyLoo@TradePlanners.Com)

Ms. Liz Goh [Malaysia]  
Senior Manager  
H/P: +6017 232 0123  
Eml: [LizGoh@TradePlanners.com](mailto:LizGoh@TradePlanners.com)

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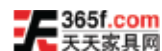
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