

**Memorandum of Understanding  
Between  
Seoul Design Foundation  
and  
Singapore Furniture Industries Council**

This Memorandum of Understanding (hereinafter referred to as “MOU”) is made and entered into by and between the Seoul Design Foundation and the Singapore Furniture Industries Council (hereinafter referred to as “the parties”) based on common understanding that design plays a key role in improving the quality of lives of the people, the parties agree on exerting all possible efforts for mutual benefits and development.

**1. Purpose**

The purpose of this MOU is to identify the official cooperative relationship of the parties and lays the foundation to foster and develop programs that further the mutual interest of the two organizations.

**2. Areas of Cooperation**

Pursuant to this MOU, the parties shall enhance cooperative relationship in various areas including the following:

- (a) Build the next generation design, arts and crafts through cultural exchanges.
- (b) Invigorate the design marketplace and industry focusing on furniture between Singapore and Korea
- (c) Encourage innovation and develop experiences in design including furniture for Smart City
- (d) Promote creative design industry and develop designer capabilities through design competitions and close cooperation
- (e) Create synergy between various design events to promote Asian talents via Seoul Design Week and SingaPlural – the anchor event of Singapore Design Week
- (f) Partner design institutions and scholars to promote furniture related activities


Prior to initiating any area of the cooperation above, the parties will negotiate and enter into a separate agreement, where appropriate, describing the terms and conditions in detail after communication and discussion through the official channel of the parties.

**3. Validity and Amendment**

- (a) This MOU shall be effective on and after the date of its signing by the authorized representatives of the two organizations.
- (b) This MOU may be modified at any time after written consultation between the parties.

The representative of the Seoul Design Foundation and the Singapore Furniture Industries Council sign on two copies of the MOU, and one copy is kept by each party.

**Seoul Design Foundation**



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29 June, 2016

**Singapore Furniture Industries  
Council**



**Ernie Koh**  
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