



Volume 2
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Dear CAPFA members

This is the 2nd CAPFA Furniture Focus newsletter. I believe that it's of utmost importance for all the members of CAPFA to keep the team. CAPFA meeting is the venue where we all can pitch in and share our experiences to shape our CAPFA in the future to come. The storm is coming. Its' going to hit hard without mercy.

We all have got to be ready. Your feet on the paddles. Hands on wheels. Eyes on the grindstone. Let's work as the region to with storm the turbulences together and leave no one behind.

Jirawat T. (Jiro)
Editor in chief



1. Next 14th CAPFA's General Meeting in Singapore.

Once again, CAPFA is organizing the 14th CAPFA's General Meeting in Singapore hosted by Singapore Furniture Association. (www.sfa.org). We hope that the member association will send in their representatives to join the meeting and make something happen this time. The meeting will be held on 28th August. We hope that this is the time of change and we are now responding to the changes that happen so quickly. We coincide the meeting with the Asia Pacific Furniture Fair (www.sfa.org.sg/view_event.php?event_id=25) in Singapore. The details and schedule of the meeting is (pdf) click here for download www.capfa-furniture.org

2. Furniture idea for fun

I have found this vdo on the youtube. It's quite fun and inspirational. Something to be reminded of when designing some piece of furniture.

Youtube weblink <http://www.youtube.com/watch?v=GRxvNhlS4V4>



3. ITTO report : The ITTO Tropical Timber Market (TTM) Report

ITTO report: The ITTO Tropical Timber Market (TTM) Report an output of the ITTO Market Information Service (MIS), is published in English every two weeks with the aim of improving transparency in the international tropical timber market. http://www.capfa-furniture.org/update%2017-8-10/ITTO_MIS_16-30_June_10.pdf



4. article: strategies for the new American Furniture Industries



North Carolina's traditional casegoods furniture industry, based on large, vertically integrated factories, is largely gone, with furniture manufacturing moving to offshore locations. Many experts claim that mass-produced casegoods furniture manufacturing is lost forever to U.S. companies, but savvy manufacturers could prove them wrong. Domestic businesses that follow a focused strategy combining strategic advantages with recent advances in design software, coupled with modern manufacturing methods, can reclaim market share and become leaders in the new furniture industry. This section examines the advantages of manufacturing in the United States and contrasts the traditional furniture industry with "the new furniture industry." The paper also introduces the important concepts of Modern Manufacturing Methods relevant to furniture manufacturing. The furniture Design/Build manufacturing approach as well as the key concepts of maximizing profit, balancing production with sales, and streamlining production-floor management. Last but not least, the Marketing strategies of the new, smaller furniture manufacturer will differ from the traditional mass production industry that builds today's imported furniture, including different business strategies for the new furniture industry. http://www.capfa-furniture.org/update%2017-8-10/strategies_for_the_new_american_furniture_industry.pdf



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