



9-12
MAR 2018

KUALA LUMPUR
CONVENTION CENTRE, MALAYSIA (KLCC)

Opening Hours **0930 - 1800**

Hup Chong Furniture Sdn Bhd

Hall 2, Booth 2-B01

Hup Chong Furniture, a manufacturer of solid wood bedroom furniture, is a 100 percent Malaysian-owned company that began operations in 2001. The company has established its reputation through its quality craftsmanship and reliability of service. It exports to the United States of America, United Kingdom, Canada, Australia and the Middle East. Alaska, the new bedroom range from Hup Chong Furniture, is a set that brings casual elegance into your home. The imported wood is American Pacific Poplar, complemented with a soft patina grey finish and matching pewter finished hardware. The solid wood is crafted in traditional stylings that features warm and comforting overture tones.



SPECIAL FEATURE

Blissful Slumber

Personalise your private sanctuary with these gorgeous bedroom sets for a europic escape from a fast-paced lifestyle.



Golden Life Upholstery Sdn Bhd

Hall 8, Booth 8-C02

Instituted in 2014 in the state of Johor, Golden Life Upholstery is taking the industry by storm with its upholstery furniture. Specialising in bedroom, dining and living room products, this young furniture producer is present in Philippines, the United States of America, Canada and Chile through its Business Partner programme, as it is expanding its export markets internationally. Golden Life Upholstery's latest bedroom collection showcases a peacock blue cushioned headboard and bed set. The soft quilted headboard and bed furnished with dark wood finishing exudes a muted flash of colour in any space it occupies. It embodies the ideals of modern luxury.

New PK Furniture Decor Sdn Bhd

Hall 8, Booth 8-C09

New PK Furniture Decor has more than 25 years' experience in manufacturing and exporters of wooden bedroom set to international. The latest bedroom set collection, Sirena - Model 2200, made from solid rubber wood and MDF (medium-density fibreboard) Veneer, features a simple yet elegant style with accents of gold on the furniture to construct a royal ambience. The inspiration behind the bedroom is the famous fairy tale "The Little Mermaid", which is the designer's daughters' favourite story.



Home Choice Sdn Bhd

Hall 5, Booth 5-B02

Home Choice is proud to present you with a rich and bold bedroom set, featuring an ageless aesthetic that withstands the test of time with its transitional style mixed in with traditional décor. A pronounced Empire silhouette of grandeur scale crafted over bard wood grains, every inch of the bedroom set is designed to perfection. From the beautifully sculptured aristocratic legs of the bed to the amaranthine traditional English design standard across all furnishings, the Grace collection is as gracefully delicate as its name suggests.

Value Plus Industries Sdn Bhd

Hall 4, Booth 4-B01

Ever since the world has fallen in love with sleek furniture pieces inspired from Scandinavian and Mid-Century Modern designs, the demand for wood-base furnishing options has increased tremendously, particularly for bedrooms. After all, nothing exudes a sense of tranquility more than warm wood tones. Supported by its innovative R&D division, each piece of furniture is designed with care, which caters to the various needs of modern consumers.



Novel Furniture Sdn Bhd

Hall 1, Booth 1-B06

Novel, one of the leading furniture manufacturers in Malaysia, emphasises on the quality of its furniture pieces, which are meticulously designed by its in-house designers. Featuring a harmonious balance between eastern and western elements, Novel's latest bedroom collection fuses warm vibes of the tropics with sleek, minimalist designs of the West to offer consumers the best of both worlds. The lighter wood tone of its surfaces allows users to personalise their bedroom through soft furnishings with ease, all while enjoying the peaceful aura that it exudes.



MTIB Professional Designers Programme



MTC Export to Asia Pavilion



Malaysian Furniture Creativity Awards



Free WiFi at Hall 1 - Hall 8



Buyers' Networking Night



Business Matching Session

REGISTER
EFE LIFETIME
QR CODE

ONLINE!

EFE is wholly owned by:

