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# MEDIA PUBLICATION

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Export Furniture Exhibition expands in 2018: Memorandum signing with KLCC in support of the continuing growth of Malaysia's furniture industry.



The Export Furniture Exhibition (EFE) 2017 concluded with a resounding success after an eventful four-day run from 8-11 March at the Kuala Lumpur Convention Centre (KLCC). The 13<sup>th</sup> Export Furniture Exhibition attracted 10,480 trade professionals from the furniture, interior design, and furnishing industries.

EFE continues to reinforce its position as an ideal business platform for the international furniture industry. The positive sentiments received on the show floor is a testament to visitors' satisfaction over the quality content presented and their overall show experience, emphasizing the event's increasing importance in the eyes of industry professionals.

Press conference & Memorandum of Understanding (MOU) between EFE Expo Sdn and KLCC signed: A Press Conference and signing of the MOU was held on 5 September 2017 at Kuala Lumpur Convention Centre. The Press Conference panel included Mr. Chua Chun Chai, President of the Malaysian Furniture Council (MFC) together with Chairman of EFE Expo Sdn Bhd; Y.Bhg. Dato' Dr. Jalaluddin Harun, Director-General of Malaysian Timber Industry Board (MTIB); Mr. Alan Mark Pryor, General Manager of Convex Malaysia Sdn Bhd, Mr. Sunny Ter, EFE Board of Directors; Mr. Richard Ko, EFE Board of Directors and Ms. Sally Liew, General Manager of EFE Expo Sdn Bhd.



The MOU event was signed by Mr. Chua and Mr. Alan Pryor witnessed by Y. Bhg. Dato' Dr. Jalaluddin, Director-General of Malaysian Timber Industry Board (MTIB). In the MOU, a 3 years tenancy at KLCC from 2018 to 2020 for EFE exhibitions has been inked with a win-win situation for a mutually beneficial partnership, forging closer working relationship together and as partners in future developments. This augurs well for both parties.

**Objectives of the Press Conference:**

Moving forward, EFE Expo Sdn Bhd, plans to continue in this new direction and focus on curating a show that celebrates design, facilitates connections, emphasizes on experiences and continues to serve as an internationally-renowned sourcing platform.

The objectives are as follows:

- 1. KLCC as EFE's Valued Venue Partner for 3 years from 2018-2020.

Home to EFE for the past 4 years, KLCC remains as one of the preferred exhibition centers in Malaysia. It has world class facilities, professional team, an integrated precinct in the heart of Kuala Lumpur next to the Petronas Twin-Towers. Conveniently located with efficient and accessible transport it is also located with 3,000 hotel rooms on site and 5,000 more within 10-minutes' walk.