

# Furniture News

The essential guide to the UK domestic furniture and furnishings trade

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The Grayson Range, Hayden Park Sofas

102 | Showtime

## EXPORT FURNITURE EXHIBITION (EFE)

Last year's Export Furniture Exhibition (EFE), which took place at Kuala Lumpur Convention Centre (KLCC), attracted a reported 10,480 visitors. Having recently signed a commitment to the venue until 2020, the Malaysian export show is set to further reinforce its position as an internationally-renowned sourcing platform.



Presented by the Malaysian Furniture Council (MFC) and supported by entities including the ASEAN Furniture Industries Council (AFIC), CAFA, the Malaysian government and its agencies, the Export Furniture Exhibition (EFE) is described by its organiser as an exhibition "by the industry, for the industry, with a focus on Malaysian-made furniture".

Home to EFE for the past four years, KLCC, situated near the base of the city's famous Petronas Twin Towers, remains one of Malaysia's preferred exhibition centres. With the upcoming edition now 90% sold and covering 35,000m<sup>2</sup> – and set to grow to 40,000m<sup>2</sup> within the newly-expanded venue by 2020 – EFE promises a strong product

offer within a professional environment. EFE's organiser plans to continue to focus on curating a show that "celebrates design, facilitates connections, emphasises experiences and serves as an internationally-renowned sourcing platform".

Its aims are in line with the country's ambition to become one of the world's top five furniture exporters.

Malaysia's exports continue to grow, with a sterling performance in 2016, and a good chance that the industry will meet its 2020 target by the end of next year.

The MFC plays an important role to bridge between government and industry in Malaysia, supporting various associations to

highlight fresh Malaysian furniture design and the strength of the country's timber market.

In addition, show initiatives such as the MTC India Export Pavilion, SME Assistance Program and Buying Mission Program have helped attract the attention of international buyers.

Wefe.my

**When?**  
9-12th March 2018

**Where?**  
Kuala Lumpur Convention Centre (KLCC), Malaysia



**9-12 MARCH 2018** | **KLCC**  
**KUALA LUMPUR**  
**CONVENTION CENTRE**  
**MALAYSIA**



**COMPLIMENTARY BUYERS' HOTEL STAY** (\*T&C applied)

**FINE FURNITURE WORLD MARKET**

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