

Volume 7 • Number 2 • April - June 2018

AIIP

RECEIVED DATE: 2019

₹ 150 € 10

ARCHITECTURE AND INTERIORS INTERNATIONAL PANORAMA

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FAIRS

POTENTIAL OF MALAYSIAN FURNITURE




K. Vikram Rastogi, Editor-in-Chief, Architecture and Interiors International Panorama (AIIP), interviewed Malaysian furniture manufacturers during Export Furniture Exhibition held from 9th to 12th March, 2018 in Kuala Lumpur. These were Ms. Emily Foo, Personal Assistant to CEO, Goodnite Enterprise (M) Sdn. Bhd; Chua Chee Hieng, Managing Director, Taishi-tech Industries Sdn. Bhd; Ken Lo, Marketing Manager, Cluster Home Sdn. Bhd; Ms. Jaime Leong, Sales Manager, Zolano Design Sdn. Bhd; Ms. Wendy NG, Senior Marketing Executive, Alustil Sdn Bhd.; Ms. Jeanette Lim, Marketing Assistant, Feng Yuan Industries Sdn.Bhd; Arun, Export Manager, Dynamic Furniture Industries; K.L. Wong Lovel Furniture Sdn. Bhd.; Ms. Alison Too, Sales & Marketing Manager, Hup Chong Furniture Sdn. Bhd.; Joe Ter, Vice President- Marketing, Tawei Furniture Sdn. Bhd. and Terence Lim, Marketing Executive, Home Choice Sdn. Bhd.

Manufacturing capacity of these units is large. They are specialized in furniture for schools, colleges, residential houses, commercial complexes, flats, hotels etc. While Malaysian timber is used in most of the cases, some of the companies are importing raw-material – wood from other countries and manufacturing furniture. Veneers are also made in different fascinating colours and designs almost in 10mm thickness. Metal coated frames for kitchen cabinets are also made with elegant finish. Imitation of a varieties of world famous marble and granite has also been done on wood for making square, rectangular, round table tops and

countertops with imported designs from Germany which are fireproof.

K. Vikram Rastogi promoted all such innovative products which are cost effective in various furniture warehouses; importers and retail outlets in best possible manner so as to facilitate export of veneers, imitated table tops, furniture and kitchen cabinets in India.




Architecture & Interiors International Panorama

April - June 2018

FAIRS

EFE 2018, KUALA LUMPUR



The 14th edition of Export Furniture Exhibition (EFE) 2018 was held from 9th to 12th March 2018 in Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur. EFE 2018, an international furniture exhibition providing the perfect gateway for suppliers and businessmen to expand and grow their business. EFE considered as an ideal show by the industry for the global players and buyers was officially opened by YB Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities on 9th March, 2018 amidst a huge turnout at the Plenary Theatre in KLCC.

The event was presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd; a wholly owned company of MFC and was supported by the Malaysian Government and its agencies. The fair kick started as one of the fairs in the region with the commencement of the Asian circuit of international furniture fairs.

This regional international furniture exhibition and an export B2B trade fair, considered by industry experts as one of Asia's premier sourcing platform, is a strategic gateway even beyond Asia connecting Malaysian furniture industry to the world. Malaysia, 9th largest furniture exporter of the world exports furniture to more than 160 countries with major exports to USA, Japan, Singapore, Australia, UK, India, Canada, UAE, Philippines and China. Year 2017 recorded an all time high export of RM 10.135 billion.

EFE 2018 had a comprehensive portfolio of over 350 high quality exhibitors from Malaysia and the region, featuring a diverse range of high quality products with design-rich variety and a wide range of furniture and fittings occupying more than 35,000 sq m of exhibition area. Around 15,000 buyers and visitors, which included suppliers and decision-makers from the sector's major markets around the world, visited for setting the course for their successful future business. It provided a platform to the international business community to meet with local manufacturers and develop mutually-beneficial commercial relationships with well-matched international partners. EFE showcased inspiring interior design ideas for trendsetters with new impetus.

Many other programmes for the benefit of exhibitors and visitors were organized.

- Buyer Introduction Programme to international buyers who visit EFE for the first time, which included Complimentary Accommodation, Complimentary Luncheon at Parkview deck KLCC, Free Shuttle Service from KLIA, city centre and official partner hotels to exhibition venue, vice-versa and Buyers Networking Night.
- The Professional Designers Programme to excite and engage visitors with contemporary showcases of intriguing array of furniture inspired by European and Australian. It was organized third time in EFE 2018.
- MFC Award to showcase Malaysian companies' creativity in furniture design along with its innovation skills and talents by the industry players and many more.
- Business Matching' also known as 'International Sourcing Programme (INSP): It was jointly organized by the Malaysia External Trade Development Corporation (MATRADE) and EFE Expo Sdn Bhd. on 10 March 2018. 60 foreign buyers participated in the business matching with more than 500 pre-arranged business meetings. The buyers were from 22 countries including India, China, Indonesia, Korea and Myanmar who were identified through MATRADE's 46 global offices.

The Buyers Networking Night concluded successfully much to the satisfaction of the buyers and exhibitors with a reminder to see again in EFE 2019.

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