

Furniture News

The essential guide to the UK domestic furniture and furnishings trade

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Camden Collection, Gallery Direct

POLE POSITION
Meble Polska looks ahead

LAID BARE
Behind mattress brand Otty Sleep

MARK OF DISTINCTION
This year's Design Guild Mark winners

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REVIEW

EFE ENCOURAGES BUSINESS AND DESIGN

Regarded by many as one of Asia's premier sourcing platforms, Malaysia's Export Furniture Exhibition (EFE) presented over 350 exhibitors from the country and the surrounding region this year, and attracted an estimated 15,000 buyers.

The 14th edition of EFE, which took place from 9–12th March at Kuala Lumpur Convention Centre (KLCC), was officially opened by YB datuk Seri Mah Siew Keong, Malaysia's Minister of Plantation Industries and Commodities – and went on to provide a typically robust platform for international trading.

Presented by the Malaysian Furniture Council (MFC) and organised by EFE Expo, a company wholly owned by MFC, the government-supported exhibition presented a diverse range of furniture and fittings across an exhibition area of more than 35,000m².

The third edition of the Professional Designers Programme (PDP3) engaged visitors through contemporary furniture displays inspired by European and Australian design. According to the show's organiser, PDP, which is hosted by the Malaysian Timber Industry Board, has added value to the overall event since its inception, helping Malaysian designers (in particular, those from Tanggam) garner international attention.

Further encouragement for designers came in the form of the Malaysian Furniture Creativity Award (MFC Award), which recognised

Malaysian companies' creativity, innovation and growth.

Malaysia currently exports furniture to more than 160 countries – the top 10 destinations being the US, Japan, Singapore, Australia, the UK, India, Canada, the UAE, the Philippines and China. Malaysia is ranked the world's ninth largest furniture exporter, and last year the country recorded a YoY increase of 6.4% in export value.

Next year's edition of EFE will take place from 9–12th March, and the Malaysian government hopes that the event will continue to bolster this impressive growth.

[Wefe.my](http://wefe.my)

