

**Press Release  
For Immediate Release**

## **EFE 2017 – MALAYSIA’S PREMIER DESTINATION FOR THE FURNITURE INDUSTRY!**

**NEW DESIGNS, NEW OPPORTUNITIES.**

**KUALA LUMPUR, 7 March 2017** : Come 2017, it is the time of the year again when the doors of Kuala Lumpur Convention Centre (KLCC) in Kuala Lumpur, Malaysia, will open to potential buyers and suppliers of furniture. The highbrowed trade fair, the Export Furniture Exhibition (EFE) offers nothing short of well-designed high quality furniture for buyers from all corners of the globe. It is Malaysia’s premier destination for the furniture industry, showcasing the latest innovation for wholesalers, retailers and designers.

EFE 2017 is scheduled to take place from 8-11 March 2017. 300 furniture exhibitors from Malaysia and the region will showcase their latest designs and fresh collections at Kuala Lumpur Convention Centre (KLCC). Moving into its 13th year, EFE 2017 with a gross exhibition space of 30,000sqm, will have 8 Halls.

Three hundred companies showcasing in the Export Furniture Exhibition 2016 (EFE) are all set for another exciting year of wheeling and dealing with international buyers from 8-11 March 2017 at Malaysia’s leading convention facility- Kuala Lumpur Convention Centre (KLCC). This is an increase of 16% as compared to 257 exhibitors in 2016. There is also an increase of 12% of new exhibitors at EFE 2017. This signals more and more furniture manufacturers are moving towards export.

Visitors to EFE 2017 including international buyers is expected to reach more than 10,000, an increase of 11% as compared to 9,000 in 2016. Visitors are expected to come from more than 138 countries from all over the world. The trade show posted a record of USD 703 million sales in 2016. In conjunction with ‘Malaysia Furniture Week’, an annual promotion by Malaysian Furniture Promotion Council (MFPC) to promote Malaysian furniture internationally, it is envisaged to attract more buyers to Malaysian Furniture Fairs with two large exhibitions running simultaneously.

The tagline ‘Fine Furniture World Market’ represents EFE’s mission to be the ideal platform in Asia for the furniture industry – one that connects people with trends and innovation, and one that inspires new ideas and fresh business opportunities.

In line with the show’s new direction, EFE has introduced the following events to enhance the Export Furniture

Exhibition and progression of the annual event with the aim of attracting more buyers and visitors including promoting Malaysian furniture products globally.

#### Professional Designers Programme (PDP).

**Objective :** To inspire Malaysian Furniture Designers with new ideas and designs to improve and brand Malaysian furniture products globally.

Hall 7 is exclusive and dedicated to furniture design with the 'Professional Designers Programme (PDP).' Running for the second consecutive year, PDP engages four professional furniture designers from Italy and Belgium to mentor and inspire furniture companies with ideas in their designs for manufacturing. 20 new designs jointly by Tanggam Designers will be showcased at EFE 2017 with the tag-line 'Design@Hall7.' The PDP programme is supported by the Ministry of Plantation Industries and Commodities, organized by Malaysian Timber Industry Board (MTIB) and co-organized by MFPC in collaboration with Export Furniture Exhibition. Embodying this new direction, the Malaysian Furniture Council (MFC), the presenter of EFE and owner of EFE Expo Sdn Bhd, (organizer), hopes to bring Malaysian designs to a new level and ultimately promote a thriving furniture industry.

#### India Export Pavilion (IEP)

**Objective :** To provide opportunities and networking to Malaysian furniture manufacturers to do export to the world's largest democracy.

For the first time, it will feature a "India Export Pavilion." India is one of the fastest growing economy today with a furniture market estimated to be worth US18 million. India's young generation spending power (40% btw 25 to 54 years old), a young generation of age 15-24 years old (18%), urbanization (31%) and lower import tax of furniture provides a huge potential for trade expansion and business growth.

Malaysian furniture export to India has grown steadily over the years with RM210 million in 2013, RM239 million in 2014, RM345 million in 2015 and RM313million in 2016 . The dip in 2016 was due to the poor global economy in general. However, it is expected to reach RM517 million in 2017. Building on the foundation of the current collaboration between Malaysia and India in various sectors, more opportunities can be harnessed to meet the needs of the respective countries. Hopefully, Malaysia can ride the wave of India's economic growth and with the presence of a India Export Pavilion at EFE 2017, it will further increase furniture exports to India. This is also one way of strengthening our market penetration to India.

### Collaboration with Malaysia's Universities.

Three leading Malaysian Universities namely Universiti Perdana Malaysia (UPM), Universiti Malaysia Kelantan (UMK) and First City University College (FCUC) has collaborated with EFE in their display of furniture products designed by their respective furniture design faculty.

**Objective :** To enhance the quality of Design and aim to deliver their affordable leading-edge and creative furniture and manufacturing solutions to the global market for both domestic and commercial export.

The government has effectively demonstrated the invigorating and outstanding innovations of new designs from Malaysia. In promoting the image of Malaysian furniture and catalyzing the transition of this sector from Original Equipment Manufacturer (OEM) to Original Design Manufacturer (ODM), and eventually Own Brand Manufacturing (OBM), these universities in collaboration with EFE, has undertaken this programme to enhance quality of Design of the locally manufactured furniture. The platform also provides the Universities in their introduction of their new creative and innovative furniture designs, exposure for students and the availability of furniture design curriculum offered at the Universities.

### eTRADE Collaboration with MATRADE

**Objective :** MATRADE to provide opportunities for furniture industry with eTRADE and to boost the adoption of e-commerce among the SMEs to reach out to new buyers.

With the advent of the IT age, one cannot do without it in this fast paced age of technology. Doing business without it, is like passing a death sentence to the company. It has become a need not a want! The eTRADE by MATRADE in collaboration with Export Furniture Exhibition and Alibaba.com offers these incentives:-

- Financial assistance to the qualified SMEs in e-Voucher or reimbursement.
- Advisory services on e-marketplaces under the eTRADE Programme.
- Training/online assistance to participating SMEs for on-boarding.

A qualified applicant may receive one of the following type of financial assistance:-

- ✓ etrade basic Standard Basic – Standard incentive for approved Companies.
- ✓ RM2,500 for B2B / B2C e-marketplaces.

The eTRADE marked another milestone for the eTRADE programme implemented by the Malaysian External Trade Development Corporation (MATRADE). The programme bids well to promote the adoption of e-commerce among Malaysian businesses, in particular Malaysian SMEs, in their export efforts. The 11th Malaysia Plan (RMK11) has set the eCommerce GDP contribution channels to boost their export options at 6.4% (RM114 billion) by 2020. MATRADE urged local SMEs to leverage on the various initiatives introduced by the Government such as the e-Payment, MYCYBERSCALE, e-usahawan and

eTRADE.

### 13 SEMINARS

**Objective :** To update the furniture manufacturers, exhibitors, buyers, visitors and educating students with the latest global designs in Italy and Australia, including the world market trends. The local scene will cover on Malaysian design and the contemporary urban enculturation homestyle.

The 13 seminars will be presented by :-

1. Mr. Mauro Mobili, President of Federmobili of Italy.
2. Ms. Roberta Mutti & Mr. Franz Rivoira of ICON, Italy.
3. Ms. Patrizia Torelli, CEO of Australian Furniture Association.
4. Ms. Simona Jobbago, Chair of Australian Furniture Association's Community of Practice Network, Australia.
5. Mr. Alby Johnston, Founder of Bayspoke Studio.
6. Mr. Stefan Schoning, Founder of Stefan Schoning Studio, Belgium.
7. Mr. Geogio Biscaro, Founder of Giorgio Biscaro Studio, Italy.
8. Mr. Fillippo Mambretti, Founder of Mambro Design Studio, Italy.
9. Mr. Manolo Bossi, Founder of Manolo Bossi Design Studio, Italy.
10. Mr. Shahril Faisal, Tanggam of Malaysia.
11. Mr. Roberto Ingrassia, Lecturer of Raffles College of Higher Education, Italy.
12. Prof. Dr. Khairul Aidil Azlin Abd. Rahman of UPM Malaysia.
13. MATRADE- By Mr. Abu Bakar Yusof, Director of Lifestyle Unit ; Mr. Adhwa Azmil of eTRADE and Mr. Dennis Low of Rapid Cloud (Alibaba.com).

The seminars topics covers a very wide range from design, latest market trends, Market opportunities, opportunities in the Australian market, recent changes to Australian Standards and Laws that will impact on the importation of products from foreign shores, future of Australian of Australian design and production, the Malaysian scenario, Fathers of Modern Italian Design, a contemporary Urban Enculturation Homestyle KUEH and MATRADE. The above seminars are scheduled over two days on 9 & 10 March 2017.

### Buyers Night

**Objective :** The objective of the Buyers Night is in appreciation of our loyal buyers who have supported us all these years. May it be their first time to EFE or many times to our fair, we value their presence at EFE. At the Buyers Night it is a time for networking, extend the good relationship between one another and expand the business contacts and a time to relax with everyone.

In conjunction with The Buyers Night, the Italian Design Day will be launched by Mr.



Giuseppe, Trade Commissioner of Italy where the History of Furniture Designs will be displayed by the Italian Trade Agency. The inauguration of ITA Design 50+ is a new development between ITA and EFE 2017. This is the beginning of a close working relationship with the Italian Trade Agency.

The Buyers' Night will also witness the Award Presentation of the Best Booth & Best Product to the winners by the Guest- of -Honour, YBhg. Dato' Gooi Hoe Hin, Chairman of Malaysian Timber Council (MTC). Culminating the Buyers' Night is the Momento Presentation to the distinguished judges, token of appreciation to our China partner- Bureau of Commerce of Anji Country Zhejiang Broad International Convention & Exhibition Co. Ltd. and to the China Tianjin Furniture Trade Association.

Visitors and buyers to EFE will be treated to a plethora of creative product displays, including bedroom, living room, dining room, children, occasional, upholstered, office, garden and outdoor furniture as well as furniture accessories, as exhibitors showcase the best of the best through different touch points. There will be a lot of new products releases during EFE 2017 based on the product range indicated by exhibitors. The new products and design are very refreshing, this is great for buyers. Many companies are seeing this as an opportunity to boost their visibility and increase their business.

EFE 2017 Official Opening Ceremony on 8 March 2017 will be graced by YB Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, Malaysia. Event highlights include the 'Media Night' where international media and local media gather together to network and share ideas, 'Buyers Night' where exhibitors and buyers relax and get to know each other better, 'Award Presentation of Best Booth & Best Product Competition', 'The Italian Design Week in Kuala Lumpur 50+!', which showcase the history of Italian industry objects by the Italian Association of Corporate Archives and Museums. Several seminars are scheduled with speakers from Federmobili of Italy, Australian Furniture Association, Professional Designers from Italy and Belgium, Designers from Tanggam of Malaysia and MATRADE. Buyers, Visitors and Exhibitors will benefit from these seminars.

The Malaysian Furniture Council sits in the Board of Trustees with Malaysian Timber Industry Board (MTIB), Malaysian Timber Council (MTC) and Malaysian Furniture Promotion Council (MFPC). Export Furniture Exhibition has the strong support from the Ministry of Plantation Industries and Commodities and Government agencies including Malaysian External Trade Organization (MATRADE), Malaysian Timber Council (MTC), Malaysian Timber Industry Board (MTIB), Malaysian Furniture Promotion Council (MFPC), as well as Malaysia Exhibition and Convention Bureau (MyCeb).

The Malaysian Furniture Council, owner of EFE Expo Sdn Bhd (organizers of EFE) will continue to serve its members and the industry in stepping up export opportunities and look



**EFE Expo Sdn Bhd (665787-H)**

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara,  
52200 Kuala Lumpur, MALAYSIA.

tel: +603 6270 9332

fax: +603 6270 9331

email: [info@efe.my](mailto:info@efe.my)

web: [www.efe.my](http://www.efe.my)

for growth opportunities within and outside traditional markets. MFC will continue to encourage and provide participation to industry players at EFE trade platform with affordable space rental rates.

EFE 2017 will present the industry with abundant opportunities and experience, one that is not just with varieties but inspirational and as the choice business platform that connects exhibitors with buyers from across the world.

For more information on EFE 2017, please visit [www.efe.my](http://www.efe.my)

Daniel Ho @ Mobile: 016-2163103 ([daniel@mfc.my](mailto:daniel@mfc.my)); Ricky Chin @ Mobile: 012-7996332 ([ricky@efe.my](mailto:ricky@efe.my))

**EFE EXPO SDN.BHD**



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