

## **Press Release**

*For Immediate Release*

### **EFE 2018 Buyers Night Cum MFC Award Night**

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**KUALA LUMPUR, 12 March 2018:** The 14th edition of Export Furniture Exhibition (EFE) held on 9-12 March 2018 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention centre was a hive of activity with the much awaited Buyers Night cum Award Presentation Night was held on the second day (10 March 2018) of the exhibition. The inaugural Malaysia Furniture Creativity Award (MFC Award) is initiated by Malaysian Furniture Council to recognise furniture product innovation and quality to encourage furniture designing move towards Own Design Manufacturing (ODM) by industry players.

Export Furniture Exhibition (EFE) is organized by EFE Expo Sdn Bhd; a wholly owned company of the Malaysian Furniture Council (MFC). The Guest-of-Honour for the occasion was Y.Bhg. Datuk Gooi Hoe Hin, Chairman of Malaysian Timber Council (MTC) accompanied by Y.Bhg. Datuk Dr. Jalaluddin, Director-General of Malaysian Timber Industry Board (MTIB). Mr.Chua Chun Chai, President of MFC and Chairman of EFE Expo Sdn Bhd in his welcome speech welcome all the international buyers and distinguished guests to have a sociable, fruitful and enjoyable time sharing and connecting with existing and new friends.

International buyers and exhibitors were entertained with delicious sumptuous foods, free flow of beer, wine and delicacies. The stage shows added much excitement and cheers with the gorgeous belly dancers from the Belly Gaga group who had the crowd in delight. Kif Valentine, an international music artist showed his skills in playing the harmonica adding cheers to the frenzied crowd. It was a great night of enjoyment where buyers and exhibitors together with old and new friends had lots of fun and a relaxing time. It was a memorable evening for everyone.

The evening culminated with the Best Booth Design Award and MFC Award Presentation by GOH Y.Bhg. Datuk Gooi. The following are the winners under the following categories:-

1. Best Booth Design - Bare Space above 120sqm category:-
  - 1<sup>st</sup> Prize – Deep Furniture Sdn Bhd (RM5,000 +Trophy + Certificate)
  - 2<sup>nd</sup> Prize – Zolano Design Sdn Bhd (RM4,000) + Trophy + Certificate)
  - 3<sup>rd</sup> Prize – Novel Furniture Sdn Bhd (RM3,000) +Trophy + Certificate)
2. Best Booth Design – Bare Space below 120sqm category:-
  - 1st Prize – Taishi-Tech Marketing Sdn Bhd (RM4,000 +Trophy + Certificate)
  - 2nd Prize–Aerofoam Manufacturing (1969) Sdn Bhd (RM4,000)+ Trophy + Certificate)
  - 3rd Prize – United Woodwork & Construction (M)Sdn Bhd (RM3,000) +Trophy + Certificate)
3. Shell Scheme With Booth Enhancement:-
  - 1st Prize – Furnitech Industries (M) Sdn Bhd (RM3,000 +Trophy + Certificate)

- 2nd Prize – Universiti Putra Malaysia (RM2,000) + Trophy + Certificate)  
3rd Prize – Impressive Transforms Sdn Bhd (RM1,000) +Trophy + Certificate)
4. MFC Award –Bedroom Furniture category:-  
Winner : Deep Furniture Sdn Bhd  
Prize : Trophy + 1 Hanging Banner +1 Page ROP in Show Directory.
  5. MFC Award – Living Room Furniture category:-  
Winner : Zolano Design Sdn Bhd  
Prize : Trophy + 1 Hanging Banner +1 Page ROP in Show Directory.
  6. MFC Award – Dining Room Furniture category:-  
Winner : Marcoco Furniture Industries Sdn Bhd  
Prize : Trophy + 1 Hanging Banner +1 Page ROP in Show Directory.
  7. MFC Award – Mattress Furniture category:-  
Winner : Luxury Sleep (M) Sdn Bhd  
Prize : Trophy + 1 Hanging Banner +1 Page ROP in Show Directory.
  8. MFC Award – Professional Designers Programme.  
1<sup>st</sup> Prize Winner: Jablo.com ( Product Name: Mastello designed by Manolo Bossi of Italy. Trophy and certificate awarded.  
2<sup>nd</sup> Prize : Mr. Fakrul Aazmey of Tanggam (Product Name: Ixara). Trophy and certificate awarded.  
3<sup>rd</sup> Prize : First Flame Sdn Bhd (Product Name : Palafitte designed by Manolo Bossi of Italy ). Trophy and certificate awarded.

Congratulations to all the winners! The event night concluded successfully much to the satisfaction of the buyers and exhibitors with a reminder to see them again in EFE 2019.

#### **Issued by the EFE Expo Sdn Bhd**

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

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