

Press Release

For Immediate Release

Welcome To Export Furniture Exhibition (EFE) 2018. Fine Furniture World Market

KUALA LUMPUR, 7 December 2017: Export Furniture Exhibition (EFE) 2018 is the 14th International Furniture Exhibition going to be held from 9-12 March 2018 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention centre, which is strategically located in the heart of Kuala Lumpur, capital of Malaysia and lies in the heart of Southeast Asia.

Export Furniture Exhibition, an international furniture exhibition by the industry for the industry, with over 14 years of experience since its inaugural event in 2005, is an event not to be missed! Regarded by industry experts as one of Asia's premier sourcing platform, and your strategic gateway to beyond Asia where we connect you to the world. EFE is a regional international furniture exhibition and an export B2B trade fair, presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd, a wholly owned company of MFC.

For the 2018 edition, EFE has 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 35,000sqm of exhibition area. The 4-day packed event is supported by the Malaysian government and its agencies. Visitors can expect innovative and inspired design and high quality furniture, interiors and fittings during the event.

EFE offers Buyer Introduction Program to international buyers who visit EFE for the first time. The buyer introduction program provides: -

- 1) Complimentary Accommodation – 4D3N (8-11 March 2018) in a 4 stars Hotel Kuala Lumpur**
- 2) Complimentary luncheon at Parkview deck KLCC (9-12 March 2018)**
- 3) Free Shuttle Service from KLIA, city centre and official partner hotels to exhibition venue, vice-versa.**
- 4) Buyers Networking Night – Socialize with buyers all around the world, exhibitors and etc.**

Other complimentary services will be provided. For instance, visa assistance application, wheelchairs services, airport courtesy counter, buyers and exhibitors lounge and luggage counter. Exciting exhibitors await buyers with their latest display of top quality modern and contemporary furniture where the latest designs for bedrooms, living areas, kitchen, children, office, outdoor living, hotel lounges including furniture parts and accessories.



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The Professional Designers Programme, making its 3rd debut (PDP3) at EFE 2018 will excite and engage visitors with contemporary showcases of intriguing array of furniture inspired by European and Australian designers including our local designers from Tanggam. Hosted by the Malaysian Timber Industry Board (MTIB), PDP has since added value to the event and has progressively brand Malaysian furniture designs internationally. This bodes well for Malaysia as a nation and its designers for their creativity in furniture design.

In encouraging furniture design, the Malaysian Furniture Creativity Award (MFC Award) takes on a new upgraded name, replacing its past 'Best Product Design Award'. MFC Award aims to showcase Malaysian companies' creativity in furniture design along with its innovation skills and talents by the industry players. This award will not only brand and promote Malaysian products internationally but will also be for business growth. It is also an avenue to our aspiring Malaysian designers to show their talents and creativity.

EFE 2018, an International Furniture Exhibition which provides the perfect gateway for suppliers and businessmen to expand and grow your business and an ideal show by the industry for the global players and buyers. A robust B2B platform for buyers to interact with suppliers where great opportunities, partnerships and prosperity awaits.

We look forward to welcome you at EFE 2018. See you soon!

~END~

Issued by the EFE Expo Sdn Bhd

For more information, visit www.efe.my.

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