

Press Release

For Immediate Release

JOINT MEDIA CONFERENCE FOR EFE 2018-BUYER INTRODUCTION PROGRAM(BIP) & INTERNATIONAL SOURCING PROGRAM (INSP)

KUALA LUMPUR, 10 March 2018: The 14th edition of Export Furniture Exhibition (EFE) is on, taking place from 9-12 March 2018 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention centre. Organized by EFE Expo Sdn Bhd; a wholly owned company of the Malaysian Furniture Council (MFC), the four days exhibition has already on its first day, attracted large numbers of buyers and visitors from across the globe to source for high quality Malaysian furniture. The fair is expected to surpass visitor-ship of more than 15,0000 this year.

An exhibition by the industry for the industry, EFE has since provided opportunities to industry players wanting to do export and has encouraged furniture manufacturers to do export ever since it was inaugurated in 2005.

In its endeavour to woo and attract overseas buyers and visitors to its annual event, EFE has indulged in many programs to attract buyers to Malaysia. Apart from the many promotions and road-shows (local & overseas), one of the programs that attracts buyers is the 'BUYERS' INTRODUCTION PROGRAM' (BIP). The program has been going on for several years and has reached out to many overseas buyers to source for furniture products from Malaysia.

EFE 2018 in collaboration with MATRADE INTERNATIONAL SOURCING PROGRAM (INSP) has targeted and invited the top world retail companies' buyers from US, South Africa, UK, Australia, Germany, Japan, Denmark, Singapore, Canada, France, Holland, China and others to visit EFE 2018. The objective of this program is to attract more buyers from all over the world to our annual international furniture fair to source for high quality Malaysian made furniture products including furniture accessories.

The Buyer Introduction Program offers international buyers with the following:-

1. Complimentary accommodation of 4D3N (8-11 March 2018) in a 4-stars hotel in Kuala Lumpur.
2. Complimentary luncheon at Parkview Deck Café at KLCC.
3. FREE shuttle service from Kuala Lumpur International Airport (KLIA), city centre and official partner hotels to the exhibition venue and vice versa.
4. Attend the 'Buyers' Networking Night'.

The program has since been very successful and as EFE is an export B2B trade fair and encourages export, this bodes well for Malaysia in attracting more global buyers



9 March 2018

Kuala Lumpur Convention Centre (KLCC)

www.efe.my

and brand Malaysia as a furniture sourcing hub in Asia. Furniture exports play a significant role in the economy of our nation.

Looking at year 2017 performance by the furniture industry, Malaysia recorded a new high in furniture export with a remarkable RM10.135 billion, an increase of 6.4% as compared to year 2016 which was RM9.529 billion. Moving in tandem with Malaysia's National Timber Policy (NATIP) target of RM12.0 billion by year 2020, the future is bright with the encouraging export figures attained.

EFE Expo Sdn Bhd, organisers of the Export Furniture Exhibition, would like to take this opportunity to extend our deepest appreciation and thanks to MATRADE for their collaboration in this Buyer Introduction Program. Together, we hope to bring Malaysia to the fore and to move up in its rank to the top 5 largest furniture exporting country in the coming years and brand Malaysia internationally with its high quality furniture products made for the world.

Welcome to EFE 2018!

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Issued by the EFE Expo Sdn Bhd

For more information, visit www.efe.my.

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Thank you for your visit
See you again in EFE 2019 @ 9-12th March 2019