



**EXPORT FURNITURE
EXHIBITION**

www.efe.my

9-12 | **KLCC**
MARCH | **MALAYSIA**
2019



Presented by:



Malaysian Furniture Council

Organised by:



EFE Expo Sdn Bhd

Endorsed by:



Ministry of Plantation
Industries and Commodities



Malaysian Timber
Industry Board



Malaysian Timber
Council



Malaysia External Trade
Development Corporation



Malaysia Investment
Development Authority



Malaysia Tourism
Promotion Board



Asean Furniture
Industries Council

Supported by:



Ministry of Tourism
& Culture Malaysia



Malaysia
Convention
& Exhibition
Bureau



Malaysia
Truly Asia



**EXPORT FURNITURE
EXHIBITION**

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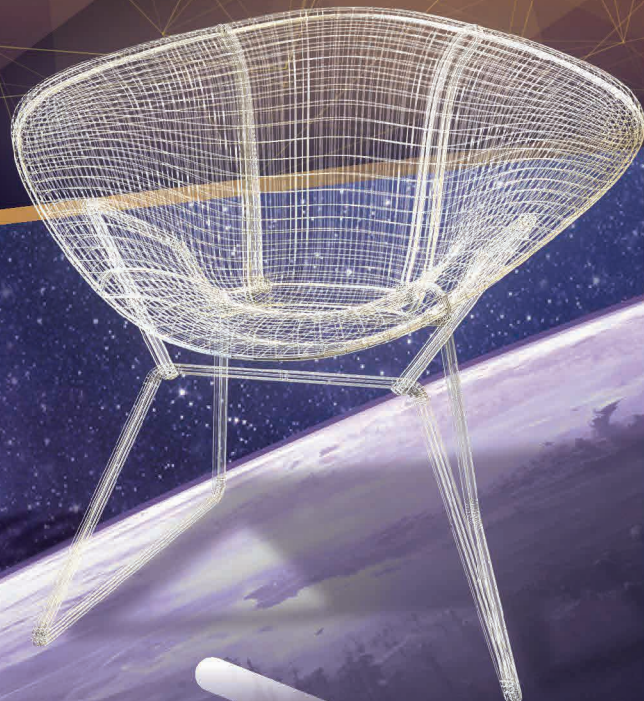


EXHIBIT PROFILE

- Bedroom Furniture
- Living Room Furniture
- Dining Room Furniture
- Children Furniture
- Occasional Furniture
- Upholstered Furniture
- Office Furniture
- Customized Furniture
- Kitchen Furniture
- Furniture Components & Parts
- Mattresses
- Home Decorations
- Garden/outdoor Furniture
- Others

9 -12 March 2019

KUALA LUMPUR CONVENTION CENTRE (KLCC), MALAYSIA





TOP 20 Visitors Country



- ◆ China
- ◆ India
- ◆ Singapore
- ◆ USA
- ◆ Australia
- ◆ Japan
- ◆ Philippines
- ◆ UK
- ◆ Indonesia
- ◆ Russia
- ◆ Vietnam
- ◆ Taiwan
- ◆ Mauritius
- ◆ South Korea
- ◆ Hong Kong
- ◆ Canada
- ◆ Algeria
- ◆ Bangladesh
- ◆ Saudi Arabia
- ◆ UAE

Pacific Ocean

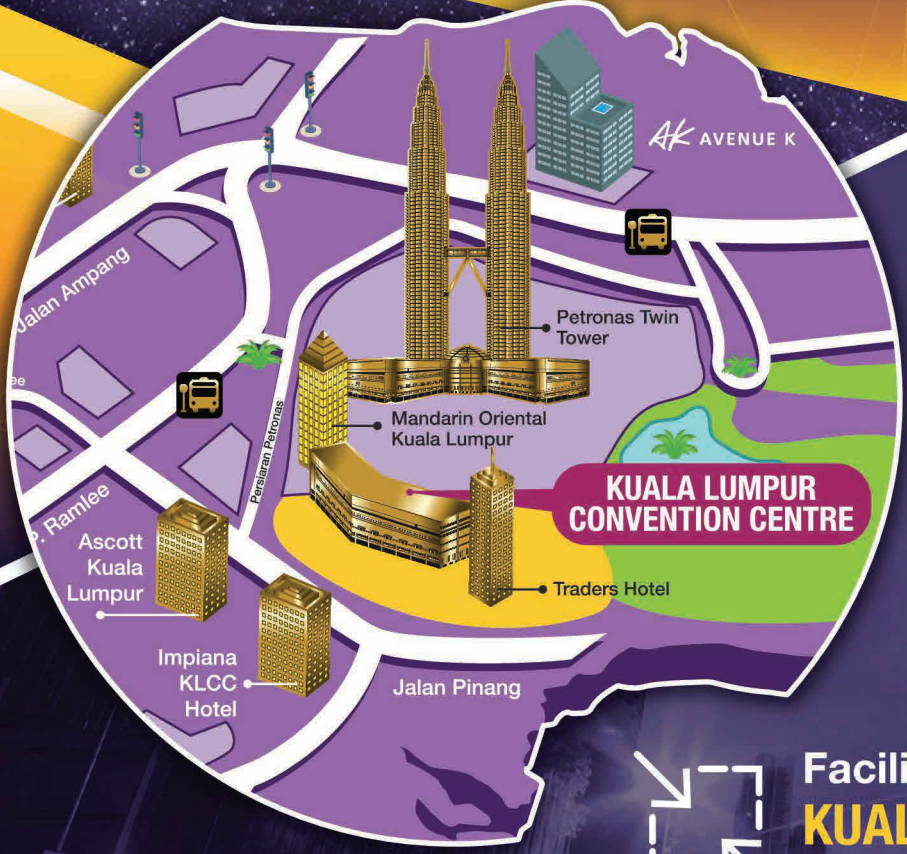
Atlantic Ocean

Indian Ocean

Pacific Ocean



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KUALA LUMPUR CONVENTION CENTRE

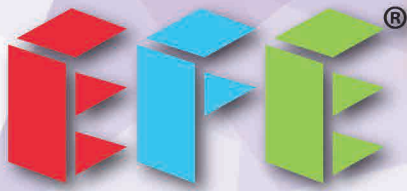


Facilities Available near
**KUALA LUMPUR
CONVENTION CENTRE**





Buyers' Introduction Program



BUYERS' INTRODUCTION PROGRAM (BIP) & INTERNATIONAL SOURCING PROGRAM (INSP)



COMPLIMENTARY
HOTEL



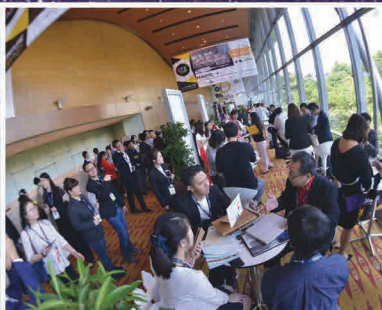
FREE SHUTTLE FROM
AIRPORT TO HOTEL



PRESS CONFERENCE



BUYERS'
NETWORKING NIGHT





EVENT HIGHLIGHTS



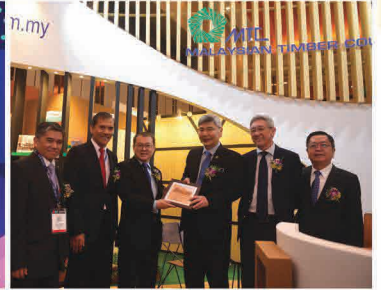
OPENING CEREMONY



PROFESSIONAL DESIGNERS PROGRAM



MALAYSIAN TIMBER COUNCIL (MTC): EXPORT TO ASIAPAVILION



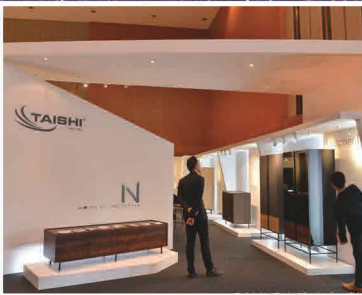
MTC - SME ASSISTANCE PROGRAM



MALAYSIAN FURNITURE CREATIVITY AWARDS (MFC AWARDS)



BEST BOOTH COMPETITION



MEDIA LOUNGE



BUYERS' NETWORKING NIGHT



BUYERS' & EXHIBITORS' LOUNGE

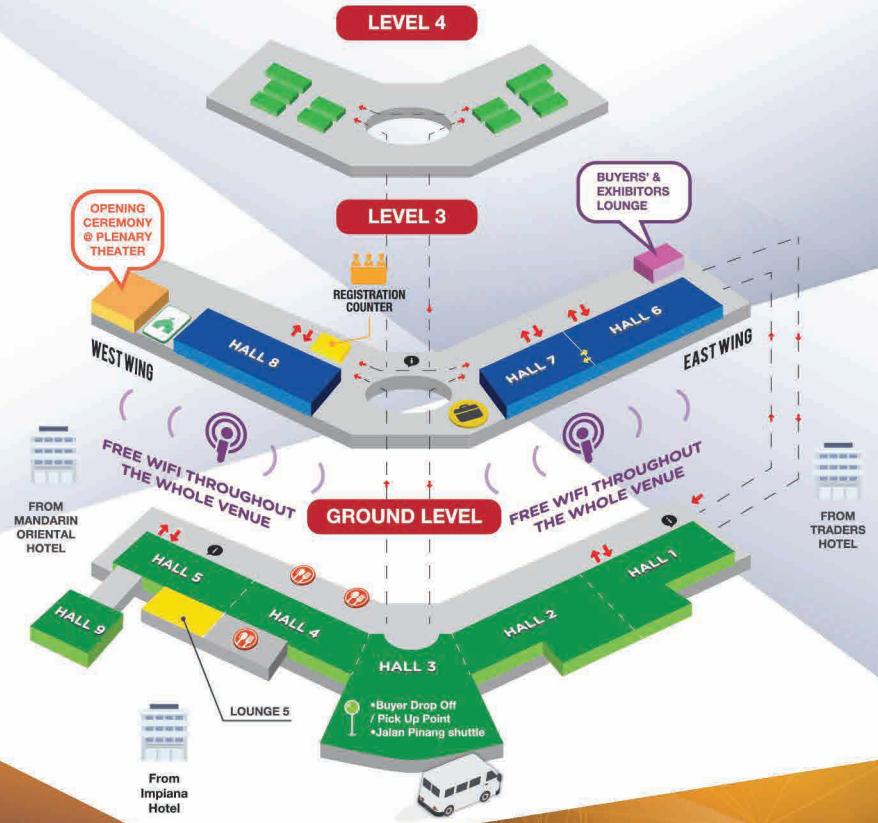


BRANDING CORRIDOR



Overall Floor Plan

The Centre is the preferred choice for trade fairs which offers excellent range of quality and customer-oriented facilities within walking distance from nearby amenities and facilities, including 5-star hotels and shopping complexes.



Service Provided



AIRPORT COURTESY COUNTER

EFE Courtesy Counters will be set up at airports to meet and greet buyers.



FREE SHUTTLE SERVICE

Free Shuttle Service is provided from Airport, KLCC & Official Hotel and vice versa for the convenience of all trade buyers



SPECIAL RATES ON OFFICIAL HOTELS



FREE ADMISSION



POWERBANK FREE RENTAL



PRAYERS ROOM



LUGGAGE COUNTER



COMPLIMENTARY SHOW BAG



BUYERS' & EXHIBITORS' LOUNGE

Enjoy a cup of free coffee or tea along with free WiFi Service while taking a break from your hectic schedule



HOTSPOT AVAILABLE THROUGHOUT THE WHOLE VENUE



VISA ASSISTANCE APPLICATION

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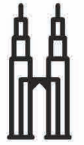
STEP FORWARD AND SEEK BOUNTIFUL OPPORTUNITIES IN BOOMING ASIA AT



2019



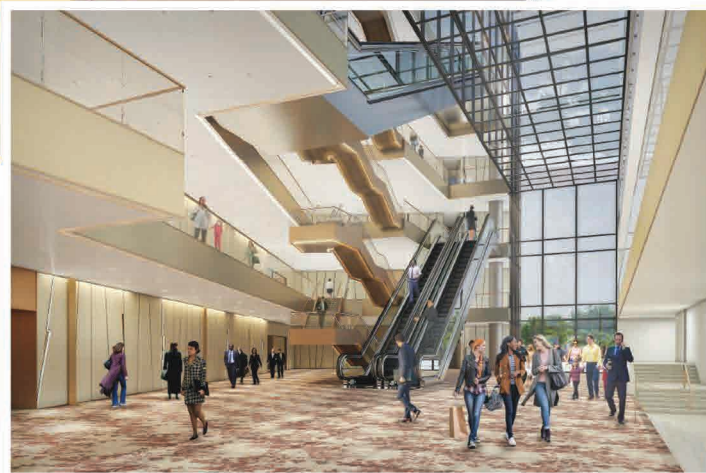
MALAYSIA CONVENTION AND EXHIBITION CENTER (TWIN TOWERS) 2020 EXPANSION PLAN



Provide you with higher value

- Open in July 2019
- Extra 12,000 square meters
- Flexible and versatile space
- The wide foyer is used to increase the activities of the association and the cocktail party
- Strategic location
- Located in the heart of the business center
- This is part of the iconic experience in Kuala Lumpur, Malaysia
- Strong collective product support through the KLCC Business Activity Alliance

YOUR FUTURE EVENTS SPACE



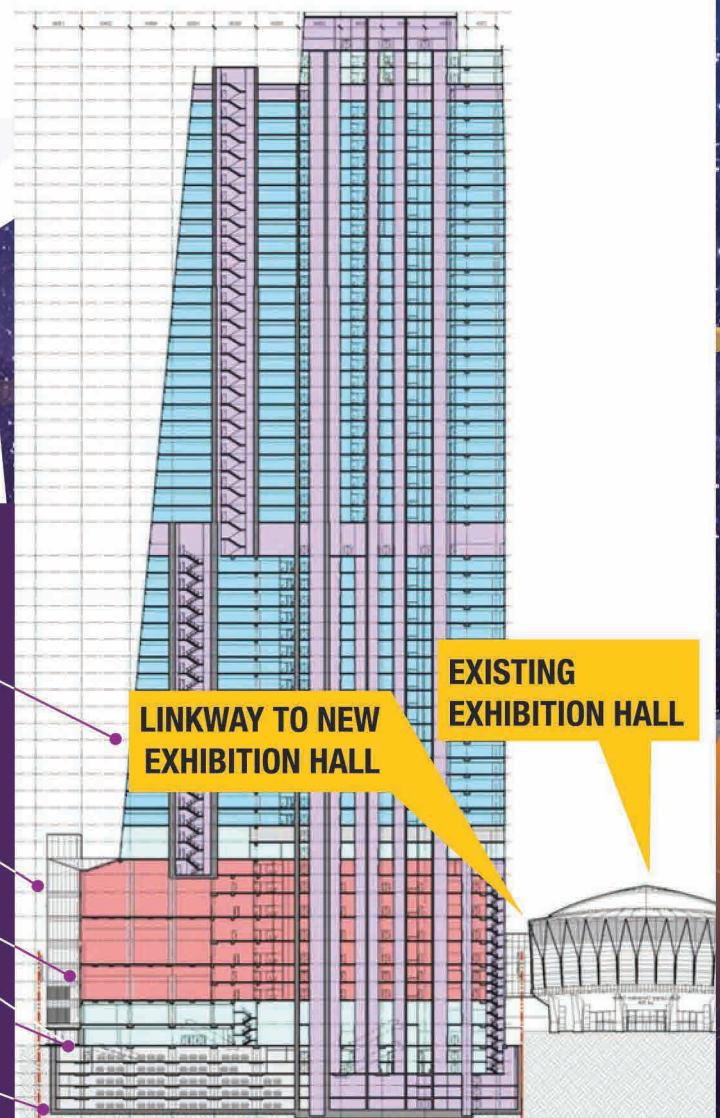
L8-23
OFFICE LOW ZONE

L6
SKY GARDEN

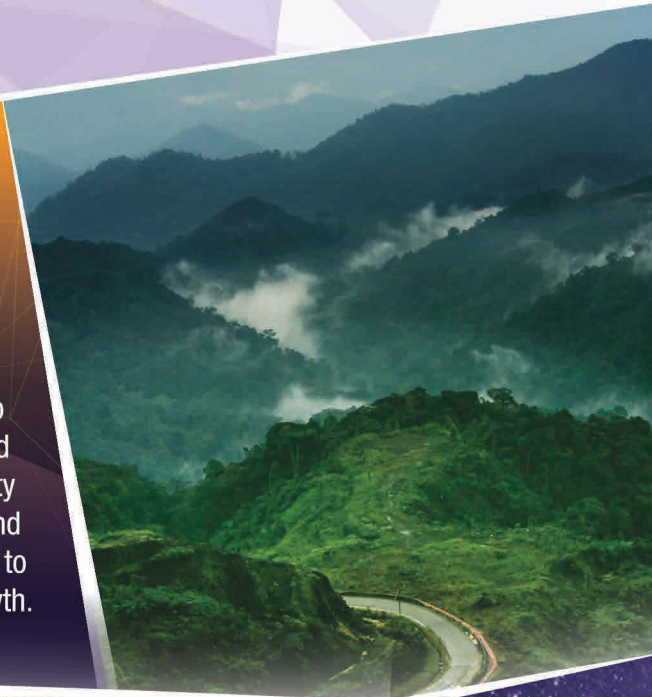
L1-3
EXHIBITION HALL

GROUND FLOOR:
CONCOURSE-GF RETAIL

P1-P5:
RETAIL



Malaysia has always been known for its wood based furniture, owing to its natural resources and has climbed to the first 10 export countries in the world ranking for the furniture market. The Malaysian furniture production has today developed into a matured industry from the humble cottage industry of the '80s. The government has set a growth target to reach RM50 billion by year 2020 for wood-based furniture and has provided full support to achieve it. With the pro-business environment, good quality products and high potential market, it makes doing business easier and faster. Malaysia's furniture industry is poised to exceed expectations and to continue its exponential growth.



KUALA LUMPUR CONVENTION CENTRE (KLCC)

Strategically located at the heart of Kuala Lumpur's Central Business District, KLCC is the city's most technologically-advanced, purpose-built facility for international conventions, exhibitions and tradeshows. It is one of the components within PETRONAS' distinctive Kuala Lumpur City Centre development designed as an unique 'city within a city' and boasts a lush 50-acre landscaped KLCC Park, the signature PETRONAS Twin Towers and is well connected by road and train, making travel a boon. Hotels, F&B outlets and shopping facilities are available within the vicinity. A place where commerce, culture and colour converge.

EFE WHOLLY OWNED SUBSIDIARY OF MFC



**Malaysian Furniture
Council**

BOARD OF TRUSTEE



Malaysian Timber Industry Board



**MALAYSIAN TIMBER COUNCIL
Malaysian Timber Council**