



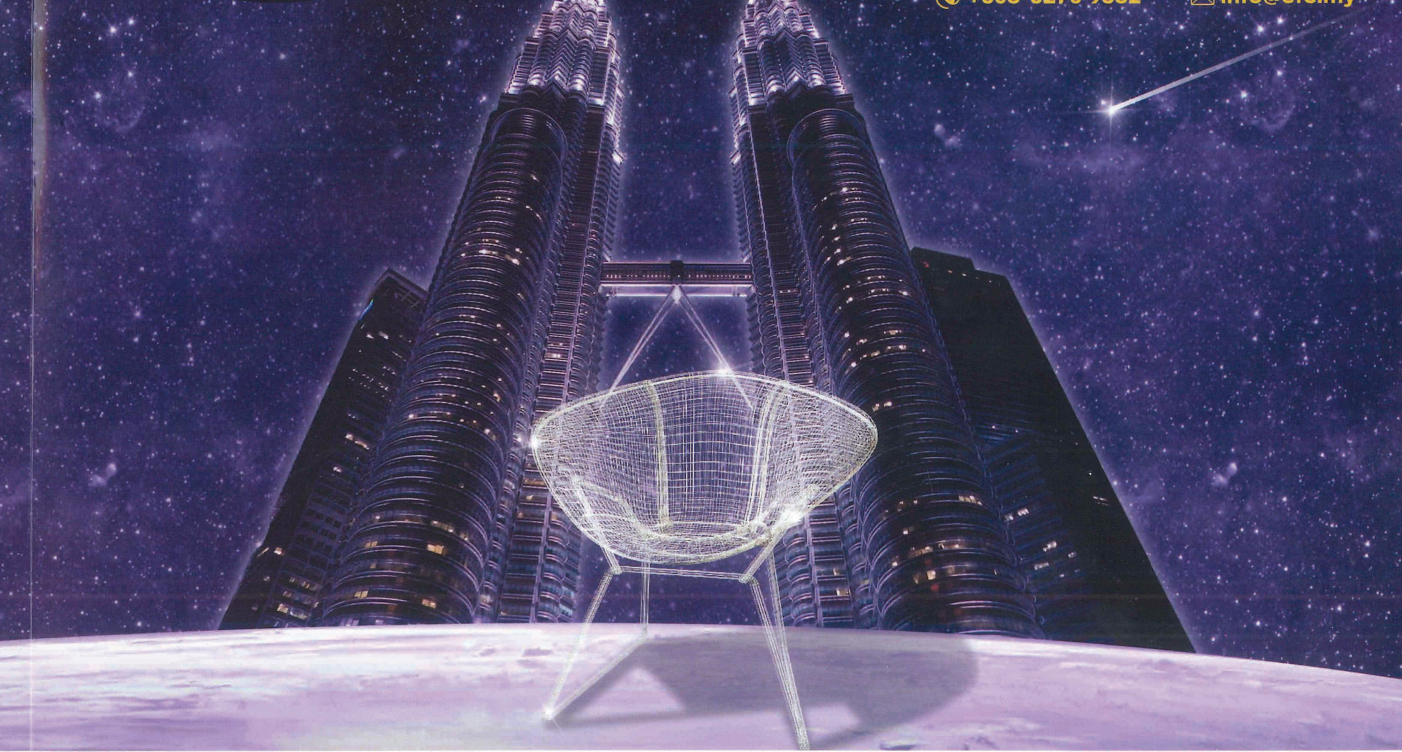
9 - 12 March 2019 KLCC • KUALA LUMPUR, MALAYSIA

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GLOBAL PROMOTION OF MALAYSIAN FURNITURE INDUSTRY AT EFE BUYER INTRODUCTION PROGRAM (BIP) & MATRADE'S INSP PROVED FRUITFUL

The International Sourcing Programme (INSP) at the Export Furniture Exhibition (EFE) 2018 which concluded on March 12 helped local players increased their export sales



The International Sourcing Programme (INSP) at the recent Export Furniture Exhibition (EFE) 2018 resulted in RM34.25 million of export sales, an increase of 71.9% as compared to RM19.92 million recorded in 2017. Director of Trade and Service Promotion Division (LifeStyle Section): Mr. Abu Bakar Yusof (5th from left) & Chairman of EFE, Mr Chua Chun Chai announced at the Press Conference.



The objectives of the International Sourcing Program is to attract more international buyer to source for Malaysian Furniture, said the Director of Export Furniture Exhibition (EFE)

The 14th edition of Export Furniture Exhibition (EFE), held on 9-12 March 2018 at Kuala Lumpur Convention Centre (KLCC), concluded with a resounding success. It attracted large numbers of trade buyers and visitors from across the globe. The fair was organised by EFE Expo Sdn Bhd, a wholly owned company of the Malaysian Furniture Council (MFC).

In its endeavour to woo and attract overseas buyers and visitors to its annual event, EFE has organised and collaborated with the government and GLCs in many programs to attract buyers to Malaysia. Apart from the many promotions and road-shows (both local & overseas), the 'BUYERS' INTRODUCTION PROGRAM' (BIP) was the main attraction. On-going for several years now, the program has reached out to many overseas buyers to source for furniture products from Malaysia.



The BIP & INSP which took place at Kuala Lumpur Convention Centre (KLCC) saw a total of 500 pre-arranged business meetings organised for 40 Malaysian companies with 64 foreign buyers.

The BIP offers international buyers with the following:-
 • Complimentary accommodation of 4D3N (8-11 March 2018) in a 4-stars hotel in Kuala Lumpur.
 • Complimentary luncheon at Parkview Deck Café at KLCC.
 • FREE shuttle service from Kuala Lumpur International Airport (KLIA), city centre and official partner hotels to the exhibition venue and vice versa.
 • Invitation to the 'Buyers' Networking Night'.
 EFE 2018 in collaboration with the MATRADE INTERNATIONAL SOURCING PROGRAM (INSP) has targeted and invited the world's top retail companies' buyers from countries such as USA, South Africa, UK, Australia, Germany, Japan, Denmark, Singapore, Canada, France, Holland, China and others to visit the exhibition. The objective of this program is to attract more buyers globally to the annual EFE international furniture fair, to source for high quality Malaysian made furniture products including furniture accessories. EFE,

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The buyers from 24 countries included India, China, Indonesia, USA, Japan, South Korea, Saudi Arabia and Myanmar.



Products that were sourced are dining tables, sofa, chairs and shelves.

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being an export B2B trade event which encourages export, has placed Malaysia as one of the leading furniture sourcing hub in Asia.

The BIP & INSP which took place at Kuala Lumpur Convention Centre (KLCC) saw a total of 500 pre-arranged business meetings organised for 40 Malaysian companies with 64 foreign buyers. The buyers from 24 countries included India, China, Indonesia, USA, Japan, South Korea, Saudi Arabia and Myanmar. Products that were sourced are bedroom sets, sofas, dining tables, chairs and shelves.

Both the programs - Business Introduction Program (BIP) and International Sourcing Programme (INSP) at EFE 2018 - resulted in RM34.25 million of export sales, an increase of 71.9 per cent as compared to RM19.92 million recorded in EFE 2017.

According to Mr. Abu Bakar Yusof, Director of Lifestyle & Life Sciences Section, the objective of the INSP is to attract more international buyers to source for Malaysian furniture. "For many years, we have witnessed the positive impact of the INSP to the Malaysian companies. The initiative is part of MATRADE's strategies to enhance market access for the

local furniture industry and promoting Malaysia at the same time by inviting buyers and trade community to Malaysia, he said.

In 2017, Malaysia recorded a new high in furniture export as a year-on-year growth of 6.4 percent growing from RM9.53 billion to RM10.14 billion. At the national level, the export target of RM12 billion has been set by Malaysia's National Timber Policy (NATIP) to be achieved by year 2020. Major exports of furniture items last year were wooden furniture, followed by seats and its parts as well as metal furniture.

Export Furniture Exhibition (EFE) is one of the region's key furniture trade fairs. This year, the event was participated by 320 exhibitors from Malaysia, China, Singapore, India, Korea and Indonesia.

In 2019, the event is set to take centre stage from 9-12 March 2019 at Kuala Lumpur Convention Centre. Following the success of 2018 INSP, MFC looks forward to another successful collaboration with MATRADE in EFE 2019 for the betterment of the industry and increase in furniture export by Malaysia.