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82

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Design is not just about aesthetics and a differentiator to generate more business. It has a larger responsibility towards sustainability, shaping the behavior patterns of the users and making a real difference to their lives.

**KEDAR NAIK,**  
The Turtle Story



### Another Sparkling Export Furniture Exhibition Fair (EFE) Has Ended, Much To The satisfaction Of Its Exhibitors And Visitors

Kuala Lumpur, 26 April 2018: The Export Furniture Exhibition (EFE) which is one of Southeast Asia's leading industry shows concluded its biggest show to date on 12th March 2018 after four successful days, with exhibitors meeting more buyers from a wider base of countries. The show held at Kuala Lumpur Convention Centre (KLCC) was a resounding success with signing orders right up to the close of the show.

The four days of bustling trade from March 9 to 12 in the Malaysian capital, Kuala Lumpur, attracted 12,087 trade visitors including 7,854 international buyers from 140 countries with a good turnout of strong buyers from emerging regions and the strong traditional markets of United States, Australia, Japan, Singapore and UK. This was an increase of 11.2% over EFE 2017.

EFE 2018 which was 9.37% bigger had 320 exhibitors from Malaysia, China, Singapore, India, Korea and Indonesia. The 2018 fair covered 32,000 square meters at the Kuala Lumpur Convention Centre.

This year saw the third instalment of the Professional Designers Programme (PDP) where young designers showed their creative and innovative furniture designs much to the attraction of many buyers and visitors to the show. In collaboration with the Malaysian Timber Industry Board (MTIB), Italian and Belgian designers including Tanggam, the PDP3 programme has been an inspiration to our young Malaysian designers. In addition to the PDP3, the

Export To Asia Pavilion (E2A) was one of the highlights of the fair where opportunities abound for manufacturers wanting to export to Asian markets. With the advent of the fast growing Asian economy and huge export potential, the E2A platform was a hive of activities for the exhibitors. The organisers are grateful and thankful to the Malaysian Timber Council (MTC) who has sponsored and supported E2A Pavilion.

EFE is one of the largest furniture sourcing hubs in Southeast Asia, taking place across a gross exhibition area of some 32,000 square meters. EFE has also emerged as one of region's springboards into the fast growing markets in Southeast Asia, Central Asia, Africa, South America, Eastern Europe and Middle East. EFE has played a significant part in the export of Malaysian furniture which in 2017 recorded RM10.135 billion, an all time high in the export of furniture by Malaysia. This was an increase of 6.4% over year 2016 (RM9.529 billion). Furniture exhibitions like EFE contribute significantly to the export revenue of Malaysia.

The organisers are delighted at the sales record as they have delivered yet again despite the global economic uncertainties. This underscores the continuing appeal

of EFE and how it remains relevant in the global furniture market. We are happy we are getting more high quality buyers from all over the world. Exhibitors were pleased with the presence of many buyers with strong purchasing power to place orders on the spot and new business from more emerging markets in Africa, South America, Middle East and Europe. Exhibitors are pleased with their strong order books. This is definitely a big boost for EFE going into our 15th anniversary next year. This year has again reinforced EFE's global standing as a very effective and productive sourcing hub.

The 15th Export Furniture Exhibition 2019 will run from 9-12th March 2019 at the same venue at Kuala Lumpur Convention Centre and we look forward to welcoming you again.

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



INSIDE :

☞ FOCUS : MIDDLE INCOME HOUSING IN INDIA | ☞ INDUSTRY FORUM : INDIAN FURNITURE DESIGNERS  
☞ GENNEXT CREATIVE : ANT STUDIOS | ☞ PERSONALITY : SOYUZ TALIB ARCHITECTS PVT LTD