

EFE EXPORT FURNITURE EXHIBITION 2019

SPOTLIGHT

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



EXPORT FURNITURE
EXHIBITION

www.efe.my

OPENING CEREMONY

Prime Minister YAB Tun Dr
Mahathir bin Mohamad will
be the Guest of Honour

DUE **RECOGNITION**

The Best Booth Competition and
Malaysian Furniture Creativity
Awards return in 2019

BUYERS' **INTRODUCTION PROGRAM**

Collaboration with MATRADE offers
visitors exciting benefits and services

A MILESTONE YEAR

2019 marks the 15th iteration of the EFE



PROFESSIONAL DESIGNERS PROGRAMME

COLLECTION

WILL BE SHOWCASED AT

EFE 2019 DESIGN@HALL 8

Organised By:



Home Upholstery Industries Sdn Bhd

A local market leader especially in terms of being an Original Design Manufacturer (ODM) of leather upholstery and furniture, Home Upholstery Industries exports its products to over 50 countries across the five continents. Under its lifestyle brand Eritz, it offers a complete range of modern upholstered home furniture which includes leather sofas, dining chairs and bed frames as well as wooden home furniture. One such quality product is this dining room set which features a dining table with a glass top and black upholstered chairs.

OPENING CEREMONY

*Guest Of Honor**

**YAB TUN DR.
MAHATHIR B. MOHAMAD**

Prime Minister Of Malaysia



**9 March 2019, 2:30 PM
LEVEL 3, PLENARY THEATRE**

**KUALA LUMPUR CONVENTION CENTRE
(KLCC) MALAYSIA**

*subject to change

WELCOME TO HALL 8



Mr Chua Chun Chai

PRESIDENT OF THE MALAYSIAN FURNITURE COUNCIL
CHAIRMAN OF EFE EXPO SDN BHD

Greetings!

Firstly, on behalf of the Malaysian Furniture Council (MFC) and EFE Expo Sdn Bhd, I would like to thank our valued exhibitors, international buyers and visitors for your support of the Export Furniture Exhibition (EFE). It is a great pleasure to once again welcome you all to the 2019 edition of EFE especially when this is also its 15th anniversary.

Ranked amongst the top 10 largest exporters of furniture in the world, Malaysia annually exports around 80% of its production to 160 countries worldwide. With large markets in the US, Japan and Australia, the Malaysian furniture industry has a strong position in the global stage. Malaysia has always been known for its wood-based furniture owing to its natural resources. Under the National Timber Industry Policy (NATIP), the local furniture industry is targeted to contribute RM12 billion in exports by 2020.

In recent years, the growth has shifted from original equipment manufacturer products to products designed and branded by the manufacturers themselves, and this has been the key to propelling Malaysia into the international furniture arena. The newly elected government will continue to support the development of the furniture industry in Malaysia through various initiatives to ensure its rapid and sustainable growth. It also plays an important role in nurturing the industry and has pledged to continue with its pro-business environment in order to make doing business easier.

MFC has been entrusted by its members to represent the furniture industry's interests at all levels and is working well with the federal government. We have since presented a memorandum to the Ministry of Primary Industries detailing the industry's current performance and prospects as well as the issues it is facing including excessive bureaucracy, raw material supply, labour supply and the sudden repatriation of skilled foreign workers whom have been in employment for 10 years. Apart from these, MFC is working closely with VITAR Institute and the Department of Skills Development to train skilled workers with a Technology Certification Course for the furniture industry. This collaboration which has been on-going since 2016 has benefitted the industry by supplying it with skilled workers.

Additionally, MFC is committed to working closely with all stakeholders and policymakers to ensure the furniture industry can thrive and achieve the government's NATIP goal of RM12 billion

in exports by 2020. Moving in tandem with this objective, EFE which is MFC's signature event continues to play a significant role in Malaysia's export revenue by encouraging and providing export opportunities to the industry's players.

As one of the leading international trade fairs in the region, EFE has poised itself as a very effective and productive furniture sourcing hub.

EFE 2018 was a resounding success which attracted 12,087 trade visitors including 7,854 international buyers from 140 countries. This was an increase of 11.2% compared to 2017. EFE 2019 will cover 35,000 sq m at KLCC with more than 350 exhibitors who will be showcasing a remarkable mix of innovation, high quality craftsmanship and top-end designs. The MFC Awards and Best Booth Competition have inspired and encouraged manufacturers to look deeper into the benefits of branding their products.

Winning these prestigious awards vindicates the manufacturers' efforts and enhances the company's brand, value and customer confidence. Bigger, better and growing with every year that passes, EFE is one of the best platforms to view the latest furniture productions under one roof and this allows it to give visitors yet another exciting buying experience. Expos are the most powerful means of direct communication and the most effective method of promoting and selling one's products.

As we move towards the Fourth Industrial Revolution (Ind. 4.0), we require a complete change of attitude and knowledge. This is an age where knowledge reigns supreme and I urge all manufacturers to gain as much knowledge as possible in order to cope with new ideas and how businesses should be operated in the future. Ind. 4.0 is the production- or manufacturing-based industries' digitalisation transformation, driven by connected technologies and smart factories which bring huge benefits.

Allow me to take this opportunity to thank all the exhibitors, buyers and visitors of EFE 2019. I wish everyone good business and a very successful time during this four-day event.

Thank you.

A man with glasses, wearing a black tuxedo jacket, a white shirt, and a black bow tie, is sitting on a black stool. He is looking towards the camera with a slight smile. The background is a dark, solid color.

“ MFC is committed to working closely with all stakeholders and policymakers to ensure the furniture industry can thrive and achieve the government’s NATIP goal of RM12 billion in exports by 2020. ”

Living Large



Nicollo / Kim Heng Industries Sdn Bhd

Hall 9, Booth 9-B01

Having been in business since 1982, Kim Heng Industries is one of Malaysia's most experienced modern sofa manufacturers. Its signature contemporary-style Nicollo sofa boasts wide armrests, high density foam with springs in its seat cushions and backs filled with soft polyester fibres for optimum comfort. Sporting trendy and elegant lines, the version with stationary seats comes in a variety of colours. Meanwhile, the modular corner version consists of multi-functional modular units and has the option of adding extendable seats and recliners.

Dynamic Furniture Industries (M) Sdn Bhd

Hall 4, Booth 4-B03

A specialist in producing high-quality upholstery furniture, Dynamic Furniture Industries has been servicing high-end hospitality and entertainment companies and individual homeowners since 1999. Targeting the export, project, wholesale and retail markets, the company also manufactures customised furniture. One of its latest designs is the HD 2514 L-shaped sofa which uses fabric that complies with international and BS EN 1021 Part 1 Ignition Source 0 (Cigarette) fabric upholstery standards and features a locally-sourced solid wood frame with zigzag springs, high-density foam padding in the seat cushions and loose polyester in the back cushions.



LSG Furniture Sdn Bhd

Hall 2, Booth 2-B03 A

Based in Muar, Johor, furniture manufacturing and exporting company LSG Furniture is internationally recognised not only for its high-quality products but also its commitment to its customers. While it is principally engaged in the manufacturing of upholstery furniture particularly sofas, chairs and bedframes, it has also produced the occasional wooden furniture piece. Nevertheless, all of its ever-evolving, bold and courageous designs such as its latest LSG 901 sofa model help people create a life that is full of all kinds of shapes and colours for themselves.



Novel Furniture Sdn Bhd

Hall 1, Booth 1-A01

For nearly four decades, Novel Furniture has maintained and guaranteed the high quality of its products by acquiring only the best technology and facilities as well as using materials imported from Europe. Artfully conceived by the company's in-house designers who frequently exchange ideas with their overseas counterparts, products such as this living room set boast a beautiful and harmonious fusion of Eastern and Western design elements. Made out of medium-density fibreboard with a marble paper and coating finish, the set is a masterpiece worthy of the Novel Furniture name.



As the main social space of every home, it is crucial that the living room has furniture that achieves the perfect balance between aesthetics, practicality and comfort.



First Flames Sdn Bhd

Hall 8, Booth 8-A01

First Flames was incorporated in 2006 and has since become one of the leading upholstery manufacturers in Malaysia with a specialisation in sofas and dining sets. The company is constantly innovating in order to ensure customer satisfaction and encouraging its team's growth for quality improvement purposes. An excellent example of its selection of high-quality products is its sofas which all have solid rubberwood arms and a touch of modern sophistication to them thanks to the variety of colours and designs of linen fabrics the company offers.

Zolano Design Sdn Bhd

Hall 5, Booth 5-B03

Since its founding as a sofa frame manufacturer in 1978, Zolano has evolved into a leading local manufacturer of premium-quality leather sofas. It has a loyal and global customer base thanks to the consistent quality of its products which are made with the finest finishings and attention to detail. This is exemplified in the award-winning ZL2802 TARZ which features modern, sophisticated and timeless craftsmanship. Sporting a solid meranti wood frame, oil and wax leather upholstery and duck feather padding, it is designed to add character to any living space.



Home Upholstery Industries Sdn Bhd

Hall 8, Booth 8-A02

Established in 1997, Home Upholstery Industries is an integrated designer, manufacturer and exporter of a wide range of modern upholstered home furniture which includes leather and fabric sofas, dining chairs and bedframes. An Original Design Manufacturer (ODM) and Original Equipment Manufacturer (OEM), it has its own lifestyle furniture brand called Eritz. The latest example of the company's craftsmanship is this living room set which features a L-shaped sofa with white genuine leather upholstery.

Lumini Sofa Manufacturer (M) Sdn Bhd

Hall 2, Booth 2-B07

Founded in 1995, Lumini Sofa is now one of Malaysia's most prominent sofa producers with local and international customers. Aside from using premium raw materials and employing skilled craftsmen, it maintains its competitive edge by coming up with innovative, contemporary and modern designs as well as creating value-for-money products. While it mostly manufactures leather sofas, the company has recently expanded its product range to include fabric sofas. These new offerings which include the Katri are designed with a modern lifestyle concept and come with solid rubberwood panels.



Chic Choices



Ah Hai Industries Sdn Bhd

Hall 9, Booth 9-A51

A leading supplier and exporter of door jambs and frames in Malaysia's door industry, Ah Hai Industries has expanded its product range to include its environmentally-friendly Tevor wood furniture. These products are made out of carefully selected wood that has had its natural grain and texture preserved and treated to become 'carbonised wood' which has the added bonus of being a negative ioniser. Aside from innovatively designed and tailor-made Tevor products, the company manufactures pieces such as this high table, high chair and Tevor rack set which also offers size customisation options.

Alunajati Sdn Bhd

Hall 9, Booth 9-A52

Founded in 2000, Alunajati has since built itself up to become one of Malaysia's leading manufacturers and marketers of teak wood furniture and fittings. The company accomplished this by adding charisma to trendy, contemporary and practical classical wood pieces that emphasise the natural beauty of teak. This is exemplified with furniture such as this living room set which features a sofa with broad armrests and classic-looking cabinetry that offers a traditional feel without the bulk. There is also a matching dining table and cushion seat chair set which is ideal for pleasant get-togethers.



One Size Fits All

Thanks to globalisation and the rapid growth of e-commerce, it is now possible to buy nearly everything online from anywhere in the world and high-quality furniture is no exception.



Innovative and one-of-a-kind, these pieces are the perfect choice for those who want to furnish their home with something that perfectly encapsulates their personality.

1



Art of Tree

Hall 3, Booth 3-A02

Since its founding in 2013, solid wood furniture manufacturer Art of Tree has consistently advocated for eco-responsibility by turning salvaged urban trees into beautiful and sustainable furniture. The company's latest endeavour is its Hologram collection. Made with two pieces of timber merged with a colour textured epoxy resin, it is currently available in gold, titanium copper and chameleon turquoise resin that changes shades under different lightings.

2



Alustil Sdn Bhd

Hall 6, Booth 6-A15

Kitchen installation expert Alustil's goal since it was established in 1995 has been to revolutionise the home furnishing industry by bucking convention. It has primarily done so by substituting traditional materials with aluminium and glass just as it has done with The Huracan, its very own patented innovative cabinet system. Quite possibly the most durable kitchen cabinet ever created, it boasts a sturdy aluminium structure, carcass assembly techniques, state-of-the-art hardware and fittings as well as a nearly absolute resistance to water, heat and impacts.

3



Taishi-Tech Industries Sdn Bhd

Hall 6, Booth 6-A07

When it was first incorporated in 1993, Taishi-Tech Industries only manufactured solid surface materials under the brand name Acelite. Over the years, it has gradually expanded its list of products and scope to the extent that it now also manufactures furniture with the materials it creates. One such product is its television cabinet Tegga which is made out of particle boards laminated with the Naxos N-Veneer. The product of a successful collaboration between Taishi-Tech and Italian company Lamitex S.p.A., N-Veneer is a high-quality eco-friendly material that represents the next generation of laminates.



Deep Furniture Sdn Bhd

Hall 1, Booth 1-B01

Being an experienced and renowned name in the global industry of furniture manufacturing and exporting, Deep Furniture has proven itself time and time again since its founding in 2005. One of its concepts which strongly appeals to its international clients is its 'All Packed in a Box' concept which allows its products to be easily sold across the globe by the shipload. Exemplifying this model are these flat-pack products that feature multipurpose storage spaces and display functions which cater to all kinds of needs.

Blissful Bedrooms

With the bedroom being typically perceived as the sanctuary space of every home, it is only natural to want to fit it with the most beautiful furnishings possible.

Hup Chong Furniture Sdn Bhd

Hall 2, Booth 2-B01

Since it was first established in 2001, Hup Chong Furniture has made a name for itself as one of Malaysia's top bedroom furniture manufacturers and exporters. Its new bedroom designs for this year follow contemporary and transitional trends which are suitable for all markets and have different wood grains and colour variations which make them unique. In the case of Timberland, the collection is a full solid bedroom set made out of poplar wood imported from the American Pacific region.



Deep Furniture Sdn Bhd

Hall 1, Booth 1-B01

As a well-recognised name in the furniture manufacturing and exporting industry, Deep Furniture, which was founded in 2005, remains committed to marrying tradition and modernity. Aside from boasting registered designs and the flat packing option, its products are eco-friendly, unique, multifunctional, flexible, personalised and user-friendly. This bedroom set, which is made with 100% solid wood and thus very durable and stable, reflects those qualities as it comes with a pouch and the option of adding two pillows to the headboard to make it more comfortable.

Eastern Smart Furniture Sdn Bhd

Hall 1, Booth 1-A02 (A)

Local and international clients have come to expect Eastern Smart Furniture to manufacture and supply only the most outstanding quality furniture since 2004. Thanks to their exquisite designs, fine selection of materials and meticulous construction work, all their products are glamorous and spectacular. One such masterpiece is the Estelle pull-out sleeper sofa from The Clack Co collection which saves space without compromising on comfort and style. Boasting a stunning modern design with straight lines, it has contemporary blue linen upholstery that is accented with piping around its sleek arms.



Infinity Furniture Industry Sdn Bhd

Hall 1, Booth 1-A09

Since early 2013, Infinity Furniture Industry has been putting its wealth of knowledge and experience into achieving its goal of becoming one of Malaysia's top manufacturers of upholstered bedroom sets and dining room sets. Committed to delivering well-designed and high-quality products as well as top-notch services to its local and international customers, its latest offerings include this upholstered bedroom set which uses linen fabric upholstery and has artistic tufting which is one of its specialties. Additionally, this product is available to interested international e-commerce buyers.



Zin Tiau Furniture Sdn Bhd

Hall 9, Booth 9-A50

One of the leading furniture manufacturers in Johor, Zin Tiau Furniture has successfully maintained an excellent reputation for creating high-quality furniture since its founding in 1980. The company stays competitive by guaranteeing prompt deliveries, superior quality, excellent service and attractive pricing. Furthermore, it is renowned for specialising in bedroom sets and producing three different types of them which are classical, economy and luxury. A new addition to its product line is this ZT-9807 complete bedroom set which comes with a bed, wardrobe, dresser, side table and mirror.



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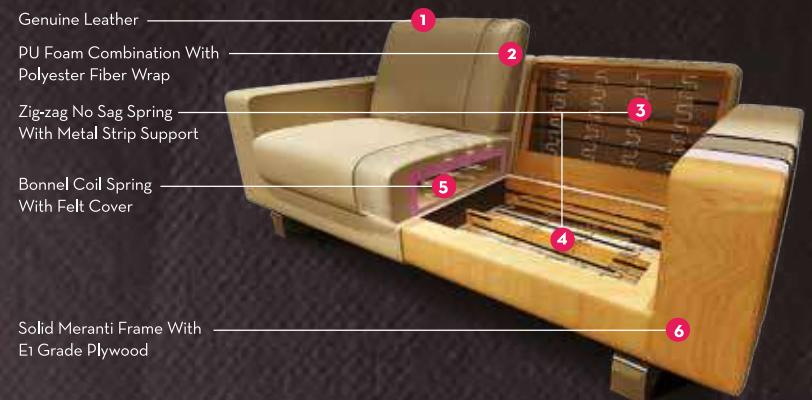
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SYS-183



PREMIER 1000



Blissful Bedrooms

New PK Furniture Décor Sdn Bhd

Hall 2, Booth 2-B03b

A highly reputable wooden bedroom set manufacturer and exporter, New PK Furniture Décor has been creating high-quality and well-designed products since 1986. All of its bedroom furniture products are made from locally-sourced premium rubberwood. Designed to be classic-looking but still space-savers, they reflect the current preference for simplicity and neatness. This bedroom set in particular is aimed at those who want to save space and money while still living their best possible life even if it is in a small room.



Mixbox Furniture Industries Sdn Bhd

Hall 9, Booth 9-B50

Established in 2004, Batu Pahat-based Mixbox Furniture Industries prides itself in being one of the fastest growing furniture brands in Malaysia. A manufacturer and supplier of bedroom furniture, its modern wardrobe and bedroom sets have helped it increase its profile overseas due to their high quality and attractive designs. A good example is this vibrant entry in the company's M series which comes with a wardrobe made from melamine boards.

Home Choice Sdn Bhd

Hall 2, Booth 2-B02

Renowned Klang-based furniture manufacturer Home Choice specialises in the production of furniture that make perfect additions to any bedroom, home office and living room. One of its latest offerings in the bedroom furniture category is the Hayden collection which is sure to win hearts with its daring take on the modern rustic look. A striking replicated oak grain enriches the bed's crisp, clean and chic minimalist profile that is further enhanced by a sturdy wingback-styled headboard, an inlaid ebony lining and mitres which add a touch of traditional craftsmanship.



Sound Sleep

A good night's sleep on a deliciously comfortable mattress such as one of these is the best way to prepare for the day ahead.



Getha Bedding (M) Sdn Bhd
Hall 5, Booth 5-B05

A world-renowned brand, Getha is famous for its top-quality 100% natural latex mattresses. The company was founded in 1969 and has since become Malaysia's leading manufacturer of natural latex foam mattresses and bedding products. Its latest luxury bedding offering is the Dream Kingdom Phantom mattress which draws inspiration from the concept of a modern day emperor. Designed so that anyone who lies down on it will feel as if they are on a bed fit for royalty, each mattress is made by the company's highly skilled master craftsmen.



Aerofoam Manufacturing (1969) Sdn Bhd
Hall 1, Booth 1-B02

Founded in 1969, Aerofoam is not only one of Malaysia's leading manufacturers of bedding products but also one of its industry pioneers. It is a key latex producer and uses 100% pure Malaysian rubber as its primary raw material. Designed to promote healthy living, the company's MyLATEX natural latex mattress offers excellent contour support and comfort which in turn results in minimal tossing and turning in bed that could disturb one's sleeping partner. A good night's sleep is also guaranteed through its ability to relieve stress and help the body relax and rejuvenate.



Wansern Foam Industry Sdn Bhd
Hall 4, Booth 4-B05

Since it was incorporated in 1994, Wansern Foam Industry has grown from a small rented factory to one of the leading polyurethane foam mattress and memory foam mattress manufacturers in Malaysia. The company's signature is its use of palm oil as one of the main raw materials for its products such as its latest mattress Earth. Boasting a combination of Harmotex and seven layers of specially designed foam cutting from three different sleep materials, it offers the comfort of sleeping on a pocket spring mattress and perfect anatomical support.



Goodnite Sdn Bhd
Hall 2, Booth 2-A05

Established with the goal of becoming Malaysia's top mattress brand, Goodnite has endeavoured to provide quality comfort and superior sleeping assurance since 1989. Its solid reputation is built on creating high-quality, innovative and affordable mattresses as well as other bedding products. This is embodied in the I Do mattress which belongs to the company's Love Series II collection and is made from premium natural latex. Aside from the collection's dual layer pocketed coil system and Statfree fabric, the mattress also boasts adaptive eco foam, an encased foam support system and dust mite resistance.

Delightful Dining



Marcoco Furniture Industries Sdn Bhd

Hall 1, Booth 1-B07

One of Malaysia's leading furniture wholesalers and exporters, Marcoco Furniture Industries has been providing its customers with premium-quality furniture and exceptional services since 1980. Its specialty is Scandinavian-styled furniture which the company always ensures is up to date with the latest market trends as a way of guaranteeing customer satisfaction. A shining example of its excellence is the Lorraine, a dining table set which won the Malaysian Furniture Creativity Awards at EFE 2018 with its innovative and contemporary design.

First Flames Sdn Bhd

Hall 8, Booth 8-A01

Located in Muar, Johor, First Flames is a Malaysian furniture manufacturer which focuses on the production of sofas and dining sets. This particular dining set, designed in a mid-century modern style, consists of a rectangular dining table made out of solid rubberwood with a walnut finish and dining chairs with weathered grey linen fabric accented with button tufting. A walnut wood finish outfits the tapered legs for a natural touch while the fabric upholstery covering the scoop seats makes the furniture look approachable yet still luxuriously gorgeous.



Deep Furniture Sdn Bhd

Hall 1, Booth 1-B01

Founded in 2005, Deep Furniture is a Malaysia- and Taiwan-based furniture manufacturer and exporter of living, dining, working and sleep-related bedroom pieces as well as the occasional hanging, DIY, CIY and PIY items. The company's latest contributions to the dining furniture market are these two sets. One features modular sofas that have changeable cushion covers and can be rearranged according to the homeowner's needs and preferences. The other more traditional set has a table with four foldable parts built into its top which makes it space-saving and allows it to seat up to six people if necessary.



The default space when it comes to eating meals and gathering for special occasions, the dining area must be functionally versatile and therefore have furniture that can meet that requirement.

Leo Up Enterprises Sdn Bhd
Hall 6, Booth 6-A06

Proponents of ‘the art of sitting’, furniture manufacturer and exporter Leo Up Enterprise has been producing upholstered dining chairs, sofa sets and beds of the highest quality since 2006. One such product is this set of upholstered dining chairs which have solid rubberwood frames, veneer board backrests and seats made out of medium-density fibreboards. Customers can choose to have certified flame-resistant foam or polyurethane for the upholstery. Additionally, the upholstery’s fabric is available in a variety of colours so the chairs can be customised in order to match the dining room’s theme.



Home-JS Furniture Sdn Bhd
Hall 8, Booth 8-A03

Since 2002, Home-JS Furniture has been producing well-designed modern furniture made out of locally-sourced rubberwood with a special focus on dining furniture. Boasting designs that incorporate ergonomic and functional features, all of its products reflect the latest market trends and aim to meet their customers’ every need. A good example of the company’s skill and innovation is this enchanting dining room set which comes with comfortable dining chairs wrapped in soft upholstery. Strong unique lines define its design and make it perfect for a casual dining experience.



Novel Furniture Sdn Bhd
Hall 1, Booth 1-A01

Boasting more than 35 years of furniture manufacturing experience, Novel Furniture has a sterling reputation built on creating a wide range of high-quality products. The company is largely praised for the high level of standards it adheres to from the initial concept and design stage to the material selection and manufacturing step. This principle naturally also applies to this dining room set which is made out of medium-density fibreboard and has a marble paper and coating finish. Meanwhile, the chairs have an aluminium lining, polyurethane leather upholstery and a high gloss paint finish.

Delightful Dining

United Woodwork & Construction (M) Sdn Bhd

Hall 5, Booth 5-A06

While it manufactures several different types of furniture, the production of semi knockdown Nyatoh solid wooden dining sets has been the specialty of United Woodwork & Construction since its founding in 1979. Due to its vast experience and excellent craftsmanship, its products are not only well-designed but also well-received by its local and international customers. Yet another one of the company's high-quality, elegant exclusively comfortable furniture is this Pumpkin dining room set. Boasting a sleek and classic design, it comes with six chairs that have brown cushion seats.



SF Furniture Sdn Bhd

Hall 1, Booth 1-A06 & 1-A07

Since it was established in 2004, SF Furniture has been making steady progress towards achieving its goal of becoming a leading furniture manufacturer and exporter that can meet the market's every demand. The company has a wealth of experience in producing rubberwood furniture and specialises in making dining room sets, lounge sets and coffee tables. One of its latest offerings is this simple European-style dining room set which has a predominantly white colour scheme. It features upholstered chairs and a spacious table that can accommodate more seats if necessary.

12

Sing Huat Furniture Sdn Bhd

Hall 9, Booth 9-A01

Muar-based furniture manufacturer Sing Huat Furniture has been in the industry since 2011 and specialises in dining room furniture. It strives to develop stunning new designs every year as well as provide its customers with a wide range of quality products and excellent service. Aside from producing the standard four-seat and six-seat dining room sets, the company has embraced the latest trend and created sets that come with four chairs and a bench such as this one. Simplistic in style, design and colour palette, this set can fit in any dining room.



Made in Indonesia



These Indonesian exhibitors showcase the beautiful materials and craftsmanship that define their industry.

CV. Yudhistira

Hall 6, Booth 6-D02

Located in the city of Solo in Central Java, Yudhistira is a furniture exporter that has been providing its customers with innovative yet timeless, elegant and perfectly finished pieces since 1996. Its products celebrate the pure beauty of solid wood species such as Suar wood, teak and ash which never go out of style. Iron or stainless steel is added in order to give them a modern touch and make them suitable for any room and function. Because of this, the company pays a great deal of attention to its materials.



Permata Furni

Hall 6, Booth 6-D07

Established in 1998, Permata Furni specialises in manufacturing indoor and outdoor furniture out of reclaimed teak. The company produces machine-made and handmade furniture that both meet the high standards of quality required to not only meet market demands in Europe and the USA but also receive FSC and SLVK certifications. A combination of eco-friendly materials and other high-quality materials such as stainless steel, iron and alloys, its designs add such a visually amazing touch to any interior or exterior space.



Surya Abadi Furniture

Hall 6, Booth 6-D03

Since 2002, Surya Abadi Furniture which is based in the village of Trangsan in Gatak, Sukoharjo Regency, Central Java has been offering its customers who are primarily in USA and Europe beautiful wood pieces since 2002. It uses natural resources such as rattan, banana leaves, water hyacinths, sea grass, reclaimed wood, root teak wood, boat wood and many others in the manufacturing of its furniture. As long-term business is a priority, the company always strives to better itself by periodically reviewing its processes and procedures in order to match current trends.



CV. Veda Sabrina

Hall 6, Booth 6-D06

From its humble beginnings in 1997 as a quality control inspector of teak root furniture in Semarang, Central Java, Veda Sabrina has since become a supplier of high-quality teak root furniture and wood furniture. The company specialises in mahogany indoor furniture and teak wood outdoor furniture which are exported to Europe, the USA and Asia. Additionally, it serves as a representative agent for the biggest wholesaler in the UK and three wholesale companies from India, Dubai and Romania.



CV. Raisa House Indonesia

Hall 6, Booth 6-D01

Based in the town of Jepara in Central Java, Raisa House Indonesia is a furniture manufacturing company with more than 20 years of experience to its name. It exports its pieces to numerous countries around the world such as the UK, Australia, UAE, and the USA. A specialist in French-style furniture, the company produces a wide range of furniture types from beds and sofas to armoires and vanities which have worldwide appeal. Aside from that, it has developed its own specialised divisions in order to have more market segments and identify individual needs.



Aryasena

Hall 6, Booth 6-D05

An export-oriented company located in Solo, Central Java, Aryasena produces ethnic- and modern-style furniture and art accessories which have a distinctive Indonesian aesthetic. It uses teak, mahogany and various other species of wood in its products which it kiln-dries before processing. The company's love for handmade works has been realised in baskets and rattan decorations that are made from locally-sourced fibrous materials. These designs are up-to-date and hand-woven by experts, resulting in pieces that can beautify any and every home. Additionally, full-container orders can be fulfilled and shipped across the globe.



Made in China

The ingenuity and workmanship of Chinese exhibitors are on full display at these booths.



Shunde Zhixin Design Company

Hall 3, Booth 3-B03

Established in 2015, Foshan-based Shunde Zhixin Design Company manufactures all kinds of metal and non-metal labels, nameplates, award plaques and badges. The company's services include logo designing, mould-making and product manufacturing which utilises numerous technologies in order to fulfil its customers' requests. It has an international client base with many of them being based in Europe, USA, the Middle East and Southeast Asia.

Zhejiang Botai Furniture Co., Ltd

Hall 5, Booth 5-B01

As one of the biggest factories in the 'bamboo county' of Anji which is referred to as 'the home of chairs', Zhejiang Botai Furniture has naturally specialised in manufacturing office chairs, function sofas and recliners since it was founded in June 2003. Thanks to its strict quality control system, all of its products are safe, practical and eco-friendly. Today, it owns more than 150 invention, utility model and design patents and its products are exported worldwide.

Anji Haitang Furniture Co., Ltd

Hall 7, Booth 7-H

Since it first penetrated the industry with its modern marketing concept in 1995, Anji Haitang Furniture has built up a sterling reputation with its over 20 years of experience in management, sales and marketing,

production, warehouse management and service. As a result, its products have been successfully introduced and exported to countries like Korea, Japan, Europe, the Middle East and Africa. Due to the company's dedication to values such as superior service and integrity, all its products are perfectly made and strictly inspected before delivery.



Anji South Furniture Co., Ltd

Hall 7, Booth 7-J

Based in Anji, the hometown of swivel chairs and bamboo, Anji South Furniture manufactures all kinds of furniture ranging from office furniture to leisure furniture. Regardless, every piece is a testament to the company's exquisite craftsmanship and desire to guarantee its customers' satisfaction. Furthermore, all its products are strictly designed and manufactured to conform to the body structure and be environmentally friendly.

Zhejiang Ruifan Furniture Co., Ltd

Hall 7, Booth 7-L

Originally a producer of hardware and injection moulding named Anji Yisheng Plastic and Hardware Factory, Zhejiang Ruifan Furniture has been committed to the development, production and marketing of office chairs, leisure sofa chairs and other furniture products since March 2011. It adheres closely to the concept of development innovation through its skilled design team, strict quality management and top-notch customer services. Thus far, the company has been successfully expanding its market share with its 'branded, international and large-scale industrialisation' development strategy.

Foshan Xuanyi Metal Product Co., Ltd

Hall 9, Booth 9-B18

Xuanyi Metal Product is one of the few developers, manufacturers, suppliers and service providers of the full range of processes and complete manufacturing production solutions in China's hardware processing industry. Its business covers forming and completing the full operation flow up to and including technique diversification, series production, manufacturing specialisations and sales networks.

Dongguan Hengsu Green Building Material Co., Ltd

Hall 9, Booth 9-B17

A comprehensive enterprise specialising in the development, production and sale of decorative edge bandings, Dongguan Hengsu Green Building Material primarily produces PVC/ABS/PMMA edge bandings, sealing strips and series profiles among other things. All its products can be customised according to their customers' specifications. Due to their ever-improving quality, elegant style and excellent features, their products are received favourably around the world.



G.M.I. Timber & Machinery (Liaoning) Limited

Hall 9, Booth 9-B20 & 9-B21

Headquartered in Hong Kong, G.M.I. Timber & Machinery (Liaoning) has been specialising in the designing and manufacturing of professional timber drying equipment since 1982. It is currently the licensed manufacturer in Asia for W.D.E.-MASPELL and O.S. Panto of Italy. The company's product range includes conventional kilns, vacuum press driers, conventional vacuum driers and high-temperature (thermo) treatment plants.



Foshan MAC Chair and Components Co., Ltd

Hall 9, Booth 9-B22 & 9-B23

Foshan MAC Chair and Components is a professional ISO9001 certified manufacturer of all kinds of office chairs and chair components. The company offers a 3-year guarantee for all its products and components which are shipped to over 50 countries across the globe. All of its objectives have been achieved effectively with the help of its talented R&D team, excellent sales and service team as well as skilled and experienced workers.



Hongfa N.C Engraving Equipment Company

Hall 9, Booth 9-B25

The primary business of Hongfa N.C Engraving Equipment Company is the production and development of 3D CNC engraving machines. This includes large and

small rotary CNC machines with 1-12 heads which are especially used in the engraving of human statues, Buddha statues and solid woodcrafts. Aside from that, the company provides comprehensive technology that helps users complete the modelling of complicated products.

Jinan Jinshengxing Machinery Manufacture Co., Ltd

Hall 9, Booth 9-A15

A global provider of advanced CNC engraving equipment, Jinan Jinshengxing Machinery Manufacture relies on numerous advanced technological methods and its own excellent designs to meet the needs of its many different customers. Its products include superstar-brand panel furniture production lines, wooden engraving machines, advertising engraving machines, Styrofoam engraving machines and woodworking CNC machining centres for high-tech enterprises.



Zhuzhou New Times Conveyor Machinery Co., Ltd

Hall 9, Booth 9-A18

China's leading complete solution provider of stock preparation sections in the pulping, papermaking and wood-based panel industries Zhuzhou New Times Conveyor Machinery has 15 years of experience to its name. It specialises in supplying log debarking chipping systems, woodchip screening storage systems, pulp waste paper conveying handle systems, finished board storage systems and conveying storage systems for materials of all kinds. Additionally, it offers technical proposals as well as the fabrication, installation, commissioning and round-the-year maintenance of resident plant equipment and electronic control systems.

Qingdao SOSN Machinery Co., Ltd

Hall 9, Booth 9-A19 & 9-A20

For over 30 years, Qingdao SOSN Machinery has been a renowned professional manufacturer of woodworking machinery. Its major products are precision panel saws and CNC routers which are sold to satisfied customers all around the world. Aside from that, it deals in other woodworking machines

like edge banding machines, wood sanding machines, drilling machines, thicknessers and planers. Technical support and after-sales services are provided as well.

LinYi JinLun Hot Press Machinery Co., Ltd

Hall 9, Booth 9-B26

Professional manufacturer of woodworking machinery LinYi JinLun Hot Press Machinery specialises in the production and trading of plywood machines. The company's integrated high-technology business handles its own R&D, production, sales and trade activities. Its main products are plywood and particle board production lines which include hot press machines, cold press machines, drying machines, peeling machines and barking machines.

Wuxi Shengjin Machinery Co., Ltd

Hall 9, Booth 9-B27

Founded in 1992, Wuxi Shengjin Machinery was formerly known as Wuxi Shengjin Special Light Industry Machinery Factory. It specialises in the production of surface treatment equipment for decorative materials and is one of the leaders in its industry. Through years of continuous development and innovation, it has created a series of special light-duty decorative machinery which includes laminating, hot stamping, printing and painting machines.

Linyi Lanshan Shengyang Wood-based Panel Machinery Factory

Hall 9, Booth 9-B28

Since 1996, Linyi Lanshan Shengyang Wood-based Panel Machinery Factory has been developing and manufacturing all kinds of wood-based panel machinery and equipment. Its main products are fully automatic particle board production lines, melamine laminate hot press machines and short cycle lamination hot press machines. Additionally, it also manufactures a variety of new high-end hot press machines, cold press machines, dryers, planking machines, saw machines and other full-set wood-based panel production machinery and equipment.



Popular Malaysian Timber Species for Furniture by MTC



Malaysian wood-based furniture is much sought-after by home, resort and property project owners around the world. The use of high-quality materials and timber species such as Rubberwood, Balau, Kembang Semangkok, Nyatoh, Dark Red Meranti and Acacia along with the application of hi-tech manufacturing methods and designs ensure the acceptance and admiration of Malaysian furniture in the international marketplace.



Rubberwood

A plantation-grown light hardwood, it is the preferred choice for making furniture such as chairs and tables as well as toys and kitchen accessories. Easy to machine and nail, it allows for a limitless palette of design options. Even its light colouration lends itself to any finishing whether by staining, lacquering, painting or laminating.



Dark Red Meranti

A light hardwood, it is medium red to deep red-brown in colour. Its texture is moderately coarse but even with interlocked grains, making it an excellent choice for any deck or garden furniture.

Kembang Semangkok

A light hardwood, it is yellow to light brown in colour and an attractive timber due to its oak-like look. Aside from being a preferred choice for furniture-making and decorative plywood, it is suitable for panelling, flooring and interior finishing.



Balau

A heavy hardwood, it is fairly distinct, lighter in colour and well-defined from the heartwood which is yellow-brown, brown, red or dark red-brown. The timber is suitable for all forms of heavy construction, decking, door and window frames as well as heavy duty furniture.

Nyatoh

A light hardwood with moderately fine to slight coarse texture, and straight to shallowly interlocked and sometimes wavy grains, it is widely used for furniture, joinery, flooring and doors.



Acacia

A plantation-grown species which is widely available, it is a golden brown to dark-brown timber with occasional streaks of darker material. It has been used to make outdoor as well as indoor furniture.





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YAB Tun Dr. Mahathir B. Mohamad visited EFE in 2007



15 Years and Still Going Strong



EFE Celebrates Its 15th Anniversary

Ranked amongst the top 10 largest furniture exporters in the world, Malaysia commands a strong position in the global furniture industry thanks to the fact that it exports around 80% of the furniture it produces. Owing to its rich national resources, the country's furniture industry is known for its wood-based furniture and targeted to contribute RM12 billion to its exports by 2020. In light of this, the government will continue to support the development of the furniture industry in Malaysia through various initiatives in order to ensure its rapid and sustainable growth.

It is undeniable that exhibitions like the

Export Furniture Exhibition (EFE) play an important role in the nation's export revenue. 2019 marks the exhibition's 15th anniversary and as we celebrate this significant milestone, it is fitting that we pay tribute to the Malaysian Furniture Council (MFC). As the sole national body representing the interests of Malaysia's furniture industry, Bumiputra furniture entrepreneurs and the 13 state furniture associations, it has made the EFE what it is through a great deal of hard work and dedication. Today, the exhibition which is organised by EFE Expo Sdn Bhd, a company wholly owned by MFC, is well-known around the world.

Since its inception in 2005, EFE has become one of the top industry shows in the region and a flagship export platform for the vibrant Malaysian furniture industry. EFE 2005 and EFE 2006 were held at the Asia Pacific Auction Centre (APAC) located in Subang adjacent to the Sultan Abdul Aziz Shah Airport. This was followed by EFE 2007 and EFE 2008 being held at the Bukit Jalil National Sports Complex. From 2009 to 2013, the exhibition was held at the Malaysia Agro Exposition Park Serdang (MAEPS). Since then, EFE has moved away from that suburban venue and been held at the Kuala Lumpur Convention Centre (KLCC) located at the heart of Kuala Lumpur





next to the iconic Petronas Twin Towers to this year.

From its humble start of 20,000 square metres of exhibition gross area at EFE 2005, the exhibition has grown tremendously to its current total of 35,000 square metres. Over the last 15 years, EFE has undergone massive changes such as expanding, organising new events, establishing new collaborations and networking with renowned international furniture exhibition organizers to improve its standing. As a result, it has become stronger, bigger and more effective than ever before.

EFE 2019 which will take place from 9th to 12th March 2019 at KLCC will feature more than 350 suppliers from Malaysia and other top Asian furniture-producing countries. The remarkable mix of innovation, high-quality craftsmanship and top-notch designs from industry players under one roof will give buyers and visitors yet another exciting buying experience. It is one of the best platforms to view the latest products as it is where manufacturers display their newest offerings and collections. The diversity of

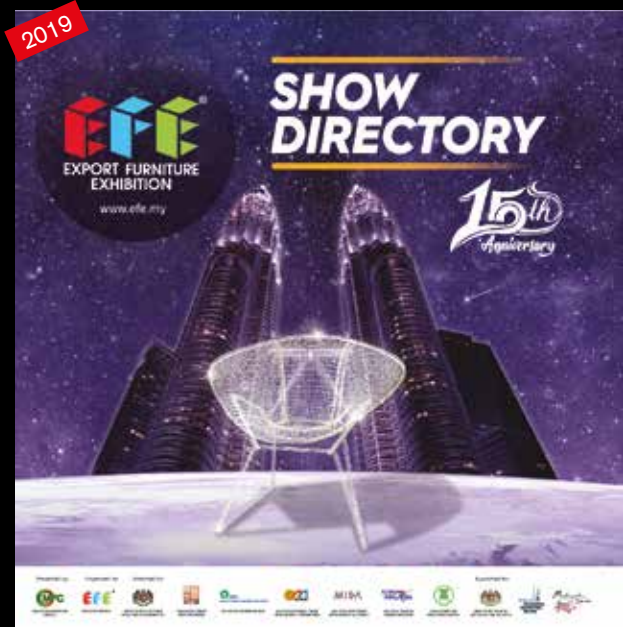
international buyers brings real business opportunities to existing and new companies. This will invariably boost Malaysia's furniture exports and expand its global network.

The highlights of EFE 2019 will include the highly popular Buyers' Networking Night, an evening of colourful entertainment, food and drinks slated to take place on 10th March. Another big draw will be the Prize Presentation Ceremony for the winners of the Malaysian Furniture Creativity Awards (MFC Awards) and the Best Booth display awards. In appreciation of the support EFE's attendees have given it over the years, attractive prizes will be given away to them during the Buyers' Networking Night.

We at EFE Expo Sdn Bhd wish to express our sincere appreciation to all our valued exhibitors and media partners as well as the government and affiliated NGOs for their support and help in making our 15th anniversary so much more memorable. Three cheers to this happy occasion and we wish all our exhibitors, buyers and visitors the very best!

MAFEX (1999 - 2004)

Established in 1999 with the goal of providing and encouraging export opportunities, the Malaysian Furniture Exports Exhibition (MAFEX) made steady progress over the following years in putting Malaysia's furniture industry on the map. After having performed its given duty with great success for six years, the event evolved and took on a new name which was the Export Furniture Exhibition (EFE) in 2005. As such, the exhibition has thus far in spirit spanned a total of 21 years when taking into account MAFEX's six years and EFE's 15 years.



21st Century Furniture Trends

Like every other industry, the trends in the furniture industry are dictated by who is buying what and why they are making those purchases. Some of the driving forces behind the furniture trends of the 21st century include the growing number of young furniture buyers and the rapid speed at which technology continues to develop. These factors along with several others such as a rise in globalisation have resulted in some types of furniture riding a wave of popularity right now.



Going Green

Growing environmental consciousness and buyers’ willingness to pay more for eco-friendly alternatives have prompted manufacturers to produce more sustainable furniture.



One Piece, Multiple Purposes

Multifunctional furniture has become popular due to reasons like many people having small homes and a desire for more storage space.

A Love for Leather

Leather furniture has become increasingly popular due to it now being available in a stunning variety of shapes and colours.

Technology-driven Designs

Aside from entertainment centres, many bedroom sets, accent tables and other furniture pieces today can accommodate gadgetry as well.

Old is Gold

Buying vintage furniture is more commonplace now because it is cheaper than buying new furniture and environmentally friendly.



Customising Comfort

A growing number of manufacturers are offering their customers an increasing amount of customisation options.

Inspirations from Across the Globe

There is a rising interest in furniture imported from other countries or inspired by their cultures or bygone eras.



Outdoor Is In

More and more homeowners are utilising the outdoor areas of their homes as well.



Size Does Matter

The shrinking size of today’s living spaces has led to a preference for more contemporary and streamlined furniture.

Innovative Slumber Options

Specialty sleep products are gaining traction as people’s hectic lifestyles have led to them recognising the value of a good night’s sleep.





PROFESSIONAL DESIGNERS PROGRAMME

COLLECTION

WILL BE SHOWCASED AT

EFE 2019 DESIGN@HALL 8

Professional Designers Programme Furniture Export to Receive Boost through Professional Designers

The furniture industry in Malaysia continues to thrive in an increasingly competitive environment and it is one of the significant contributors to the nation's export earnings. So significant that MTIB is intimately involved in drafting the comprehensive Export Roadmap with MITI's National Export Council. Malaysia has been exporting timber and timber products valued at more than RM9 billion annually. Malaysia is currently in the top 10 ranking globally as the top furniture exporter and the 3rd largest in Asia. "Made in Malaysia" furniture products are exported to over 160 countries all over the world. The United States remains as Malaysia's top furniture export destination and accounts for more than 30% of total export of furniture products.

This is usually followed by Japan, Singapore, Australia and United Kingdom. Incidentally, wooden furniture export earnings contributed to nearly 80% of the total furniture products export earnings annually.

MTIB has always been and will continue to facilitate the development of the timber industry, in particular the development of value-added timber products. In this context, the long term target under the National Timber Industry Policy (NATIP) is to achieve exports of timber and timber products valued at RM53 billion by 2020. Out of this target, exports of furniture products is to record an export value of RM16 billion. MTIB urges the furniture industry to undertake efforts to transform from Original Equipment Manufacturing (OEM) to Original Design Manufacturing (ODM) and Original Brand Manufacturing (OBM). Currently, ODM/OBM in the furniture industry is at 53%, as indicated by an MTIB's internal survey.

Professional Designers Programme - History

Professional Designers Programme or PDP is an initiative in integrating Designs and Designers into the current Malaysian furniture production. The professional designers has been collaborating and assisting local TANGGAM Designers and has been working hand-in-hand with local Manufacturers with the end result of producing furniture products which are market-ready and of high selling value. The immediate outcome from this program is the relationship between designers and the Malaysian furniture manufactures in holistic approach to produce new marketable furniture designs for the export market.

In the previous PDPs, MTIB has managed to include 13 local

manufacturers and 16 local designers in collaboration with 7 international designers. There are a total of 68 prototypes and finished furniture products available in the PDP catalogue now – either for further development or immediate commercialization.

The PDP Showcase 2019 at EFE2019 is a 'look back' at some of the selected products and prototypes of PDP.

Note: PDP (4th Edition) is currently running for a year beginning January 2019 and will end in December 2019. It will showcase new furniture designs by Malaysian designers in the next EFE2020.

Supported by:



MALAYSIAN TIMBER INDUSTRY BOARD

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Email : info@mtib.gov.my
Website : www.mtib.gov.my

Pioneering Pieces

Here are some of the innovative pieces that came out of the Professional Designers Programme (PDP) in 2018.

Radius

Designed by: Stefan Schöning
Produced by: Zolano Design Sdn Bhd

**Zolano Design
Sdn Bhd**
Hall 5,
Booth 5-B03



Stanza

Designed by: Peter Hutchinson
Produced by: Zolano Design Sdn Bhd



Moonlight

Designed by: Eric Wong
Produced by: Value Plus Industries Sdn Bhd



Onesha

Designed by: Harith Radzuan
Produced by: Value Plus Industries Sdn Bhd





Strata

*Designed by: Kitely Kianoosh Design
Produced by: First Flames Sdn Bhd*



Palafitte

*Designed by: Manolo Bossi
Produced by: First Flames Sdn Bhd*



Trio

*Designed by: Sim Chia Yi
Produced by: First Flames Sdn Bhd*



Hanah

*Designed by: Fakrul Aazmey
Produced by: Crown Furniture Marketing
Sdn Bhd*



Oblique

*Designed by: Stefan Schöning
Produced by: Crown Furniture
Marketing Sdn Bhd*

Mastello

*Designed by: Manolo Bossi
Produced by: Keppel Wood
Industries (M) Sdn Bhd*

Best Booth Competition 2019

Continuing our tradition of judging the best booth at EFE, we are glad to inform our exhibitors that we are once again giving them an excellent opportunity for them to display their creativity and talents in designing their booths and potentially win a prize in the process.



The Best Booth Competition is open to all EFE exhibitors!

The competition has four categories:

- Booth size of 100 sqm and above
- Booth size of below 100 sqm
- Shell scheme with booth enhancement
- Branding corridor

The prizes that the winners of the Branding Corridor category will get are:

- A trophy and certificate
- Promotion through our e-newsletter and Facebook page

The prizes the winners of the other categories will get are:

- A trophy and certificate
- Promotion through our e-newsletter and Facebook page
- A complimentary booth in EFE 2020's branding corridor
- Cash rebates

The Decision-Makers



JANET LEE
President of the Malaysian Interior Industry Partners Association

Janet Lee is the co-founder of Jalex, a leading interior fit-out management company with its own manufacturing facilities. She was awarded the Asia Pacific Entrepreneurs Award (Building Materials Industry) in 2016, Best Brand in Project Management Services Interior Fit-Out in 2015-2016 and Best Brand in Interior Design (Dimensional Stone) in 2016-2017. At present, she is the President of the Malaysian Interior Industry Partners Association (MIIP).



KEITH CHAN
Chief Designer of Northmos

Keith Chan who is the Chief Designer of Northmos believes that success in design stems from creating details and elements that will instil a sense of confidence in history in a modern, contemporary and non-reductive way. Aside from his numerous past accolades, he has also won Designer of the Year Awards' Best Designer of the Year (Commercial) in 2015 and 2017 and Best Designer of the Year (Residential) in 2018 as well as Metropolitan Home Trusted Brand Awards' Best Commercial Interior Designer and Best Residential Interior Designer in 2018.



MATTHEW LIM
Founder of Matthew Lim Associates (MLA Design)

Matthew Lim, the founder of Matthew Lim Associates (MLA Design), emphasizes delivering quality and fitting designs that balance a mixture of form and function. His accolades include winning the A'Design Award in 2016 and 2017, First Runner Up at the IPDM MIDA Excellence Award in 2011, IDA Award International in 2014, Asia Young Designer Award in 2016, Nippon Paint Young Designer Award in 2011, 2012 and 2015, REKA International Design Award in 2017, Designer of the Year in 2017 and Grandeur International Business Award in 2018.

Best Booth Design Winners 2018

This award is presented to exhibitors who have displayed their creativity and ingenuity in their booth construction and decoration.

Bare Booth 120 sqm and Above



Deep Furniture Sdn Bhd



Zolano Design Sdn Bhd



Novel Furniture Sdn Bhd



Bare Booth 120 sqm and Below



Taishi-Tech Marketing Sdn Bhd



Aerofoam Manufacturing (1969) Sdn Bhd



United Woodwork & Construction (M) Sdn Bhd



Shell Scheme with Booth Enhancement



Furnitech Industries (M) Sdn Bhd



Universiti Putra Malaysia



Impressive Transforms Sdn Bhd



Malaysian Furniture Creativity Awards 2018 Winners

Bedroom Furniture



Deep Furniture Sdn Bhd

Living Room Furniture



Zolano Design Sdn Bhd

Dining Room Furniture



Marcoco Furniture Industries Sdn Bhd

Living Room (TV Cabinet)



Furnitech Industries (M) Sdn Bhd

Mattress



Luxury Sleep (M) Sdn Bhd



26



Mastello by Manolo Bossi from Keppel Wood Industries (M) Sdn Bhd



Palafitte by Manolo Bossi from First Flames Sdn Bhd



Ixara by Fakrul Aazmey from TANGGAMAKERS

Overseas Media Judges

The Home Living, Japan
World Furniture Magazine, Italy

Furnishing International, Australia
Furniture & Furnishing Export International, Singapore



MALAYSIAN FURNITURE CREATIVITY AWARDS 2019

MALAYSIAN FURNITURE CREATIVITY AWARDS (MFC AWARDS)

This award is presented to exhibitors who showcase exemplary creativity in their furniture designs which they are also manufacturing themselves.

Event By:



Awards & Certificates Endorsed By:



The Decision-Makers



ADVISOR

Mauro Mamoli

President of Italy's National Federation of Furniture Stores (Federmobili)

After graduating from Politecnico di Milano, Italy, Mauro Mamoli developed his career in the furnishing industry at New Belgo Ltd and Casa Design srl before co-founding the Federmobili Young Entrepreneurs Club. Since 2004, he has been part of the Central Committee of the National Federation of Furniture Stores. In 2013, he became the Federation's President and Project Manager for cooperation activities with Verona Fiere. A prominent figure in the Italian furniture market, he is also the President of Webmobili srl and Deputy President of Innova.com.



JUDGE

Prof Dr Khairul Aidil Azlin Abd Rahman

Professor in the Industrial Design Department of Universiti Putra Malaysia

After graduating with a PhD in Design Management from Chiba University, Japan in 2003, Prof Dr Khairul Aidil Azlin Abd Rahman became a furniture designer before pursuing a career in education. He is currently a Professor in the Industrial Design Department of Universiti Putra Malaysia's Faculty of Design and Architecture. Over the years, he has received several academic awards, scholarships and over 50 design and innovation awards locally and internationally such as Anugerah Seni dan Kreativiti at Anugerah Akademik UNIMAS in 2013 and the Gold Medal award at the British Invention Show in 2014.



JUDGE

Steph Low

*Founder and Art Director of Yong Studio
Winner of Asia's Most Prestigious Interior Design Award*

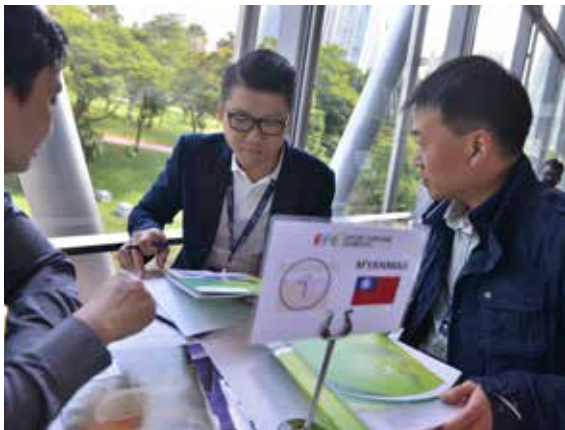
Steph Low is the founder of Yong Studio, a leading interior design solution firm dedicated to creating designs that are individually catered to each customer. The firm is widely known for its signature combination of minimalism, spatial designs and carefully selected materials that offer both warmth and function. Since its establishment, Yong Studio has accumulated an impressive live of awards which include Best Interior Design (Residential) at the Designer of the Year Awards (DOTY) in 2015, the Honesty Enterprise Award in 2016, Best Interior Design (Commercial) at DOTY in 2017 and Asia's Most Prestigious Interior Design Award.



Overseas Media Judges

*The Home Living, Japan
Furniture World, Italy*

*APS Media Group, Singapore
Furniturk, Turkey*



The Buyers' Introduction Program (BIP) & MATRADE International Sourcing Program (INSP)

Working in collaboration with Malaysia External Trade Development Corporation (MATRADE), the Malaysian Furniture Council (MFC) aims to invite the top furniture retail companies and buyers from the US, South Africa, the UK, Austria, Germany, Japan, Denmark, Canada, France and Holland to the Export Furniture Exhibition (EFE). This effort to attract more global buyers to Malaysia and entice them to buy locally-made furniture will be accomplished through the offering of a wide range of tantalising benefits and services

including complimentary four-day, three-night hotel accommodations.

The first iteration of the Buyers' Introduction Program (BIP) and International Sourcing Program (INSP) which took place in March 2018 at the Kuala Lumpur Convention Centre (KLCC) saw a total of 500 prearranged business meetings organised between 40 Malaysian companies and 64 foreign buyers. These buyers were from 24 countries all across the globe including India, China, Indonesia, the US,

Japan, South Korea, Saudi Arabia and Myanmar among others. Meanwhile, the products that were sourced ranged from bedroom sets and sofas to dining tables, chairs and shelves.

In 2019, the event will take centre stage at EFE which will run from 9-12 March at KLCC. Following the success of the BIP and INSP in 2018, MFC looks forward to collaborating with MATRADE once again this year for the betterment of Malaysia's entire furniture industry.





Hup Chong Furniture

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(KLCC)



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Post Show Report 2018



- 1 Minister of Plantation Industries and Commodities (MPIC) YB Datuk Seri Mah Siew Keong was the Guest of Honour at the opening ceremony of EFE 2018
- 2 The PDP 3.0 designers posing with members of overseas media organisations
- 3 Overseas buyers attending the event
- 4 Buyers discussing product specifications with Jin Sheng Furniture Industry Sdn Bhd staff
- 5 A product showcased by Novel Furniture Sdn Bhd at EFE 2018
- 6 A product showcased by Goodnite International Sdn Bhd
- 7 Staff from Deep Furniture Sdn Bhd proudly showcasing their product with a satisfied buyer
- 8 Then Chairman of the Malaysian Timber Council Datuk Gooi Hoe Hin posing with the winners of the Best Booth Competition



Novel

Total Home Concept



Richmond Series



Novel Furniture Sdn. Bhd.

We warmly welcome you to visit us at



EFE (Malaysia) 9-12 MARCH 19

HALL 1 A01



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www.novel-international.com



TOP PREMIUM COMPANY

Novel is the top premium furniture in Asia. Growing from strength for over two decades, it has a worldwide marketing network and it becomes the best among the greats.

Novel have a team of skilled, excellent furniture makers. Our designers are highly observant to the natural changes of season, and they study the intimate and emotional needs of men for furniture. Thus the furniture comes with practical functions, creative style and innovative combination of materials.

Novel equipped with the most advanced edge of manufacturing technology and rich in production experiences, Novel breakthroughs all high difficulties of designs and delivers premium quality. Novel sets the trend with absolute perfect quality.





ZOLANO®

International Brand
Leather Sofa Manufacture

We are pleased to invite you to discover
the new ZOLANO Sofa collection



EFE - KLCC, Malaysia

9 – 12 March 2019,
Booth hall 5, 5-B05



CIFF, Guangzhou, China

18th - 21st .,Mar, 2018 ,
Booth no.:3.1A – 1.1



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