

Press Release

For Immediate Release

EFE 2019 BUYERS' NIGHT

***A NIGHT OF GLAMOUR, GOOD FOOD, GOOD COMPANY, ENTERTAINMENT &
DRINKS ALL NIGHT LONG.***

KUALA LUMPUR, 10 March 2019: The 15th Export Furniture Exhibition (EFE) taking place from 9-12 March 2019 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention centre is a hive of activities with thousands of international visitors flocking to the exhibition venue in conjunction with its annual international event cum celebration of EFE's 15th Anniversary. Organized by EFE Expo Sdn Bhd; a wholly owned company of the Malaysian Furniture Council (MFC), the four days exhibition is set to attract more than 15,000 buyers from more than 140 countries sourcing for high quality Malaysian furniture.

One of the main highlights of the annual event is the "Buyers Networking Night!" The much awaited event was held on 10th March 2019 (Sunday) at KLCC's East Wing, Level 3 Foyer. The night of merriment and cheers commenced at 6.30pm with a flash mob followed by the arrival of Y.Bhg. Dato' Low Kian Chuan, Chairman of Malaysian Timber Council. The event's welcome speech was delivered by Mr. Chua Chun Chai, President of Malaysian Furniture Council (MFC) followed by Dato' Low Kian Chuan.

The Buyers' Night is aimed at providing the buyers with a night of relaxation, to enjoy the good food and drinks and an opportunity to meet new and old friends. It is also a time to socialize, network and enjoy after a hard day's interaction with the exhibitors. An evening of colourful stage performance, entertainment, food and drinks, it was a memorable night for the buyers and suppliers. It was a night everyone looked forward to – the glitz and glamour, good food and good company, entertainment and drinks all night long.

The highlights of the night were the announcements and presentation of the "Best Booth Awards" and the "MFC Furniture Creativity Awards". In the Best Booth Award, 3 winners each for booth size above 100sqm and below 100sqm category were awarded including 3 winners each for "Best Booth Shell Scheme" of above 100sqm and below 100sqm category. Another 3 winners for booths at the Branding Corridor were also rewarded.

For the MFC Awards, the winners of the coveted Malaysian Furniture Creativity Award are categorized under the following product types (furniture) :-

1. Living Room.
2. Dining Room
3. Bedroom Set
4. Mattress
5. Living Room Furniture- TV Cabinet

Heartiest congratulations to all the winners. They truly deserve the awards for their efforts and hard work. In conjunction with award ceremony, a video clip of 2018 MFC Award Presentation was showed together with the 15th EFE Anniversary video clip.

The event night continued with lucky draws and photo sessions followed by the much awaited presentation to the winners of the Malaysian Furniture Creativity (MFC) Award by Y.Bhg. Dato' Low Kian Chuan and a token of appreciation to Ex-EFE Directors by Mr. Chua Chun Chai, President of Malaysian Furniture Council. The Buyers Night culminated with a cake cutting and toast in conjunction with EFE's 15th Anniversary. It was an exciting night and definitely a memorable one for everyone.

See you again at EFE 2020 !