

Press Release

For Immediate Release

EFE 2019 Opening Ceremony Graced By YB Datuk Seri Shamsul Iskandar, Deputy Minister of Primary Industries, Malaysia.

KUALA LUMPUR, 9 March 2019: The Export Furniture Exhibition (EFE) 2019 unveiled its biggest ever show in 15 years with design and innovation as the highlights of the four-day event. The 15th edition of Export Furniture Exhibition is presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd; a wholly owned company of MFC. Held from 9-12 March 2019 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention centre, which is strategically located in the heart of Kuala Lumpur. The Guest-of-Honour, YB Datuk Seri Shamsul Iskandar, Deputy Minister of Primary Industries Malaysia, graced the Opening Ceremony on behalf of YB Pn. Teresa Kok, Minister of Primary Industries, Malaysia, held at the spacious KLCC Plenary Theatre on 9 March 2019.

In declaring Export Furniture Exhibition 2019 officially opened, the Minister cited the new Government will continue to support the furniture industry and is proud Malaysia is one of the top 10 largest exporters of furniture in the world. Mr. Chua Chun Chai, President of the Malaysian Furniture Council (MFC), in his welcome speech, thanked the Government, Government agencies and exhibitors for their support to making the annual event a success. He also bid a warm welcome to all overseas visitors and buyers to EFE 2019 and Malaysia. Group photos were taken with the YB Datuk Seri Minister and mementos were presented by YB Minister to 39 loyal exhibitors in recognition of their contributions to the EFE Exhibition and industry. Token of Appreciation to Ex-Directors of EFE were presented during the 'Buyers Networking Night cum Celebration' held on 10 March 2019. After gracing the Opening Ceremony, YB Datuk Seri Shamsul was guided to a tour of the exhibition accompanied by the organisers and VIPs.

EFE 2019 turned 15 years old this year and its phenomenal growth is commendable. From a small exhibition space of 20,000sqm, it has expanded to 35,000sqm today. Fifteen years on and growing strong, it has plans to expand further when KLCC's expansion of its exhibition space is completed this year. Marking its 15th Anniversary, the Malaysian Furniture Council and the organiser-EFE Expo Sdn Bhd; are ever grateful and thankful to all the loyal exhibitors and Ex-Directors for their contributions, services and support to Export Furniture Exhibition.

One of the biggest international furniture meeting places in Southeast Asia, EFE has grown further by 9% to 35,000 sqm, packing 9 halls in its long-time venue at Kuala Lumpur Convention Centre (KLCC). In sync with the theme "Fine Furniture, World Market", EFE brings together noticeably more new product ideas and collections by Malaysian and international suppliers with new business opportunities on the trading floor.

The Export Furniture Exhibition platform is presented by MFC which is aimed at encouraging furniture exports by Malaysian furniture manufacturers and to provide industry players with the opportunity to participate in its exhibition at an affordable price. MFC, the national body representing Malaysia's furniture industry has been entrusted by its members to represent the furniture industry's interests at all levels and is working well with the federal government. 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. The event is supported and endorsed by the Ministry of Primary Industries and Matrade.

At EFE, suppliers and decision-makers from the sector's major markets around the world will be setting the course for successful future business. One can feel the pulse of the furnishing world. The organizers are confident it will be another good year and expect more than 15,000 buyers from more than 140 countries all over the world, will be attending the 4-Days exhibition. Good business, good products and good concepts await the buyers and visitors at EFE 2019.

Alongside the wide-ranging home and commercial products including wood furniture by Malaysian manufacturers, are complementary products available in different materials and designs unique to international exhibitors from China, Indonesia, Singapore, South Korea, India, Vietnam and Thailand.

EFE 2019 Highlights :-

1. EFE Best Booth Competition.

Three prizes up for grabs and judged by local and international designers. An opportunity for companies to show their creativity and talent in booth design.

2. Malaysian Furniture Creativity Award (MFC Awards).

In encouraging furniture design, the Malaysian Furniture Creativity Award (MFC Award) is one of the much awaited highlights of the exhibition. MFC Award aims to showcase Malaysian companies' creativity in furniture design along with its innovation skills and talents by the industry players. This award will not only brand and promote Malaysian products internationally but will also be for business growth. It is also an avenue to our aspiring Malaysian designers to show their talents and creativity.

3. EFE Buyers' Networking Night cum 15th Anniversary Celebration.

Announcing the winners of the design competitions and a time to socialize with

International buyers from all over the world. It's a memorable night of award presentation, fun, drinks, food, entertainment and lucky draws.

4. Media Lounge.

A place for media partners to relax and enjoy light refreshments at leisure. The media room has a glossary of EFE's Press Releases, photo gallery and information on EFE.

5. Buyers' & Exhibitors' Lounge.

A place to relax with a cup of coffee/tea including free wifi from your busy schedules.

6. Seminars.

Hear first-hand from the professionals and international designers and tap into their experiences to expand your business growth including latest industry developments by Matrade & MIDA.

7. Collection@ Professional Designers Program (PDP)

The Professional Designers Programme (PDP), will provide visitors with contemporary showcases of intriguing array of furniture inspired by European and Australian designs. Artworks of the past PDP collections are displayed at Hall 8. In collaboration with MTIB, PDP is supported by the Ministry of Primary Industries, Malaysia.

8. Malaysian Timber Council.

MTC in promoting Malaysia's timber and timber products to the global market also provides financial incentive to SMEs and participation in international exhibitions to encourage exports.

9. Buyers' Introduction Program (BIP) & International Sourcing Program (INSP)

A collaboration with Matrade, these programs invite new buyers and top world retail company buyers to EFE with incentives of expanding their business with free hotel accommodation and transport services. The objective is to attract more international buyers to Malaysia.

10. B2B Business Matching.

In collaboration with Matrade, this is a platform for the international business community to meet with local manufacturers and develop mutually-beneficial commercial relationships with well-matched international partners. This program complements the BIP program to attract new buyers to meet and match with the suppliers.

11. Indonesia Furniture & Craft Promotion Showcase.

The Indonesian showcase aims to promote its development and growth by Indonesia's furniture & craft manufacturers (IFPF). A vast display of innovative furniture designs, handicrafts and decorations are available.

12. Furniture Designs By Malaysian Universities.

An array of innovative furniture designs by designers from Universiti Putra Malaysia (UPM), Universiti Tun Hussein Onn (UTHM), Universiti Malaysia Kelantan (UMK) and First University College (FCUC). The objective of their participation is to encourage young University furniture designers to show their creativity and promote Malaysian designs.

13. Zhe Jiang, China Showcase.

See the largest furniture exporter in the world- China, and be mesmerized with their ingenuity and creativity from Zhe Jiang.

EFE 2019 is an International Furniture Exhibition which provides the perfect gateway for suppliers and businessmen to expand and grow their businesses. Presented by Malaysian Furniture Council, the EFE trade platform will continue to serve the industry and is an ideal show by the industry for the global players and buyers. A robust B2B platform for buyers to interact with suppliers where great opportunities, partnerships and prosperity by the industry for the industry.

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Issued by the EFE Expo Sdn Bhd

For more information, visit www.efe.my.

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