

Furniture News

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REVIEW

MALAYSIAN INDUSTRY ENJOYS GLOBAL STAGE

The biggest Export Furniture Exhibition (EFE) to date took place from 9-12th March at Kuala Lumpur Convention Centre (KLCC) in the heart of Malaysia's capital.

One of the biggest meeting places for the international furniture trade in South-east Asia, EFE has come a long way since its foundation 15 years ago. Now a 35,000m² event (up +9% YoY) running through nine halls of the modern venue – and eyeing further expansion – the exhibition presented visitors with numerous opportunities to engage Malaysian and international suppliers.

Its organiser, the Malaysian Furniture Council (MFC), reports another strong edition. Guest of honour, Deputy Minister of Primary Industries Malaysia, YB Datuk Seri Shamsul Iskandar, commented at the show's opening ceremony: "I am glad the MFC has provided this platform for furniture manufacturers to participate in an international event and constantly encourage its members to export. The event has not only branded Malaysia as one of the furniture hubs of Asia, but at an

international level, too."

EFE saw decisionmakers from the sector's key international markets set a course for new business. Alongside a wide range of domestic and commercial products, visitors were able to attend seminars from industry professionals and international designers, and to seek inspiration in the Professional Designers Programme (PDP), which offered a contemporary takes on furniture, inspired by

European and Australian designs.

The Malaysian Furniture Creativity Award (MFC Awards), meanwhile, highlighted Malaysia's creativity in furniture design and the innovation of its key players.

With hosted buying and B2B matchmaking programmes also on offer, EFE is making a better impression on international buyers, year after year.

www.efe.my



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