

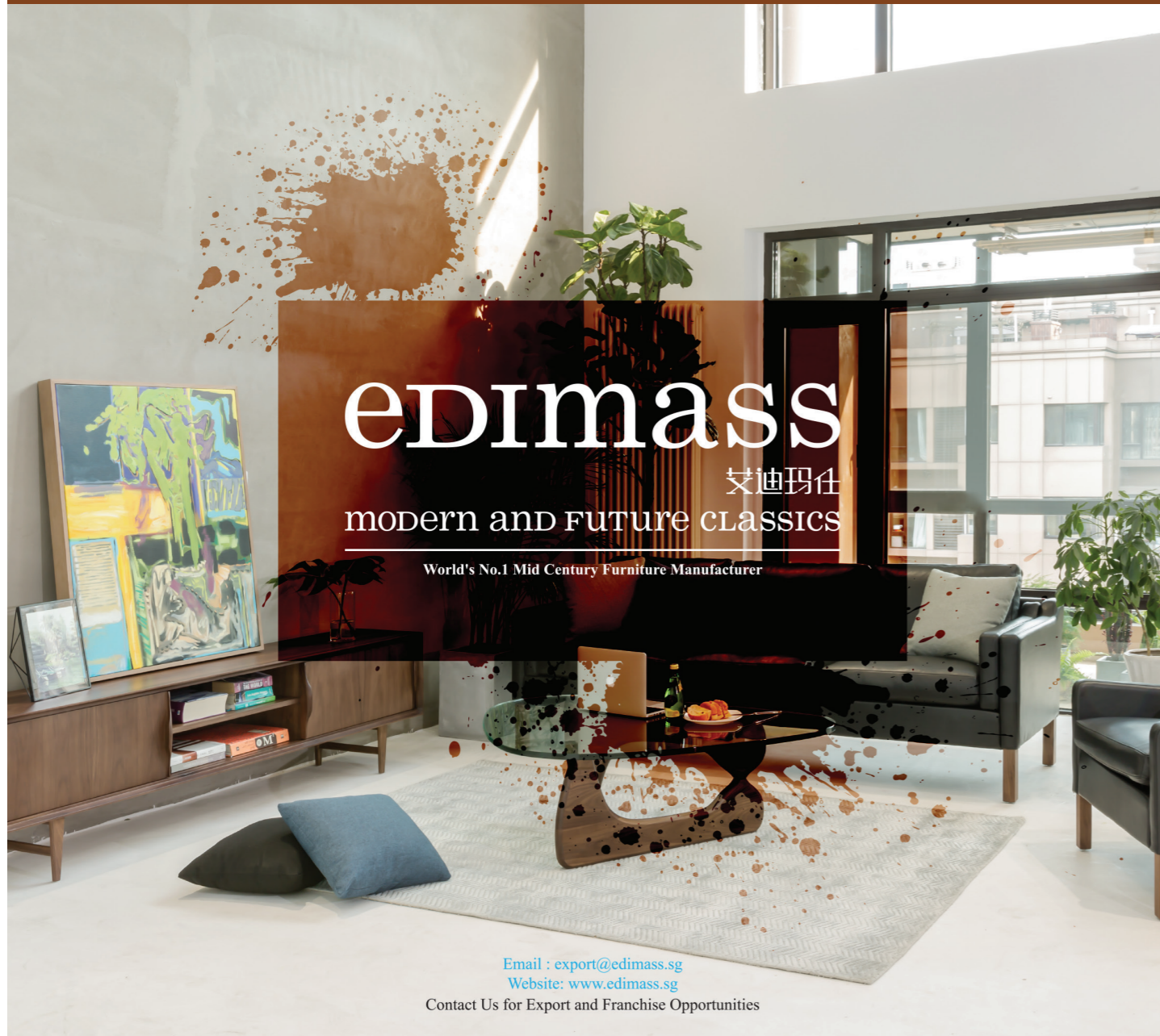
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## 54 EVENT NEWS

**EXPORT FURNITURE EXHIBITION (EFE) 2019**  
9-12 March 2019  
Kuala Lumpur, Malaysia

### A SHOW OF STRENGTH



The annual Export Furniture Exhibition (EFE) returns to the popular Kuala Lumpur Convention Centre (KLCC) in March 2019. Held in conjunction with the Malaysian Furniture Week, the international furniture fair - EFE

2019, will be held from 9 - 12 March. The furniture exhibition is the signature event of the Malaysian Furniture Council (MFC), the sole national furniture body representing the interest of the furniture industry including Bumiputra furniture entrepreneurs and the 13 States Furniture Associations of Malaysia. The exhibition is organized by EFE Expo Sdn Bhd, a fully owned subsidiary company of MFC.

In EFE 2018, the annual fair attracted more than 10,000 international trade buyers and visitors from 140 countries. EFE Expo Sdn Bhd who organized and hosted the event, reported they have received many compliments from both visitors and exhibitors. The annual event has expanded over the years and well located in the heart of Kuala Lumpur city.

With 15 years of fair experience since 2005, EFE remains as one of the most distinctive channels in Asia dedicate to regional and international companies looking to penetrate the global market and source for furniture products. EFE 2019 will showcase a comprehensive range of furniture with the latest display of top quality and contemporary furniture where the latest designs for bedrooms, living areas, kitchen, children, office, outdoor living, hotel lounges including furniture accessories and parts by more than 350 exhibitors from Malaysia and the region.

Bigger and better, EFE 2019 coincides with its 15th anniversary since its inception in 2005. The exhibition boasts of 9 Halls covering a gross area of 35,000sqm with an increase of new exhibitors such as Ah Hai Industries Sdn Bhd, Mix Box Furniture Industries Sdn Bhd, Infinity Furniture Industry Sdn bhd, Zin Tiau Furniture Sdn Bhd, Wansern Foam Industry Sdn Bhd, LSG Furniture Sdn Bhd, Getha Bedding (M) Sdn Bhd and more.

And, some of the listed big furniture players include Home Upholstery Industries Sdn Bhd, Hup Chong Furniture Sdn Bhd, Tawei Furniture Sdn Bhd, Marcoco Furniture Industries Sdn Bhd, High Value Ent. Sdn Bhd, Zolano Design Sdn Bhd, Dynamic Furniture Industries (M) Sdn Bhd & Home-JS Furniture Sdn Bhd will display their high quality furniture products. All the main Malaysian and many international brands will be here to give buyers and visitors a complete in depth representation of what's available in the furniture and furnishings industry today. It will be a productive experience for everyone and is a must visit furniture fair in Southeast Asia.

Coinciding with its 15th Anniversary, the stage is set for an exciting and bigger fair in EFE 2019. New product ideas and collections, new exhibitors, attractive programs and improved facilities are among the many, awaiting buyers and visitors. YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia, has been invited as Guest-of-Honour, to grace the official opening ceremony on 9 March 2019.

To make it a holistic trade event, design initiatives - the Professional Designers Programme (PDP), an exclusive design showcase where foreign well known furniture designers from Italy and Belgium together with our local designers from Tanggam (MTIB), will display its innovative and creative furniture designs. PDP is a collaboration with Malaysian Timber Industry Board (MTIB) and has since added value to the event and has progressively brand Malaysian furniture designs internationally. This bodes well for Malaysia as a nation and its designers for their creativity in furniture design.

Another highlight to the upcoming EFE 2019 event is the Malaysian Furniture Creativity Award (MFC Award) which gives recognition to companies with their creativity in furniture design. 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.

Not to be missed is the 'Buyers' Networking & Awards Presentation Night' which in conjunction with its 15th anniversary celebration, where attractive and grand prizes are for grabs by buyers and attendees. It is a night of merriment, fun, food, drinks, entertainment, interaction and networking.

An incentive program named 'Buyers Introduction Program (BIP)' is aimed at attracting buyers to EFE and Malaysia. This program is offered to only first time oversea buyers' visit to EFE 2019 with the following benefits:-

- 4D3N complimentary hotel stay at Impiana KLCC, Kuala Lumpur (2 persons per company).
- FREE shuttle service from KLIA to KLCC (7.00am - 8.00pm).
- FREE 1-Day pass for KL City tour.\*
- Provision of Interpreter Services.\*
- Special invitation to the 'Buyers' Networking Night.'
- B2B Business Matching with exhibitors.

A B2B business matching will be held during the fair for exhibitors and buyers to discuss, interact and explore business opportunities.

The organizers are confident EFE 2019 will not only be a productive experience for international buyers and visitors, but it will set the benchmark even higher as the must visit furniture marketplace every year in Southeast Asia and one of the biggest export platforms for Malaysian furniture. A robust B2B platform for buyers to interact with suppliers where great opportunities, partnerships and prosperity awaits.