



**Export Furniture  
Exhibition, Malaysia**

# SALES BROCHURE



**9-12  
MARCH  
2020**

# KLCC

[www.efe.my](http://www.efe.my)



Product Design  
Courtesy of:  
Mercedes Furniture  
Industries Sdn Bhd

Presented by:



Organised by:



Endorsed by:



MINISTRY OF PRIMARY  
INDUSTRIES



MALAYSIA TRADE  
DEVELOPMENT BOARD



MALAYSIA TRADE BOARD



MALAYSIA EXPORTS TRADE  
DEVELOPMENT CORPORATION



MALAYSIA OVERSEAS TRADE  
DEVELOPMENT AUTHORITY



MALAYSIA TOURISM  
FOUNDATION BOARD



ASEAN FURNITURE  
INDUSTRY COUNCIL

Supported by:



MINISTRY OF TOURISM,  
ARTS & CULTURE MALAYSIA



Malaysia  
Commerce  
& Exhibitions  
Board



Malaysia  
Trade & Investment  
Promotion





## EXHIBIT PROFILE

- Bedroom Furniture
- Children Furniture
- Customised Furniture
- Dining Room Furniture
- Furniture Components & Parts
- Garden/Outdoor Furniture
- Home Decorations
- Kitchen Furniture
- Living Room Furniture
- Mattresses
- Occasional Furniture
- Office Furniture
- Upholstered Furniture



**9-12**  
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**KLCC**  
[www.efe.my](http://www.efe.my)

**9:30AM - 6PM**





# BUYERS' INTRODUCTION PROGRAM



## BUYERS' INTRODUCTION PROGRAM (BIP) & INTERNATIONAL SOURCING PROGRAM (INSP)



COMPLIMENTARY HOTEL



COURTESY COUNTER AT AIRPORT



FREE SHUTTLE FROM AIRPORT TO HOTEL



BUYERS' NETWORKING NIGHT







# EVENT HIGHLIGHTS



EFE 2019 OPENING CEREMONY



MTIB - COLLECTION @  
PROFESSIONAL DESIGNERS  
PROGRAM (PDP)



MTC - SME ASSISTANCE  
PROGRAM



15<sup>TH</sup> ANNIVERSARY CELEBRATION  
& BUYERS' NETWORKING NIGHT



MEDIA LOUNGE



BUYERS' & EXHIBITORS' LOUNGE



BRANDING CORRIDOR



SEMINAR



# 2020

## EXPANSION PLAN

### MALAYSIA CONVENTION AND EXHIBITION CENTRE

The Centre offered additional 12000 square metres event space. It is the preferred choice for trade fairs which offers excellent range of quality and customer-oriented facilities as below:

- Within walking distance (less than 10 minutes) from nearby amenities and facilities, including 5-star hotels and shopping complexes
- 42km from Kuala Lumpur International Airport (KLIA)
- Surrounded by more than 30 hotels (4 to 5 stars)



KUALA LUMPUR  
CONVENTION CENTRE

TOP  
VIEW

From  
Mandarin Oriental  
Hotel



•FREE Shuttle Bus &  
GrabCar service to EFE

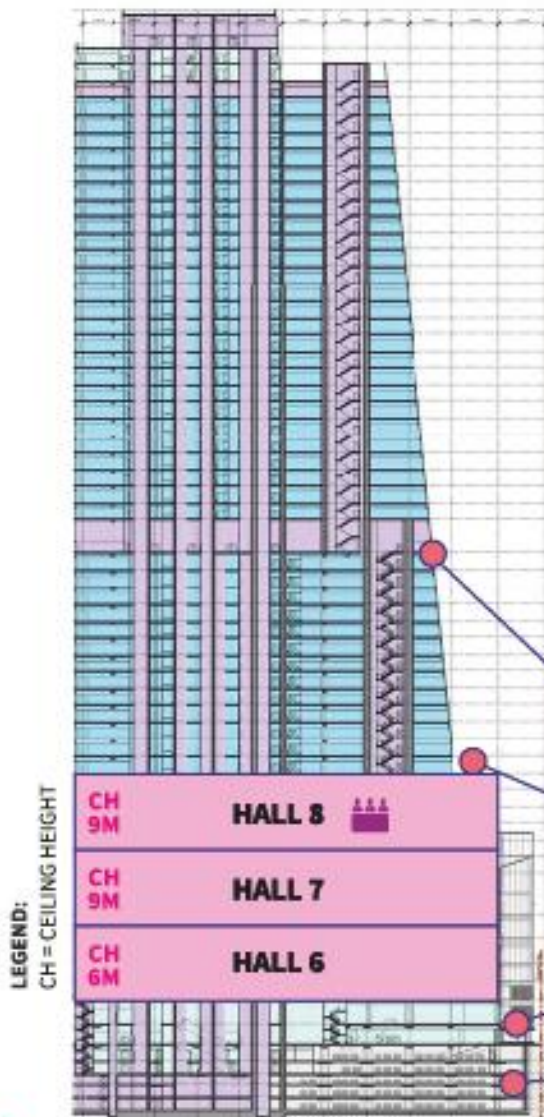


## OVERALL FLOOR PLAN





# YOUR FUTURE EVENT SPACE



L8 - 23  
OFFICE LOW ZONE

L6  
SKY GARDEN

L1 - 3  
EXHIBITION HALL

GROUND FLOOR:  
CONCOURSE - GF RETAIL

P1 - P5:  
RETAIL

## BOOK YOUR SPACE NOW!

For More Information, Contact Our Sales Team:

+6012-787 6332  
+603-6270 9332



admin@efe.my







# TOP 20 VISITORS COUNTRY



- ◆ Australia
- ◆ Canada
- ◆ China
- ◆ HongKong
- ◆ India
- ◆ Indonesia
- ◆ Japan
- ◆ Lebanon
- ◆ Mauritius
- ◆ New Zealand
- ◆ Philippines
- ◆ Singapore
- ◆ South Africa
- ◆ South Korea
- ◆ Taiwan
- ◆ Thailand
- ◆ UAE
- ◆ USA
- ◆ UK
- ◆ Vietnam

Atlantic Ocean

Pacific Ocean

Pacific Ocean

Indian Ocean



“Like” Us on Facebook



facebook.com/exportfurnituresexhibition

## SERVICES PROVIDED

Facilities Available near KUALA LUMPUR CONVENTION CENTRE



### AIRPORT COURTESY COUNTER

EPE Courtesy Counters will be set up at airports to meet and greet buyers.



### FREE SHUTTLE SERVICE

Free Shuttle Service is provided from Airport, KLCC & Official Hotel and vice versa for the convenience of all trade buyers.



### BUYERS' & EXHIBITORS' LOUNGE

Enjoy a cup of free coffee or tea along with free WiFi Service while taking a break from your hectic schedule.



SPECIAL RATES ON OFFICIAL HOTELS



TOURIST REWARDS CARD



FREE WIFI THROUGHOUT THE WHOLE VENUE



VISA ASSISTANCE APPLICATION  
Visit [www.fmi.gov.my](http://www.fmi.gov.my) for more details.



WHEELCHAIRS SERVICE AVAILABLE



FIRST AID ROOM



FREE GRAB CAR



FREE ADMISSION



POWERBANK FREE RENTAL



PRAYERS ROOM



LUGGAGE COUNTER



COMPLIMENTARY SHOW BAG





# KUALA LUMPUR CONVENTION CENTRE:

THE AWARDS, ACCOLADES & CERTIFICATIONS RECEIVED TO-DATE

## 2018

"Best Employer Brand Award" – 4th Malaysia Best Employer Brand Awards 2018

"Malaysia's Most Talented HR Leaders" - 4th Malaysia Best Employer Awards 2018



## 2017

"Pembangunan Sumber Manusia – Service (Large)" Human Resource Development Award 2017

"Purpose-Built Convention & Exhibition Centre Award for Excellence" by rAWr (Recognising Award Winning Results) Awards 2017

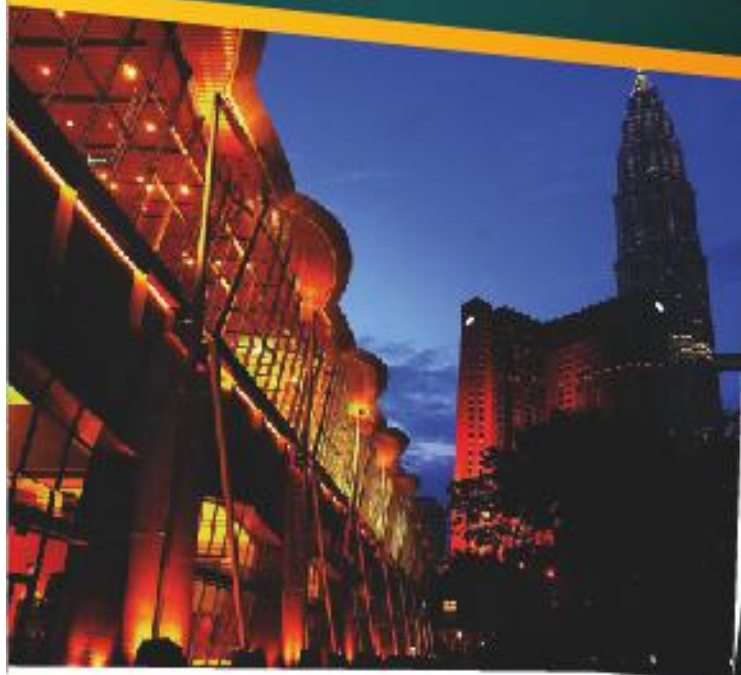
Most Outstanding Team in Culinary at Culinaire Malaysia 2017

Most Outstanding Chef, Most Outstanding Artist at Culinaire Malaysia 2017

Most Outstanding Apprentice at Culinaire Malaysia 2017

10 gold, 11 silver and 6 bronze medals at Culinaire Malaysia 2017

"Digital Infrastructure Award 2017" by INCON



## 2016

"Best Convention Centre" by Going Places Readers' Choice Awards 2015

"1st Place Outstanding Venue Award" by Asia Federation Exhibition and Convention Association (AFECA)



EFE WHOLLY OWNED SUBSIDIARY OF MFC

BOARD OF TRUSTEE



MALAYSIAN FURNITURE COUNCIL



MALAYSIAN TIMBER INDUSTRY BOARD



MALAYSIAN TIMBER COUNCIL

MALAYSIAN TIMBER COUNCIL