



MARKETS TRADESHOWS

EFE 2019 experienced 15% increase in visitors

March event attracted larger numbers of international and domestic buyers



Thomas Russell // Senior Editor, Furniture Today
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Malaysian manufacturer Jatat was among the more than 300 companies exhibiting at EFE 2019

KUALA LUMPUR, Malaysia – Officials with the Export Furniture Exhibition held here in March said that the 15th edition of the show attracted larger numbers of domestic and international buyers. Show officials also revealed plans to increase the size of the show to about 500,000 square feet, up from 350,000 square feet this year.

According to official results released this week, the March 9-12 event held at the Kuala Lumpur Convention Center drew 13,837 visitors, up 15% from last year. This overall increase included 8,246 international buyers, up 5% and 5,591 domestic buyers, up 34.4%.

Officials partly attributed the increase in visitors to a 9% increase in the size of the show, bringing the number of halls from eight to nine. There were more than 300 exhibitors from Malaysia and other parts of Asia showcasing a wide mix of residential furniture including case goods and upholstery as well as youth furniture, outdoor furniture, office furniture and accessories.

Other highlights of the show included the Professional Designers Program, which featured innovative new product and designs from Malaysian furniture manufacturers mentored by professional designers from Italy, Belgium and Australia. In addition, the show featured a Buyers Introduction Program and an International Sourcing Program, which attracts international buyers to the show and introduces them to Malaysia furniture companies.

For the first time, the show also included a showcase of Indonesian furniture, handicrafts and other home accessories made possible thanks to the participation of the association of Indonesia Furniture & Craft Manufacturers.

Show organizers said EFE 2020 will be held in a larger space of 500,000 square feet at the KLCC. Set for March 9-12, 2020, the event will feature more exhibitors across a mix of categories including the office furniture segment. "The larger exhibition space creates room to accommodate more exhibitors by EFE to launch more new initiatives to drive design, quality and business opportunities," show organizers said in a statement.



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I'm Tom Russell and have worked at Furniture/Today since August 2003. Since then, I have covered the international side of the business from a logistics and sourcing standpoint. Since then, I also have visited several furniture trade shows and manufacturing plants in Asia, which has helped me gain perspective about the industry in that part of the world. As I continue covering the import side of the business, I look forward to building on that knowledge base through conversations with industry officials and future overseas plant tours. From time to time, I will file news and other industry perspectives online and, as always, welcome your response to these Web postings.

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