

Furniture News

The essential guide to the UK domestic furniture trade



SEARCH G

By Paul Farley Jun 19, 2019

EFE bigger and better than ever

H O M I E V E N I T R S T I Q D E M A R C H



The Export Furniture Exhibition (EFE) 2019 concluded its biggest show yet on March 12th after four successful days of business, which saw exhibitors engage a greater diversity of buyers than ever.

The event, one of the largest international furniture fairs in south-east Asia, was held from 9–12th March at Kuala Lumpur Convention Centre (KLCC). Presented by the Malaysian Furniture Council (MFC) and organised by EFE Expo, EFE reached its 15th edition this year.

Buyers were greeted with more new collections than ever before, from more than 300 exhibitors from Malaysia and across Asia.

The trade show was more than +9% bigger this year, grossing 35,000 sqm, and drew more overseas buyers – including a strong number of first-time visitors. The share of international buyers increased +5% to 8246, while the number of local visitors increased +34.43% to 5591, reports EFE Expo. The total visitor count

increased by +15% to 13,900, and the number of halls increased to nine (from eight in 2018). The larger exhibition space made room for the launch of more initiatives to drive design quality and business opportunities – for the first time, an Indonesian showcase of furniture designs, handicrafts and decorations was present, thanks to the participation of Indonesia’s Furniture & Craft Manufacturers (IFPF).

The show offered many highlights, including: the Buyers Introduction Programme (BIP) and International Sourcing Programme (INSP), a collaboration between MATRADE and EFE aimed at attracting international buyers and to match Malaysian furniture companies with foreign buyers; the Professional Designers Program (PDP), which featured innovative designs by Malaysian manufacturers mentored by professional designers from Italy, Belgium and Australia, with the aim in promoting Malaysian furniture design; and the networking buyers’ night/15th anniversary celebration, at which the winners of the Malaysian Furniture Creativity Award (MFC Awards) and Best Booth Competition were announced.

EFE 2020 will be even larger, covering some 50,000 sqm of the KLCC, and is set to feature more office furniture exhibitors than ever.

It will take place from 9–12th March, 2020.

