

Press Release

For Immediate Release

“Join Us for A Greater Home / Office Furniture & A Cluster of Malaysian Furniture Brands.”

Connecting you with international buyers and join us for greater prosperity, great partnerships and opportunities.

KUALA LUMPUR, 31 October 2019: Bigger and Better, the annual Export Furniture Exhibition (EFE) is already creating an air of excitement and buzz among exhibitors as they will be amongst the first to showcase their latest, innovative and creative products to global buyers when the trade show kicks off the Asia 2020 international furniture exhibition circuit.

EFE 2020 returns with the same dates from **9 – 12 March** at the newly expanded venue of **Kuala Lumpur Convention Centre (KLCC)**, Malaysia’s preferred exhibition venue, in the heart of the Malaysia’s capital city.

Bigger and better, the show has taken a big step forward with its expansion made available by KLCC’s newly expanded venue space. EFE 2020 is 28.0% bigger as compared to last year’s event (35,000 sqm). Over 400 suppliers from Malaysia and the region will occupy 45,000 sqm trading floor to welcome quality buyers from over 140 countries and regions attending every year. International buyers to EFE last year was 8,639 (10% increase over 2018) and local visitors was 5,198 (15% increase). Overall, there was an increase of 15% to EFE 2019. However, EFE 2020 is expected to attract more buyers and visitors. The stage is set for yet another successful trade event.

As one of the leading furniture fairs in Southeast Asia, it has also provided local manufacturers with the opportunity to participate in an international exhibition and do export including providing a successful route to new markets in other parts of the world.

EFE 2020 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. 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.

Office Furniture Hall –Your Exclusive Procurement Centre!

Malaysia has always been known for both its solid wood and office furniture and has a competitive edge locally and in the international market. With KLCC's expansion, EFE is now able to occupy a larger exhibition space and for the first time has introduced **"The Office Furniture Hall"** with products made in Malaysia. The response from the industry players was overwhelming and greeted with much enthusiasm. Big office players including Versalink Marketing Sdn Bhd, Nexus Office System Sdn Bhd, Classic Chair System Sdn Bhd, Wysen Industry Sdn Bhd, Apex Office Furniture Exporter Sdn Bhd, Wintech Metal Processing Sdn Bhd, Flexoffice Sdn Bhd are participating, just to name a few. It is a must-visit hall for office furniture sourcing professionals.

Woodworking Machinery –Towards Industry 4.0, driving the industry towards new heights.

As the leading one-stop shopping platform for residential and office furniture in Asia, Malaysia actively promotes industrial upgrading and continues to develop for the benefit of the entire industry chain. In conjunction to the above, EFE2020 will also actively promote the **wood, woodworking machinery and accessories** event. The Woodworking machinery sector is important to the furniture industry and with the progression to Industry 4.0, industry players will be enlightened with the latest machinery and technology in the manufacture of furniture. The machinery section carries an aim of industrial upgrade in the furniture industry and focuses on innovation of materials, techniques and manufacture towards a higher international level.

Malaysian Furniture Creativity Awards (MFC Awards) – Raising Furniture Designs To A New level!

The Malaysian Furniture Creativity Awards (MFC Awards) gives recognition to companies with their creativity in furniture design with the objective 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 also serves as an avenue to our aspiring Malaysian designers to show their talents and creativity. The coveted MFC Awards has the continued support of Federmobili of Italy and its President as Advisor with international media partners as judges.

EFE, a trade platform by the industry for the industry, continues to provide opportunities to industry players to do export and expand their business with affordable participation fees. It will be a productive experience for everyone and is a 'must-visit' furniture fair in Southeast Asia.



EFE Expo Sdn Bhd (665787-H)

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara,
52200 Kuala Lumpur, MALAYSIA.

tel: +603 6270 9332

fax: +603 6270 9331

email: info@efe.my

web: www.efe.my

The organizers are confident EFE 2020 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.

Issued by the EFE Expo Sdn Bhd

For more information, visit www.efe.my.

Media Contact

Ms. Florence Wong

PR/ Event Division

Tel: +6012-774 6332

Email: florence@efe.my



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