

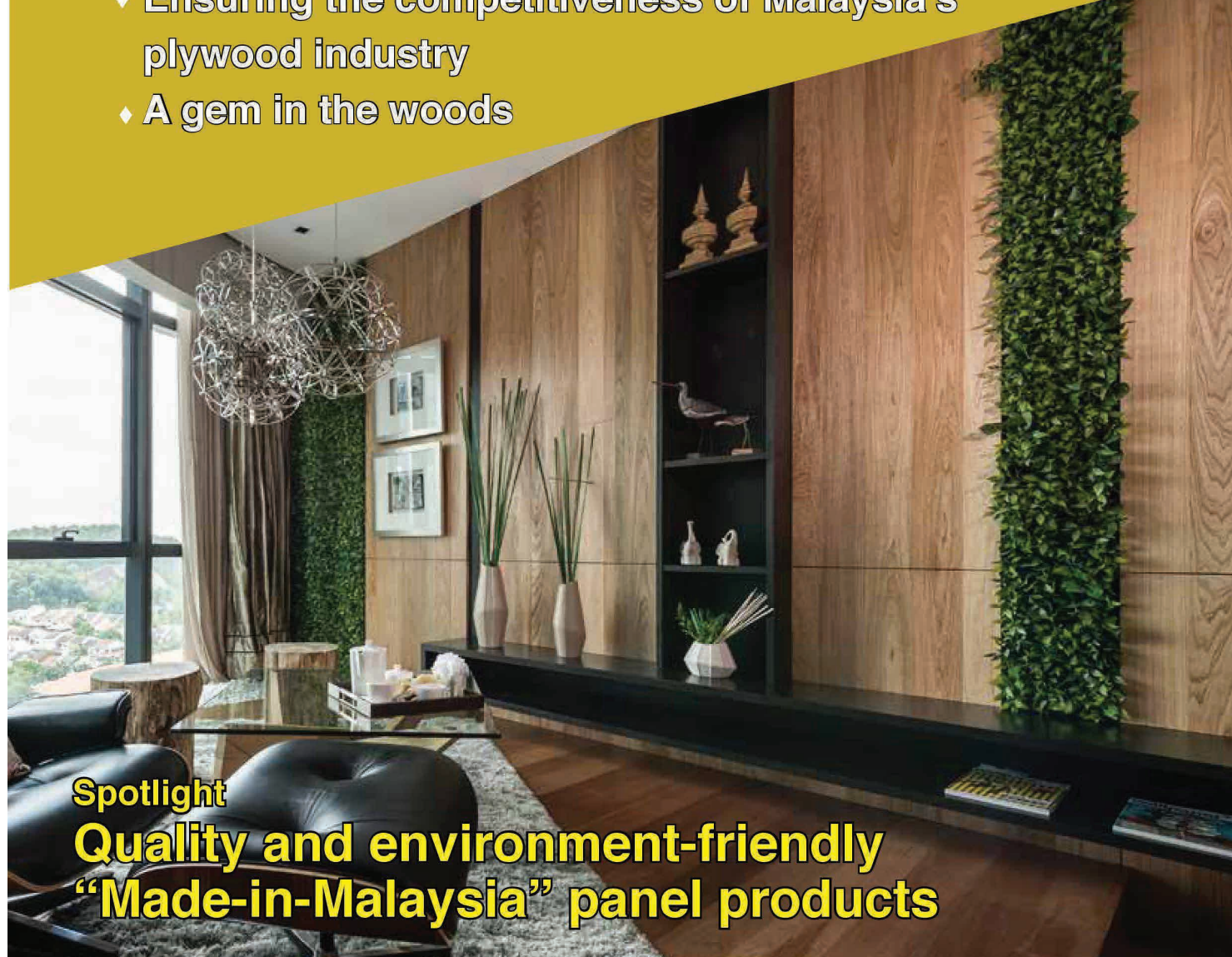
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Spotlight
Quality and environment-friendly
"Made-in-Malaysia" panel products



Puan Teresa (third from left) opening MIFF 2019.

Malaysia upping the ante in furniture value-adding

Minister of Primary Industries, The Hon. Puan Teresa Kok, complimented Malaysian furniture manufacturers for their role in exporting "Made-in-Malaysia" furniture products to over 160 countries including the United States, Japan and Australia, and placing Malaysia among the top furniture exporters in the world. She said out of the RM9.83 billion generated from the export of furniture products last year, wooden furniture contributed RM7.79 billion.

She urged the Malaysian furniture manufacturers to continue striving to produce high value-added products through better designs, functionality and green inventions, so as to ensure the continued success of the industry. She said this could be supported by the adoption of smart manufacturing to raise quality, production time and replace low skilled jobs.

In addition, the government is encouraging furniture companies to use state-of-the-art technology and automation to improve productivity and competitiveness, she said in her keynote addresses at the opening ceremonies of the Malaysian International Furniture Fair (MIFF) 2019 and Export Furniture Exhibition (EFE) 2019 held in Kuala Lumpur from 8-11 March and 9-12 March, respectively.

"The furniture industry in Malaysia is well developed and contributes significantly to the nation's export earnings. As such, the government will continue to facilitate the industry's growth and development, to ensure it prospers and performs even better. I am confident that Malaysian furniture will be able to reach greater heights and become a global brand," she added.

Puan Teresa officiated the opening of MIFF on 8 March. MIFF was held at two venues, namely, the Malaysia International Trade &



MTC Chairman, Dato' Low Kian Chuan (second from right) explaining an exhibit to Puan Teresa at MTC's booth in MIFF 2019.



Puan Teresa also visited the MTC booth at EFE 2019.

Exhibition Centre and Putra World Trade Centre. Deputy Minister of Primary Industries, The Hon. Datuk Seri Shamsul Iskandar Mohd Akin, officiated the opening of EFE on 9 March on her behalf. EFE was held at the Kuala Lumpur Convention Centre.

MIFF 2019, into its 25th edition, attracted 20,478 visitors including 6,112 global buyers from 130 countries and regions, an increase of 4% from last year. Visitor traffic was significantly higher from North America and the Far East while numbers remained stable from Southeast Asia, South Asia, Australasia, Europe, Africa and South America. A total of 600 exhibitors from 14 countries showcased new products and collections over a floor space of 100,000m² under the theme "Design Connects People".

EFE 2019, into its 15th edition and grossing 35,000m², drew more overseas buyers this year including first-time visitors. The share

of international buyers increased 5% to 8,246, while the number of local visitors increased 34.43% to 5,591. The total visitor count increased by 15% to 13,900. More than 300 exhibitors from Malaysia and across Asia rolled out their new collections. The show witnessed the launch of more initiatives to drive design quality and business opportunities.

In its ongoing endeavour to assist SME members of the Malaysian timber industry including furniture SME companies to gain international exposure, the Malaysian Timber Council (MTC) provided financial incentives to 27 furniture industry members to participate in MIFF 2019 and EFE 2019. The companies, 12 in MIFF and 15 in EFE, reported total estimated sales of RM48.52 million. As in previous editions of MIFF and EFE, MTC also set up information booths at the two exhibitions.



Datuk Seri Shamsul Iskandar (fourth from right) receiving a memento from Dato' Low at the MTC booth in EFE 2019.



Datuk Seri Shamsul Iskandar officiating the opening of EFE 2019.