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EFE 2020 GETTING THE BEST OF HIGH POINT FALL MARKET



The mission held a meeting with the High Point Authority President/CEO, Mr. Tom Conley at the Radio Building, High Point, North Carolina.

The High Point Market, held in High Point, North Carolina, is the largest home furnishings industry trade show in the world, with over (1 km²) by roughly 2,000 exhibitors throughout about 180 buildings.

Joining the MTC Marketing Mission to USA in conjunction with the High Point Fall Market from 17-24 October 2019 were Mr. Khoo Yeow Chong, President of Malaysian Furniture Council (MFC) and Mr. Chua Chun Chai, Chairman of EFE Expo Sdn Bhd. The marketing mission was led by Mr. Richard Yu, CEO of the Malaysian Timber Council (MTC). High Point Market serves as important platform to boost business as it attracts buyers from all over the globe.

The Marketing Mission met with Mr. Tom Conley, President/CEO of High Point Authority and Mr. Tom Russell, Senior Editor of Furniture Today to discuss on promotion and prospects of the Malaysian furniture industry in the US market. Export Furniture Exhibition (EFE) 2020 was timely promoted Mr Khoo and Mr Chuato High Point visitors and show rooms, as well as at the meetings as High Point has been a regular and strong promotion avenue for EFE.

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Malaysian furniture exports recorded a significant growth in the first eight-month this year, with an increase of 9.7 per cent to reach a value of RM6.88 billion compared to the same period last year. This is indicative of the industry's growing importance for Malaysia's overall trade performance. Competition by

Malaysia's neighboring countries like Vietnam and Indonesia has been challenging.

US is Malaysia's largest furniture market which accounted for approximately 38.5% of Malaysia's total furniture exports in the first 8 month this year. The current trade war between China and US has made Malaysia as one of the most preferred countries to source for furniture as furniture exports from Malaysia are spared the tariffs, which translates into a tremendous price advantage for Malaysian furniture exporters in the US market. More and more US buyers are sourcing from Malaysia and business has since been very encouraging. With the strong US currency also increasing exports.

EFE is internationally known and has been an event not to be missed by international buyers. It has proven to be one of the best in the region and plays an important role in the promotion of Malaysian furniture to the world and has accelerated Malaysia's furniture export growth.

EFE has made huge efforts in promoting its annual event

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President of MFC, Mr Khoo Yeow Chong (L3), Chairman of EFE, Mr Chua Chun Chai (L4) and the delegation promoted EFE2020 in US HIGH POINT MARKET

internationally through advertisements in major overseas furniture publications, road shows, participation in international furniture fairs, missions and including visiting potential buyers to attract buyers to Malaysia.

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, the exhibition is expected to attract more than 16,000 visitors from more than 140 countries worldwide.

Moving into 2020, the Buyer Introduction Program (BIP) as one of EFE's key event highlights, the organizer invites new & quality international buyers with strong purchasing intentions to apply for this program.

Benefits of Buyers' Introduction Program are as follows:-

- Complimentary 4 Days 3 Nights hotel stay
- FREE Shuttle Service from KLIA to KLCC (7am-8pm)

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The Mission Delegation arrived in New York and met with the West Elm sourcing team, a high-end furniture retailer in Brooklyn, NY.

FAIRS

- FREE 1-day pass for KL City Tour*
- B2B Business Matching with Exhibitors
- Special Invitation to Buyers' Networking Night

*Terms & Conditions Apply

MFC and EFE applauds MTC for its efforts in organizing the USA Marketing Mission to High Point Fall Market. The US is an important market for Malaysia, and we need to boost our trade opportunities with our existing partners as well as enrich our business network circle by

exploring new ventures. We are confident the visit will bring in more US buyers to Malaysia.

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