

Press Release

For Immediate Release

Soft Launch of Export Furniture Exhibition (EFE) 2023 in Poland

Promote the Malaysian Furniture Expo to the Europe Market

KUALA LUMPUR, 19 October 2022: The annual Export Furniture Exhibition (EFE) returns on 7-10 March 2023 at the popular Kuala Lumpur Convention Centre (KLCC), Malaysia's preferred exhibition venue, located in the heart of Malaysia's capital. The furniture exhibition is the signature event of the Malaysian Furniture Council (MFC), the sole national furniture body representing the interest of the furniture industry including Bumiputra furniture entrepreneurs and the 13 States Furniture Associations of Malaysia. The exhibition is organized by EFE Expo Sdn Bhd, a fully owned subsidiary company of MFC.

Through the support of MATRADE, the Malaysian Furniture Council (MFC) has hosted a Malaysian Pavilion alongside with 11 Malaysian exhibitors, Deep Furniture Sdn Bhd, Huts Furniture Sdn Bhd, Anggun Sofa & Interior Sdn Bhd, Wild Industries Sdn Bhd, LY Furniture Sdn Bhd, Simewood Product Sdn Bhd, SF Furniture Sdn Bhd, BLL Quality Wood Products Sdn Bhd, Soft Line Furniture (Malaysia) Sdn Bhd, Promptcon Enterprise Sdn Bhd and United Woodwork & Construction (M) Sdn Bhd at the Warsaw Home Furniture Expo 2022, Poland from October 19, 2022 – October 22, 2022.

Also in conjunction with the Warsaw Home Exhibition 2022, Export Furniture Exhibition (EFE) has organised a soft launching of EFE 2023 on October 19, 2022 at 2.30pm (Polish Time) by the Guest of Honour, the Malaysian Ambassador in Poland, H.E. Dato' Chitra Devi Ramiah and being witnessed by Members of the Polish Parliament Mr. Dariusz Jonski and Mr Robert Kwiatkowski.

The event is further boosted by the attendance of the Director of MATRADE in Poland, Polish media, Malaysian exhibitors and their European buyers.

"Among the European Union members, Poland is Malaysia's 8th largest trading partner (2.6% total trade with the EU)" said Trade Commissioner of MATRADE Warsaw Mr Rosli.

The Malaysian Ambassador in Poland, H.E. Dato' Chitra Devi Ramiah remains enthusiastic in promoting Malaysian-made furniture and Export Furniture Exhibition, Malaysia (EFE) to the European market.

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 2023 International Furniture



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Exhibition Circuit. The show has taken a big step forward with its expansion made available by KLCC's expanded venue space. EFE 2023 is 28.0% bigger as compared to the last show's event (35,000 sqm). Over 400 suppliers from Malaysia and the ASEAN region will occupy 45,000 sqm trading floor to welcome quality buyers from over 140 countries and regions attending every year. EFE's last show in 2019 saw 8,639 international buyers (10% increase over 2018) and 5,198 local visitors (15% increase). Overall, there was an increase of 15% to EFE last show. However, EFE 2023 is expected to attract more buyers and visitors. The stage is set for yet another successful trade event.

The organizers are confident EFE 2023 will not only be a productive experience for international buyers and visitors, but it will set a higher benchmark as a must visit furniture marketplace annually 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. We look forward to welcoming all international buyers and visitors with open arms.

Issued by the EFE Expo Sdn Bhd

For more information, visit www.efe.my. Media Contact

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