

## **Press Release**

***For Immediate Release***

### **Another Year, Another Success for EFE 2023!**

**KUALA LUMPUR, 15 March 2023:** The annual Export Furniture Exhibition (EFE) ended with another year of success yet again on 10 March 2023. From March 7–10, 2023, the Kuala Lumpur Convention Center held the International Furniture Exhibition, which was presented by the Malaysian Furniture Council (MFC) and organised by EFE Expo Sdn Bhd, a wholly owned subsidiary of the MFC. The exhibition was graced by non-other than the Malaysian Deputy Prime Minister himself, YAB Dato' Sri Haji Fadillah Yusof, who gave a speech at the opening ceremony.

The event began with a spectacular opening ceremony that set the tone for the rest of the event. Attendees were treated to a stunning display of lights, music, and technology, creating an atmosphere of excitement and anticipation. The opening ceremony also featured speeches by prominent figures such as the Deputy Prime Minister of Malaysia, welcoming attendees and setting the stage for the event.

The Deputy Prime Minister's attendance and speech was undoubtedly one of the most anticipated parts of the event. He shared his insights on the future of Malaysia's furniture industry as well as how the industry has grown exponentially especially for the country's export value.

Export Furniture Exhibition (2023) plays a crucial role in enabling the industry to respond to these changing dynamics and stay ahead of the curve. By showcasing the latest innovations in furniture design, such as the use of eco-friendly materials and cutting-edge technologies, the exhibition helps to promote sustainable and socially responsible practices in the industry. Overall, this exhibition serves as a catalyst for growth and innovation in the Southeast Asian furniture industry, supporting the industry's long-term sustainability and competitiveness in the global marketplace.

As one of the prominent international exhibitions in Southeast Asia, it attracts stakeholders of the industry and raises awareness about sourcing furniture that is focused on innovation, excellent quality, and a variety of categories and designs aimed at achieving the goals of a variety of exhibitors and would improve their ability to interact with their target market.

With a focus on innovation and variety, exhibitors are able to achieve their goals and improve their business prospects. Through this exhibition, the industry is able to continue to grow and evolve, meeting the changing demands of consumers and staying at the forefront of furniture

design and manufacturing. EFE also provides a space for new and emerging furniture designers by inviting Universities to showcase their student's work and gain recognition. Not only this supports the growth of the furniture industry, but it also contributes to the development of new ideas and designs. For students, this opportunity gives them further exposure to the industry and help them build their brand whether by collaborations or networking. This highlights the importance of investing in the next generation of designers and manufacturers, ensuring the continued growth and evolution of the industry.

As we welcome buyers from more than 120 countries including China, Canada, Poland, Turkey, Australia, Switzerland, India, USA, and South Korea, EFE 2023 has provided a larger platform for individuals and organisations to connect, collaborate, and innovate as a community. This gives international buyers the opportunity to interact with local buyers and exhibitors, not only to explore potential business opportunities, but to build relationships as well. This provides both international and local buyers with the chance to further strengthen their network while strengthening their connections and relationships they have formed during the event.

Moreover, this year's exhibition drew attention from international buyers with the 'Stay with EFE' program as they were given a 3-days 2-night complimentary stay prior the event for their convenience. This program started to encourage international buyers to explore the wonders of Malaysia during their stay here. At the same time, it is also to promote 'Cuti-Cuti Malaysia'.

EFE 2023 received numerous of positive feedback from exhibitors and visitors alike as well as praise from the industry, and some exhibitors have already reserved and increased their space for the upcoming event.

EFE 2023 introduced new varieties of furniture lines including office furniture, which creates a new platform for different visitors and buyers. The office show creates more opportunity to attract and provide growth for the future.

In EFE 2024 we can expect a wider range of furniture from more exhibitors as well as a larger exhibition area.

The enthusiastic reception and positive feedback we've received from attendees and exhibitors alike is a testament to the strength and vitality of the furniture industry. We're already looking forward to welcome all of you to EFE 2024 and can't wait to see what the future holds for the world of furniture.

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**Issued by EFE Expo Sdn Bhd**

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