

EFE 2024 WITNESSES THE REBIRTH OF THE MFC AWARD

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PRESS STATEMENT BY EXPORT FURNITURE EXHIBITION (EFE)

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On March 4 – 7, 2024, the Export Furniture Exhibition was held in the Kuala Lumpur Convention Centre (KLCC). The event, now in its 17th edition, has been a resounding success as it attracts exhibitors and buyers from all over the world.

Malaysian Furniture Creativity (MFC) Awards is intended to ignite innovation and inspire the future of furniture design and consequently serve to motivate manufacturers in transforming their business module into Original Design Manufacturing (ODM).

A total of 3 categories comprising of Dining, Living and Bedroom Furniture products were contested and the final results were decided through a combination of voting from eligible buyers as well as evaluation from a panel of judges comprising of professional designers and media personals.

The winner of the Dining category falls to Home-JS Furniture Sdn Bhd with Deep Furniture Sdn Bhd and Novel Furniture Sdn Bhd taking second and third place respectively.

Meanwhile Natural Signature Sdn Bhd, a company renowned for taking bold steps by introducing self-service showrooms across the country emerged champion in the Living category followed by Dynamic Furniture Industries Sdn Bhd and THL Sofa Sdn Bhd.

As Bedroom is the most important space for an individual to recharge and heal oneself, a sturdy and comfortable bed takes precedence over other aspects. In this case, Novel Furniture Sdn Bhd was the champion of the Bedroom category with Favorite Design Sdn Bhd as the runners up and Holong Wood Industries Sdn Bhd taking 3rd place.

EFE Chairman, Mr Chua Chun Chai said that the hard effort put by these companies in the MFC Awards demonstrates the determination of the industry into embracing creativity and sustainability other being mere Original Equipment Manufacturers (OEM).

“Being a furniture manufacturer myself, it makes me extremely proud to see my compatriots trying their very best to offer the best products to consumers by implementing bold designs without neglecting equally vital factors such as sustainability and comfort into account.”

“It is my sincere hope to see this competition serve as a catalyst for the evolution of the Malaysian furniture industry to become an even more prominent furniture manufacturer in the world. Let us aim higher than being merely in the top 10 in the world.”

Overall, the entire EFE 2024 was a resounding success as it was visited by many foreign visitors, officials from the Malaysian government and representatives from foreign embassies across Malaysia.

“Without the existence of a loyal base of supporters and customers over the years, it will be a monumental task for EFE to keep going after tribulations in the form of economic recessions and the Covid-19 pandemic devastated many industries across the globe.

“For that alone, we at EFE would like to express our sincere gratitude and appreciation to all the buyers and exhibitors for sticking with us through thick and thin. Your continuous support will be the very essence for us to keep improving our exhibition for the benefit of the industry and buyers alike” mentioned Mr Chua.

As for its 18th edition, supporters of Export Furniture Exhibition can take note of the date March 2 - 5, 2025 as EFE 2025 will once again return at Kuala Lumpur Convention Centre and we hope to see all of you there.

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For more information, visit www.efe.my.

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