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BIGGER AND BETTER EFE 2024 WILL WITNESS THE REINTRODUCTION OF THE MFC AWARDS

**PRESS STATEMENT BY EXPORT FURNITURE EXHIBITION (EFE)
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Kuala Lumpur 04.03.2024 ~ Commencing from March 4 - 7, 2024, the Export Furniture Exhibition (EFE) is back at the Kuala Lumpur Convention Centre or better known as KLCC. The event, now in its **17th year** has been one of the most prominent furniture exhibitions not only in Malaysia but in the Southeast Asian region as well.

The official opening ceremony is scheduled to be held at Lounge 4, 2.30pm on March 5, 2024 with the guest of honour, the **Deputy Minister of Plantation and Commodities, Yang Berhormat Datuk Chan Foong Hin** expected to provide his views of the Malaysian furniture industry. Representatives from foreign embassies, associations, government agencies and members of the media are also among the invited guests to this momentous occasion.

The Deputy Minister mentioned during the Opening Ceremony that Malaysia's furniture exports alone took about 44.11% of the annual timber and timber product export which has traditionally been the third largest commodity sector behind palm oil and rubber. For 2023 alone, the Wooden Furniture Export sector has exported a total value of RM 9.1 billion.

He added, under the National Agricommodity Policy (2021- 2030), the government has targeted a total of RM 32.8 billion worth of total export for the entire timber sector by 2030.

To bolster production, under Budget 2024 the government via Bank Negara has prepared RM 900 million in the form of loans for SMEs to increase their respective business productivity through automation and digitalisation. This eases capital concern for SMEs whom are interested to adopt IR 4.0, but were previously deterred by the high cost involved.

Following the opening ceremony, the Deputy Minister, accompanied by President of MFC Mr Desmond Tan, and the Chairman of EFE Mr Chua Chun Chai, and other distinguished guests, toured the exhibition to witness and sample the apex of Malaysian designed furniture products displayed.

As the exhibition is located in the middle of Kuala Lumpur, visitors are not short of accommodation choices. Therefore, a complimentary hotel-stay, "Free Stay with EFE 2024" is offered to eligible visitors where they will be entitled to a 2- night reimbursement of their accommodation during the stipulated period.

"We hope that through this "Free Stay with EFE 2024" programme, it will generate a win -win situation where not only it can serve to become one of our selling points but at the same time support the Malaysian tourism industry where buyers can also take some time to explore the beautiful tourist attractions located across the country" said EFE Chairman, Mr Chua Chun Chai.

As with its motto 'Bigger and Better', EFE has never cease to rest on its laurels by continuously trying to improve itself for the benefit of the both the visitor and the entire Malaysian furniture industry.

Hence, the 2024 edition will see the reintroduction of the new version of the Malaysian Furniture Creativity (MFC) Awards where it is a competition intend to crown exhibitors with the best furniture product design. The competition booth is located in Hall 4 of the Kuala Lumpur Convention Centre; the exhibition categories are bedroom, living room, dining table and chairs. All visitors can obtain exhibition and competition exhibit information through the QR code.

The final result will be announced on March 7, 2024 via a combination of evaluation from a group of judges comprising of professional designers and media personals accompanied with votes casted by all eligible buyers and the winner stands a chance to gain a 50% discount of booth rental at EFE 2025 worth up to RM 20,000.00

Additionally, products of the TIMB3R Design Incubator Programme (DIP), a jointly developed programme by the Malaysian Furniture Council (MFC), Malaysian Timber Council (MTC), Malaysian Wood Moulding and Joinery Council (MWMJC) as well as Malaysian Institute of Interior Designers (MIID) where aspiring young designers are provided an opportunity to showcase their talent by pairing up with participating manufacturers will also be displayed for exhibition patrons.

Through this cooperation, the timber and furniture industry is able to produce not only ergonomics but visually pleasing and sustainable furniture products for its buyers. Doing so will also serve to elevate the status of Malaysian furniture manufacturers from OEM to ODM in the foreseeable future therefore increasing their respective competitiveness in the international arena.

Currently in its 4th version with application open until March 29, 2024, 12 selected prototypes of TIMB3R DIP 3.0 from 9 designers and 10 manufacturers will be presented at EFE for the second time. Interested individuals can view the items at the DIP booth located at Hall 6.

To demonstrate its determination towards a sustainable future, several institutions of higher learning such as Universiti Putra Malaysia (UPM), First City University College (FCUC) and Universiti Tun Hussein Onn Malaysia (UTHM) are also presenting several of their innovative furniture design at EFE 2024.

This serves to increase their exposure instead of merely confining the skills and talents of some of the brightest students in Malaysia within the academic circle. On a grander scale, this additional awareness will multiply our options in nurturing more young talent to ply their trade in the industry while upgrading our design and brand value chain concurrently.

With a floor space spanning more than 35,000 square meters accompanied by more than 400 exhibitors, visitors can rest assure as they will be greeted with an array of choices of high quality and sustainable furniture products at EFE 2024.

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For more information, visit www.efe.my.

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