



EFE Expo Sdn Bhd (665787-H)

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FROM MALAYSIA TO THE WORLD:

EFE 2025 UNVEILS THE FUTURE OF FURNITURE – WHERE INNOVATION MEETS OPPORTUNITY!

PRESS STATEMENT BY EXPORT FURNITURE EXHIBITION (EFE)

FEBRUARY 26, 2025

Kuala Lumpur, Malaysia 03.03.2025 – The 18th edition of the Export Furniture Exhibition (EFE) is set to take place at the prestigious Kuala Lumpur Convention Centre (KLCC) from March 2 to March 5, 2025. As one of Southeast Asia's premier trade events in the furniture industry, EFE 2025 once again serve as a pivotal platform for industry professionals to explore cutting-edge innovations, emerging trends, and the very best of Malaysia's exceptional furniture design.

The exhibition was commenced with an exclusive opening ceremony at the Plenary Theatre (Level 3), KLCC on March 3, 2025, at 2:30 PM. The event was graced by the Honourable **Yang Berhormat Datuk Seri Johari Bin Abdul Ghani, Malaysia's Minister of Plantation and Commodities**, who provide valuable perspectives on the Malaysian furniture industry's trajectory, underscoring its growing prominence within both regional and global markets. The opening ceremony was attended by leading industry figures, representatives from foreign embassies, associations, government agencies, exhibitors and the media.

Following the ceremony, the Minister embark on a tour of the exhibition, gaining a firsthand view of the excellence in Malaysian-designed furniture, which underscores the nation's reputation as a leader in the global furniture market.

In alignment with the exhibition's global reach, EFE 2025 introduces the "Free Stay with EFE 2025" program, offering eligible international buyers complimentary hotel accommodation for up to two nights during the exhibition period. This program not only showcases Malaysia's leading-edge furniture designs, but also provides guests with the opportunity to explore the country's rich cultural and tourism offerings, thereby contributing to the local tourism economy.

"We believe that the "Free Stay with EFE 2025" program will create a mutually beneficial scenario, enhancing the appeal of the exhibition while supporting the Malaysian tourism



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industry.” said Mr. Chua Chun Chai, Chairman of EFE. EFE is dedicated to establishing an international platform for Malaysian furniture companies, showcasing the allure of Malaysian furniture to a global audience, while driving continuous innovation and growth within the industry.

As part of its ongoing commitment to innovation, EFE 2025 feature the Malaysian Furniture Creativity Awards (MFC Awards), a prestigious competition recognizing excellence across three distinct categories: Bedroom, Living Room, and Dining Furniture. The competition is held in Hall 6, with participating products showcased alongside QR codes linking to detailed information about the exhibitors and their designs.

The final results will be revealed on March 5, 2025, following the deliberations of a panel of judges, consisting of professional designers and media representatives, based on votes cast by eligible buyers. The winners will receive prizes valued up to RM 20,000.

Alongside the MFC Awards, EFE 2025 also feature the TIMB3R Design Incubator Programme (DIP), a collaborative initiative developed 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). This program supports young, emerging designers by pairing them with manufacturers, promoting innovation, and advancing sustainable furniture production.

Through this collaboration, the timber and furniture sectors are poised to create not only ergonomically optimized but also aesthetically compelling and sustainable furniture solutions for discerning buyers. This synergy will play a pivotal role in advancing Malaysian furniture manufacturers from Original Equipment Manufacturer (OEM) status to Original Design Manufacturer (ODM) status in the foreseeable future, thereby significantly bolstering their competitiveness within the global marketplace.

Besides, the Young Furniture Entrepreneur Development Programme, led by the Furniture Industry Technology Center (FITEC), which is a Malaysian organization dedicated to advancing the furniture industry through technology and innovation also be featured at EFE 2025 in Hall 4 as well.



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In its continuous efforts to support the next generation of design talent, EFE 2025 also feature contributions from leading Malaysian tertiary institutions, including Universiti Putra Malaysia (UPM) and First City University College (FCUC). The institutions showcase their students' innovative and sustainable furniture designs, providing them with invaluable opportunities for exposure beyond the academic realm. This initiative aims to expand the visibility of Malaysia's brightest emerging designers, ensuring their skills are not confined to academic settings but are positioned within the broader industry. On a larger scale, it reflects a strategic vision to cultivate a new wave of talent, fostering the growth of the industry while simultaneously enhancing the nation's design and brand value.

Spanning over 40,000 square meters, EFE 2025 was host more than 260 exhibitors, offering an exceptional showcase of Malaysia's finest furniture designs. Renowned for its high quality and sustainable craftsmanship, the exhibition provides international visitors with a unique opportunity to explore Malaysia's leading-edge furniture innovations. From sophisticated aesthetics to functional designs, EFE 2025 promises a comprehensive insight into the future of Malaysian furniture, highlighting the country's rising influence in the global market. This event is a must-visit for those seeking to discover Malaysia's unmatched talent in furniture design and manufacturing.

~ END ~

For more information, visit www.efe.my.

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FINE FURNITURE
WORLD MARKET

2025 第 18 届马来西亚国际出口家具展

盛大开幕

从马来西亚走向世界：

EFE 2025 展望家具的未来——创新与机会的交汇点！

吉隆坡 2025 年 3 月 3 日讯 — 第 18 届马来西亚国际出口家具展于 2025 年 3 月 2 日- 5 日在马来西亚吉隆坡国际会展中心（KLCC）隆重举行。作为东南亚家具行业的顶级贸易盛会之一，EFE 2025 成为行业专业人士探索前沿创新、崭新趋势和马来西亚卓越家具设计的关键平台。

此次展会的开幕典礼于 2025 年 3 月 3 日下午 2:30 在吉隆坡国际会展中心（KLCC）的 Plenary Theatre 贵宾厅盛大举行。此次典礼由大会开幕贵宾，**马来西亚种植与原产部部长尊敬的拿督斯里佐哈里阿都干尼 Datuk Seri Johari Bin Abdul Ghani** 主持。拿督斯里佐哈里阿都干尼在开幕时分享马来西亚家具产业的发展方向，并强调其在区域和全球市场日益增长的重要性。另外，来自马来西亚相关政府机构、政商协会、大使馆代表，协会贵宾，行业领袖，参展商，连同媒体代表，均受邀出席见证这历史性的时刻。

开幕典礼结束后，部长在马来西亚家具总会总会长陈文海先生、EFE 董事主席蔡春才先生等一众贵宾陪同下，走访参观展会，亲身观赏马来西亚设计的家具，感受马来西亚作为全球家具市场领军者的卓越地位。

为了进一步增强展会的全球影响力，EFE 推出了“EFE2025 免费住宿计划”，向符合条件的国际买家提供 3 天 2 夜的住宿补贴。这一计划不仅展示了马来西亚最前沿的家具设计，也让买家们有机会深入了解马来西亚丰富的文化和旅游资源，从而推动当地旅游经济的发展。

马来西亚国际出口家具展有限公司主席蔡春才先生表示，“我们相信‘EFE2025 免费住宿计划’会为展会增色不少，同时也为马来西亚旅游业带来积极影响。” EFE 致力于为马来西亚本土家具企业打造国际平台，让全球见证马来西亚家具的魅力，并推动行业持续创新与发展。

除此之外，作为 EFE2025 持续创新的一部分，展会还举办了马来西亚产品设计比赛（MFC Awards）；参展分为三个类别：卧室、客厅和餐桌椅。此比赛展位就在马来西亚国际出口家具展的六号展馆举行，并由专业设计师和媒体代表组成评审团，连同合格买家投票评选出最佳家具产品设计。参赛产品将配有二维码，参观者可扫码获取参赛展品资料和展商的所有资讯。比赛的最终结果将于 2025 年 3 月 5 日公布，获胜者将获得高达 20,000 令吉的津贴。

另一亮点是，马来西亚国际出口家具展的一号展馆也展示了由马来西亚家具总会（MFC）、马来西亚木材理事会（MTC）、马来西亚木业加工总会（MWMJC）以及马来西亚室内设计师学会（MIID）联合推广的 TIMB3R Design Incubator Programme (DIP)。该项目旨在支持年轻



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的设计师，提供平台让他们与家具制造商展开合作，推动创新，并促进家具业的可持续生产。通过这一合作，木材和家具行业不仅将创造符合人体工学兼具美学的创新家具，也有助于将马来西亚家具制造商的地位从 OEM 提升到 ODM，从而提升其在国际上的竞争力。

此外，由家具行业技术中心（FITEC），一个致力于通过技术和创新推动家具行业发展的马来西亚组织，主办的年轻家具企业家发展计划（Young Furniture Entrepreneur Development Programme）也在马来西亚国际出口家具展的四号展馆展出。

为了全方位致力支持下一代家具设计人才，高等教育机构如马来西亚博特拉大学（UPM）和万达大学学院（FCUC）在马来西亚国际出口家具展四号展馆展示其学生的创新家具设计，为他们提供在学术领域之外曝光的宝贵机会。这一举措旨在扩大马来西亚最具潜力的新兴设计师的知名度，确保他们的技能不仅仅局限于学术领域，而是能够进入更广阔的行业舞台。不但如此，这一举措反映了培养新一代人才、推动行业发展以及提升行业设计与品牌价值的愿景。

EFE2025 覆盖了超过 40,000 平方米的展览空间，吸引超过 260 家参展商，展出马来西亚最精美的家具设计。以高质量和可持续工艺而闻名，展会为国际参观者提供了一个独特的机会，探索马来西亚前沿的家具创新。从精致的美学到功能设计，EFE2025 为观众提供深入了解马来西亚家具未来的全面视野，突出马来西亚家具在全球市场日益重要的影响力。这一盛会是那些寻求发掘马来西亚无与伦比的家具设计和制造才能的必访之地。

~ 结束 ~

由《马来西亚国际出口家具展》

欲了解更多信息，请访问 www.efe.my

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