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EFE2025 Concludes Successfully, Paving the Way for EFE2026!

PRESS STATEMENT BY EXPORT FURNITURE EXHIBITION (EFE)

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Kuala Lumpur, 12 March 2025 – The 18th edition of the Export Furniture Exhibition (EFE), held at the prestigious Kuala Lumpur Convention Centre (KLCC) from 2nd to 5th March 2025, concluded on a high note, solidifying its reputation as one of the leading international platforms for the furniture industry. Organized by EFE Expo Sdn Bhd, a wholly owned subsidiary of the Malaysian Furniture Council (MFC), the exhibition successfully attracted over 10000 buyers from more than 140 countries, creating a dynamic environment for global business opportunities, innovation, and collaboration.

EFE2025 kicked off with a grand opening ceremony graced by YB Datuk Chan Foon Hin, Deputy Minister of Plantation and Commodities representing the Minister of Plantation and Commodities, YB Datuk Seri Johari Abdul Ghani. The ceremony was attended by distinguished guests, including ambassadors, government officials, media, association, industry leaders, and exhibitors, all of whom gathered to witness and celebrate the start of EFE2025.

A keynote speech by the Minister of Plantation and Commodities set the tone for the exhibition, as he emphasized EFE2025's significance in driving Malaysia's GDP growth and reinforcing buyer confidence in locally made furniture. The Minister also reaffirmed the government's strong commitment to supporting the furniture industry by fostering engagement with key industry players, ensuring that their perspectives shape inclusive policies.

Desmond Tan, President of the Malaysian Furniture Council, expressed gratitude for the government's continued support, noting, "With the unwavering support from the government, including YB Minister Datuk Seri and YB Datuk Chan, the furniture industry remains confident to play a central role in achieving the National Agricommodity Policy (DAKN)'s ambitious export target of RM 32.8 billion for the entire timber industry by 2030."

Meanwhile, Chua Chun Chai, Chairman of EFE Expo, also shared his enthusiasm, stating, "EFE2025 is expected to generate an estimated RM 3.5 billion in potential sales." He further highlighted the exhibition's diverse range of furniture, from ergonomic bedroom



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sets to elegant dining collections and eco-friendly living room designs, ensuring there's something for both buyers and visitors alike.

The four-day event highlighted Malaysia's growing importance as a key player in the global furniture market, emphasizing sustainability, craftsmanship, and innovation. EFE2025 provided an expanded platform for exhibitors to showcase their latest products, network with key stakeholders, and explore new business opportunities in a thriving market. At the same time, international and local buyers strengthen their network, further cultivating relationships formed throughout the event.

To encourage international participation, EFE Expo continued the successful "Free Stay with EFE2025" programme. This initiative offered selected global buyers complimentary two-night accommodation, making it more convenient for them to attend the exhibition while experiencing Malaysia's world-class hospitality and cultural attractions.

EFE2025 also hosted the Malaysian Furniture Creativity Awards (MFC Awards), an initiative aimed at recognizing innovation, craftsmanship, and excellence in furniture design. "This initiative aligns with the Malaysian government's Pelan Strategik Industri Perakayuan Negara (NTISP) strategy, which aims to strengthen the timber industry by promoting original design expertise," said Chua Chun Chai, Chairman of EFE Expo.

A distinguished panel of judges evaluated participants in three categories: Dining Room Furniture, Bedroom Furniture, and Living Room Furniture. The panel included IDR Norshafina Ibrahim, President of the Malaysian Institute of Interior Designers; Nik Zuraihah binti Nik Muhammad, Senior Assistant Director at the Malaysian Timber Industry Board (MTIB); Elvin Tay, President of the Malaysian Interior Industry Partners Association; and Mokhtar Mohd Yaacob, Deputy CEO of the Malaysian Timber Council. The visitors also played a role in the selection process by voting for their favorite exhibitors, making the awards an interactive and engaging experience.

In addition to attracting industry giants, EFE 2025 celebrated the future of the furniture world by providing a stage for emerging designers. Universities, including First City University College and Universiti Putra Malaysia (UPM), presented innovative works by students, offering a fresh perspective on the future of furniture design. This initiative emphasized the importance of nurturing new talent and creating a pipeline of visionary designers who will shape the industry for years to come. By bridging the gap between students and industry professionals, EFE nurtures emerging talent, encourages collaboration, and fosters the growth of Malaysia's future design and manufacturing leaders.



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As EFE2025 concluded, exhibitors and visitors alike praised the exhibition for its seamless organization, innovative presentations, and the high level of engagement it fostered across various sectors of the industry. Many exhibitors have already expressed their intentions to expand their participation in next year's event, ensuring that EFE2026 will be an even more expansive showcase of global furniture trends.

The success of EFE2025 sets the stage for an even more exciting edition in 2026. With strong industry engagement and positive feedback, EFE2026 promises to feature more exhibitors, a broader variety of furniture, and be a major step forward for the Malaysian furniture industry, offering a platform for innovation, collaboration, and growth. We look forward to welcoming you once again!

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For more information, visit www.efe.my.

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