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**FURNITURE  
FAIR 2018**

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**3&4**

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**6&7**

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**8**

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ISSUE **3** | 10 MAR  
2018



## Millennials @Design Showcase

# FDC in Action Takes Designers Beyond the Drawing Board

by Hazlin Hassan

After eight years of talent scouting, the prestigious Furniture Design Competition (FDC) held annually by the Malaysian International Furniture Fair (MIFF), is taking things a step further with the FDC in Action programme, one of the highlights of the Millennials @Design showcase.

A group of emerging young Malaysian designers comprising seven previous FDC finalists is working closely with manufacturers to present designs of the highest standards under the lead of Mr. Philip Yap, chief judge for the FDC and mentor to the FDC in Action team.

"For many years, I have seen so many competitions that have ended up creating a few young stars who just fade away. Why? Simply because, to have a mature furniture designer, it takes time and that involves field training, communication, market requirements as well as technical knowhow," said Mr. Philip Yap.

Creating a design on paper can be interesting but putting it into a real product, more so a mass product, is a different skill and knowledge altogether.

"Designers have to know the mindset of the technical person and vice versa, and eventually designers become more mature in design, while the technical person becomes more open to accepting good designs. So FDC In Action covers so much. It is an incubation programme making true designers."

"I would say that people who have won awards, you still cannot call them a designer. Very often we are judging their creativity, not necessarily their ability to transform their creativity into a product."

Ms. Yang Wen Wei, a student of Interior Architecture at Taylor's University and one of the designers involved, said that "FDC in Action is a new platform for young designers to give us better inside knowledge and exposure working with manufacturers and other professionals, and

at the same time giving us the opportunity to showcase and present our product design and presentation."

"My objective is to walk out from my box and to learn and explore," she said.

cont. on next page >>

## HOTSHOT



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The products showcased by Millennials @Design (MAD), a new gallery at MIFF, are also taking bold steps in the furniture design segment.

Besides FDC in Action, another showcase at MAD is Pattern Banyak, which represents Southeast Asia design, introducing five sets of furniture that consist of combined elements of Borneo Orang Asli, Neo Oriental, modern elegant - all of which are themed to exhibit the diversified society of Malaysia.

Led by Mr. Walter Tan, a design director for a wooden furniture manufacturer in China (Element Furniture), furniture design consultant for a Sydney-based company, and Senior Adjunct Lecturer in Taylor's University, the group comprises Interior Architect graduates and designers who work in the UK, Singapore and Malaysia.

Pattern Banyak, in which banyak means many or great quantity in Malay and Indonesian, is a colloquial slang found commonly in Malaysian conversations. When one is regarded as pattern banyak, he goes the extra mile in doing things the non-ordinary way. This term is reappropriated culturally to celebrate the myriad and authentic attributes of Southeast Asia, through the showcase.

"Malaysia is a multicultural country. This really reflects the Malaysian 'rojak' culture," said Mr. Walter Tan, referring to a local fruit and vegetable salad made of a variety of different ingredients.

"We hope to get orders from this show as all the products here are ready to sell and for international commercial market. This can really help some of my students to earn some money as some of my students will further their study in PhD. It would also expose them to the international furniture market as most of them are new in this endeavour," he said.

London-based Malaysian designer and former winner of FDC 2013, Ms. Kok Wen Yee, said that MAD aims to promote emerging creative talent in Malaysia's furniture industry.



**"I think that design shapes a certain depth of lifestyle, and I trust that all designers are masters of lifestyle enhancement,"**

Caryn Tan

"No other force is more influential than the millennial generation when it comes to shaping consumerism and business. MAD will be a permanent showcase to increase the global visibility of young Malaysian designers and help them build valuable connections within the international market place. Manufacturers and buyers can expect innovative ready-to-market collections and ideas from over 30 young designers from Malaysia," said Ms. Kok.

"I always feel like I am very privileged to have the opportunity to study and work in London. I want to use and share my design knowledge and bring it back to Malaysia, to input the authenticity of the culture and heritage into my design projects. At the same time, I wish to use design to curate social community projects to bring benefits to the underprivileged people here, and to make Kuala Lumpur and Malaysia more livable.

Interior architect Caryn Tan of Pattern Banyak, said that MAD's participation at MIFF intends to gain exposure in the international market, whilst at the same time hoping to empower the mindset of a typical mass-making based Malaysian manufacturer, to evolve into crafting design-oriented furniture.

"I would like to think that my purpose in the field is to serve, to raise and to lift the much needed attention to the design society in Malaysia, and to provide, because I don't believe that only the fortunate and the privileged deserve good design. I think that design shapes a certain depth of lifestyle, and I trust that all designers are masters of lifestyle enhancement," she said.



**"No other force is more influential than the millennial generation when it comes to shaping consumerism and business. MAD will be a permanent showcase to increase the global visibility of young Malaysian designers and help them build valuable connections within the international market place."**

Kok Wen Yee



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# Building Brand Identity

by Chow Ee-Tan

Brand identity is strategic for the success of an interior project; and more companies' spaces are designed to reflect the brand.

In the industry seminar entitled *Brand Identity & Interior Design in a Global Industry*, Enrico G. Cleva, partner of ec&co investigated how furniture and interiors are related to the client's brand by giving the audience practical tips from a project that his company undertook in Milan, Italy.

Mr. Cleva, an accomplished architect, interior designer and international business development consultant in the architectural and design sectors, spoke about the strategies they undertook in the interpretation of the space.

He said brand identity includes all its visible elements – colours, design, logotype, name, symbol – that together identify and distinguish the brand in the consumers mind.

The client *DOVE VIVO* ('Where I Live' in Italian) was very specific about their brand identity. Their business is leasing privately-owned apartments with long-term contracts, and then rent individual rooms to young professionals, university students and researchers for medium and long-term stays.

"Our project was to design the headquarters of the company. We were given some keywords in the design concept that are specific to their company," said Mr. Cleva. They included words such as 'community', 'sharing', 'feeling at home', 'smart', 'social', 'fluid space', 'young', 'dynamic' and 'green'.



The company logo consisted of primary colours – white background with red and black words. These primary colours are featured prominently in the design of the premise, said Mr. Cleva.

He showed images where red lines and red dots can be seen across the interior of the headquarters, not just on the structures but also furniture. One can spot red lines on walls, reception stools, chairs and pillars-in-line while red spots can be found on pillars, chairs, stools and plant pots.

In designing their website, he had decided to include some secondary colours of pastel such as yellow, light green and light blue. "We took these colours as inspiration and incorporated them in the space design," he said.

So while primary colours are used in most institutional spaces, such as boardrooms, executive office and contract rooms; secondary colours can be found in open space and some meeting rooms.

The boardroom features primary colours and their logo prominently while the lounges incorporate some playful elements. Meeting rooms and acoustic booths where young tenants sign their contracts use more secondary colours and feature residential-style furniture and residential lighting. The 'young and lively' theme can be seen in the colourful chairs with different colour legs.

Mr. Cleva noted that in order to give a welcoming and homey feeling, the frame of the entrance resembles a roof, while the reception area was designed like a home space.

As one of the keywords the client gave was 'green', Mr. Cleva had incorporated a biophilic design where green plants were placed throughout the office, either single iconic plant or a group of plants forming a green oasis. They also employed natural material furniture to complement the greens.

Further, Mr. Cleva said they were asked to design a community space for play and relaxation for the employees which they came out with a playful and bright concept. They also designed a 'Zen' space which is secluded and separated from the rest of the office that did not use the corporate colours.

He said they had bought the products for that space from Canada and France, after sourcing and ordering them online. Mr. Cleva shared that ways to source for products include online research and visiting furniture trade shows. And from there, they can apply various ideas to the project.

He also showed the audience a few websites of furniture directory, such as Archiproduct.com. "Through the Internet, we are able to get products from all over the world and buy directly from them," he said.

## Towards a Safer, Healthier and Greener Work Environment

by Tan Sher Lynn

In the seminar entitled "Air-quality Imperatives of Furniture and What Manufacturers Should Do to Reduce Emission", Professor Dr. Jegatheswaran Ratnasingam from University Putra Malaysia, talked about the "safety climate" of the local wood industry, the legislations affecting it, common safety and health issues faced by wood workers, and what manufacturers should do to ensure a safe working environment.

According to him, the nature of the wood industry in Malaysia has low entry-barrier and relatively poor human capital. "Wood dust remains the most challenging problem. A scoping study by Ratnasingam and Ooi (2013) revealed that respiratory ailments were common among 94% of workers in the Muar-Batu Pahat area for more than 5 years, with nasal cancer occurring in 8% of the workers. Noise, in most instances, is beyond the permissible level and workers are not equipped with earplugs. Chemicals that are major concerns in the wood industry include formaldehyde and ethanol and ketone.

"The implications of these hazards are numerous, which include a high turnover rate, high dependence on contract workers, being capacity driven rather than value driven, loss of productive time, and slow growth in productivity," Prof. Ratnasingam explained.

He stressed that to improve the safety climate, furniture manufacturers must enforce safety regulations strictly, establish an Occupational Safety and Health (OSH) department, establish a safety climate index and watch for trends to initiate corrective measures, and pay special attention to work standards and safety regulations at machine workstations and during processes and finish goods handling, and provide personal protective equipment.

"Ultimately, it is crucial for the company's top management to be committed to OSH. There is still room for improvement for the safety climate of the Malaysian wood industry, which is higher than Vietnam, Thailand and Indonesia, but lower than China and Singapore.



"As the green economy grows and affects the furniture industry and trade, OSH requirements will grow in importance and become mandatory. It is therefore imperative for the furniture industry in the country to improve significantly in order not to affect the quality, productivity and cost recovery," he concluded.





**INFINITY FURNITURE  
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**Date : 8th-11th March  
2018**

**Booth : 241**

**Venue : PWTC-HALL 2**

**MALAYSIA INTERNATIONAL  
FURNITURE FAIR 2018**





# Bye-Bye Mould!

by Chow Ee-Tan

Mould development is a threat to the furniture industry but appropriate measures can be taken to prevent and minimise its damage. Yesterday, the audience was given some informative insights and practical advice at the 'Mould Prevention Workshop' by Ms. Helen Chen of Super Dry, China.

Part of the fungi kingdom, mould plays an important part within nature's cycle of materials, but is a risk factor in the supply chain. *Aspergillus* is the mould species that endangers the furniture industry as it commonly grows in ambient air, house and factory dust.

"Excessive moisture in products, packaging and transport units leads to mould and mildew growth, rust and oxidation and malfunction, thus resulting in partial or total loss of cargo," explained Ms. Chen.

She said moulds need three basic conditions for growth – moisture, warm temperature and nutrition; out of which moisture is the determining factor for mould growth. Its optimal growth environment is at a temperature of between 20-35 degrees C and a relative humidity of between 75-95 per cent.

Humid climates with moderate to hot

temperature, in tropical or subtropical monsoon areas are hot beds for mould growth, which covers nearly all of South, Southeast and East Asia.

Then there is the increased risk of micro-climate, in factories and warehouses that are located close to open water resources, with regular formation of mist or fog, with high precipitation during summer months, and with regular relative humidity level above 70 per cent.

Ms. Chen noted that shipments from the Far East to Europe are sealed inside shipping containers for two months. The heat exchange across the container walls, with the temperatures that vary considerably during the day and night, provides a stable microclimate favourable for mould.

"Organic materials are at highest risk, especially materials with high natural moisture content or manufactured under wet processing conditions. Synthetic materials will be infested if moisture and dust can accumulate," she said.

High-risk materials that have been identified include leather/suede, imitation leather, coated fabric, wood, MDF related and various natural materials such as natural rubber and dawn, real straw, grass, papers and many more.

In the furniture industry, the factors that contribute to mould growth include faulty materials and equipment, faulty manufacturing and storage processes, varying transport routes and lead-times, and extended container storage time during shipment.

"Remember that it is far easier and more cost effective to prevent mould development and growth than trying to remove it due to poor process management," said Ms. Chen.

She said moisture is the main variable that can be controlled to reduce the risk of mould and various steps can be taken at each stage of the production process to minimise the presence of moisture.

"Identify risk process and areas. Review and examine the current management process whether the prevention measures are effectively implemented. Factory should set clear rules and provide appropriate and relevant training to workers," she said.

Companies should raise awareness for moisture control; prepare regular risk assessments; document risk assessment results and prepare action plans. They

should make sure that moisture damage control measures are established and followed by all management levels.

Also, Ms. Chen cited some practical measures such as keeping the whole

factory compound clean and dry, inspect regularly for water leakage and mould growths such as faulty roofs, leaking plumbing and take immediate actions if leakages are found. Also avoid accumulation of dirt and dust to minimise sources of mould contamination.

One important agent that helps prevent the development of mould is the use of desiccant, she said.

"The storage of desiccant ensures short idle time between the use of desiccant, loading and sealed container," explained Ms. Chen, who added that desiccant has more advantages than the more widely known silica gel.

"The moisture absorption of desiccant is more than 300 per cent, or 10 times higher than silica gel. The moisture absorbed by desiccant does not evaporate back to air. It has a wide application temperature ranging from -5 degrees C to 90 degrees C. It is also non-toxic and DMF-free," she said.



## Turn Your Home into a True Sanctuary with 2018's Beautiful Heart Wood



by Hazlin Hassan

Heart Wood is the Dulux Colour of the Year 2018, a top Malaysian design celebrity said yesterday during his seminar entitled "Colourful World 2018 by DREL" at MITEC.

Dr. Eric Leong, who is the head of Interior Design at The One Academy, a leading art and design college, and Principal of its Penang campus, said that it is the 15th year of Colour Futures – the trend research where one paint colour is identified by experts as being

relevant in homes around the world.

Heart Wood, a beautiful warm pink, has been chosen by the colour specialists at Dulux Global Aesthetic Centre.

Dr. Leong, who has 27 years of design experience and is popular for a series of home makeover, interior decoration and lifestyle shows aired on Malaysian television, and known as the "King of Decoration," described it as a combination of purple and brown.

"The colour trend for this year is soft and light," he said. The choice of Heart Wood comes at a time when homeowners seek to come home to a truly welcoming sanctuary, away from the stressful, busy hustle and bustle of today's high-tech lives.

It is based on the idea that our homes are becoming a place to shut the door on

the outside world, where you step into a place that is uniquely yours.

The soft, neutral and complementary colour is the perfect shade to use across your home, creating harmony. Inspired by wood, Heart Wood is a versatile cocoa and blush pink colour, which can feel calm, cosy, soothing, cocooning, relaxed, restorative, and comforting.

Earlier during his talk, Dr. Leong also explained about the use of colours and harnessing Colour Therapy to affect a person's mood and physical or mental health.

"Every colour has power or energy behind it," he said, explaining that this can have an effect on children, based on the colour of their bedrooms.

"Red means love, and passion but can also spell danger," he noted.

Orange signals hope but may lead to hyperactivity. Blue is a calming colour and often creates harmony, he emphasized but joked that a dark shade of this colour may cause depression, as it would remind users of police stations.

Green is a strong colour with a lot of hidden power, and can help one to focus, and may also enhance the healing process, especially for cancer patients. Yellow signals strength and loyalty, and gives off a positive vibe, he said, adding that violet is the colour of romance.

Dr. Leong also suggested adding plants to the home to enhance the living spaces. However, if one does not have the time to take care of living plants, he advised to buy artificial plants and to clean them regularly. Dying plants would invite negative energy into the home.



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## Furnish Your Office

The workplace is constantly evolving and VS Office Furniture is set to meet the changing needs of offices with its diverse offerings. By emphasising on details and offering the finest finishing at competitive prices, its brand names VS and EZ have become a buzzword in town. It has a diverse client base, ranging from government offices, newly-built-condominiums, hotels, universities to corporate offices. The company is also committed in implementing the Green concept in order to inflict minimal or no harm to the environment.



**VS Office Furniture**  
www.vsofficefurniture.com  
PWTC, Booth 2B26

## Like Sleeping in the Clouds

Designed to resemble a perfect sunny day with blue skies and white, puffy clouds this bedroom set from Xinhe Furniture is serene and soothing – the perfect setting to wake up from a restful night's sleep. In addition, the plush headboard forms an idyllic backrest for relaxing in bed, while the dressers and nightstand perfectly complete the tranquil design.



**Xinhe Furniture**  
www.xinhefurniture.com  
PWTC, Booth 109

## Tasteful Design is What's Cookin'

Declutter your kitchen and increase work space with this sophisticated cabinetry from Glorybiz. These fully customisable MDF and PVC laminate cabinets can be mixed and matched, and sized to fit any space. In each unit, drawers and cupboards provide plenty of storage, while the attractive countertops add additional work space to any kitchen. In addition, decorative fixtures enhance the appearance of the unit, resulting in an overall tasteful kitchen design.

**Glorybiz**  
www.myglorybiz.com  
PWTC, Booth 231



## Adjustable Desks Go Electric

Back pain, a common ailment of the working class, is caused by prolonged sitting. Thankfully, more companies are switching to adjustable desks. And now, with the electric actuator systems, Linak Actuators are making these desks instantly adjustable with just the push of a button. With this convenient system, you can keep your workers happy and productive as they can easily alternate between sitting and standing to reduce the problems caused by static postures. All these will translate into cost savings and an improved working environment.



**Linak Actuators**  
www.linak.com  
PWTC, Booth 2B13

## That's so Retro

With a name like *Work Studio*, it is natural that this company produces office system furniture. In fact, they've created a workstation that is in its own league of practicality and functionality for today's corporate environment – introducing Retro. Constructed from laminated veneer lumber, this modular system can be integrated into many creative styles to suit any office environment.

**Work Studio System**  
www.workstudio.com.my  
PWTC, Booth 2B28



## Industrial Chic

The current crop of versatile creations from VS Idea Furniture embraces the industrial feel with solid steel tubing, while keeping it stylish with classic wood paneling. This combination forms a design that is contemporary and edgy, yet inviting. Ideal for furnishing a bedroom, boutique hotel, or even a café (that bookshelf would look great in a display corner!), this *V Six-V Tube Series* feels like home.

**VS Idea Furniture**  
www.vsideafurniture.com.my  
PWTC, Booth 136



## Aristocratically Handsome

The plush leather upholstery and stately design of this American classic glamour sofa evokes images of early twentieth-century cigar evenings – bringing chandeliers, champagne, elegance and opulence to mind. It's not shy on comfort either, and envelopes the sitter in luxury. These exquisitely handcrafted pieces are available in one-, two-, and three-seaters.

**Windmill Import & Export**  
www.samson.com.my  
MITEC, Booth M425



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## SO FAR SO GOOD



**Monica Ferreira**  
Madison House Interiors  
Mozambique

## BUYER

This is my first time in MIFF and overall, it is a good experience. I found the products and info that I am looking for. The layout at MITEC is also good and can be easily navigated. It would be good if PWTC can be more organised, such as having the same type of exhibitors or furniture at one place. Hopefully there can be more people to assist the visitors as well.



## EXHIBITOR



**Connie Looi**  
Titov  
Malaysia

We have been with exhibiting here since the early days of MIFF. The entire team of MIFF did an awesome job. For example, the customer service is friendly, helpful and supportive. The staff over the counter always provides service with a smile. The halls and walkways are tidy, and the toilets are clean and dry, even at the end of the day. With such a huge exhibition venue, it is not easy to upkeep such high standard of cleanliness and hygiene but MIFF manages to do so. MIFF also did a lot of advertising and publicity before the fair, such as on social media, and this has brought a lot of visitors from all around the world. This increased our global presence and exposure, generated a lot of interest in our company, and thus brought us a lot of sales. That's why we keep coming back each year.



## BUYER

We are here at MIFF to buy bedding-related products, such as mattresses, latex products and pillows, and we have been coming to the fair for 6 years. Usually, we buy 10 containers per year. For pillows, we buy an estimated USD20,000 per container. We travel a lot to exhibitions and fairs in the cities in western countries, such as Cologne in Germany, to buy our bedding products.

**Nancy Sun & Nina Wang**  
Austin Bedding  
Taiwan



## EXHIBITOR



**Keisha Phang**  
Marketing Executive  
Lenchong Metal Works  
Malaysia

## EXHIBITOR

We have been participating in MIFF for over 10 years. This year, we hope to grow our business network by meeting more European customers.



We have been exhibiting in MIFF for over 20 years. MIFF is really an excellent platform to present our products to an international audience as the fair is very established and well-known in the industry worldwide. You don't have to fly all over the world to promote your products; instead the whole world comes to you. All these years, MIFF is the main source of our business and sales. By exhibiting here for 4 days, I would get business for the following 10 months. Overall, I think MIFF did a great job every year and we would definitely continue to exhibit in MIFF in the future.



**Sam Goh**  
Marketing Manager  
Synway Furniture Industries  
Malaysia



## BUYER

We represent a builder and interior decorator in India, and we are here to see what is available in the market now. We find that MIFF is good and interesting, with a lot of variety. We like to view and understand the designs we see, so that we can buy the products to use in our future projects, or when we have orders.



**Mohammed Usman Nasser & Asma Yacoob**  
YT Builders  
India



## BUYER



**Tarek Abasy**  
Wood Line Furniture  
Egypt

This is my first time in Malaysia, and I like it very much. Although both venues are good, I like MITEC a lot, and I think it's beautiful. My trip to Malaysia was fruitful, and I felt my time at MIFF was well-spent. I viewed some nice furniture and saw new models of products. The furniture and other products are really creative and of good quality.



# IVORIE

Booth M213A, MITEC, Hall 2





## SO FAR SO GOOD

### EXHIBITOR

It's a good feeling to be here. Exhibiting at MIFF is a satisfying experience, and we are happy to be here. We have grown from strength to strength over the years, alongside MIFF. We wish MIFF the very best in its business development and evolution in the years to come.



**Tay Hui Yee**  
Marketing Executive  
Yeu Hong Furniture Industries  
Malaysia



**Maria Cora Buala**  
Assistant to CEO  
Ace2ace Business Solutions  
Philippines

### BUYER

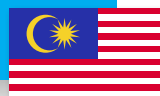
This is my first time visiting MIFF and we love it! Everything is wonderful. My architect, engineer and operations manager are also here. We see a variety of furniture, such as good designs of chairs and tables. We got a lot of contacts and info and exchanged a lot of business cards. The seminars are also very good and helpful. In fact, we attended most of them! We will definitely be back next year!



**Tey Tiong Kheng**  
Managing Director  
Chuang Xin Metal & Wood Industry,  
Malaysia

### BUYER

I have been visiting the fair for many years. It is good so far. Coming here allows me to reconnect with friends and acquaintances, and get to see what are currently new in the market. Parking is better nowadays. There is now more China companies exhibiting in MIFF. Hopefully, we can see even more participation by China next year.



### EXHIBITOR

It's a good way to show people our exclusive designs. We get a lot of good new contacts. I like that it's a great way to meet new people. We hope to bring Seni Daya Woods and their exquisite craftsmanship at MIFF for many years to come.



**Ng Kar Yin**  
Sales Executive  
Seni Daya Woods Industries  
Malaysia



### IAFP COLUMN

## Safety First!



by Zilahi Imre

It must be sustainable, it must have an attractive design, it must have practical functionalities. Yes, it helps, if the production-related costs allow you to offer also a good price for the furniture you make. Aside from all of that, dear furniture manufacturers of Malaysia, you must carefully check the safety issues of every new product. I'm bringing this topic to the front because in many cases, proper prevention could save you from serious trouble.

While walking the fair to check the entries of the Furniture Excellence Award (FEA) at many nicely decorated stands, I had the impression that local manufacturers are not aware enough of the importance of safety. I'm not talking here about safety regulations imposed by the law to protect workers in the factories. I'm sure the large majority pays attention to that aspect. I would like to highlight the way a furniture piece can put in danger the health and physical integrity of the users. We must think ahead of how to stay on the safe side while selling a cabinet, a shelf, a chair or a bed, a sofa or a storage unit to different markets locally or abroad.

Let me give you some examples. It is not a secret that in the USA a visible part of the population has weight problems – on this matter it is reasonable to build the structure of the seating furniture exported to the USA having this in mind (nobody likes when an American lawyer knocks on the door, because you've been sued by someone who got injured by a chair crash). Calculate precisely the relation between the height and depth of the shelf or the cabinet, taking into consideration also the weight: in Europe there are statistics with

casualties caused by falling furniture, most of them involving children. You don't want to become part of those sad statistics, isn't it?

Are you producing furniture with integrated mechanical or electrical systems? Then check every scenario of how things can go wrong while being used by people – you might be surprised how many accidents can be caused by scissor hinge used for sofa boxes, different sliding systems, integrated electrical devices and so on. Safety must be taken into consideration when we pick the upholstery (chemical composition and fire safety), and a manufacturer must know how harmful can be a poor quality finishing material.

In Malaysia the furniture industry has been continuously developing in the past two decades, and here MIFF has a great role, played in a consistent manner. Nobody must be convinced nowadays that investing in design is a great opportunity and a current task, since we see many well designed new products coming up every year. Now I think safety is at least as important as design, because it is a strong selling point if everything has been done right to prevent furniture-related accidents; and it is a true danger for the business if safety issues can drag down a company's reputation.

My recommendation is to submit your products to professional testing procedures before launching in the market. That way is better to prevent problems and to focus on the bright side of the business.

Happy profits to you all!

*Editor's Note: Zilahi Imre is the Editor-in-Chief of the Romanian furniture trade magazine MagMob, and the General Manager of the Fast Forward Editorial SRL.*

www.swssofa.com





# THE GREATEST SHOW

Happened at

MIFF 2018 Buyers' Night

by Khor Hui Min

One of the highlights of MIFF every year is the Buyers' Night, which is exclusively for international buyers. It is a glitzy and glamorous night to look forward to. A treat for buyers, they will be delighted by professional entertainers, and enjoy good food and great company. It is a great way to network and relax at the same time, against a backdrop of riotous colours and dazzling sights. Couple all that with marvellous lucky draw prizes, and it's no wonder that the MIFF Buyers' Night is one of the most highly-anticipated events in MIFF.

Buyer's Night 2018's theme was The Greatest Show, and the fun started during cocktails even before the buyers went into the ballroom. They were treated to performances by graceful acrobats and entertainers dressed as circus performers,

while catching up with old friends and making new ones. A free-flow of alcoholic and non-alcoholic drinks added to the boisterous and happy mood of the crowd.

The dinner started with a bang with a group dance performance and an introduction by the enigmatic ringmaster-cum-MC, complete with red top hat and matching coattails. He greeted all the VIPs who came from various countries to attend the largest furniture fair in Southeast Asia, including those from Japan, Taiwan and China. Then, Karen Goi, General Manager of MIFF, took to the stage to deliver her speech.

"This year is our biggest show ever and it doesn't stop here. Our goal is to make next year even more interesting, because it is also the 25th anniversary of MIFF," said Ms. Goi. "You can look forward to a better show then. So, do come back. We

will be delighted to have you again."

While a sumptuous Chinese set dinner was being served, guests were entertained by an exquisite performance by a Russian acrobatic duo, who had the perfect balance of strength, flexibility and poise, followed by a couple singing in classic western opera style.

One of the highlights of the show was the group dance performance based on the soundtrack of The Greatest Showman blockbuster movie. Another crowd favourite was the local band Mad Sally, who turned up the mood with its upbeat and lively tunes, as guests relaxed and got the party mood going. They started the party with 'Just the Way You Are' by Bruno Mars, followed by 'American Boy' by Estelle. Another great tune they performed was 'This is Me' from the Greatest Showman soundtrack.

The buyers also enjoyed the lucky draw, which featured fantastic prizes, including Huawei Mate 10, Huawei Y6 II, and Oppo A37 smartphones, iPad Mini 4, iPad 32GB, Go Pro Hero 5, Nikon Coolpix Camera, Sony Cybershot DSC HX-400V camera, Dell Inspiron 14 laptop, Mac Book Air, Mac Book Pro, Apple Watch series 3, 4D/3N stays in Seri Pacific Hotel and Sunway Putra Hotel, and limited edition Suntory Royal Whisky and Suntory Old Whisky, and many more.

MIFF Buyer's Night 2018 was another happening event, and after dinner, the party continued on to the early hours, along with the sound of laughter and friendship.

We look forward to welcoming you all to the 25th anniversary celebration next year.



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