

MIFF leads the WAY

Catch the **Moment**

Yee Guan Furniture on the business value of
consumer-targeted product makeover

page 6

Fabulous Furniture
selections abound at
MIFF 2016

page 12

Discover **Malaysia** While at **MIFF**
Start your journey with the KL Pass™ today!

page 32

Special **Report:**
Klang's **Furniture Darlings**

page 24

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date : 1st - 5th March 2016
venue : PWTC, Kuala Lumpur
see you at **Hall 1-129**

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Letter to Readers

MIFF 2016 Opens Furniture Show Season in Asia

The first to swim leads the way

MIFF opens the furniture buying season in Asia in 2016. Bigger, better and leading the way, the 22nd edition of MIFF has a lot in store for global furniture enthusiasts. Despite the worldwide challenges of a tough economy, MIFF remains the furniture marketplace that cannot be missed.

In the last two decades, MIFF has successfully put together reliable suppliers that truly understand quality and value. Exhibitors at MIFF have consistently delivered furniture products of world-class quality at reasonable prices. Veteran global buyers who come to MIFF every year are living testaments to the fact that cost and reliable suppliers are crucial factors in sustaining good business in the furniture industry.

Furthermore, variety in furniture showcases is something that MIFF has perfected through the years. As MIFF continues to reaffirm its position as the biggest furniture gateway in Southeast Asia, attendees and buyers can expect a variety of furniture exhibits suited to everyone's budget. Flip to the *Fabulous Furniture* section (page 12) for a quick look. From the traditional and wooden, to the modern and contemporary, MIFF 2016 has got it all for global buyers.

Aside from the growing list of Malaysian exhibitors, the international exhibition halls keep expanding each year as well. At MIFF 2016, we will see the participation of Japanese furniture companies for the first time. Head on to *MIFF update* (page 5) for further information.

Meanwhile, veteran wooden-frame sofa maker from Muar, Yee Guan Furniture Manufacturing, gives us a taste of its new living furniture collection in this issue's *Cover Story* (page 6). Yee Guan confirms the value of product makeovers and adapting to a new era of furniture consumers.

While all of the industry's eyes have been focused on Muar, in this issue we'd like to momentarily shift the spotlight to Klang. Find out in our *Special Report* (page 24) how manufacturers from Klang are contributing to Malaysia's furniture business.

Lest we forget, design is the fire that continues to breathe creative passion to the furniture industry. At MIFF Furniture Design Competition (FDC), we make sure to continue fanning that creative flame. Find out in *Trophy Room* (page 30) how young designers across industries brought furniture design to the next level in this year's MIFF FDC.

Finally, your journey to MIFF 2016 doesn't have to end on a business note. Take this opportunity instead to discover the wonders of Kuala Lumpur and the gem destinations of Malaysia while you are here. Let MIFF help you plan your adventure and do not miss *Around Malaysia* (page 32) for further information.

See you all at MIFF 2016, 1-5 March!

Best wishes,

KAREN GOI

General Manager, Furniture and Interiors
UBM Malaysia

CONTENTS

05 MIFF Update

International exhibition halls at MIFF continue to expand. This year, Japanese companies are showcasing their products.

06 Cover Story

A veteran player in the Malaysian furniture market, Yee Guan shares how adapting to a new generation of consumers contributed to its success.

12 Fabulous Furniture

Whether traditional and classic, modern contemporary, or anything else in-between, we've got it all at MIFF 2016....

24 Special Report

City of warehouses no more...meet Klang's furniture darlings.

30 Trophy Room

Young furniture designers are making their mark through MIFF FDC 2016.

32 Around Malaysia

Tread beyond Kuala Lumpur to discover Malaysia's gem destinations. Find out how MIFF can help.



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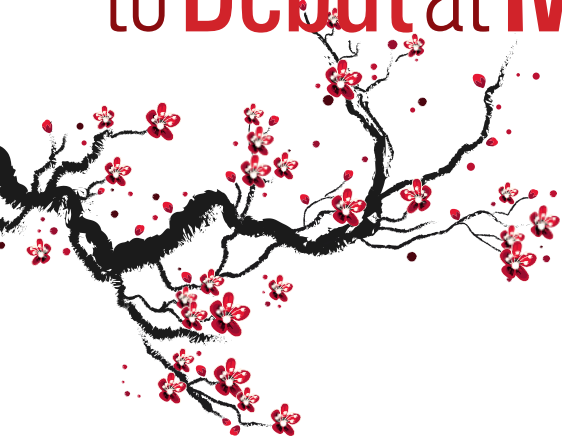
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www.bestbeteck.com

WE DELIVER WHAT WE PROMISED

Japanese Exhibitors to Debut at MIFF 2016



Flawless presentation. Breathtakingly artistic. Classy. Refined. These are pretty much the hallmarks of what is made in Japan.

From textile to paper, from food to their wrappers; every minute detail is meticulously attended to. Hence, the finished product breathes a life of its own, oozing with beauty and perfection blended into one. Even eating Japanese food not only fills the body physically, but indulges the senses as well. After all, everything might be said to be an art in Japan, including furniture.

Famous for finely finished quality furniture, six Japanese furniture companies, led by Tokyo-based Mitsui Designtec Co. Ltd., are debuting at the Malaysian International Furniture Fair (MIFF) 2016.

Provider of construction services for commercial spaces (i.e. offices, shops, showrooms, hotels, healthcare facilities, etc), Mitsui Designtec also sells interior products and provides interior designing for new homes and sales centres. Mitsui Designtec operates as a subsidiary of Mitsui Home Co. Ltd. (visit the website at: www.mitsui-designtec.co.jp).



At MIFF 2016, Mitsui Designtec will be joined by Asahi Co. Ltd., Daisho Snayo Corporation, France Bed Co. Ltd., Meuble Co. Ltd., and Nagano Interior Industry Co. Ltd. to showcase their products all the way from Japan.

Eager to showcase authentic Japanese furniture products to the rest of the world, the exhibitors have chosen MIFF as the perfect platform to access the continuously growing market on this side of the globe.

Leveraging MIFF's position as the largest furniture gateway in Southeast Asia, the Japanese exhibitors are bringing their fine collections as part of a proactive strategy to partake in the furniture export business. The Japanese delegation during MIFF 2015 saw MIFF's influence and capability. They trust the professionalism of MIFF, and believe in MIFF.

With MIFF's long history of continuously supporting its exhibitors in growing their business and market reach through its battalion of loyal buyers worldwide, the Japanese furniture makers have joined the perfect venue.



Catch the Moment

by Alexandra Wong
Furnish Now writer



Scene 1

Brad & Angie are the modern millennial couple. At first, life is all about them and their globalised, localised lifestyle towering above the world. Brad's a photographer. Angie is his muse, and a model. She: Fashionable. He: Artistic. Together, they are stylish, yet compact.

If it ain't broke, don't fix it. Why attempt something new when you're doing well in what you're good at? We go behind the story of wooden-frame sofa maker Yee Guan Furniture Industry's radical new designs.

The year was 2012 and the future never looked brighter for Muar-based furniture maker Yee Guan.

Since breaking into the export market in 1999, the wooden-frame sofa maker had enjoyed a glorious run of electrifying performances, expanding its factory space to over 200,000 square feet, strengthening its portfolio to more than 70 collections and building a strong presence in more than 30 countries worldwide.



A shift in the furniture market

Managed by the Lim family, the company began in 1995 by making simple wooden frames for local clients. As the team got better at their craft, word of their fine workmanship spread. They built a reputation for producing sturdy yet stylish furniture that was long on durability and short in turnaround time; 45-60 working days compared to the industry standard of 60-90 days. Of the dozen or so specialists in wooden-frame sofas in Malaysia, Yee Guan consistently ranked among the country's top three players.

Then towards the end of 2000s, Yee Guan noticed a shift in the market. From their clients, they began hearing rumblings of an emerging red-hot market that no furniture maker could afford to ignore: the millennials, a term used to refer to the population born after the year 1980.

This population is coming to an age where they are starting families and purchasing homes. With a purchasing power of USD1.7 trillion, this demographic is poised, over the next few years, to become the predominant force in the furniture industry.

According to a survey released by Furniture Today's Consumer Buying Trends, 37% of all furniture and bedding purchases are made by millennials. From 2012 to 2014, furniture spending by millennials increased by a staggering 142.1%.

A MIFF exhibitor since 2004, Yee Guan had its fingers on the pulse of the industry - proof that the value of participating in exhibitions and trade fairs is much more than selling your product or creating awareness of your brand.

"When we're out there, we also gather useful intelligence about market trends," said Martin Lim, founder of Yee Guan Furniture Industry. "Exhibitions are where the market is, so even in a casual conversation with a visitor, you can pick up important nuggets of information. This news was definitely important for our future direction."

This population is coming to an age where they are starting families and purchasing homes. With a purchasing power of USD1.7 trillion, this demographic is poised to become the predominant force in the furniture industry.

If you don't makeover, be prepared to move over

There were two things Yee Guan could do. Ignore the changes at its own peril, or start investing resources into a completely new line that departed from their stock-in trade of traditional sofas. As forward-thinking entrepreneurs, the leaders knew what they had to do. "I saw the change as a huge opportunity for furniture companies like ours," said Martin.

In fact, in some parts of the world, their clients' buying patterns were already changing.

"In the past, it was common for Middle Eastern buyers to order seven- or eight-seaters to cater to big families," emphasized Martin. "But now they were telling us that they wanted sleeker, more contemporary-looking furniture to appeal to this new market. We'd be fools not to capitalise on it."





Scene 2

Brad & Angie aren't uber materialistic. But they honor trinkets from their travels to Paris, Cape Town, New York, and Moscow. Can you find the souvenirs that represent those places?

Understanding the millennial mindset

In early 2012, Yee Guan began investing significant resources into developing a radical new collection targeted at this hot new demographic.

“When you design for any new market, you must understand the function of that product,” said George Lim, head designer at Yee Guan Furniture Industry. “You must understand their lifestyle,” he said. “Unlike their baby boomer parents, or even Generation X for that matter, millennials live a more transient life in cities.”

They own less stuff and live in smaller spaces, noted George, a far cry from the spacious suburban homes with fussy treatments and formal dining rooms that they grew up in.

“They are less materialistic and are still paying off loans, but this doesn't mean they are willing to compromise on style,” he added.

On the contrary, millennials are highly design-conscious, informed consumers. “They bring a lot more confidence to how they want their homes to look,” George said.

“It has to have an important meaning for them or fit in with their personal design aesthetic,” he added. “With technology playing a central role in their lives, they are constantly connected. Look at how they are capturing their most precious moments through Instagram, Facebook and YouTube. When it comes to their home, they want a deep, personal connection with their belongings. Each piece has a history, a story to tell.”



Scene 3

Yeah, they're a little eccentric. Once, they posted this pic on social media and captioned it “Big Fight.” It freaked out Brad's parents for 34 seconds before they replied, “Just kidding.”

The set-up

In line with its new direction, the management team of Yee Guan was keen to capitalise on the makeover/rebranding campaign which MIFF introduced as a value-add to its exhibitors two years ago. Operating on the theme of capturing “precious moments”, the Yee Guan and MIFF team collaborated on a marketing campaign around Yee Guan’s latest living collection to communicate this key message: the brand is ready to accompany its target demographic through the most important stages of life.

Task No. 1 was to build the identities of the target demographic. Using smartly placed props, we created a storyline around a young couple who live in a city condo, going through important stages of life.

“We know the most crucial factor influencing design for millennials is their need to socially interact, so we tried to create an open yet intimate communal space for that purpose,” explained George.

That’s why you can find photo frames, magazines and decorative items – the usual things you’d expect to see in a living room – but personal items like articles of clothing and intimate messages are also clearly visible. In some photos, a cake and balloon implies that the living room is also used to host parties. In others, a strategically placed ultrasound scan tells us that the young couple is expecting their first baby, implying that Yee Guan offers scalable, long-lasting products that can grow with the family.

One of the biggest challenges facing urban dwellers is the lack of space, hence the demand for more compact furniture. If you compare the new collection with their older ones, you might be surprised to know that their dimensions aren’t much smaller. “Our designs use classical proportion and scale to ensure that various design styles blend together in any eclectic combination,” explained

Martin. Yet because of the overall more aerodynamic design, the overall effect is sleeker and more modern – perfect for the urban home.

Perhaps the most noticeable difference about Yee Guan’s new collection is the colour palette of both frame and upholstery. The white wooden frame departs sharply from the dark wood and cappuccino of previous collections. “White conveys a clean, modern versatility. Everything goes with white,” said George.

As for the cushions, gone is the dressy upholstery and flowery prints that characterised their earlier collections. In their place, bright, vibrant hues that imply youthfulness and energy. To make the apple green of the sofa cushions really pop, we scattered vertically-striped colour throw pillows around. The cushions are also available in aqua blue, yellow, red and blue.

Using smartly placed props, we created a storyline around a young couple who live in a city condo, going through important stages of life.



Scene 4

One day, Brad up and says “Marry Me” in his shy sort of way. For the record, Angie says “No way, hehe.” At least not then and there. But soon enough they tie the knot, and Baby Sonia is on the way. They celebrate with “Three-cheers, Hooray” in a non-alcoholicy sort of way.

“Be brave enough to be the tastemaker and innovator rather than a follower, even when everybody's doing something else. Investing in a strategic rebrand will put you in a good position for the future.”

- Martin Lim

Another distinctive quirk about millennials is that they want style that's tasteful. This means no fussy accents or ostentatious ornaments. On this score, Yee Guan's new collection passes with flying colours: The stunning rectilinear framework exudes strong clean lines. The overall effect is never rigid, thanks to its aerodynamic shape, ergonomic armrest and softly rounded angles. Minimal props were used to emphasise subtle design details like the cutaway square corners on the chair legs. “We tried to design the collection in such a way that each angle has its own beauty,” said George.

Make no mistake; artistry is never sacrificed for function or comfort. Though the new collection may look as different from its predecessors as night and day, it is constructed and engineered with the same top-quality rubberwood frames, premium cushioning and artistically executed finishes that offer the deeply luxurious experience and finely executed finishes that represent the Yee Guan DNA.



Happily ever after

The result is a joyous photo story brimming with authenticity, one that feels drawn directly from the real life of a young couple trying their best to build a family in a fast paced urban environment. “Through this campaign, we want to tell our current and future customers that we're there to catch the most precious moments of your life,” said Martin. “We hope to inspire our customers to create their own moments and stories.”

As a long-time supporter of MIFF, Martin is delighted that the organisation is adding value by innovating fresh suggestions and trying out new marketing strategies, such as this makeover project. “The local furniture industry is relatively conservative when it comes to advertising and branding, but to stay ahead of the market, it is no longer viable to conduct business as usual,” he said. “We realise we might have been a bit too modest in the past. The competition is tougher than ever so if we wanted to go to the next stage, we have to make a more powerful statement.”

“Be brave enough to be the tastemaker and innovator rather than a follower, even when everybody's doing something else. Investing in a strategic rebrand will put you in a good position for the future,” he concluded.

Yee Guan Furniture Manufacturing

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PWTC, Booth 327



Scene 5

When Sonia grows up she's sweeter than cake. But if you take an eye off her, that would be a mistake...



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01 - 05th March

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Wine-and-Dine, Candy-Coloured Nice!

Add a charming touch to your dining space with this contemporary dining set from Idea Style Furniture. It sure will add a bold and brilliant statement about your home-dining style. The light material contrasts nicely with vivid seating colours to lend your dining hall a brand new appeal. The material is not only easier to maintain but also sturdier, which would surely serve your family well for a long time.

Idea Style Furniture

Ms. Joonna Lui
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www.ideastylefurniture.com
PWTC, Booth 129

modern contemporary home furniture

Bring home a world of good with premium designs in modern contemporary home furniture. Made up of Malaysian wood fused with modern aesthetic materials, these modern pieces of furniture are best to give your home interior design a beautiful and lasting solution. Smooth finishes, clean lines, and innovative designs have always defined the modern contemporary selection of home furniture at MIFF.

With luxurious, modern dining room sets, you can gather the family and dine in style without sacrificing comfort in your home environment. The range of bedroom sets are perfect to make your bedroom a stylish functional retreat. You can also choose from a wide variety of fabrics and designs in living room furniture to create that haven you are looking for. The right choice of furniture from MIFF's magnificent range of options can really turn every section of your home into a cozy multifunctional space.

Whether you are looking to upgrade your space with some peppy designs or wish to infuse some glamour to your new space, the extensive range of modern contemporary home furniture at MIFF will provide you with a style that represents your individual sophistication. Malaysian furniture has adapted to the changing market demands to provide you with a perfect blend of beauty and functionality.

From high-end to budget friendly home furniture sets, you will surely find something that would suit your style and needs...



Aerofoam Manufacturing

www.aerofoam.com.my
PWTC, Booth 120



Home Best Enterprise Corporation

www.homebest.com
PWTC, Booth 220



Chinfon Furniture Industries

www.chinfonfurniture.com
PWTC, Booth 119



Deesse Furniture

www.deesse.com.my
MECC, Booth D04



ELK-DESA Furniture

www.elk-desafurniture.com.my
PWTC, Booth 117



Naturally Fabulous

Earth coloured hues are always appealing, as exemplified by Inception Design & Trading's *Liza* bedroom set. The beige colour setting highlighted by touches of natural wood will surely make your resting space not only naturally fabulous, but also easy on the eyes and truly comfortable.

Inception Design & Trading

Mr. Johnny See
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PWTC, Booth 330



Sweet Home Concept

www.sweethome.my
MECC, Booth D03



Titov

www.titov.com.my
PWTC, Booth 313



First Flames

www.firstflames.com.my
PWTC, Booth 136

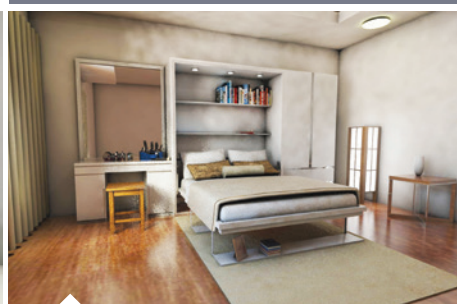
Eastern Smart Furniture

www.easternsmart.com
PWTC, Booth 155



Mixbox Furniture Industries

www.mixbox.com.my
PWTC, Booth 208



Meranti Furniture

www.merantifurniture.com
PWTC, Booth 2C19

Soft and Smooth in Monochromes

Colour combinations need not be complicated. Different shades of beige against a white backdrop can exude soft elegance as much as the classic bold favourites. Smooth and elegant, comfortable and familiar; sounds like the perfect bedroom ambiance!

Comfy Factor

Mr. Samuel Lim
sam@comfyfactor.com
www.comfyfactor.com
MECC, Booth E01





Furncrest
www.furncrest.com
PWTC, Booth 4A06



T.H.L. Sofa
www.thlsofa.com
MECC, Booth C01



Trent Upholstery Industries
www.trentupholstery.com
MECC, Booth E25



Hupsheng Furniture Industries
www.dhepfurniture.com.my
PWTC, Booth 108



Ivorie International
www.ivorieinternational.com
PWTC, Booth 112



Pure Star Export
www.purestarexport.com
PWTC, Booth 4A29



Yeo Aik Wood
www.yeoaik.com
PWTC, Booth 318 & 319A



Sern Kou Furniture Industries
www.sernkou.com
MECC, Booth E19



Yang Guang Furniture International
www.yangguangfurniture.com
PWTC, Booth 508



Modernly Homey

Muar wooden-frame sofa maker takes pride in its new collection of living room furniture especially designed for today's modern home. True to the company's vision of producing sturdy and stylish furniture, Yee Guan's living room sets boast of durability and practicality that's perfect for a family in the confines of big city condo living.

Yee Guan Furniture Manufacturing

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PWTC, Booth 327

Baby No More

Remember that cute-awkward stage when a child is embarrassed when the parent tries to show affection in public? Because the 'baby' is trying to act like a 'grown-up'! This *Gadiel* bedroom set from Gaoya Furniture is a lovely testament to that era. This awesome bedroom set is perfectly designed for a growing child, who, although slowly gaining independence, will always be someone's baby forever.

Gaoya Furniture Industries

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www.gy-furniture.com
PWTC, Booth 2A13



Heveapac

www.heveapac.com.my
PWTC, Booth 236

“Have nothing in your houses which you do not know to be useful or believe to be beautiful.”

- William Morris, textile designer, poet and novelist



C. K. Ban Soon Lee Industries

www.ckbsl.com.my
PWTC, Booth 4A08



PT Metropole Purnama Citra

www.metropolefurniture.com
MECC, Booth A16



Vistawood Industries

www.vistawood.com
PWTC, Booth 107



Elegant Space Saver

Since the cost of space is skyrocketing globally, every family could use a space-saving bedroom set that isn't short on style or elegance. The *Snow White* bedroom set from MG Furniture offers the perfect solution. Especially designed for kids, tweens and teens sharing bedroom space, this chic bedroom set is perfect for your growing family.

MG Furniture

Mr. Steph Low
stephlow@mgfurniture.com.my
mgfurniture.blogspot.com
PWTC, Booth 4A18



Dark Wooden Classic

Classic is wood, and wood is classic. Elegantly set in a dark wooden frame, the *Carina* bedroom set from Decortage is the ultimate example of classic. This sturdy and elegant set will surely stand the test of time that can be handed down for generations to come.

Decortage

Ms. Karen Kee
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www.decortage.com
PWTC, Booth 509

traditional and wood-based home furniture

At MIFF, a world of both traditional and classic home furniture choices awaits your exploration. MIFF prides itself in bringing you an extensive collection of fine classic furniture pieces by premium furniture manufacturers from Malaysia and around the world. The symmetrical arrangements and rich colour schemes are perfect for giving your comfy modern home a traditional warmth. There are exquisite furniture styles for every space to help you fill your home with the classic style you have always craved for.

Traditional home decor continues to be one of the most popular choices for modern homes. With the vivid variety of floor displays, every booth at MIFF offers you with a new opportunity to explore the latest styles in traditional and classic furniture that the industry has to offer. Each of the collection is painstakingly crafted to give you the flexibility to create a stylish living space that reflects your passion for timeless luxury and elegance.

Whether you are looking to set your living room up in a classic style, or revamp your family room into it, this extensive collection of classic furniture pieces at MIFF will set the mood like nothing else. Unique design elements, coupled with graceful touches of high quality fabric, is sure to amplify the glamour quotient of your home decor. For your home renovation or a perfect long-awaited makeover, these rich traditional designs will beautify your space without looking dated. Gracious and inviting, the right choice of classic furnishings for your space evokes images of understated elegance and offers an ageless comfort that many of us remember.



Supreme Tropical Furniture

www.timber.com.my
PWTC, Booth 303



Aik Chee Furniture

www.aikchee.com.my
PWTC, Booth 335



BLH Global Marketing

www.infurnex.com
PWTC, Booth 507



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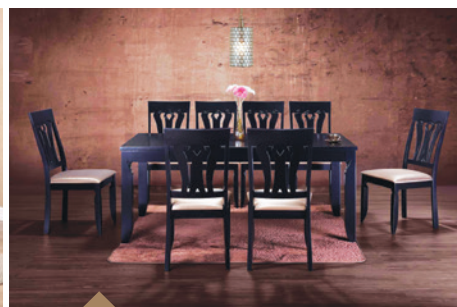
www.seowexport.com.my
PWTC, Booth 2C15 & 2C15A



Bowlman Furniture
www.bowlmanfurn.com
PWTC, Booth 207



Latitude Tree Furniture
www.latitude-tree.com
PWTC, Booth 328



Gamma Wood
www.gammawood.com
PWTC, Booth 230



Gao Sheng Furniture
www.hoganfurniture.com.my
PWTC, Booth 4A27



Poh Keong Industries
www.pohkeongfurniture.com



Green River Wood & Lumber Manufacturing
www.greenriverwood.com
PWTC, Booth 319



Xiang Yi Enterprise
www.xiangyienterprise.com
PWTC, Booth 202



Rian Heng Wooden Furniture Industries
www.rianheng.com.my
PWTC, Booth 4A12



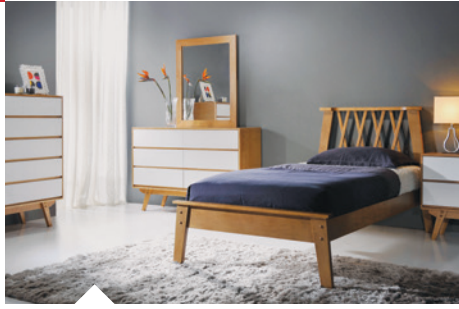
Inspiwood Furniture
www.inspiwood.com
PWTC, Booth 4A25



Sleek and Fabulous

This natural-looking wooden dining room set from Eurospan Furniture will fit every home design. From traditional homes in the suburbs to sleek city living spaces, this versatile set will look fabulous with any setting and decor.

Eurospan Furniture
Ms. Cecilia Ng
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www.eurospan.com.my
PWTC, Booth 315



Lencasa
www.lencasa.com
PWTC, Booth 4A01



Evergreen Fibreboard
www.evergreengroup.com.my
PWTC, Booth 128



SHH Furniture Industries
www.shh.com.my
PWTC, Booth 317

“I love to design and remodel houses, from working with the contractors to picking the colours, materials, kitchen and bathroom accessories to finally what furniture goes where.”

- Olivia Newton-John, singer



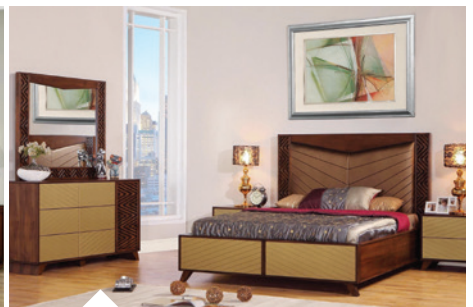
LB Furniture
www.lbfurniture.com
PWTC, Booth 213C



Infurnex Resources
www.infurnex.com
PWTC, Booth 506



Kurnia Sejati
www.shh.com.my
PWTC, Booth 317



Kinheng Furniture
www.kinhengfurniture.com
PWTC, Booth 316



Regal Elegance

Have you ever dreamed of sleeping in a palace and waking up with a regal class feeling? You can now realise your dream by creating your own royal bedroom with this enticingly designed bedroom set from Favourite Design. Made up of solid wood, this innovative and regal design is perfect to turn your simple bedroom into a grandiose and majestic space that you have always craved for!

Favourite Design

Mr. Freeman Chan
freeman@favouritedesign.com.my
www.favouritedesign.com.my
PWTC, Booth 4A22



Mau Sin Bentwood Industry
www.mausin.com.my
 PWTC, Booth 4A02



Sim Hup Seng Furniture
www.simhupseng.com
 PWTC, Booth 231



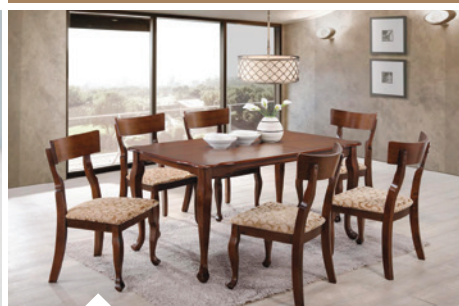
Simewood Product
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 MECC, Booth E15



Triswift Designs
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 PWTC, Booth 4A31



Wonderful Furniture
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 PWTC, Booth 227



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Golden Home Elegance
www.homeelegance.com.my
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PWTC, Booth 2B02



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PWTC, Booth 2B26



Soon Her Sing Industries

www.acmi.net
PWTC, Booth 2B08



Anji Laika Furniture
www.lansfurniture.com
 PWTC, Booth 2A11A

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 PWTC, Booth 4C16



“The aim of being a good designer is to have an influence. If you design furniture or lifestyle, you should influence the way people evolve globally. It's good to have an influence.”

- Olivier Theyskens, fashion designer



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Luoyang Demei Office Furniture
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 PWTC, Booth 1M27



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www.reliabletrend.com.my
 PWTC, Booth 216

“If you actually keep things very organised and clutter-free, you can have more furniture than you think you can in a small space.”

- Nate Berkus, interior designer

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For centuries, Klang was known as the land of warehouses.

But if you drive from Port Klang – Malaysia's key container harbor and the world's 12th largest – to Klang itself, it only takes 40 minutes. This has made Klang more recently one of the country's most vibrant business districts, full of manufacturing firms that dot this also historically royal town.

In particular, Klang is home today to some of the country's most influential furniture giants.

Based on data from the Malaysia External Trade Development Corporation, the productive furniture industry in Malaysia – with over 2,400 furniture firms – big and small, has in recent years boosted the country's economic growth with its revenue contribution. With a significant RM7 billion worth of exports yearly to more than 160 countries, Malaysia's furniture darlings are prepared to continue the momentum and keep the innovations alive.

Furnish Now spoke to three Klang-based furniture giants – Green River Wood & Lumber Manufacturing, Chinfon Furniture Industries and Versalink – to understand how the manufacturing firms have thrived in the past decades.



Klang's Furniture

by Yeo Li Shian
Furnish Now writer

Keeping a low, solid profile

In a business where strength and durability are positive traits, rubberwood furniture specialist Green River Wood & Lumber Manufacturing is forging ahead.

Originating from Southern Taiwan, the company's journey began in the mid 1980s as a small local and traditional furniture manufacturer. Ready to step up its role as a significant regional industry player, the company felt that it was an opportune time to take the leap by spreading its wings – and its first overseas factory was born in Port Klang, Malaysia, in 1989.

As one of the most influential manufacturing hubs in the region today, Malaysia is a smart choice

for the company's expansion. The company's effort to set up a permanent base in the country as a launch pad to other parts of Asia has proven fruitful. Leveraging on Klang's massive infrastructure build-out and strategic location, Green River Wood's first overseas facility soon turned into its main headquarters.

Famed for its superior craftsmanship, the growth of the company relies heavily on the stable supply of workers and cost efficiency facilitated by easy access to the world's 12th largest container port – Port Klang. Two decades on, Green River Wood now operates 20 factories in 5 countries – Malaysia, Vietnam, Thailand, Indonesia and China.



Darlings

"We now export an average of 2,300 containers collectively every year," revealed Tino Chan, Assistant Marketing Manager of Green River Wood, who has been serving the company for over a decade.

"We set ourselves apart from our competition because we handle the entire production process – from raw material to final product through our raw material plant in Temerloh."

With a 20-customer base worldwide, potential clients are introduced to their brand through word of mouth. International clients are eager to travel over 9,000 miles from the United States and Russia to visit company headquarters.

Like any other business, the company recognises the industry's competitiveness in the global marketplace. For Green River Wood, its unwavering approach towards facing challenges, however, has helped the company gain excellent ratings amongst its industry peers and international clients.

Despite its solid reputation, according to Ms. Chan, the company stays true to its business philosophy – to remain low profile at all times. The simple time-tested business strategy has served a great deal for the now more than 20-year-old furniture giant.

"Especially during difficult times – business or economic downturn – it's best to keep a low profile and continue to persevere. It helps us to stay grounded and keep things in perspective," she added. "Within our own business culture, we always believe that it is crucial to be prepared – all the time. When the next big opportunity knocks, you can grasp it. That's because opportunity is only for the well-prepared!"

To keep the momentum going, the company channels its energy into perfecting designs and its product

range. They do this through its 5-member R&D design unit, led by an experienced furniture design master, Low Tiong Han. Mr. Low, who has more than a decade of expertise in furniture design, travels yearly to find inspirations from various international shows – Las Vegas Market and High Point Market in the United States; and furniture fairs in Guangzhou and Shanghai, China. In return, he oversees the company's capabilities to design, develop and construct products that are obliged to clients' expectations.

With a continued focus on innovation, Green River Wood has proven why they are on the forefront of rubberwood furniture manufacturing. Besides, their yearly participation at various local and regional furniture fairs, the Malaysian International Furniture Fair (MIFF), for the past two decades has been a major contributor to their market research. In fact, most of their regular clients generated from MIFF are mainly from Canada, USA and Russia.

"We also really enjoy doing market research via overseas trips," shared Ms. Chan.

Never-give-up strategy

Starting out in 1993, Chinfon Furniture Industries began life as a trading company before emerging as a furniture export manufacturer seven years later. Making the transition was a natural progress. The company's expertise first caught the attention of few Australian customers who visited its local showroom, and of course, deals were secured.

The progress was a learn-and-grow process, according to Ely Tio, General Manager of Chinfon Furniture. Although challenging, the company recognised the need to take baby steps to move forward.

Based in Klang district within the strategically-located business hub in the region, Klang Valley; Chinfon Furniture quickly become a highly sought-after manufacturer amongst foreign clientele.

However, in many cases, one issue arises. "Customers tend to voice concerns over our prices," Ms. Tio pointed out.

Realistically, Ms. Tio admits that it is very challenging to find a balance. Apart from the high-rising labour and living cost in the city, there's also an increasing need for the company to maintain its overall furniture manufacturing standards – from material used to designs and finishing. But there's no giving up. The company continues to find better ways to win clients' trust.



Sure, over the past decade, this furniture giant has forged stronger business ties with various international alliances and clients. But Chinfon Furniture's success has also reminded us that there's no one-size-fits-all approach in establishing clients' trust and fulfilling their expectations.

For years, the company pushed its R&D design team's limit. Ask Ms. Tio about this and she will tell you that the company's R&D unit is a constant hive of activity.

"Just like fashion, we brainstorm a lot and move forward according to trends – to more innovative designs and concepts," she explained. "Yet we keep our originality in style intact."

Operating from its 64,000-square-foot plant and two warehouses with approximately 100 factory workers in Klang, the company churns out an original-style product range that delivers a variety of fine designs and concepts. Believing that 'it's better to have your own cake rather than rushing for the same piece of cake,' Ms. Tio highlighted that the challenge lies in achieving a balance between executing designs which feed the market demands with hints of trademark style.

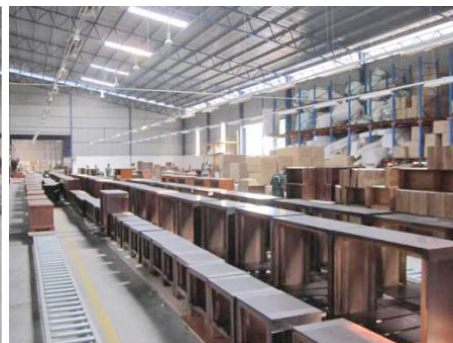
"Our R&D team comes out with three designs every month," she shared. "We work closely with a paint supplier to explore the integration of hues and designs to ensure it fits our target market."

Most importantly, offering the right product is also a major criterion to penetrate new market, she noted. Chinfon Furniture's newly-wooded markets in recent years – Canada and South America for instance, have strong preferences towards wood-and-metal combo bedroom sets that carry hints of classic and natural effects. The perfect information as such, according to Ms. Tio, is a result of 'quality conversations with potential clients during trade shows'.



"Clients are constantly searching (for new products)," she said. "So, spending time with them is an effort to gain useful information about their country markets, which worked as a driving force for us to improve."

Today, although the two-showroom company supplies worldwide; countries like Australia, the United States and Middle East continue to be Chinfon Furniture's most regular export markets – and at one time, fulfilling a huge 60 containers from Chicago. Besides offering varieties of designs and concepts, there is also the international product quality standard that the company strictly adheres to.



"This is one very satisfying deal comprising cabinets, furniture, tables and bedroom sets worth a total of USD1.3 million," she added. "We'd rather do lesser volume but with bigger value. Plus, we also ensure that our goods are compliant with international safety standards and practices. The Chicago project, for instance, required special certification in order for the products to be used in schools and universities around the United States."



The six golden rules

Just as with a great relationship, a great reputation and great products take time to develop. Versalink, one of Malaysia's most renowned office system furniture experts, can very well resonate with that. The company's presence in the local furniture scene took off in 1991 as a Sungai Buloh-based veneer office furniture manufacturer, before shipping out its first export batch three years later.

After 17 years of operations, the company relocated to Klang in 2008. Klang is an ideal location, said Ryonn Leong, Marketing & Business Development Manager of Versalink, because the privilege of smooth loading and exporting through these easily accessible ports give manufacturers like them a real advantage.

"Especially for organisations that export, Klang is favoured because of its strategic location. It expedites and provides short access for shipping process," he explained.

Being strategically-based in Klang, the company stresses extensive research and developments regularly



to provide innovative new products and office system solutions to the ever-evolving market demands.

In Versalink's experience, listening to clients' desire and understanding customers' behaviour as well as the work environment require years of relentless effort. But these are the fundamentals that help the company deliver an extensive range of office system solutions that suit every workplace. In fact, the sky is the limit for Versalink's range of office system furniture.

The company's Greenguard-certified workplace solutions are popular for ergonomic features,

functionality and clean lines with a modern aesthetic appeal. For Versalink, perfecting designs that fulfill market specifications are also achieved through continued joint effort with various foreign designers.

"From desks to panel systems to walls and storage solutions, each of our products can be endlessly configured and customised to suit the specific needs of customers," he explained, adding that Versalink's six-acre facilities are also ISO 9001:2008 Quality Management System and ISO 14001:2004 Environmental System-certified.



"Our facilities have dedicated space for manufacturing and a raw materials warehouse," he said.

Today, Versalink is sprinting ahead in office furniture manufacturing and exports. While Versalink is long a symbol of office system furniture success, Mr. Leong pointed out that achievement is powered by the six golden rules of competitive strength.

"We abide by these six golden rules – strong design capabilities, established track record, comprehensive range of products and solutions, experienced management team, fast turnaround of products and strong customers relationships," he shared.

To prove the company's constant commitment towards the customer relationship, its 3-storey showroom in its headquarters has undergone a face-lift in recent months. The makeover is necessary as Versalink is looking forward to welcoming more visitors – domestic and abroad; and what better way to enhance the visiting experience than inviting customers for a tour around its refurbished showroom.

Now, with an impressive list of awards under its belt, there's no slowing down for Versalink. While product development continues to be its core passion, the company shares an equal obligation to be socially and environmentally responsible as well. Its commitment in the community front is obvious – through various engagements with charitable organisations, donations and scholarships to numerous schools and higher institutions.

"Our manufacturer, Jemaramas Jaya (JJ), is currently in the process of seeking PEFC COC system certification as a move to support forest sustainability," said Mr. Leong "JJ, which has been manufacturing furniture for over three decades now, is always committed to only source, buy and use sustainably sourced raw materials for our furniture."



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Taking Design to the Next Level

Youth and judges do their part to raise Malaysian industry standards

by Ruchi Mahajan Ranga
Furnish Now writer

‘Design for manufacturability’ is the first step towards creating a great product. It not only helps to understand end user’s needs, but also minimises the need for revisions.

Meanwhile, unique furniture is that which blends insight and ingenuity, in overall designs that offer functionality in refreshing ways.

“In today’s day and age, furniture is fast becoming a tool for expressing individuality and uniqueness.”

– Philip Yap



Based in part upon these concepts, MIFF Furniture Design Competition (FDC), held yearly, is dedicated to award innovation, excellence, education and originality in the practice of furniture design. The competition has attracted more than a thousand of entries over the years since its inception in 2010.

This year’s jury is headed by Philip Yap, a Malaysian design guru based in China. His fellow judges are Ar Lim Wei Hong (Arkitek WHL, Malaysia), Hamidah Abdullah (Malaysian Timber Council), Lu Ke Yan (China), Shinichi Mitsuki (MITSUI Designtec Co. Ltd., Japan) and Fabrizio Carloncelli (Fabrizio Carloncelli Design, Italy).



Addressing real market demands

"In today's day and age, furniture is fast becoming a tool for expressing individuality and uniqueness," said Philip Yap, Chief Judge of MIFF FDC 2016.

"Changing dynamics of the family life and job mobility, particularly in Asia, also means that more and more young people establish homes earlier. Many consumers also have developed discerning tastes due to exposure, either through the internet, or through their travels." Mr. Yap added.

With Malaysian Timber Council (MTC) as the event partner of the competition, this unique platform enables the top 10 finalists of each edition to pair up with local furniture manufacturers and turn their creative designs into reality.

Madam Hamidah Abdullah, Deputy Director of Timber Industries Development, represented the MTC in support of the preparatory workshop that kicks off MIFF FDC each year, the Behind-the-design workshop held on August 8, 2015 at the Putra World Trade Centre in Kuala Lumpur.

MIFF FDC 2016 emphasises the theme 'Living Furniture, Global Perspective,' which was conceptualised to encourage designers to think beyond borders and explore ways of upscaling Malaysian furniture to the international market.

While last year's competition focused on the use of timber for furniture and how it contributed to Malaysian exports, MIFF FDC 2016 revolves around the concept of understanding the relationship between furniture and the user's lifestyle in order to promote better living. MIFF FDC 2016 also emphasises to young participating designers the demands of the real market and how adding value to their designs can help meet those demands.

Innovating furniture design

Throwing light on the growing exports by furniture industry, Ms. Karen Goi, General Manager of Furniture and Interiors, UBM Malaysia, emphasised on innovation as the key component for modern furniture designing, "The furniture industry needs a lot of design talent," she said.

"The world is your market. Innovative designs are the winning difference."

On the other hand, Mr. Yap emphasised the right combination of good designing and manufacturability.

"The finalists of MIFF FDC 2015 were chosen not only because of their creative ideas, but also because of the manufacturability of each design," he said. "I am happy to see how some of them pushed the boundaries of design to elevate this competition into a higher level."



This year, according to Mr. Yap, their efforts to scout for talents have been reciprocated with favourable responses.

"Out of our top 10 finalists, we have five from various industry practitioners, meaning that we are attracting designers of other disciplines to also take part in the competition," he said.

"Their participation 'fast tracks' the formation of the collaborative platform between the design industry, and the furniture industry," Mr. Yap added.

The top entries of FDC 2016 will be showcased at MIFF 2016, which will give excellent exposure to top designers and will get noticed by manufacturers, buyers, media, and design companies from across the globe.

The finalists' prototypes will be sponsored by MIFF exhibitors: Mausin Bentwood, Jemaramas Jaya, Supreme Tropical Furniture, Oasis Furniture, Lencasa, BSL Furniture, Fella Design and Seow Buck Sen.

While MIFF has been helping global furniture trade prosper since 1995, FDC continues to bring forth fresh innovations and inspiring industry design.

"We foresee that more effort is required to invest into building the design colleges, as furniture design is an assortment of multi-faceted disciplines," said Mr. Yap.

"The guideline for furniture can be a unique subject to explore," he noted.

"In the future, we aim to conduct more activities with the design colleges – all for the purpose of promoting effective interchange of new teaching ideals and industry-based information sharing," Mr. Yap concluded.



Discover Malaysia

While at MIFF

by Ruchi Mahajan Ranga
Furnish Now writer

There is more to attending the Malaysian International Furniture Fair (MIFF) 2016 for your furniture business.

Once that deal is sealed and that industry network established, one may sit back, relax and take the wonderful opportunity to head out and explore what the rest of Kuala Lumpur and Malaysia have to offer.

Located at the heart of Asia and rich in cultural diversity, Malaysia offers an exceptional range of travel experiences that you can choose from. With a multitude of rich Asian cultural heritage fused with historic European influence, Malaysia offers countless attractions to satisfy the adventurer in all of us.

Coming to MIFF offers you a chance to leisurely explore this beautiful country for that truly Asian experience.

The Pearls of Penang



Delve into an exciting world of beauty with a visit to Penang. Locally known as 'Pearl Island' or 'Pulau Mutiara,' Penang is one of the most visited locations in Malaysia. It offers an assorted mix of cultural diversity and cuisines to savour. It not only offers visitors mesmerising beaches, but the food and cozy atmosphere of this place are also worth falling in love with.

Every year, thousands of visitors come to Penang in order to experience a unique blend of gorgeous scenery and historical attractions dotted all across the

island. Penang offers an abundance of rich heritage that would feed the wanderlust in anyone.

The second busiest city in Malaysia after Kuala Lumpur, Penang also is very cosmopolitan. The island gives you plenty to see – Georgetown, Fort Cornwallis, the Reclining Buddha, and Gurney Drive.

Penang's capital and the largest city in the state, Georgetown, is a big attraction especially to the historically inclined. Dubbed as a 'living historic

city', Georgetown was named after United Kingdom's King George III. Its inner city is home to unique colonial architecture that were built during British rule over the Straits Settlements (Penang, Singapore and Malacca). Mixed with Chinese shophouses, five foot ways and places of worship of various religions, the unique architectural and cultural backdrop that make up Georgetown today cannot be found anywhere else, making it deserve the UNESCO World Heritage Site title.





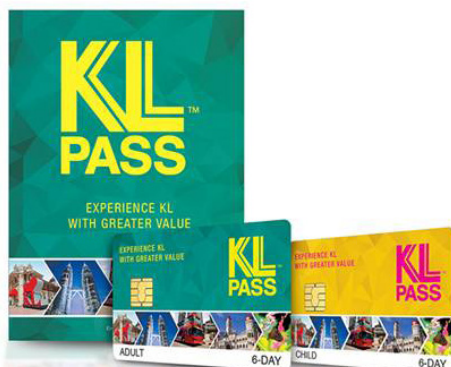
The Scenery of Langkawi

Langkawi offers breathtaking scenery with its beautiful beaches, crystal clear water, incredibly fine sand, and coastal mangrove swamps. Although Langkawi is recognised as one of the most beautiful islands in the world, it will never let you feel that you are visiting a crowded tourist area. If you are looking forward to a break from city life by venturing into a beautiful jungle, gorgeous beaches, and a world of fantastic sightseeing, Langkawi offers you more than what you could ask for.

For a 'shop-till-you-drop' experience, this duty-free island also offers you a lot to select from – Langkawi Mall, Langkawi Fair Shopping Complex, and Jetty Point Duty Free Complex. Famous beaches to swim in and explore include Cenang Beach, Kok Beach, and Burau Bay Beach, all located at the west coast. Dayang Bunting island offers you the experience of Langkawi's stunning views.



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Don't let your visit to Malaysia end at MIFF 2016. In fact, you can book tour packages to Penang and Langkawi, or purchase your KL PASS™ through MIFF; make sure to visit the MIFF website: www.miff.com.my.



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