

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2018**

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The official show news of the Malaysian International Furniture Fair
08 - 10 March, 0930 - 1800 hrs | 11 March, 0930 - 1700 hrs

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2018



Malaysian International Furniture Fair Opens Biggest Show

by Hazlin Hassan

The Malaysian International Furniture Fair (MIFF) unveiled its biggest ever show in its 24-year history, at its new, futuristic home yesterday.

The opening ceremony kicked off with traditional Malay drum beats as the Guest-of-Honour Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, arrived at the spacious Malaysia International Trade and Exhibition Centre (MITEC), the latest, and biggest exhibition space to be built in the country.

The largest international furniture meeting place in Southeast Asia has grown further by 25% to 100,000 square meters this year, with a total of 622 exhibitors packing 18 halls in MITEC and long-time venue Putra World Trade Centre (PWTC).

With the new theme "Design Connects People", MIFF 2018 showcases even

more new creatively crafted elements to highlight design quality and promote design-thinking as a strategy for product innovation and business.

With international buyers and overall sales trending up in successive years, show organiser UBM Malaysia said a third of exhibitors are first-timers while pre-registered buyers from 135 countries include 34% who are first-time attendees.

Datuk Seri Mah said in his speech that the furniture industry has been a key driver of the Malaysian economy, with Malaysia being among the 10 largest furniture producers in the world.

"In 2017, the value of Malaysia's exports of furniture products was RM10.14 billion, an increase of 6.4% compared to 2016," he said.

cont. on next page >>

HOTSHOT



Foart is very eye-catching, and apparently their foam building block furniture can be used in play zones in shopping malls as well as at home. See them at MITEC, Booth M1105A.

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>> cover story cont.



“The National Timber Industry Policy has set the target for the furniture industry to achieve RM12 billion in exports by 2020. The government will continue to support the development of the furniture industry through various initiatives to ensure its continued and sustainable growth.”

Datuk Seri Mah Siew Keong,
Minister of Plantation Industries and Commodities

Among the major furniture products that contributed to Malaysia's export earnings is wooden furniture, comprising RM8.1 billion or 80% of the total furniture export earnings.

“The National Timber Industry Policy has set the target for the furniture industry to achieve RM12 billion in exports by 2020. The government will continue to support the development of the furniture industry through various initiatives to ensure its continued and sustainable growth,” said Datuk Seri Mah.

He noted that automation and mechanisation provides a competitive advantage for the furniture industry by improving the production efficiency as well as reducing reliance on labour.

Therefore, the government has allocated RM1 billion worth of loans for Small and Medium Enterprises (SMEs) to automate their production, he said.

In addition, a sum of RM100 million is provided as a loan with 70% guaranteed by the government to automate production of local furniture for exports.

“These efforts are made to ensure that the furniture industry continues to expand,” he added.

MIFF founder and chairman Dato' Dr. Tan Chin Huat said at the opening ceremony that for the first time, 80 top Malaysian companies will share an exclusive floor called *designRena* to showcase their products in a lifestyle setting.

The *MIFF Timber Mart* is another facility which serves as a one-stop platform for global wood suppliers and buyers, proving a boon for the hundreds of furniture manufacturers at MIFF who are always looking for new wood materials.

A new gallery has also been established, called *Millennials @Design* or *MAD*, which showcases the designs of Malaysian young designers including 20

finalists of MIFF Furniture Design Competition (FDC) 2018 and also, to display export-ready furniture by young designers from past FDC, and also from the Malaysian Timber Industry Board (MTIB) and the Sarawak Timber Industry Development Corporation (STIDC).

Mr. M Gandhi, Group Managing Director, ASEAN Business, UBM Asia, said that as of 1st March, MIFF recorded 10% higher international buyers from 135 countries compared to the same time last year.

The increased buyer registration came particularly from the USA, UK, China, Japan, Australia, Korea, Indonesia, UAE, Germany, Italy, Mauritius, Nigeria and South Africa. The response from ASEAN and African countries also showed particular improvement, he said.

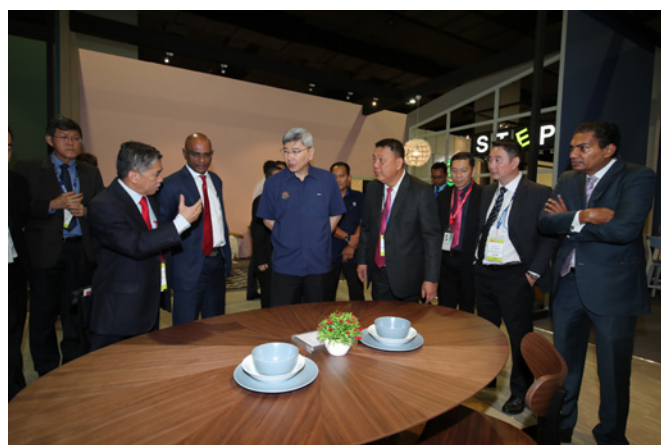
“Since the merger of UBM and MIFF in 2012, we have invested over RM50 million to improve the quality and quantity of buyer delegations to MIFF,” he said, adding that last year, 37% of MIFF buyers were first time attendees.

The world production of furniture in 2017 is estimated at US\$439 billion with an annual growth of 4%. Some 63% of Malaysia's production is exported.

Total furniture consumption of ASEAN in 2017 is estimated at US\$8.7 billion, growing at over 5% per annum. An estimated 29% of this is imported.

“Given the logistical advantage, while increasing furniture production and export, Malaysia could also act as a distribution hub for global furniture manufacturers interested to expand in ASEAN and Asia-Pacific. For this reason, we have provided for the International Hall at MIFF 2018 at MITEC,” he said.

Last year's MIFF saw a sales record of RM3.7 billion. It featured 550 companies and drew nearly 20,000 visitors. Organisers are optimistic that these record figures are going to be broken this year.



www.swssofa.com



MIFF and CCPIT Guangdong A Win-Win Cooperation

*2nd Guangdong Furniture Accessories and Home Furnishing
Exhibition 2018 Opening Ceremony*



by Tan Sher Lynn

The 2nd Guangdong Furniture Accessories and Home Furnishing Exhibition 2018, co-hosted by China Council for the Promotion of International Trade Guangdong Committee (CCPIT Guangdong), Guangdong Chamber of International Commerce (GCOIC) and United Business Media (UBM) Malaysia, was officially opened yesterday on Day 1 of the Malaysian International Furniture Fair (MIFF) 2018 at Hall 1 of the Putra World Trade Centre (PWTC). The exhibition was co-managed by Foshan C&M Exhibition Co. Ltd. and supported by Guangzhou Furniture Association, Foshan Home Furnishing Chamber of Commerce and Shunde Furniture Association.

As a world renowned furniture exhibition with 24 years of history, MIFF continues to flourish, with now more than 100,000 square metres of exhibition space this year. Over these years, CCPIT Guangdong and GCOIC have kept a friendly relationship with UBM and have established a win-win cooperation mechanism through MIFF, consecutively organising Guangdong enterprises to attend MIFF for more than a decade with repeated participation rates that exceeded 60% in the recent years. This year, MIFF is attended by about 100 Guangdong enterprises showcasing all sorts of furniture accessories and covering an exhibition area of over 2,000 square metres.

Delivering the keynote address during the opening ceremony were founder and chairman of MIFF Dato' Dr. Tan Chin Huat, and Deputy Director of Exhibition Department, China Council for the Promotion of International Trade (CCPIT) Lynn Liao Yan Mei.

In his speech, Dato' Tan expressed his delight to be at the launch of the Guangdong CCPIT showcase in MIFF once again.

"The presence of Chinese exhibitors brings not only additional value to MIFF buyers but more importantly, it reflects the long-standing and warm relationship between MIFF and the Chinese furniture community for over 20 years," he noted.

"I'm confident that this linkage will grow stronger in the years ahead, especially with the 'One Belt One Road' initiative. This is a significant opportunity for furniture manufacturers from Malaysia and China to build a stronger market in the Asia-Pacific market and open up a greater global presence."

He added that the high diversity of international buyers attending MIFF will continue to provide the trade momentum to push forward more exports.

Meanwhile, in her speech, Liao noted that in Guangdong, the furniture industry is competitive and plays an important role, with a large scale of production and a worldwide reputation. "In 2017, the total sales volume of the Guangdong furniture industry reached 420 billion Yuan, which is 5.5% increase

compared to 2016. The total export volume was about 137 billion Yuan, which is 4.7% higher than in 2016."

She stressed that CCPIT, as the largest international trade and investment promotion agency in Guangdong, will continue to strengthen the international cooperation and exchanges between Guangdong and other countries through major promotional services such as exhibition.

"It is our desire to implement the strategy of 'increasing variety, improving quality and creating brands'. We will continue to strengthen the cooperation with furniture enterprises and furniture associations at all levels, and provide more extensive and professional services for Guangdong enterprises to explore the global market and enhance international competitiveness," she said.

Before the ceremony ended, VIPs, namely Dato' Tan, President & CEO of UBM Asia Mr. Jime Essink, Ms. Liao, MIFF General Manager Karen Goi, Vice President of Malaysia-China Chamber of Commerce Dato' Joseph Lim and Representative of Guangdong Economic & Trade Representative Office in Malaysia Eng Kim Huat were invited on stage for the ribbon-cutting ceremony.

Through the excellent platform provided by MIFF, it is believed that the Guangdong furniture industry shall continue to increase in scale, branding and global presence.

"The presence of Chinese exhibitors brings not only additional value to MIFF buyers but more importantly, it reflects the long-standing and warm relationship between MIFF and the Chinese furniture community for over 20 years."

Dato' Dr. Tan Chin Huat







**INFINITY FURNITURE
INDUSTRY SDN BHD**

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

Booth : 241

Venue : PWTC-HALL 2

**MALAYSIA INTERNATIONAL
FURNITURE FAIR 2018**



On Branding and Design



“Design is not a new shape of the same object. It is finding a new way to manufacture the same object in a better way, or by spending less with the same quality.”



Mr. Franz Rivoira

by Chow Ee-Tan

Design is what differentiates a commodity from a brand. It is a means to an end in helping a company to earn more profit.

This topic was discussed at the first industry seminar at MIFF 2018 entitled *What is Design Useful For?* by Roberta Mutti and Franz Rivoira, partners and directors of Italian Consulting Pte Ltd.

The two speakers suggested that the answer to the question lies in the transition from an OEM (original equipment manufacturer) model to an ODM (original design manufacturer) or OBM (original brand manufacturer) model.

Mr. Rivoira said companies are not doing design for the sake of it, if they do not contribute to revenue.

So what is design?

“Design is not a new shape of the same object. It is finding a new way to manufacture the same object in a better way, or by spending less with the same quality.

“Sometimes companies think they cannot comply with the requests of a designer because their machinery is not being updated. But a good designer knows how to get the most out of the current tools,” he said.

Design is not just an aesthetical exercise. Rather it is something practical and useful that companies must introduce to become more purposeful.

Meanwhile, Ms. Mutti added that while one can design using current tools, design is often innovative and sometimes a risk is involved when developing something new.

However, design should not be costly, emphasised Mr. Rivoira. “Companies assume that hiring a freelance designer is very costly. But generally designers should be paid on royalties derived from the sales. That’s how good designs become widespread,” he explained.

He introduced the concept of brand by quoting Philip Kotler, and well known American marketing author, who wrote: “if you are not a brand, you are a commodity. Then price is everything and the lower-cost producer is the only winner.”

“Design is a way to achieve a result; by becoming a brand and making money,” said Mr. Rivoira. “Design makes your products more appreciated, more costly, and improves your company earnings,” he added.

He cited the example of one of the most successful Italian furniture brands Cassina, the maker and distributor of the ‘Superleggera’ chair that has become an icon since it was designed six decades ago. Today the chair is retailed at USD1,200 per piece.

“However, the chair was not designed to be costly but was first designed to be cheap and efficient. It is light,

strong and stable at the same time,” said Ms. Mutti. The company has an annual turnover of about 125 million Euros. The most famous designers of the world have worked with Cassina.

Mr. Rivoira said it is important to differentiate your products so to have control over the bargaining power.

“If you sell to a client and he brands the product under his own name, he becomes the brand. He has the control over his end customers and he can buy from anyone he wants. If you give someone the control, you are just a commodity,” he said.

Furthermore, Ms. Mutti stressed on the importance that a design must be able to sell.

While one can become a brand through good design, good design is only the beginning, the speakers said.

“A brand has to reach the world of new customers through communications, because no one will buy from you if they do not know you or your reputation,” said Mr. Rivoira.

He said a company needs to go through e-commerce and traditional brick and mortar stores to reach customers. This includes working on marketing, communication, exhibits and distribution to find new ways to reach new markets.

Finally, the speakers reminded the audience not to underestimate the significance of brands.

“By 2030, there will be 4.5 billions of people who will be the middle class, and it is the middle class people who buy in brands. The middle class spending will be in Asia”, noted Mr. Rivoira. He said OECD data predicts that in 2030, 59% of the world spending by the middle class will happen in Asia. That figure was 23% in 2009.



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Simply Gorgeous, Darling

The bedroom set of your dreams has arrived. Fit for a queen, this four-piece set exudes grace and class, with crocodile-skin-textured upholstery, silver trim accents and crystal hardware. In addition, the headboard and mirror feature LED light features, which enhance the sparkle and shine of this posh design from Chuanheng Furniture.

Chuanheng Furniture Products

www.chuanheng.net
MITEC, Booth M717



Add a Little Colour to Your Life!

This customisable chair will add flair to any room. With a strong plastic shell and metal legs, this chair from Biaodian is ideal for daily and/or commercial use. This elegant and simple design is available in a range of colours, and in addition to the standard metal legs, wooden or steel legs (with or without castors) are also available to further make this chair your own unique design.

Bazhou City Biaodian Furniture Co. Ltd.

cnbdjj.en.alibaba.com
PWTC, Booth 2C22



Circle Square Furniture

www.circlesquare.com.my
MITEC, Booth M621

I Want To Go Home

Circle Square's bedroom collections will entice you to want to go home earlier than ever, with its enduring designs, timeless style, and beauty. Featuring bedrooms with exceptional workmanship and attention to detail, one will easily fall into a deep sleep with such classic designs.

If slumberland is not what you seek, Circle Square's experienced and skilled team also offer entertainment furniture such as television cabinets, coffee tables, display cabinets, and console tables, all of which will ensure that you have a good time while not sleeping.

Built with a Solid (Wood) Foundation

Drawing inspiration from the environment with its solid wood designs, this furniture maker has made it its mission to produce thoughtful designs with a balance between craftsmanship and stewardship. This living room set integrates these ideals with a solid wood base that uniquely blends both style and comfort. In addition, with a developed sales and logistics network, the company offers professional customer service and a range of modern and environmentally friendly pieces.

Chuan Yie Furniture Industries

www.rodas.com.my
MITEC, Booth M407



The Amazing Transforming Table

End table, dining table or desk? This design is all three! This collection from Elite is a multifunction unit that easily transforms into three different furnishings. From its beginning as an end table, all it takes is a few seconds to lift the top to create a desk – or add some chairs and (voila!) you have a dining set! In addition to a chic (and genius design) it's foldable and height-adjustable too!

Ningbo Elite Commodity Co. Ltd.

elimuebles.en.alibaba.com
PWTC, Booth 4A41



Not Your Typical Table

Furncrest creates a perfect fusion of contemporary and country in this dining room set. The sleek wood-panelled elements, paired with the vibrantly coloured chairs create a lively atmosphere for both simple dining and dinner parties alike. Rooted in the mission of creating extraordinary furniture sourced from the finest materials, Furncrest focuses on high-quality interiors at affordable prices.

Furncrest

www.furncrest.com
PWTC, Booth 4A01

What's Under Your Bed?

Remember when cleaning your room meant hiding everything under the bed? Well, with this new design, hide no more. Keep clutter out of sight with this stylish storage bed from Glory Furniture. Ideal for modern apartments or restricted living spaces, this contemporary design not only adds aesthetic appeal, it provides added storage too! This bed boasts a gorgeous wood frame, with ample space underneath to store clothes, linens, books ... and more!

Glory Furniture

www.gloryforever.net
MITEC, Booth M321A



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Wood Has Never Looked this Good

Wooden furniture always adds character to a room, and the Jesse Series from Home Best is timber at its finest. With a natural walnut veneer that brings out the wood grains' beauty, complemented by slim angled legs and modern black fixtures, this bedroom set will suit tastes from traditional to contemporary. In addition to this latest series, Home Best has an extensive range of products designed to bring choices, convenience and cost-savings to customers worldwide.

Home Best Enterprise Corporation
www.homebest.com
PWTC, Booth 217



Master Grade Furniture Industries
mastergrade-furniture.com
MITEC, Booth M823

Home Sweet Home

Enjoy coming home to a bedroom that welcomes you with modern relaxation and unique innovative designs. The Master Grade Bunk Bed is one such design which you will appreciate for years to come, with its youthful and dynamic energy. Other bed collections include the ever-versatile Captain Pull Out Bed, the comfortable Queen Bed and matching drawers. Living Room sets are also available with well-crafted coffee tables and TV consoles, all of which will help make your dream home a reality.



Designed with Ergonomics in Mind

Business executives rejoice: the office chair of the next generation is here. Ergonomically designed to provide total body support, this design from Mingxuan Furniture boasts a retractable footrest and fully reclines, allowing for customisable comfort during long work hours. In addition, this innovative and modern design looks smart in any office setting.

Foshan Mingxuan Furniture Co. Ltd.
www.maxucn.com
PWTC, Booth 2A20A

Stylish and Sustainable

Straight off the catwalk and into the dining room, this chic and contemporary designed piece is as smart as it is sustainable. Constructed with responsibly sourced wood and fabrics, this dynamic dining set is handcrafted with meticulous care, resulting in a beautifully refined design that is infused with style.

KF Furniture Export
www.kffurnitureexport.com
PWTC, Booth 320



Not your Grandmother's Chair

Thanks to Kedai Bikin, the round chair is back – and better than ever before. Their version, called Merdeka Tropicalia, is a powder-coated steel armchair with rubber string weave support and a rattan back. With a red frame and pink, pastel green, white string with natural rattan, this retro design is a colourful version of the traditional round chair, which originally gained popularity in Malaysia in the 1950s and 60s. Through this contemporary twist on a classic design, Kedai Bikin hopes to inspire others to rediscover and embrace their heritage and traditions.

Kedai Bikin
www.kedaibikin.com
MITEC, Booth M709



Mix-and-Match with Intergo

Internationally known as the wooden sofa specialist, Intergo has once again outdone itself with this new concept. With an identical theme, this modern design includes a living, bedroom and dining set – ideal for furnishing an entire home, or just one concept in one room. Simple lines in dark wood forms the bases, while plush upholstered cushions top the living and dining sets. These innovative designs are synonymous with high-quality, and are available in a wide range of design and flexi-combinations.

Intergo Furniture
www.intergofurniture.com
MITEC, Booth M402

Sleeping Beauty

Look no further for a comfortable and relaxing night's sleep than this bed from Infinity Furniture. With dark fabric upholstery and ornamental flair, this design balances form and functionality, resulting in a bed that will be the centre piece in any bedroom. Infinity manufactures high-quality bedroom and dining sets for the global market, and prides itself on flawless design, quality and service.

Infinity Furniture Industry
www.infinityfurniture.com.my
PWTC, Booth 241



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Telephone : (6 06) 986 7897 (Hunting Line)

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Website : www.WegmansFurniture.com

Email : info@wegmansfurniture.com





Contemporary Solid Wood Furniture

Starting out with fibre wood furniture in the 1990s, Kinheng Furniture Group of Companies has grown to offer the full spectrum of home furniture, made from high quality natural solid wood. Kinheng now offers a diverse range of bedroom sets, dining sets and living room sets in stylish contemporary designs. Every living space populated with Kinheng's furniture is imbued with the warm and soothing essence of nature, and the earthly tones and textures add a wonderfully comforting and relaxing ambience. Depending on creativity, one can create a contemporary setting, log cabin decor, countryside cottage, or tropical villa in one's own dwelling.



Kinheng Furniture
www.kinhengfurniture.com
PWTC, Booth 316



Bent into Perfect Shape

Bazhou Sunrise Furniture's latest offering combines sleek, modern glass work with traditional timber. Joined together with quality aluminum, the result is a striking and unique blend of new and old. The durable 10mm glass functions perfectly as a tabletop, while the interior shelf is ideal to display your favourite books and magazines. In addition, the beautiful hardwood beech legs are available in either light or dark brown.

Bazhou Sunrise Furniture Co. Ltd
sunrisefurniturechina.com
PWTC, Booth 1M42

Into the Woods

Both rustic and refined, this bed will have you dreaming of a tranquil jungle escape. Crafted from solid wood, the different grains seamlessly fuse together to create a bed that is a stunning centerpiece in any bedroom. Created and manufactured by Mokenzo, which received the Platinum Furniture Excellence Award for household furniture at MIFF 2017, this design upholds the company's highest standards of quality and craftsmanship.

Mokenzo Manufactory
www.mokenzo.com.my
MITEC, Booths M215 and M225



A Mighty "Egg-cellent" Seat

Part tree house, part egg, this is a clearly piece that is truly one-of-a-kind. With a geometric egg-shaped dome, this seat both stands out and blends into a room. Aptly named "Eggy," this design from SJY Furniture will envelop you in its shell, fostering relaxation and bliss. The company currently produces a wide range of products, including polyethylene (outdoor) furniture, 3-color PE furniture, jute furniture, water hyacinth furniture, rattan skin furniture, rattan furniture, wood furniture and lighting & decorative items.

SJY Furniture
www.sjy.com.my
MITEC, Booth M423

Sharp Angles and Smooth Surfaces

Sharp angles form comfortable seats in this geometric design from 3 Day's Furniture. Crafted from rubberwood and MDF veneer, this dining set finds a perfect balance between modern and practical design with a clean white base, complemented by grey upholstery. And with a focus on quality, it is clear to see that the company produces dining sets that are both durable and pleasing to the eye.

3 Day's Furniture
www.3daysfurniture.com
MITEC, Booth M417



Space-saving, Simple and Straightforward

Form meets function, in this multipurpose table from Simewood. Ideal for small spaces, this design can be easily transformed from a decorative shelf, to a study desk and finally into a simple dining table. This neat and tidy design also holds two folding chairs inside the unit for effortless storage. Established in 1989, Simewood does business in more than 25 countries worldwide with its practical and space-saving wooden furniture.

Simewood Product
www.simewood.com
MITEC, Booth M405

IVORIE

Booth M213A, MITEC, Hall 2

Exploring New Regions, Making New Friends



Randy Fiser



Tony Brenders

by Khor Hui Min

Malaysian International Furniture Fair (MIFF) 2018 was the first time we had the privilege of having the presence of the American Society of Interior Designers (ASID) and Interior Designers of Canada (IDC).

When asked about his experiences at MIFF, CEO of ASID said, "We had a great experience here, and we were able to expose American designers to what Malaysia has to offer. It would be interesting to see how they would incorporate the products they were

shown here at MIFF in their designs in the USA."

Mr. Fiser added, "It was great to see products similar to those offered in the USA here, but they were interesting to us because the designs had a Malaysian influence, which was not found in North America."

"The real benefits of having designers from Canada coming to attend MIFF include building relationships with people here, and bringing uniquely Malaysian products home," said Tony Brenders, CEO of IDC. "The convention centre is a beautiful space, and I

thoroughly enjoyed the opening ceremony."

"Unique products are critical and important to the design community and we are seeing them here, which is great," said Mr. Brenders. It is wonderful to have esteemed designers from ASID and IDC join us here at MIFF for the first time, and we hope to see them again in the years to come. We look forward to seeing American and Canadian designers producing creative and innovative designs incorporating Malaysian products and elements.

IAFP COLUMN

Valuing the Healthiest Side of Business

by Artem V. Vasiliev

"In the past two weeks, 31% of your work time was devoted to email communication. That's 24 hours 34 minutes! Is your job title professional email sender?" This message has been sent by time tracking application, which I recently installed on my laptop and smartphone. Actually, the message itself was an email, too. But instead of sending it to the trash, I've spent some time to reflect on this news.

My profession has always been journalism, so I'm supposed to write a lot for my job, and I really find it exciting. But writing articles on furniture business and sending emails just to prepare the ground, isn't the same thing.

Indeed, email communication takes a big chunk of my time. There's no doubt that writing emails is good for my work: we have a lot of partners all over the world, and I cannot travel for every single meeting; I also can't reach many of our partners by phone because of different time zones. Also, some respondents prefer to send answers for their interviews by email, although it's against the rules of classical interview.

Generally speaking, instant communication helps to make every business more efficient. From the other side, I am not yet at that level of personal development (and I guess the most of us are not, either!) when I would hire a personal assistant to delegate all my communication tasks. So it seems that a high number of emails written by me every week should not be taken for granted.

However I've asked myself: Is there anything else that I'd like to improve in my work, even if it's already efficient enough? The answer was: Yes, my health; because, to stay effective in my work on a longer term, I have to be healthy, both physically and mentally.

In today's era of online intoxication, more and more people are coming to the idea that they have to somehow change their way of living and working. But while it's simple to reduce the level of technical intervention in our personal life, by spending more time with our families and friends when all the gadgets and screens are switched off, it is barely imaginable to do the same in business.

In my case, the most serious

consequence of getting stuck online, are the vertebra problems. If I continue to look down on gadgets, maybe in fifteen or twenty years you'd see a picture of a hunched man in the form of a question mark next to a column such as this one in the Furnish Now Show Daily. After realising this, I've figured out a new criterion to make choices in my everyday work: The thing that I'm going to do – is it really good for my vertebra?

After practicing myself during a couple of months, I've noticed some small yet important changes: sometimes, when everything could be fixed by phone or email, I insist to meet a business partner in person, just to switch my view from the screen. I say: "No, catalogues by email are not enough, I'll better go to your showroom and see how your furniture looks on-site; would you join me there?"

Nowadays, personal communications in business, a face to face chat with your client or potential customer, seem to become more valuable than ever before. Because, by our nature, we always value those things and experiences that we are lacking most. And since every business is



about people behind it, couldn't we say that a lack of personal communication between people in business means a lack of business, too?

Going back to the criteria of choosing right and positive tools for keeping your business healthy, a furniture fair is a sure place to get rest from writing emails, and to meet people in person. And it seems that we all have made a very right choice this week. Because visiting MIFF and taking part in MIFF – is not only good for your business. It's really good for your vertebra, too!

Editor's Note: Artem V. Vasiliev is the International Editor of Mebelny Biznes magazine (Russia), and Chairman of the International Alliance of Furnishing Publications (IAFP).



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