



See you all again
next year when MIFF
moves to MITEC and
PWTC on March 8 to
11, 2018. Be sure not
to miss it!

MIFF FURNITURE DESIGN COMPETITION

FIRST PRIZE

Victoria Pamela Yap Wei THE ABLE

Prototyped by BSL FURNITURE

"I am very happy to have won and it is unexpected. I believe I have kept closely to the competition theme, which is to design furniture that brings people together. I purposely included a kid's chair in my design that can also be used as a side table. I will continue to improve on the materials and consider the budget, and I hope to produce it for the market one day."



SECOND PRIZE



Zech Siew Ze Chon TRAPEZOIDS DINING SET

Prototyped by
SUNNY & KER
FURNITURE INDUSTRIES

THIRD PRIZE



Tan Ying Chi EYE LASH

Prototyped by
SUPREME TROPICAL
FURNITURE & FELLA
DESIGN

It's a Wrap for MIFF 2017!

by Chow Ee-Tan
Furnish Now writer

The 23rd Malaysian International Furniture Fair (MIFF) proudly announced the winners of its industry awards for top young designer and top exhibitors for product excellence and outstanding booth. They were selected after close scrutiny by separate international juries composed of designers, industry developers and the trade media.

The prize presentation ceremony was held in Matrade Exhibition and Convention Centre (MECC) and saw Guest of Honour, Ministry of International Trade and Industry Secretary-General Datuk Seri J. Jayasiri, giving out the main prizes.

MIFF's young designer award is opened to aspiring designers below age 30. This year's theme Table2Gather attracted 233 entries and the prototypes of the eight finalists are on display in MECC during MIFF 2017.

FDC chief judge Philip Yap (PYD Associates) said that for FDC 2018, instead of talent scouting, they will be leading and guiding the finalists from the previous competitions, together with the contribution from our industry members to kickstart an efficient 'design for the market' program.

The platform for both manufacturers and

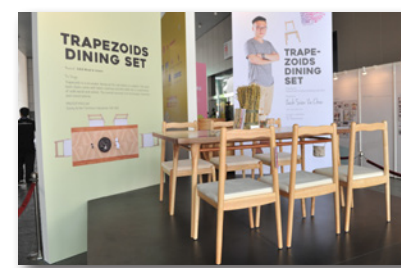
designers must be further enhanced. Thus, he said, FDC in Action is a program committed to propose a cross platform for designers to experts in strategy planning, product positioning, furniture styling, technical engineering, marketing, and promotions.

MIFF 2017 saw a record turnout of 543 exhibitors presenting new products and creative ideas to buyers. A panel of international jury led by Mr. Zilahi Imre found that the overall quality of product entries have improved, and so has the level of marketability.

The jury agreed that the wide product range showcased by MIFF 2017 exhibitors shows a bigger potential. The available raw material, the manufacturing knowledge, the relatively affordable labour force and the easy logistics are what the Malaysian furniture industry can build on.

Chief judge of Best Presentation Award Zeki Yucel from Turkey, said the objective of the award is to promote creativity in booth presentation and to encourage the enhancement of a company's image and product feature highlights.

He said the criteria that the judge team based their evaluation on include façade design, creativity, deco enhancement and functionality of the booth.



BEST PROTOTYPE MAKER

Sunny & Ker Furniture Industries

TRAPEZOIDS DINING SET

HOTSHOT



The Furnish Now Show News team congratulates MIFF for another successful annual show. We look forward to seeing you all again in MIFF 2018! #miff2017 #furnishnow #UBM #seeyouthere #2018designconnectspeople #miff2018atmitecandpwtc

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Furniture Excellence Award

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HOUSEHOLD FURNITURE CATEGORY

“We are thrilled as we did not expect to win. We are not using materials that are different from others but I believe it's how our designers have put these colours and textures together that combine them into perfection. This award has given our team a moral boost and recognises all the hard work and effort we have put in.”

Danny Chan, managing director of Modenzo Design

PLATINUM AWARD



MOKENZO DESIGN
Booth E03A, MECC Hall E
VENICE

GOLD AWARD



KIAN SWEE SENG INDUSTRIES
Booth E20, MECC Hall E
K1233 LOUNGE CHAIR + K1232 LOVESEAT + OTTOMANS

SILVER AWARD



TMH FURNITURE INDUSTRIES
Booth E09, MECC Hall E
461 + 2131T-2

OFFICE FURNITURE CATEGORY

“Lolla is part of our Liveable Office concept, which is derived from candy house, using plywood and foam, and bubble fabrics. We bring in fun and bright colours in a minimalist form. We think the idea and concept appeal to office workers today.”

Joey Yap, Oasis Furniture Industries

PLATINUM AWARD



OASIS FURNITURE INDUSTRIES
Booth 2B23, PWTC Hall 2B
LOLLA

GOLD AWARD



MOMENTUM DESIGN SOLUTION
Booth 2B20A, PWTC Hall 2B
XT DESKING/ SEATING

SILVER AWARD



ZENITH PROJECTS TECHNOLOGY
Booth 2C26, PWTC Hall 2C
Z3 WORKPODS

JUDGES' COMMENDATION AWARD

“We believe the fabric makes a big difference in our sofa design. We use 100% polyester upholstery with 3D fillings and feature natural rubberwood legs. The texture and feel of the seats and the size of the sofa make it popular. The colours too make it easy to mix and match with other furniture.”

BK Aw, Deesse Furniture

PLATINUM AWARD



DEESSE FURNITURE
Booth D02, MECC Hall D
ELLY

GOLD AWARD



MAU SIN BENTWOOD INDUSTRY
Booth 4A02, PWTC Hall 4A
BEE RACK

SILVER AWARD



KINHENG FURNITURE
Booth 316, PWTC Hall 3
HEMLOCK



MALAYSIAN INTERNATIONAL FURNITURE FAIR 2017
PRESENTS
THEME

Table2Gather
FDC DESIGN SHOWCASE

8-11 MARCH 2017
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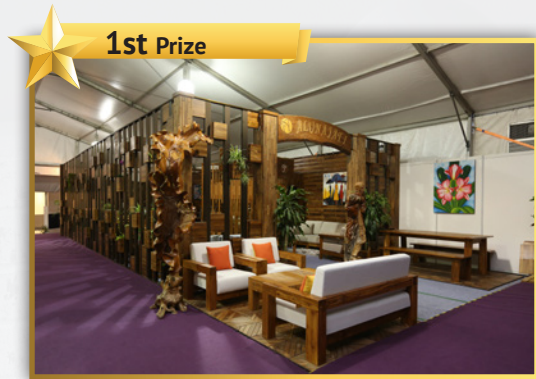
LINE US **MIFF Furniture Design Competition (FDC)**



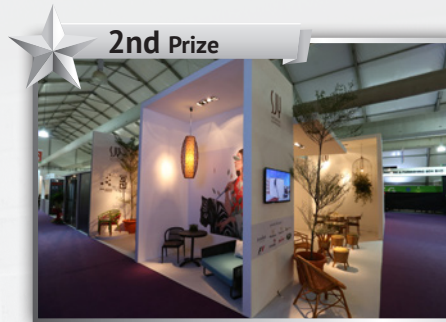
Best Presentation Award

for best booth creativity and product display

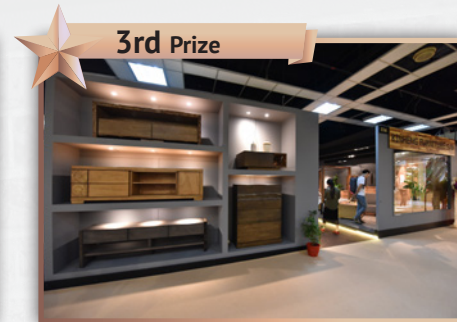
BARE SPACE BOOTH



ALUNAJATI
Booth C14, MECC Hall C



SJY FURNITURE
Booth E19A, MECC Hall E



KINHENG FURNITURE
Booth 316, PWTC Hall 3



INCEPTION DESIGN AND TRADING
Booth 330, PWTC Hall 3



KIAN SWEE SENG INDUSTRIES
Booth E20, MECC Hall E

SHELL SCHEME BOOTH



SEOW BUCK SEN FURNITURE
Booth 2C15 & 2C15A, PWTC Hall 2C



VISTAWOOD INDUSTRIES
Booth 108, PWTC Hall 1

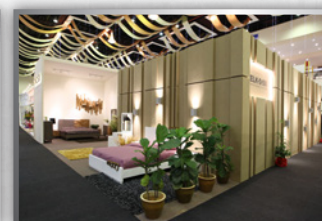


UNIQUE ADVANCE
Booth 2B28, PWTC Hall 2B

MERIT AWARD



DÉCOR TREND INDUSTRIES
Booth 302, PWTC Hall 3



ELK-DESA FURNITURE
Booth 117, PWTC Hall 1



EURO CHAIRS MANUFACTURER
Booth 2B03, PWTC Hall 2B



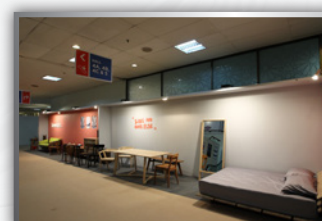
FELLA DESIGN
Booth C02, MECC Hall C



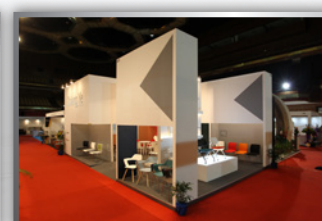
INTERGO FURNITURE
Booth E10, MECC Hall E



LAGOON INTERNATIONAL CORP
Booth 4B19, PWTC Hall 4B



MFIVIO
Booth 325, PWTC Hall 3



SHIANG YE INDUSTRIAL
Booth 4B18, PWTC Hall 4B



TMH FURNITURE INDUSTRIES
Booth E09, MECC Hall E

NON-FURNITURE BOOTH



GREEN PANEL PRODUCTS
Booth 4B10, PWTC Hall 4B



INFINITY FURNITURE

INDUSTRY SDN BHD

Date : 8th - 11th March 2017

Booth : 241

Venue : PWTC - HALL 2

MALAYSIA INTERNATIONAL

FURNITURE FAIR 2017

SEMINAR



Panel of Experts on What Design is All About

by Annalyn Zoglmann
Furnish Now writer

On the third day of the Malaysian International Furniture Fair (MIFF), three distinguished experts shared to students and professionals their thoughts on how the digital age is transforming the concept of design and put forward their ideas on how to make design viable from the business perspective. Trends that will dominate the landscape in 2017 were also discussed in the industry seminar held at Putra World Trade Centre.

Award-winning designer Philip Yap, chief judge of this year's MIFF Furniture Design Competition (FDC), reminded his audience to stop being insulated from what's happening in the world which is changing by the minute because of technological revolution.

"Forget about creating Malaysian design. Malaysia only has 30 million people. Instead, nurture a global mindset and tell a better story about the way we should live in the world," said Mr. Yap who is known for making inroads into the competitive Chinese market through his furniture brand *Tang Tang*.

"Design is about storytelling. If you cannot compete with the number of years your competitor has, you better tell a story." Mr. Yap pointed out that the story must be something the customer can relate to and can fit into a person's current lifestyle.

He stressed that the winning formula for success in the industry is impression, the ability to be remembered in the consumers' minds. To do this, one must have a unique identity and selling point.

Mr. Yap recalled that he's sometimes asked about the inspiration for his work. But he corrects this by saying "design is about intelligence more than inspiration."

"We are designers, not artists and along with this comes our responsibility to make products that sell."

To illustrate how design has turned into a multi-faceted business, Mr. Yap gave the examples of noted fashion houses like Hermes, Ralph Lauren, Fendi, and Paul Smith going into the sales of luxe furniture. Armani has opened a café while Bulgari has its hotel chain.

China-based Italian designer Tommaso Masera, meanwhile, expounded on how dynamism should always be imbibed by a designer. "Curiosity and dissatisfaction should be regarded as a form of creative energy to grow and design new things."

According to Mr. Masera, designing is just one part of the process because a good professional must also have sufficient knowledge about the production process, the limits of materials to be used and how these can be combined to make a whole.

For his part, Dr. Eric Leong, Principal of The One Academy – a leading art institution in Malaysia – gave four lifestyle trends that will prevail in 2017. He said these are: *New Romanticism*, characterised by going back to nature; *Shared Individualism*; *The Working Home* marked by the birth of the home office; and *Considered Luxury*.

In terms of colours, Dr. Leong said gray will be the new black. Gray is the 2017 colour trend along with light shades of blue and a little bit of denim.

 IAFP LIVE @ MIFF
INTERNATIONAL ALLIANCE OF
FURNISHING PUBLICATIONS

Identifying Ourselves

by Artem V. Vasiliev
Deputy Chief Editor of *Mebelny Biznes* magazine (Russia), Chairman of the International Alliance of Furnishing Publications (IAFP)

To contribute to the global market is not an easy task, especially these days in our challenging and mercurial world. While some national economies are now stepping away from the globalisation process, I surely can say that the Malaysian International Furniture Fair (MIFF) succeeds in rightly serving its positive values.

Walking through the exhibition halls, I have a feeling that this year's edition brings even more cosmopolitan design on stage. This will definitely help to satisfy demand and product expectations of buyers from all over the globe. But the



key thing is that the most successful manufacturers are not blindly following this cosmopolitan attitude. They manage to keep such a critically important national flavour (in materials, colours, and shapes) which makes the Malaysian furniture and interior design recognisable on the world arena.

Also, I hope that more international exhibitors would be able to join the stage in the next editions of MIFF. The further integration of foreign players into the show will definitely help local manufacturers to identify themselves even better.

Since I'm working for the Russian furniture media, I am personally very excited that the market weather between Malaysia and Russia is warming up again. Talking to several Russian buyers who

are visiting MIFF these days, I got a very positive feedback testifying that furniture trade relations between our countries are experiencing a new birth. It is true both for the home furniture sector, as well as for the office interiors.

To me, the Malaysian International Furniture Fair (MIFF) is a very especial fair. The way that MIFF is doing its international marketing, is undoubtedly unique. And that's why we, the members of the International Alliance of Furnishing Publications (IAFP), are so proud to be here, to support MIFF in its mission that is performed so professionally well. The exhibitors and buyers attending MIFF are truly designing the world by their business activities. So let me wish prosperous future and long life to this show – because MIFF really deserves it.



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No More Blues Over Sleep

What do little boys want? A room to call their own, of course. The Jayren childrens collection from Eastern Smart Furniture promises just that. Made from MDF with lacquered paint, the 5-piece collection consists of an upholstered headboard bed, wardrobe, night stand, chair and study table. With the Jayren collection, getting your boys to bed need not be a struggle... they might already be there.

Eastern Smart Furniture
PWTC, Booth 126
www.easternsmart.com

Walk Into a New Lifestyle

Step into your own dressing room within your wardrobe with PCG's latest design, *Fágun* which means refinement in Icelandic. Made from melamine board with tempered glass door panels, the *Fágun* set also comes with a bed, cabinet and bedside table. Bed edges are padded with lots of foam to further add comfy-ness. The design has all the hallmarks of European style but the objective of the design is not about a specific country but specific lifestyle; young, trendy and contemporary to retarget the international market.

P.C.G Soon Lee Furniture
PWTC, Booth 130
www.pcgfurniture.com



Natura's Secret Unveiled

Natura's Secret, a bed that nurtures dreamless sleep, harbours a secret that Natura has been keeping for years. And the real secret is in the mattress technology, using a combination of harmony and texture to get the natural feel of Harmotex Technology by Natura, the brand name for Wansern Foam Industry's newest development using palm oil extract. Having invested 1.5 years into research, this new material has different characteristics from the conventional flexible polyurethane. The technology is already being used by other manufacturers of sofas and mattresses.

Wansern Foam Industry
PWTC, Booth 219
www.wansern.com



Go on... Show Yourself

Peel back the layers and show your true colours with Elk-Desa Furniture's latest concept designed bedroom set. A 6-piece ensemble consisting of a storage bed, side table, wardrobe, dresser and chest, this set is made from solid acacia wood with KSK veneer. The outer façade of the set bears a strikingly obvious peel-back motif to give you the impression of peeking into the inner workings of the furniture.

Elk-Desa Furniture
PWTC, Booth 117
www.elk-desafurniture.com.my



Strong as Steel

Can you keep a secret? The sturdy, seemingly impenetrable filing cabinets of GY Steel sure can. For almost two decades now, it has served the needs of customers who want to keep important records, files and documents in their safest spot. Features are designed to be user-friendly with goose neck handle, anti-tilt system and index holder for easy identification. Efficient storage ensures maximum space utilisation and proper organisation. A business owner can sleep peacefully knowing its hard data are stored in good hands.

GY Steel Furniture
PWTC, Booth 2B06
www.gy.com.my



Kitchens You Will Love

These beautiful kitchen carts and islands will make cooking a pleasure again, in any size kitchen. You can create as much or as little space as you need with this versatile collection. Made of solid wooden tops and rubberwood frame and legs, the pieces come in white, grey, black and natural to suit your personal style.

Reliable Trend
PWTC, Booth 216
www.reliabletrend.com.my



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08-11 March 2017



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Wardrobes with Width

Are you a closet shopaholic with a mountain of clothes and nowhere to store them? Create your own organised wardrobe system with the MiHome mix and match series. You can choose from a width of five feet to a never-ending length to fit all your retail purchases. Using melamine from Germany, this versatile modern sliding door wardrobe is customisable and comes in two colour shades.

Mixbox Furniture Industries
PWTC, Booth 208
www.mixbox.com.my



Kitchen Planning Made Easy

The kitchen is the heart of a home; it's where a family gets nourishment and its smells always trigger memories. A well stocked kitchen needs well planned storage and work areas. With ten years of experience in the furniture industry, five of those focused on kitchen cabinets, Glorybiz understands your needs. Keep it simple with these mix and match pieces according to your preferences with these MDF and PVC laminate units. Make it as big as you want or downsize for smaller spaces, either way families will come together and memories will be made.

Glorybiz
PWTC, Booth 231
www.myclorybiz.com



Angel Cots From Heaven

These beautiful Angel Cots with plush embellishments in luxurious colours will keep your babies safe and snug while they are transported to dreamland. Made from excellent quality Meranti wood, they are non-toxic and feature softer, rounded edges to avoid injuries and bumps to your infant. They come with a three-level adjustable height and convert to a bed once your child is ready.

Seni Daya Woods Industries
PWTC, Booth 307
www.senidaya.com



Waste Not, Want Not

Nothing gets wasted at LB Furniture. This 30-year family-run business focuses on bunk beds and after all this time they are quite an expert at knowing what really catches your interest. Making a teenager happy is hard enough but with LB Furniture's latest design, you might just achieve the impossible. This rubberwood bunk bed is embellished with off cut timber for a natural look. Unfortunately, with an under bed trundle featuring three storage drawers, your teenagers will be inviting friends over for overnight stays.



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

Bunk Bed Love

Bunk beds remind one of cramped college dorms or military camps. However, looking at the creations of MG Furniture for this category makes you wish you were a child again and snuggled in bed the whole day. The kiddie double-deckers for those aged 6 to 14 years old are multi-purpose delights designed to fit today's small living spaces. The bed is incorporated with other furnishings like drawers, shelves, cabinet and study table. Everything is fit into the whole structure to make a single piece, like a puzzle solved. Isn't that amazing?

MG Furniture
PWTC, Booth 4A19
www.mgfurniture.com.my



Tale of Tables

Side tables are an important component of the lounge area or sofa. Whether you put a glass of wine, a flower vase or a mood lamp in there, the side tables make sitting a relaxing experience. It is not true that they are mere accessories and this we have seen in the nifty little tables of Bear Asia Furniture of Taiwan. They're sized to fit today's small living spaces but are quite sleek and multi-functional. Like a bag, one model has a handle in the middle for portability. Stylised metal bed frames are the most popular items in the catalog but the steel trolleys are eye-catching as well. We like the idea of the wheeled charmers adorning the kitchen or living room, perfect for passing food or wine during the next party.

Bear Asia Furniture
PWTC, Booth 4C07
www.bearasia.com.tw





Go Electric

Return to your home after a day's hard work and sleep away your stresses and aches. The Flexica electric bed is operated by the touch of a remote to control the German-made motor adjusting the angle for body bending gestures to relax your neck, back, hip and other positions of your body completely. With natural elasticity, gas-permeability and durability, it is also able to inhibit the growth of bacteria mildew.

Foshan Golden Furniture
PWTC, Booth 235
www.grdfurniture.com



De-cluttering Your Personal Space

Simplify your life and space with Timber Art Design's customisable storage tables and benches. Each piece utilises storage space for multi-functional purposes and made to fit in with any requirements. Combine with storage accessories that can be hung on to remove clutter from kitchens, bedrooms and dining areas where only one piece of furniture can do the job. The frame is made from rubberwood, and the tabletop from particle board with embossed paper lamination and customisable colour schemes.

Timber Art Design
PWTC, Booth 116
www.timberartdesign.com

Round the Clock

Despite today's digital revolution, discriminating collectors continue to appreciate the beauty of the traditional clock to tell time. Consider the effort it takes to assemble one and you will treasure it as a work of art in itself. In MIFF 2017, Omexey Enterprise displays a moderately-sized clock shaped like a mosque with all the intricate carvings. At a price of US\$1400, it is more expensive than the grandfather's clock beside it because of the material used. It is 100% solid brass. Omexey has other time pieces in all looks and shapes, made from such materials as leather, wood, silver and paper inlay, among others. This just goes to show that watching time is not going out of fashion soon as a permanent fixture in the living room and beyond.

Omexey Enterprise
PWTC, 4C12
www.omexey.com.tw



Vintage with a Twist

The antique look never gets old. It just gets a bit of a facelift with a little colour, without taking away the charm of antiques. Lip Gee gets inspired with this buffer-and-hutch combo in antique blue for this feel good conversation piece. Made from rubberwood, the hutch and buffer are separates with metal fittings and embellished with poly resin carving motif around the edges and glass panels. Nothing does elegance and old world charm like antique can.

Lip Gee
PWTC, Booth 236
www.lipgee.com



Strength in Dependability

A managerial table with all the trimmings is just right for a high flying executive with a hectic lifestyle. Made from high density MDF and wood paper, this table is the pride of Szone Office Furniture's portfolio. Though strong and heavy, as an added boost, it comes with a computer table configured at level with the table for easy access and a pedestal unit with three drawers. An OEM from Guangdong Province, China, Szone caters to the Middle East, European and Asian markets.

Szone Office Furniture
PWTC, Booth 1M30
www.szone-f.com



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by Ms Jamilah Ibrahim
Lifestyle Unit, MATRADE

"Accelerate Your Exports Through eTRADE"
by Mr Mohd Hafizi Yusoff
eTRADE Unit, MATRADE

"Global B2B eCommerce Opportunities with Alibaba.com: Furniture Industry"
by Ms Adeline Tan
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• Mr. Mohd Hafizi 03-6207 7312 mhafizi@matrade.gov.my
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SO FAR SO GOOD

BUYERS

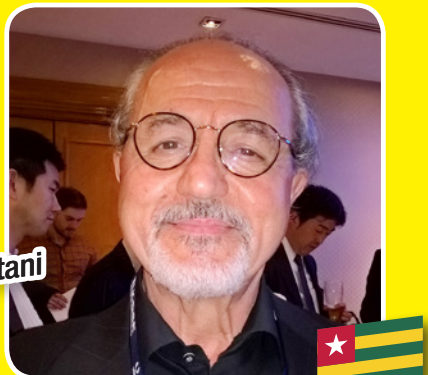
This is the third time I have been here at MIFF. It is pretty interesting this year; there is more variety. It looks more diverse than last year's. I have been liking it so far.

Edgar Lopez
Winners Only Inc.,
USA



I have attended MIFF 10 times. It is good every year. It is good because we get to see something new every year.

Elias Boustani
TMB,
Togo



I have been coming here since 2007. There is a wide range of products on show and the pricing is OK. The management of MIFF is also good. I don't experience any problems moving in between the two different venues this year.

Kashif Fazal
Living Standards,
Pakistan



I have been coming back to MIFF for at least 10 years. I look for the latest designs for my wholesale business, and it is easy and convenient to come here, being near to hotels.

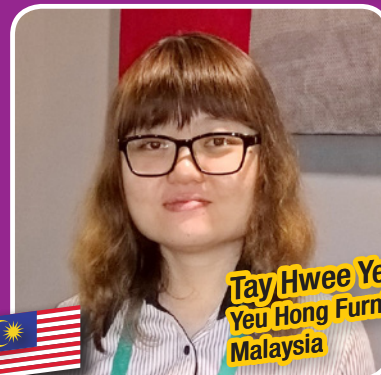
Khoo Kim Teh
Classy Glory Furniture,
Malaysia



EXHIBITORS

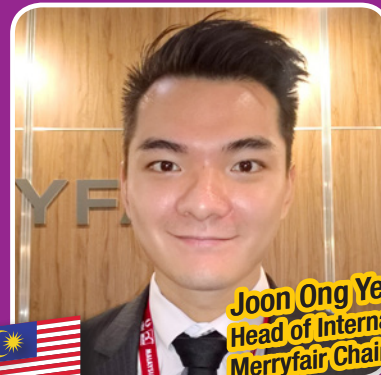
We have been here many years already, since 1994. We get a lot of foreign buyers from countries such as India, Russia, and Kazakhstan. The organisers are very good whenever I have queries; they will answer immediately.

Tay Hwee Yee
Yeu Hong Furniture Industries,
Malaysia



We have been exhibiting here since 1995. It is a good venue for us to display our product. It is a way of advertising for us. We get a lot of business opportunities here. The organisers are very supportive. We had no issues at all from applying for the booth to setting up the booth.

Joon Ong Yee Chun
Head of International Sales
Merryfair Chair System
Malaysia



We have been having a booth here since 1995. This year is better. It is very busy compared to previous years. We are seeing a lot of new faces. UBM is doing a lot of good work overseas in attracting new buyers.

Melvin Chay
Assistant General Manager,
Euro Chairs Manufacturer
Malaysia



The crowds are bigger this year. It is the best so far and we have been here for six or seven years. There are more buyers from countries you don't expect like Peru and Samoa. We have our regular customers too, from the US. The organisers always like to do the best for the participants.

Albert Tan
Director
Premier Plus Wood Products,
Malaysia



UBM Malaysia

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MIFF (MALAYSIA) 2017

Venue : Putra World Trade Centre

Date : 8th - 11th March 2017

Booth : Hall 3 No. 323

