

FURNITURE  
FAIR 2016KUALA LUMPUR  
MALAYSIA

# furnish now

The official show news of the Malaysian International Furniture Fair  
01 – 05 March | 0930 – 1800 hrs | PWTC & MECC

## Moving on up to a Bigger and Better MIFF!

### HIGHLIGHTS

**2** Check out the awesome winners and winning pieces of this year's award categorie. Head on to Trophy Room.



**5** Note valuable lessons learned from Italian and Australian design experts at yesterday's industry seminars.



**6** Here at MIFF 2016, it never runs out of fabulous furniture!



by Chow Ee-Tan  
Furnish Now writer

The Malaysian International Furniture Fair (MIFF) 2016 is paving the way for even bigger and better shows in the future!

As in the previous year, MIFF 2016 is more than just an exhibition. It's also a great platform for individuals and companies to learn more about the industry, network and form new business relations.

Event highlights have included the daily MIFF Furniture Design Competition (FDC) showcase culminating in a prize presentation ceremony yesterday, Buyers' Night and industry seminars from a panel of international speakers.

The fair, organised by United Business Media (UBM) Malaysia, attracted 500 exhibitors and many quality local and international buyers who had placed orders even in the first three days of the fair.

According to Karen Goi, UBM Malaysia's General Manager, MIFF, the event has reached a milestone and is gearing towards preparing Malaysian furniture to compete at a global level – whether it is product

material, design or marketing of the products.

Exciting things are looking up for MIFF's future. In 2018, MIFF will be housed at PWTC and a modern new venue, MITEC (Malaysian International Trade & Exhibition Centre), touted to be the country's largest exhibition space. It will cover a total 100,000 sq. meters of exhibition space as compared to 80,000 sq. meters currently.

With the new venue, according to Ms. Goi, there will be space to include more international exhibitors. The organiser had already started inviting companies from overseas as exhibitors.

Since the last few years, regional countries such as Taiwan, Indonesia and China have joined as exhibitors. This year, six Japanese exhibitors showcased their products at MIFF and have received an overwhelming response. They also grabbed two of the Furniture Design Competition awards.

UBM Malaysia is indeed laying out the blueprint for the Malaysian furniture industry to be internationally competitive.

"We want to bring in quality exhibitors," explained Ms. Goi. "Our furniture export

industry has to compete globally, and at MIFF, local manufacturers would have the opportunity to learn from, work together and form joint ventures with overseas companies."

"This will definitely help push the local industry to develop further," she concluded.

### HOTSHOT



The Furnish Now show news team salutes MIFF 2016 for another successful event. Thank you for letting us be a part of it. See you all again in 2017!

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BOOTH 236





# Furniture Excellence Award

*for product innovation and quality*

“Modern office is all about space, resource sharing, acoustic solutions, multitasking, modularity and ergonomics. The judges had the feeling that many office furniture producers are aware of these principles and on the right path. In the household category, the winner in the household category gives us a great example of beautiful details in terms of the design, shape, hidden functionality and properly executed joinery. Please go see, touch, and feel that product!”

-Zilahi Imre, Vice President of IAFF, Publisher of MagMob, Editor-in-Chief of Mobila, and Chief Judge of MIFF FEA 2016

## HOUSEHOLD FURNITURE CATEGORY

“Our design process is very collaborative. Before the start of a project, we discuss in detail what colours we can use to highlight the beauty of the design, what kind of materials can achieve maximum comfort, how we can provide the best support to the user. These are just some of the elements of Japanese essence.”

- Nubuo Mori, Designer, Asahi



**PLATINUM AWARD**  
**ASAHI CO. LTD.**  
Booth 4B01, PWTC Hall 4B  
PULITO



**GOLD AWARD**  
**NAGANO INTERIOR INDUSTRY CO. LTD.**  
Booth 4B01, PWTC Hall 4B  
CORONA CHAIR



**SILVER AWARD**  
**TMH FURNITURE INDUSTRIES**  
Booth E09, MECC Hall E  
TMH400-2& TMH 2093

## OFFICE FURNITURE CATEGORY

“Because we spend so much time in an office, it is essential to understand how humans interact within that functional space. We help our clients design an ideal workplace based on that flow. This year, we've gone back to basics and returned to a more minimalist approach while paying close attention to details that matter.”

- Ryonn Leong, Marketing Manager, Jemaramas Jaya



**PLATINUM AWARD**  
**JEMARAMAS JAYA**  
Booth 2B01, PWTC Hall 2B  
PLATZ+



**GOLD AWARD**  
**OASIS FURNITURE INDUSTRIES**  
Booth 2B23, PWTC Hall 2B  
PRIVVA



**SILVER AWARD**  
**WINNER CHAIRS SYSTEM**  
Booth 2B43, PWTC Hall 2B  
THE PRIM

## JUDGES' COMMENDATION AWARD

“We won probably because of the design. The look is very clean and polished and the warm colours are very appealing. The shape of the furniture is very different, something you don't see often. The inspiration is from nature. I feel proud that we won the award. This is not the first time we won an award. Last year, we won the booth design award. That's two times in two years. The company is proud of the recognition because it means we continue to improve each year. We hope to win more awards in the future.”

- Eric Gan, Manager, Elk-Desa Furniture



**PLATINUM AWARD**  
**ELK-DESA FURNITURE**  
Booth 117, PWTC Hall 1  
ED0272



**GOLD AWARD**  
**MFIVIO**  
Booth 4B02A, PWTC Hall 4B  
FLOATING TABLE



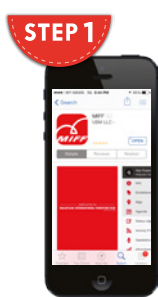
**SILVER AWARD**  
**WASANIAGA**  
Booth 102, PWTC Hall 1  
WELTON

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MIFF 2016 in just

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easy steps



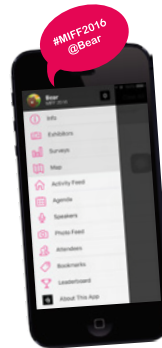
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## TROPHY ROOM

Day 04 ■ 04 March 2016  
PWTC & MECC

**furnishnow**  
The official show news of the Malaysian International Furniture Fair

03

# Best Presentation Award

for best booth creativity and product display

“Overall quality is in acceleration. There was a significant boom in bare space booth quality, in terms of conceptual and execution aspects. As for the shell scheme booths, you will notice how they may be so creative by applying clever strategic solutions. All awarded booths are state of the art to some extent, both physically and conceptually.”

- Zeki Yucel, General Coordinator, Ekin Publishing Group; President, International Alliance of Furnishing Publications; Chief Judge, MIFF BPA 2016

## BARE SPACE BOOTH

“Fourty years in this industry is not easy to achieve, but we've worked hard to make a lasting impact in both domestic and international markets. Now that we have successfully created a niche in office furniture, we have been focussing on strengthening our brand. A strong brand would contribute to an even stronger market presence.”

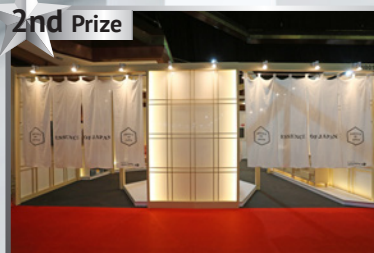
- Tan Boo Chuan, Chief Executive Officer, Euro Chairs Manufacturer

1st Prize



**EURO CHAIRS MANUFACTURER**  
Booth 2B03, PWTC Hall 2B

2nd Prize



**MITSUI DESIGNTEC CO. LTD.**  
Booth 4B01, PWTC Hall 4B

3rd Prize



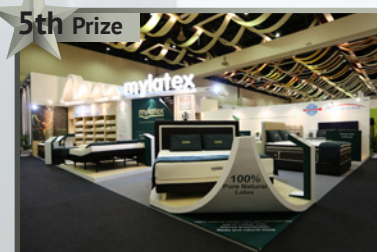
**MERRY YARD INTERNATIONAL ENTERPRISE**  
Booth 4B17, PWTC Hall 4B

4th Prize



**DEESSE FURNITURE**  
Booth D04, MECC Hall D

5th Prize



**AEROFOAM MANUFACTURING**  
Booth 120, PWTC Hall 1

## SHELL SCHEME BOOTH

1st Prize



**SEOW BUCK SEN FURNITURE**  
Booth 2C15&15A, PWTC Hall 2C

“This is our second time winning an award in MIFF. Like the judge said, products are the main focus of a show but if your booth is not eye-catching, your efforts may be wasted. Hence, we try to add decorative elements that send out the right message about our products and brand.”

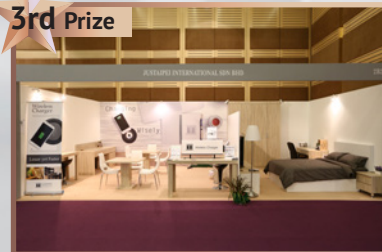
- Edmund Law, Marketing Manager, Seow Buck Sen Furniture

2nd Prize



**MAMORIM**  
Booth C05B, MECC Hall C

3rd Prize



**JUSTAIPEI INTERNATIONAL**  
Booth 2B29, PWTC Hall 2B

## NON-FURNITURE BOOTH

“We are delighted to win a prize even though this is our first time here. For our booth, we asked ourselves, which of our products would help our users to differentiate themselves from their competitors? So that was what we used in our display.”

- Pedro Escale Jimenez, Manager, Chapas Selectas

1st Prize



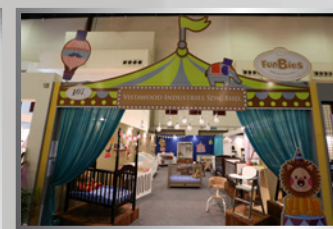
**CHAPAS SELECTAS S.L**  
Booth 4A40, PWTC Hall 4A

**LGAM COMPANY LIMITED**  
Booth 4B26, PWTC Hall 4B



**TMH FURNITURE INDUSTRIES**  
Booth E09, MECC Hall E

**MOBILIA INTERNATIONAL**  
Booth 122, PWTC Hall 1



**VISTAWOOD INDUSTRIES**  
Booth 107, PWTC Hall 1

**SERN KOU FURNITURE INDUSTRIES**  
Booth E19, MECC Hall E



## INFINITY FURNITURE INDUSTRY

MALAYSIA INTERNATIONAL FURNITURE FAIR 2016

**Date : 1st - 5th March 2016**

**Booth : 242**

**Venue : PWTC - HALL 2**







## TROPHY ROOM

Day 04 ■ 04 March 2016  
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**MALAYSIAN  
INTERNATIONAL  
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## FURNITURE DESIGN COMPETITION AWARD WINNERS



We are very happy that the effort to scout for talents has received favourable responses. Out of our top ten finalists, at least half of the participants are from various industry practitioners, meaning that we are attracting designers of other disciplines. Their participation fast-tracks the formation of the collaborative platform between the design industry and the furniture industry.

Philip Yap

MIFF FDC 2016 Chief Judge  
Founder, PYD Associates



Lim Bo Qiang  
1st Prize Winner

"My first attempt at the competition last year taught me a lot about improving my approach to design and structure. This year, I paid attention to human behaviour and marketability. I made the sofa highly modular to accommodate all kinds of human activities, but how do you show that in a limited time? I decided to make a video, as it can show you how flexible the sofa is, without me having to say anything."

**First Prize**  
**Lim Bo Qiang**  
*Muk Sofa*



**Second Prize**  
**Izyan Syamimi  
Binti Zainol**  
*Rebung Shelves*



**Third Prize**  
**Low Kah Ling**  
*Chuan, Cheng Ho*



**Best Prototype Maker**  
**BSL Furniture and Fella Design**  
*Dudoo*



"There are many ways of marketing. Taking part in an industry activity like this is just another way of demonstrating our commitment to improving the industry. Personally, I also believe that as manufacturers, we have a responsibility to groom young talents. It's win-win for all parties."

**Herbert Wee**  
Director  
BSL Furniture

**Jafni Zhafri**  
Export Manager  
Fella Design

"Not all manufacturers are willing to go to great lengths to do customisation, but we have been doing it for 28 years. We believe making prototypes is a way to cultivate our competitive edge. Customisation helps us differentiate ourselves from our biggest competitor, which is China. Moreover, we are happy to use our experience to help young talented designers. We hear out their design vision and develop it into a real thing"

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Hall  
2b-23  
01 - 05 March







## Furniture Marketing Strategy: Lessons from Italy

by Chow Ee-Tan  
Furnish Now writer

The Italian furniture industry is very much dominated by independent SMI stores run by families, and they thrive on providing added value and bespoke services to clients.

In a seminar entitled: 'Market Penetration: Furniture In Italy', Mauro Mamoli, president of Federmobili (Italian

Federation of Furniture Stores), said that the majority of Italian furniture stores are small, with an average size of 1,164 sq. meters and an average of 5.65 employees. It has a typical turnover of one million Euros.

About 40% of the furniture stores are found in the North West of Italy and 80% of all furniture stores are located outside city centres.

"Since their business set-ups are small, it's not possible for these furniture companies to buy or produce in large quantities; thus they rely on offering quality, value-added services," shared Mr. Mamoli.

"The stores have closer relations with their clients. They give full package services that involve professionals such as architects and interior designers, as well as after-sale services," he said.

He noted that the economic recession had hit Italy hard causing the number of furniture companies and stores to diminish.

"With this decrease, the quality and value of service have become more important," said Mr. Mamoli. He added however, that after 2013, the market had stabilised and is growing again.



He said the same attention to detail is also offered by entrepreneurs to the international furniture markets, with an array of products by different manufacturers conceived to export the Italian lifestyle and class to every corner of the world.

Federmobili represents 16,000 small and medium size businesses, which accounts for 75% of the furniture market in Italy. The federation, according to Mr. Mamoli, is interested in finding new markets and establishing new relationships worldwide.

## Working and Designing with the Australian market

by Diana Uy-Chua  
Furnish Now writer

Furniture is not purely a manufacturing industry, said Australian Furniture Association chief executive Patrizia Torelli.

It is very much the exact opposite of it. "It's a creative process, requiring a great level of detail and passion," said Ms. Torelli. "Furniture is sexy. You have to make it sexy."

And for Malaysian companies to design or work with Australian companies, they will do well to think in those terms.

Australia, according to Ms. Torelli, is actually open to doing business with the international community, being an island nation so remote from everyone else. More than that, there are resources that are only available to these overseas partners that Australia's furniture industry would like to tap into.

But Malaysian companies have to be conscious of the fact also that Australia values more than just creativity. Quality and integrity of the product, not to mention collaboration with Australia's governing bodies, are as important.

Tapping the Australian Furniture Association is the first big step. The organisation represents anyone involved in furniture –from designers to teachers, students, suppliers, manufacturers, retailers, wholesalers, importers and the after-care market.

"As an association, our role is to ensure that our members and those in the industry fulfill their obligations when it comes to compliance and quality

assurance. We're known for our very high standards, and the quality of our products," she explained.

During her seminar yesterday, Ms. Torelli left some valuable tips for Malaysian companies to really succeed in tapping into that market and their people.

Malaysian companies, for one, should be more visionary. They should think about what will be useful in the future, particularly in line with new consumer wants.

A furniture, emphasised Ms. Torelli, can also be an art piece.

"People are buying furniture as an heirloom they can hand down to their

children and so on. Hence the product does not just become part of a room. You need to consider the emotional attachment that the consumer may have with your product," she concluded.

### Furniture Finishing Insights: The Relationship Between Wood Structure and Finish Quality in Malaysian Timbers

by Prof. Dr. Jega Ratnasingam,  
University Putra Malaysia

Seminar Room, Level 3, PWTC  
4 March 2016  
11.00 am

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**MIECO Manufacturing**  
Booth 2A25, PWTC Hall 2A  
[www.mieco.com.my](http://www.mieco.com.my)

## Dining with Art

**D**inner with friends and family becomes an elevated experience with Civic Tai's dining sets with tiled table tops printed with art. The 12-year-old company has markets in the US, UK, Russia, and Middle East. Aside from tiles, Civic Tai also use rubberwood as material for its dining furniture.

**Civic Tai Manufacturing**  
Booth 126, PWTC Hall 1  
[www.civictaifurniture.com](http://www.civictaifurniture.com)



## Just Push it, Honey!

**S**o you think it's simply too tasking when you have to pull open a drawer just to get what's inside, yes? Mobilia's solution is to introduce a new line with side tables where all you need to do is give a little push to open a drawer. Check out the company's booth in Hall 1, and find out how you can make your living room more functional and definitely cooler. Don't miss the dining sets as well. The table tops are walnut veneer and finished with its natural colour.

**Mobilia International**  
Booth 122, PWTC Hall 1  
[www.mobiliainternational.com](http://www.mobiliainternational.com)



## Retro-Style Comfort

**T**he best style statements can be simple yet strong, such as this regal-looking Le FoRa bedframe from Comfy Factor, a Muar-based specialist in upholstered bedding products. Showcasing a retro button-tufted headboard in luxurious gold, the bed brings a touch of classy chic to your living space.

**Comfy Factor**  
Booth E01, MECC Hall E  
[www.comfyfactor.com](http://www.comfyfactor.com)



## Designer Seat

**T**his coffee chair by Mau Sin Bentwood will certainly turn heads with its modern and unique design. An oversize curved seat with rounded leg, the chair is made entirely of rubberwood veneer, with the leg painted in white.

**Mau Sin Bentwood Industry**  
Booth 4A02, PWTC Hall 4A  
[www.mausin.com.my](http://www.mausin.com.my)

## In the Mood for Quality

**V**ictron's Mimosa set, made of cast aluminum, will be the perfect addition to anybody's balcony. You can be sure it's weather-proof, too. The outdoor garden furniture is a 100% Malaysian product, made by a company established in 1992. Tea time will be a far more memorable experience with this Victron creation.

**Victron Outdoor Furniture**  
Booth 206, PWTC Hall 2  
[www.victron.com.my](http://www.victron.com.my)







## Partition-and-Sofa in One

What this simple sofa may lack in aesthetic appearance, it makes up for in its dual-purpose feature. Made by veteran lounge furniture maker, LP Furniture World, this Designer Sofa can be seen in the lounges of big hotels in and outside of Malaysia. This awesome seat not just provides comfort but provides partition to your space as well, perfect for hotel lounges!

**LP Furniture World**  
Booth 333, PWTC Hall 3  
[www.lpfurniture.com](http://www.lpfurniture.com)



## Country Charm

'Sannah' - the bedroom set from Décor Trend - is inspired by the French countryside. With a romantic, natural and almost rustic look, the furniture made of MDF board with wood finishing is perfect for apartments or smaller homes.

**Décor Trend Industries**  
Booth 302, PWTC Hall 3  
[www.decortrend.com](http://www.decortrend.com)

## Wooden Wonder

You can never go wrong with wood. This bedroom set made of particle board exudes a vintage and rustic look with its dark wood tone finish. It features simple, functional and fuss-free design.

**Alian Trading**  
Booth A19, MECC Hall A



## Specially for the Elderly

As a chair specially designed for the elderly and those with mobility problems, this piece has many hidden features including a foldable and reclinable backrest, a lever that lifts the seat for easy rising, and wheels which will not move when one sits down. On top of all that, it looks stylish in a solid alder wood frame.

**Sheng Hong Yan Technology Co.Ltd**  
Booth 4C21, PWTC Hall 4C



## User-friendly Office

Office solutions are Reaim Furniture's specialty. The company comes up with its own designs from the users' point of view. It prides itself on the user-friendliness and quality of the materials, particularly the craftsmanship of finished work. Reaim is 20 years old. That should count for something, right?

**Reaim Furniture**  
Booth 2C01, PWTC Hall 2C  
[www.reaim.com.my](http://www.reaim.com.my)

## Fun and Functional

Check out this innovative and versatile children's cabin bed, which features a movable cupboard and shelves that can be converted into a working table. Made of MDF board, there is an empty space under the elevated bed and it comes with a small stool too.

**BSL Furniture**  
Booth A22, MECC Hall A  
[www.bslfurniture.com](http://www.bslfurniture.com)



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## SO FAR SO GOOD

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**MALAYSIAN  
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## Buyers



I've been attending MIFF for the last 20 years to see new products in steel beds, steel bunk beds, etc. I'm always here also to see existing suppliers, and review business with them. I've noticed that now, there is more variety in terms of products. It's more vibrant this year.

**Phil Ellis**  
Director  
Direct Products  
Australia

I've been visiting MIFF for the last 20 years. I come here every year to know changes as well as trends in the office furniture business. I also come here to see new suppliers. MIFF has been fabulous in the 2000s.

**Ganesh V.V.**  
General Manager  
Blue Crown Furniture  
Dubai



It's been eight years that we've been coming here to MIFF. We look for the prices and quality of domestic furniture. The organisation has been good so far. MIFF has been good. You get good suppliers and we can sell their products.

**Kheireddine Cheriet**  
Owner  
Nadjah-Furniture  
Algeria

It's my first time here and my first time participating in an international furniture fair. It's a good exhibition; there is a nice range of designs and many options to choose from. I am here to get new ideas but I've yet to cover most of the booths.

**Kelwyn Hyland**  
Sales Executive  
Carluke Enterprises P/L  
Australia



I have always been attending MIFF. It's my 14th year here I believe. I feel the visitors are less this year but the quality of the fair remains and I enjoy returning. We have been working with some Malaysians suppliers and they always give us quality products and services.

**Raju Podiyan**  
Marketing Manager  
Dreams Al Mannai Trading Co.  
Qatar

It is my third time at MIFF and I think it's still pretty good. I don't have any specific furniture to buy but I want to look around to see the trends and the materials. I discovered technology has replaced many of the traditional materials. I also plan to go to a furniture factory in Muar after the fair.

**Anne Chen**  
Yung Lih Wood  
Taiwan



## Exhibitors

This is the first time our company took part in the fair. I felt it was a bit slow in the beginning but is gradually picking up, and we have had quite good response with some enquiries. The organisers did a good job and the staff are all helpful. I would like to come back next year and hopefully get a bigger space.

**Goh Song Huang**  
Alian Trading  
Malaysia



We have taken part in MIFF for seven years now and I have been part of it. This year we were given a very strategic location and received quite good response especially for our products of wooden components. As always, the organisation is quite good too. I hope the traffic will build up.

**Subrina Chew**  
Marketing Manager  
Mau Sin Bentwood Industry  
Malaysia

It is our first time taking part in MIFF and my first time in Malaysia. This is an important fair in the region and I believe it will have important impact in our business. We are really glad to have met people from all over the world and many have expressed interests in our products. It is very well organised and people are very pleasant.

**Pedro Escaile Jimenez**  
Chapas Selectas  
Spain



It's our first time to join and so far our experience in the past two days hasn't been bad. We joined MIFF because we want to get into the business of mattresses. Our company is more than six years old and we want people to know us and our products.

**Jason Guo**  
Marketing Manager  
Moniya Mattress  
China

Our company is five years old and it's our first time to participate in MIFF. We've come here to expand our market. We are known locally and now we are ready for the overseas market. MIFF is a good way to show our products to the rest of the world. So far, we feel good. We've had lots of inquiries from Japan, US, Germany, Egypt even.

**Eric Chua**  
Marketing Officer  
Nicolo Designs  
Malaysia



This is Fella Design's 22nd year participating in the fair. For me it's my second year. We always have had good relationship with the organiser and I'm happy with our booth space. At the moment, I don't know yet how successful this fair will be but we hope there will be more visitors in the coming days.

**Jafni Zhafri Bin Zakaria**  
Brand Manager  
Fella Design  
Malaysia



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**MIFF 2016**

Venue : Putra World Trade Centre (PWTC)  
Hall : 4B, Booth No : 4B03

