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FAIR 2016KUALA LUMPUR
MALAYSIA

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

An Eye to The Future:

HIGHLIGHTS

2 Seminars by two gurus delved into how design can capture today's market and the future's...Read more



Our team scoured the exhibition halls for a few eye-catching pieces; check out what we found.



7 It's day 3 and so far, so good...find out what buyers and exhibitors think of MIFF 2016.

MIFF Brings Best Fanfare Yet and Announces Vision Ahead!

by Diana Uy-Chua
Furnish Now writer

Provisions of non-stop entertainment, good food and wine helped thank international guests during Buyers' Night -- the most awaited night yearly at the Malaysian International Furniture Fair (MIFF).

MIFF also showed its appreciation to loyal patrons from across the globe by assuring them a much bigger and definitely more successful furniture fair in the succeeding years.

Indeed, MIFF couldn't have ended the affair with a more fitting message: Look forward to the future.

"Buyers' Night is an opportunity to reiterate our thanks and appreciation to overseas trade visitors and guests to MIFF, to give them a relaxing break," said Karen Goi, General Manager, Furniture and Interiors UBM Malaysia.

"The trading floor has been very active for the past two days. By the end of our trade show, our goal is for all of you to go home with good outcomes and come back next year and again, every year."

She added, "It is now confirmed that MIFF will be a bigger event in 2018. We look forward to your continued support."

Y.B. Dato' Seri Ong Ka Chuan, Second Minister of International Trade and Industry was also present to honour the jam-packed crowd in the grand ballroom of Sunway Putra Hotel.

UBM Asia president and CEO Jime Essink, Alibaba B2B business unit director of business development Yi Qian; MIFF Chairman Dato' Dr Tan Chin Huat, UBM Malaysia co-chairman Y.B. General Tan Sri Dato' Seri Mohd Azumi, UBM Asia ASEAN business managing director M. Ghandi were also present to fete the guests.

"This gathering of so many buyers from all over the world here is a clear recognition and testimony of the success of MIFF; and it speaks very well of the trade and business confidence in Malaysia," said Dato' Chuan. "I hereby would like to extend my appreciation to all the international buyers that are present here this evening for your continued confidence in making Malaysia and MIFF as the sourcing centre for high quality furniture."

Following Dato' Chuan's speech, MIFF prepared a slew of performances and exciting raffle prizes.

The highlight of the evening though was the launching of MIFF 2017, headed by Mr. Chuan, Mr. Essink, M. Ghandi, Ms. Goi, and Dato' Tan.

The resounding applause that came afterwards left one feeling that indeed, the future looks bright for Malaysia's most prestigious furniture fair.

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Conquering An Enigmatic 1.3 Billion Market

by Alexandra Wong
Furnish Now writer

At 1.3 billion, China is undoubtedly lucrative to furniture makers, but how do you penetrate a marketplace of that size and complexity?

"Furniture makers must understand the history, culture and aspirations that shape its people's buying behaviour," said Philip Yap, a 12-year-veteran in the Chinese furniture market, in his seminar entitled "What are the right designs for a 1.3 billion market?"



Citing an example from the 70s and 80s, he said back then citizens liked to put fountain pens in their pockets because the writing tool

symbolised their aspiration to prosperity and education.

As a country in the first flush of prosperity, China is a very mixed market. While consumers are hungry for daring new styles, the loyalty to cultural identity is still strong. This is why, he explained, even the super-rich who have reached the highest phase of buying, like subtle Chinoiserie elements in their furniture.

"The way you sell your products can be as important as your product,"

“Furniture makers must understand the history, culture and aspirations that shape its people's buying behaviour.”

Mr. Yap said. A growing movement of Chinese furniture makers who bundle interior design with their products and do aggressive online promotions is a hit with home-owners and enjoys a remarkable 65% success rate!

The Chinese market today is very exposed to new trends and fashions, he noted, so furniture makers who are aiming for that segment must demonstrate that level of quality. Malaysian furniture makers can target local wood such as merbau to this higher-end market, as it looks as good as walnut, but has better strength and density, and is two to three times cheaper.

The 5 phases of product positioning for the Chinese market are as follows:

- 1) From nothing to something
- 2) From possession to richness
- 3) Plentiful leads to showing off
- 4) From extravagant to refinement
- 5) Understanding the art of simplicity.

"Chinese have gone past the stage where they look at brands, and want quality and refinement," Mr. Yap concluded.

Crossing Over to the Future



by Alexandra Wong
Furnish Now writer

When a Japanese hospital faced the issue of declining blood donors, MITSUI Designtec proposed designing a space to attract lifestyle-conscious millennials. The result was a warm, inviting venue that included a cozy café and comfortable furniture – a radical departure from staid and cold traditional blood banks. The number of donors has been steadily climbing ever since.

"Cross-over design" formed the core content of MITSUI's head designer Shinichi Mitsuki's seminar entitled "Design for the future". Simply put what it means is, with the internet age penetrating every aspect of our lives, physical spaces – and the activities they contain – are "crossing over" and merging.

So instead of performing different activities in different physical spaces, cafes have become our offices, while our homes can serve as hotels through internet-enabled services like Air BnB. You can even buy furniture now through Alibaba. "Even traditional bastions like retail outlets are serving as a place for customers to experience the merchandise, before they go back and place their orders online."

“Demand is constantly changing and so must design. Ultimately, a designer must be driven by the question: what do users need and want?”



Mr. Mitsuki explained that these changes are inevitable when a society becomes mature. "Their value system also changes.

The wealth index was traditionally measured by material objects. Now it's changing to intangible values like experience, so users place more importance on the quality of their experience. As space becomes more integrated and multifunctional, designers have to think of total solutions."

What, then, can furniture designers do to accommodate these changes? Project at least 10 years into the future when they design, Mr. Mitsuki advises.

"Demand is constantly changing and so must design. Ultimately, a designer must be driven by the question: what do users need and want? Your furniture design must support this," he concluded.

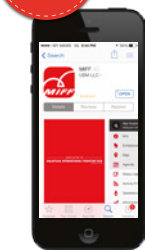
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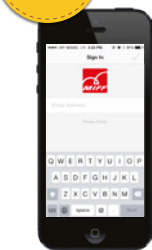
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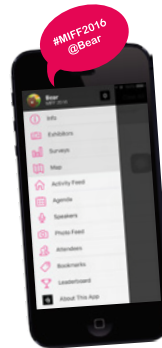


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In a sea of furniture, everything can look the same. But here are a few that, in our eyes, stood out from the rest...

Fully-charged Furniture

The wireless charging furniture from Justapei is definitely what this tech-heavy generation needs. With this kind of table or desk, soon nobody will be scrambling for their chargers as their batteries go out. The furniture can be completely customised, and you can charge any of your electronic device so long as it has a wireless charging receiver. Plus, you can also charge using a cable.

Justapei International
Booth 2B29, PWTC Hall 2B



Felix Bedroom Set

The black and silver contrast and the interesting texture make this bedroom set a stand out. The bed frame and panel and the dresser with drawers featuring a mirror are made of MDF board pressed with motif and sprayed in black paint. Chrome handles and silver acrylic give it a suave accented touch.

Favourite Design
Booth 4A22, PWTC Hall 4A
www.favouritedesign.com.my

Nostalgic Stool

Anji Tiger Furniture's designs simply evoke nostalgia. The bar chairs have that Scandinavian feel to it, plus hints of the classic Eames lounge chair without the ottoman. They look very retro but not quite – perfect as conversation pieces for any home with or without a bar.

Anji Tiger Furniture
Booth 2B42, PWTC Hall 2B
www.ajtgffurniture.com



Chic Coffee Table

We love this simple coffee table with a colourful twist. Made of solid rubberwood, it features two sliding drawers in orange and grey veneers. Functional and chic, it is a perfect coffee table for the trendy.

Southern Furniture
Booth 4A03, PWTC Hall 4A
www.tubeway.com



Transformable Coffee Table

The square coffee table is cleverly designed to contain four sliding drawers that make some storage space and even can modify its appearance. The table is made of MDF laminated with walnut veneer, and contrasted with the divider that is sprayed in glossy white.

Yang Guang Furniture International
Booth 508, PWTC Hall 5
www.yangguangfurniture.com



Outdoor Comfort

Established since 1992, Victron has been creating 100% Malaysian garden furniture made from cast aluminum. The Victor brand offers an array of styles and designs including this bench which is perfect for parks, gardens and landscapes. They require minimum maintenance, too.

Victron Outdoor Furniture
Booth 206, PWTC Hall 2
www.victron.com.my



INFINITY FURNITURE INDUSTRY

MALAYSIA INTERNATIONAL FURNITURE FAIR 2016

Date : 1st - 5th March 2016

Booth : 242

Venue : PWTC - HALL 2





Sofa Saver

As the name of the manufacturer suggests, this sofa set can be knocked down to be easily stored in containers, making it space saving for export. Its U-Polyester cushions are washable and there is a choice of colours. Plush and comfortable to sit in, design wise it leans toward a modern and clean look.

Sofa Works

Booth E22, MECC Hall E
www.sofaworks.com.my

Designer Living

You can find trendy unique living room concepts at Kinwood Design, where furniture of modern creativity is tailored for smaller space. Design is of priority to the manufacturer, whether for living room sets such as this chic white that comes with a TV unit, coffee table and sideboard, or individual pieces that one can mix and match.

Kinwood Design

Booth D05, MECC Hall D
www.kinwooddesign.com.my



Metal Magic

Look no further if you're into metal bed frames. Bear Asia Furniture from Taiwan specialises in iron metal bed frames and bed panels that are electroplated into a variety of finishes—from high-gloss finishes in various metallic colours, to powder-coated finish and the more rustic handbrush matte look. Some bed frames and panels feature accessories such as glass and crystals. There are more than 50 designs and customised services as well.

Bear Asia Furniture

Booth 4C08, PWTC Hall 4C
www.bearasia.com.tw



School is Cool

Going to school becomes far more interesting if you have cool, colorful chairs to sit on. Jin Profit Manufacturer makes school more fun with its custom-made frames of tables and chairs for school use. They can do the same for office, too.

Jin Profit Manufacturer

Booth 2A10, PWTC Hall 2A
www.jinprofit.com

European Accents

Known for its European style fabric sofas with floral printed motif, Fella Design is now moving towards a modern classic look but yet retaining its hallmark floral touch. Sophisticated and elegant, the colour palette consists of mostly the more subdued, as well as some bold and warm hues. Featuring hundreds of different fabrics, plain colour sofas are matched with cushions of contrasting motifs.

Fella Design

Booth C03, MECC Hall C
www.fella.com.my



Restful Sleep

Aerofoam specialises in providing clients a good night's rest. The company's Mylatex brand is the only mattress brand awarded with a SIRIM certification in Malaysia. Made from natural latex derived from rubber trees, the mattresses conform to a person's movement, providing correct and comfortable support to head, neck, back and spine. Check out also Therapedic, a US brand distributed by Aerofoam, which offers a mattress that lets you have both a soft side and a hard side in one bed – perfect for husband and wife.

Aerofoam Manufacturing

Booth120, PWTC Hall 1
www.aerofoam.com.my



Resort Chic

Outdoor resort furniture couldn't look more relaxed and trendy than this! Made of rattan-look-alike Polythelene, the shape of this leisure bed that is perfect by the poolside is inspired by a vase. It is 100% hand-woven, the materials are eco-friendly and recyclable, as well as durable and water proof.

SJY Furniture

Booth E05, MECC Hall E
www.sjy.net

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Versatile Comfort

Is it a sofa, is it a bed? This versatile L-shaped sofa comes with back-rest and arm rest that can be adjusted so much it is almost turned into a bed. As a low seater a-la-Italian, it is designed with comfort in mind. The fabric comes in a range of attractive hues and is water resistant.

Nicollo
Booth C12B, MECC Hall C
www.nicollo.com.my



Small Details Matter

It's all in the details. Inspired by mainstream Italian design, Ivorie's dining sets are getting rave reviews for their minimalist design with great pops. Their products are made of rubberwood, MDF, and metal – ideal for those looking for modern yet subtle furniture.

Ivorie International
Booth 112, PWTC Hall 1
www.ivorieinternational.com



Luscious Beauty

This luxurious single seater chesterfield stands out as a conversational piece. While traditional chesterfields are always in leather, Medley Hallmark uses velvet fabric and adorns it with shining crystal glass as ornaments. Besides bold purple, it is available in various shades and their chesterfields also come in two- and three-seaters, as well as in other designs.

Medley Hallmark
Booth C05, MECC Hall C
www.medleyhallmark.blogspot.com



The Diversity Factor

Plywood, aluminum and chrome make up WYSEN's ergonomic office chairs. They can be customised too, to suit a client's particular requirement. It's safe to say, the company's products are as diverse as its markets. For instance, they have fabric office chairs for their African market, and mesh chairs for the Southeast Asian market.

WYSEN Industry
Booth 2B35, PWTC Hall 2B



Practical Appeal

Practicality and quality define the principle behind Hon Wei Furniture, such as this TV cabinet that has a functional design featuring adequate storage spaces. Made of laminated chipboard in wood colour finishing, the simple and classic appearance is timeless and will appeal to many.

Hon Wei Furniture
Booth E06, MECC Hall E



Balance and Harmony

T.A. Furniture is looking to the future with their new collection of high quality yet reasonably priced products meant for a director's office. The Noce Series, from the Italian word for walnut, is classy, comfy and simply polished. Meanwhile, the HiGo Series is aiming for that Yin and Yan look to offer balance and harmony to its users.

T.A. Furniture Industries
Booth 201, PWTC Hall 2
www.tafurniture.com.my



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Textured Look

Apartments and small rooms can be sometimes difficult to decorate. Zhin Sheng solves the problem by coming up with solid deep brown and white bedroom sets, made of particle board, textured glass, and aluminum. They will definitely add a sense of style and character to anybody's sleeping quarters.

Zhin Sheng Trading

Booth 2C16, PWTC Hall 2C
www.zhinsheng.com.my



Sense of Nature

Kuek Brothers Furniture looks to nature, with a modern twist, for inspiration in their latest bedroom sets. Some designs follow a straightforward concept, others have that sense of wonder about them. Gray is a very elemental choice of colour, giving the collection that feeling of sophistication yet maintaining its approachability.

Kuek Brothers Furniture

Booth 101, PWTC Hall 1
www.kuekbros.com.my



Bold and Beautiful

This Chinese manufacturer offers a wide range of inexpensive yet trendy and colourful dining sets and chairs. Most of its dining tables feature a glass top, like this tempered glass top with white and grey checkered motif, and metal chairs with PU seats. You can also find interesting items in bold colours, monotone or unique motifs.

Eng Lian Import & Export Trading

Booth C08, MECC Hall C



Opulent Leather Classic

While many sofa makers are coming out with innovative and different products, Awana Sofa is known for its more conventional-looking leather sofa sets, whether in full or half leather, PU or PVC. Opulent and classic in design, they come in the evergreen and subdued shades of blacks, browns, grays or beiges, like this three-piece set that features solid rubberwood legs.

Awana Sofa

Booth E02, MECC Hall E
www.awanasofa.com.my



For the Perfect Sleep

Our sleep is so important that choosing the right mattress should be a priority. Using Australian technology, Aussie Sleep designs and manufactures a range of mattress using coconut fibres, memory foam, pocket spring, coil spring, natural latex and re-bond mattresses. Its latest model – the WYAN – features mini pocket coil with natural latex as a plush top, to offer superb support and comfort at the same time.

Horizon Industries

Booth 323, PWTC Hall 3
www.aussiesleeps.com

Romantic Garden Furniture

This Victron 2014 Series, made of cast aluminum, would be the perfect addition to your garden or gazebo. It's romantic, stylish, and very low maintenance. What more could you ask for in this garden furniture?

Victron

Booth 206, PWTC Hall 2
www.victron.com.my





Buyers

I've been coming here for 15 years. Some exhibitors are worth coming back for because they create very innovative designs. And MIFF has come a long way. The last five years have seen MIFF improve a lot. There are more modern colours and more products now. The exhibitors have opened their minds a little bit.

Michelle Jones
General Manager
Insato Furniture
Australia



I've been going to MIFF in the past 13 years. Each time I come, I always find new products which help with the growth of my business back home. The products here get better each year. Coming here also helps me do some networking with people and new manufacturers.

Gertrude Kityo
Managing Director
DB Dezy Business
Systems
Uganda

I was here 15 years ago and now I've come back. I'm here looking for new suppliers, modern furniture in the dining, living and bedroom areas. I can see that MIFF has changed a lot. They now have contemporary looks whereas before it was all very traditional.

P R Interian "Pete"
President & CEO
Capris Furniture
Florida
USA



It's my first time to MIFF and Malaysia. I like visiting MECC because the space is bigger as compared to PWTC. The products I have come across are all very good and the prices are reasonable. Overall, I find the fair is well organised, I will definitely come back again next year.

Eren Ofluoglu
Mudo
Turkey

This is my first time to MIFF and I think it is good. I like the furniture showcases. I would say the fair is very well organised and my hotel is just nearby. I will definitely come back again.

Jose Vasquez
Miami
U.S.A.



Exhibitors



This will be our first time again after four years. We came back because our regular clients are here. MIFF makes our transactions a lot easier and less stressful. This is the perfect venue for meeting our clients and discussing with them about our new products.

Wynn Yong
Senior Marketing
Executive
Wysen
Malaysia

We've been joining MIFF for 20 years now. With MIFF, we've been getting good response from the market. We also get to promote our products a lot easier. MIFF is our window to the outside market. The last 10 years, exhibitors from MIFF have been developing new designs and new products.

Tey Lai Hui
General Manager
Home Best Enterprise
Corporation
Malaysia



This is our first time to participate in MIFF. This is one of the pioneers when it comes to organising furniture fairs. We were attracted to the profile of the buyers. Hopefully, we become known to their market. MIFF will be the perfect platform to let people know that the Victron brand is synonymous with high-quality outdoor, garden furniture.

Elaine Chow
Marketing Manager
Victron
Malaysia

This is our company's second time at MIFF. So far, I would say it is quieter than the previous year. But I'm glad to come across new buyers from places like Africa. We have 99 sq. meters of booth space and it is spacious to work at. I hope MIFF is going to bring more international buyers for us.

Kiew BH
Manager
Kinwood Designs
Malaysia



We have been participating at MIFF since 2008 except for missing two years in between. We're happy with our location this year right in front of the main entrance. So far, we have quite a lot of visitors but many are only enquiring and asking for brochures. We hope things would pick up.

Carina Tee and Louis Tee
Owners
Medley Hallmark
Malaysia

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Glitz and Glamour at MIFF 2016 Buyers' Night



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MIFF 2016

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