

FURNITURE
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MALAYSIA

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ISSUE 2

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



HIGHLIGHTS

2 Entries at MIFF FDC 2016 final judging wowed the panel -- the designs are better than ever!



MIFF 2016 is officially open. More fabulous furniture abounds, check them all out...



8 It's day 2, and the fun is just getting started here at the MIFF show. Take a peek...

Confidence and Positivity Mark the Opening of MIFF 2016

by Diana Uy-Chua
Furnish Now writer

Bigger is definitely better. The 2016 Malaysian International Furniture Fair (MIFF) has officially opened, with guest-of-honour Datuk Amar Douglas Uggah Embas, Minister of Plantation Industries and Commodities, recognising the continued increase in confidence that the industry is now enjoying as well as the resiliency of entrepreneurs who continue to flourish despite economic woes.

Dato' Dr. Tan Chin Huat, MIFF chairman, and Jime Essink, UBM Asia president and CEO, joined Datuk Embas in the opening ceremony, sharing the same positive outlook.

"The furniture industry in Malaysia has seen significant transformation; from being a cottage industry serving local markets, the industry has expanded to reach the global markets," Datuk Embas said. "Currently, Malaysia ranks as the 8th largest exporter globally with total furniture exports valued at RM 9.14 billion in 2015. This represents a 14.1% increase compared to 2014."

Talking with reporters immediately after his inspiring speech, he observed,

"Our entrepreneurs are a very resilient group. Amidst the weakening of the Malaysian currency, they see opportunities. They become more competitive and creative, fully conscious of market changes."

The Malaysian furniture industry, as Datuk Embas said, is indeed charting new heights thanks in large part to the efforts of the 22-year-old furniture fair. Since its inception, MIFF has been marking each year with a record number of visitors and participants alike.

This year alone is considerably another coup for MIFF, welcoming Japanese exhibitors for the first time and launching the UBM-Alibaba B2B strategic alliance pilot — a debut project expected to boost the visibility of MIFF and exhibitors before a bigger audience of global buyers.

"The most significant component of this partnership and debut program is the Alibaba Trade Assurance Program," said Mr. Essink. "It basically entitles subscribed exhibitors added value by offering buyers who source from them on Alibaba.com monetary insurance for

issues regarding the product quality or delivery of the order."

"The UBM-Alibaba B2B strategic alliance will open more opportunities for our exhibitors and Malaysian companies to increase exports," added Dato' Tan.

Datuk Embas said that the furniture industry is targeted to contribute RM 16 million to the country's export earnings by 2020 — a prediction that may not be too far from the truth with MIFF's continued success.

HOTSHOT



The Minister and the Media: Partners at MIFF

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BOOTH 236**

Young Malaysian Designers – Global Market Ready at Last?



by Alexandra Wong
Furnish Now writer

A traditional yoyo, an ancient junk boat and even a dim sum basket – these are some of the local elements that served as inspiration for the 10 finalists at the Malaysian International Furniture Fair's Furniture Design Competition (MIFF FDC) this year. While Malaysian designers have never lacked imagination, this year's crop demonstrated a global market readiness that surpassed previous years' entries.

At the MIFF FDC judging session that took place on 29th February, Chief Judge Philip Yap said with a smile, "When the press ask me what's my view of this year's

entries, they always expect me to say it's better than the last. I am confidently and proudly saying that this is better than the previous years."

Part of MIFF's commitment to elevate the industry with new product development and differentiation, MIFF FDC is no ordinary competition, but is the industry's only platform that enables young design talents to collaborate with leading manufacturers and turn their vision into reality. With Malaysian Timber Council (MTC) back as a sponsor for the second year, the pre-dominant material

for entries is wood, the backbone of Malaysia's export-oriented furniture industry.

Just like in 2015, the theme of "Living Furniture, Global Perspective" was used to challenge participants to come up with unique and creative designs for the international market. But this year, the bar was raised even higher: participants were expected to expand their designs into a collection or series, instead of presenting an individual unit. According to Mr. Yap, the expansion aspect is crucial as Malaysian manufacturers still exhibit



a preference for a collection of furniture styles when it comes to production.

Those who have been following MIFF FDC closely would have noticed the marked improvement especially in terms of presentation. Contestants took pains to compose clear storylines, delve into technical challenges and build clear positioning strategies – demonstrating astute understanding of lifestyle, technicality and practical usage. A few creative contestants even included short videos to clarify the more technical aspects. Mr. Shinichi Mitsuki and Mr. Lu Ke Yan, judges from Japan and China respectively, went as far as to say that the quality of design surpassed what they had seen in their own countries!

Moving forward, the judges called for the establishment of a channel that nurtures young designers with experienced designers. Mr. Yap said, "By linking our designers, timber resources and manufacturers, only then can we produce great designs that can reach out to the global market."

From 1-5 March, you can view the 11 prototypes at Hall A of MATRADE Exhibition & Convention Centre (MECC).

MIFF: THE UNITED NATIONS OF FURNITURE

by Alexandra Wong
Furnish Now writer

What better way to celebrate a great start than with great food and merry making?

In the wake of a successful first day, nearly 150 guests assembled at Tanjung Lounge, PWTC for the Welcome Reception, a traditional dinner event to appreciate MIFF supporters. With guests from nearly every corner of the world, the event resembled a United Nations gathering.



In a festive environment that was worthy of any five-star hotel, guests were treated to a sumptuous Western-Asian buffet that offered everything from tender lamb masala to creamy pasta to tantalising desserts. Then came the highlight of the evening: the handover of customised souvenirs to prototype manufacturers, judges, seminar speakers, and industry and country representatives who had gone the extra mile to support MIFF 2016.

Even after the formalities were over, many of the guests stayed on to share a drink, or simply catch up. It was in these

quiet moments that it becomes clear – the secret to MIFF's staying power as Southeast Asia's longest-running furniture fair. While MIFF has never lost sight of its vision to be the region's premier trade show for furniture, the event has exceeded even its founder's own expectations by being a conduit for friendships that transcend borders.

Nobody could have failed to notice the sentiment in MIFF Chairman and Founder Dato' Tan Chin Huat's speech. "I always look forward to this part of the show every year. This reception is the best opportunity to re-connect with many of you in this room during MIFF every year. This gathering always reminds me how fortunate MIFF is to have the remarkable support and wonderful friendships it had received over the years."

Here's to many more years of successful togetherness!

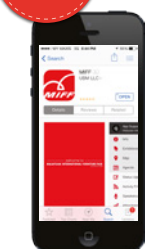
MIFF in the Palm of Your Hand

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& connected at
MIFF 2016 in just

3

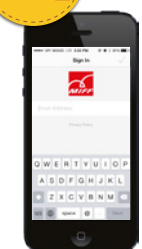
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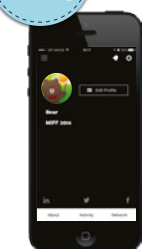
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STEP 2

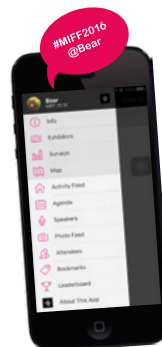


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Artistic and Classic

Expect diverse, top materials to be used when you buy from Furnilife. These materials don't just make furniture look elegant and classic. They raise the standards for the words "elegant" and "classic" here at MIFF. Comfortably durable, and at a great price, come find perfection in classic elegance.



Furnilife
Booth 151, PWTC Hall 1
www.furnilife.com

Chic and Innovative

You would be captivated by the trendy and innovative designs of Wegman's furniture that appeal to the senses. From two-tone to vibrant colours and bold graphic motifs that make a statement, the furniture manufacturer offers more than 30 different stylish dining sets with rubberwood legs and fabric upholstery in various textures, sofas and coffee tables, among others.

Wegmans Furniture Industries
Booth 320A, PWTC Hall 3
www.wegmansfurniture.com



RELAX Zone

This sofa set's comfy cushions, both at the seats and the back, applies something we'll call "relax therapy" to make you extra comfortable when seated. Sink into your own comfort zone and create an inviting cozy corner in your home with this amazing sofa set. With its graceful design, AlunaJati also promises durability and expert craftsmanship. Timeless, beauty, comfort: Yes, yes and yes.

AlunaJati
Booth C10, MECC Hall C
www.alunajati.com.my



Dining for Life

Adining table is so much more than a piece of furniture. Life itself forms around it for years to come, as family and friends gather to trade stories and share over meals. Make sure your dining table is worthy of you and your loved ones. Inter Sofa Industries can give your dining hall a fantastic look, with attractive seat colours and nicely contrasted materials. Moreover, it can really make your dining room a focal point of your home.

Inter Sofa Industries
Booth 331, PWTC Hall 3
www.intersofafurniture.com



Store. It. Right.

Neat freak? This is for you. A well-designed compartment series from PCG Soon Lee Furniture offers you endless possibilities for putting things away right. And if your needs change, no problem. This all-in-one compartment solution will adapt itself. Use it to stack your accessories, sweaters, shoes, and almost everything in an orderly fashion. And if you become a hoarder, you can crumple up old newspapers and stuff them there too....Whatever works!

P.C.G. Soon Lee Furniture
Booth 121, PWTC Hall 1
www.pcgsoonlee.com



Mix-and-Match

This Matthew chair-Elly table/ sideboard combo produces a high quality dining set with a country-contemporary vibe anyone would love. The design team at Furncrest takes pride in mixing and matching concepts to come up with a unique stylish look. With the company's full concept products ranges, consumers do not need to mix and match their furniture sets from room to room; they just need to choose the concept that perfectly matches their homes.

Furncrest
Booth 4A06, PWTC Hall 4A
www.furncrest.com



INFINITY FURNITURE INDUSTRY

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Date : 1st - 5th March 2016

Booth : 242

Venue : PWTC - HALL 2





Dining Piece a-la- 'Transformers'

Vecchio, one of the coolest furniture centerpieces and dining tables from Simewood Product, is not only simple and clever, but also incredibly functional. This foldable furniture goes from a compact coffee table to a spacious dining table and back, in a mere two moves. It uses a clever combination of hinged panels that fold in and fold out to achieve the transforming effect. The mechanism is really simple, which belies how truly versatile it is.

Simewood Product
Booth E15, MECC Hall E
www.simewood.com



Chill Out at the Cinema

The Premium Verona seating series brings real home comfort to the modern cinema. This electric recliner is available as a single seater, a twin seat or as a link seat with shared armrests...just what every modern cinema needs today to compete with the comfiest of home entertainment! Robustly designed for public use, the internal framework made of steel ensures strength and durability.

Ferco Seating Systems
Booth 2B22, PWTC HALL 2B
www.fercoseating.com



A Modern Twist

Stylish, elegant and practical, the dining sets by Green River Wood & Lumber Manufacturing come in myriad of designs -- from the classic to the modern and contemporary. Made of rubberwood and wood veneer table-top, one of their newer designs features a unique glass-insert table with textured PU fabrics inside the glass panels, as well as matching wooden chairs.

**Green River Wood &
Lumber Manufacturing**
Booth 319, PWTC Hall 3
www.greenriverwood.com



Suave and Smooth

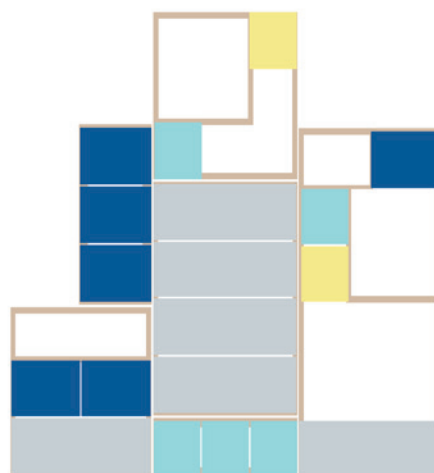
Sleep in style with the Caren bedroom set. Designed with clean lines, this bed and case turn the bedroom into a simple, modernized haven. The four drawers under the bed help maximize the space, making your bedroom routine a whole lot smoother.

Sweet Home Concept
Booth D03, MECC Hall D
www.sweethome.my

Beauty in Modules

As Taiwanese makers of storage furniture operating from Batam, Indonesia, Royce Enterprise, has found a gem in modular cabinets. Its latest innovative modular cabinets are equipped with easiest-to-assemble drawers. The sets are available in varied colours and are also stackable, making them ideal for children's playrooms, bedrooms or living rooms. The company also accepts customised orders for that personal style that customers are looking for.

Royce Enterprise
Booth 4C09, MECC Hall 4C
www.taiwantrade.com.tw/royce



Wood Wonders

Every species of tree provides wood veneers of varied motifs and patterns -- that's the wonder of nature. Check out the diversity of veneer woods offered by Chapas Electas from Spain. Veneers' usage is wide, ranging from furniture and decoration to the interiors of cars and planes. The company imports, exports and cuts original wood from many countries including the United States, Brazil, Russia and other European countries.

Chapas Selectas S.L.
Booth 4A40, PWTC Hall 4A
www.chapaselectas.com

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The Art of Nature

This end table belongs to Kinheng's Art of Nature line. Its design is focused on achieving wood's natural look. Made of veneer and MDF, this piece looks like it's going right back to mother nature.

Kinheng Furniture
Booth 316, PWTC Hall 3
www.kinhengfurniture.com

Relaxation, Reinvented

Sit back and relax with Deesse Furniture's Isola corner sofa and resting unit. The Isola's graceful lines, irresistible comfort and soft-hued palette will work beautifully in a chic contemporary home. You don't need to relax alone though; the set is big enough for the entire family.

Deesse Furniture
Booth D04, MECC Hall D
www.deesse.com.my



Timeless Appeal

Classic and elegance never go out of style. And that's the hallmark of the dining sets manufactured by Xin Seng Huat Furniture. Using solid rubberwood and sometimes with veneer top, the opulent-looking dining tables and chairs, some of which feature armrests, are perfect for larger homes. But at the same time they do not lack in style and offer a clean and fuss-free look.

Xin Seng Huat Furniture
Booth 4A16, PWTC Hall 4A



The Wooden Touch

Engineered wood products such as Medium Density Fibreboard (MDF) have become a popular and perfect choice in home decoration. Premier Woodprofile is a specialist in producing high quality MDF-wrapped mouldings that give the finishing touches to your home interior. It offers a wide variety of materials for ceiling and wall panels and wrapped flooring profiles, and also manufactures wrapped furniture profiles and furniture items.

Premier Woodprofile
Booth 511, PWTC Hall 5
www.premwood.com



Cute Compact Cabins

Children and adults alike would love these cabin beds that are both functional and trendy in design. With cabinets and even compact workstations underneath elevated beds, you can also find cleverly tugged away storage space and shelves for practical usage, maximising space for smaller rooms. Browse the many different designs that are made of Particle Board and MDF, featuring metal frames and handles, all creatively put together.

MG Furniture
Booth 4A18, PWTC Hall 4A
www.mgfurniture.blogspot.com



Rich and Cozy

Your living room would never be dull with furniture sets from Yee Guan Furniture Manufacturing, which comes in three series of themes – European and US, Contemporary and Simplicity, and Countryside themes of the Pastoral series. Trendy and warm in appearance, the rubber wood sofa sets feature textile upholstery alongside coffee tables and wall shelves. The rich colours and elegant floral motifs that adorn the sofa offer a European twist and flavour.

Yee Guan Furniture Manufacturing
Booth 327, PWTC Hall 3
www.yeeguan.com



New England-Inspired Oak Bed

New England: It's the upper crust of America. And the Oak Queen Size Bed pays homage to that. Designed to effortlessly complement any décor, the Oak Queen Size Bed makes a stunning, refined impression in your bedroom. The bed frame is crafted from solid rubberwood and finished with oak paint for a beautiful New England inspired look. The brand new bed frame comes in an Ottoman style with two under bed drawers.

KGF Resources
Booth E20B, MECC Hall E
www.kgresources.com

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Saving Mother Earth While You Sleep

Wansern's Natura brand is all about complete relaxation and environment-friendliness. Their memory foam mattresses and pillows are bio-based to help you doze off to dreamland, comforted in the fact that you're also doing something for Mother Nature. Its immaculately clean designs are not bad either.

Wansern Foam Industry
Booth 219A, PWTC Hall 2
www.wansern.com



Curvy and Worldly

Simple yet elegant is how Alto Furniture Trading describes the look of its bedroom sets design. The Curve Series is the latest from the company, inspired by the travels of its director, Sim Kok Soon. Appealing to the Y generation, the series boasts of functionality, user-friendliness and craftsmanship. Just looking at them is enough to make one hit the sack, stat!

Alto Furniture Trading
Booth 125, PWTC Hall 1
www.altofurniture.com.my



Space Cadets

In need of a space? Golden Life's sofa beds, made from either PVC material or fabric, might just be what you need. The company's choice of edgy, solid colours are simply timeless and perfect for any bachelor's pad. Don't believe me? Check out the booth and be inspired!

Golden Life Upholstery
Booth 143, PWTC Hall 1
www.glusb.com



In Love with Wood

Europeans can't get enough of their love chairs. The Australians are in love with their creative tables with secret compartments. The Japanese keep coming back for their multi-position chairs. One can't blame them; Furni-Collection creates some of the most amazing wooden garden furniture made of Malaysian tropical hardwood. Don't be left behind and bring home one of yours now.

Furni-Collection
Booth 120A, PWTC Hall 1
www.furnicollection.com



Kitchen of Steel

Jimmy Ong and Kevin Wan started their less than a year-old company to introduce Malaysians to the beauty of owning a stainless steel kitchen system. Ong, who previously worked as an operations manager for a kitchen manufacturing company for 10 years, is confident that their product will change mindsets. After all, a stainless steel kitchen system is easier to clean and far more durable.

Formosa Cabinet
Booth 235, PWTC H

Versatile Wall Space

Versatile, functional and trendy, these modular decorative walls are great as part of the modern home. They can be used as an entertainment backdrop, bookshelves, decorative stand-alone panel, or even turned into a SOHO unit. Just choose the various configurations from the panels, cabinets and shelves and turn them into the concept you have in mind. The panels feature Melamine MDF board and aluminium frame, ideal for wire management and lighting.

Innerspace System
Booth 4A26, PWTC Hall 4A
www.innerspacesystem.com



Modern Outdoors

Hanging out with loved ones has never been more stylish with this creative piece from Victron. Its curvy, sexy and classy look gives a modern twist to the regular outdoor furniture. You and your loved ones may just want to opt for more sunshine and fresh air from now on.

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





Entertainment on Display

Made of rubberwood, the entertainment system from Sze Hin are favourites of Middle Eastern and African markets; and you'd understand why. Its multi-functional design – check out those shelves – and minimalist hues are simply too delicious to let go.

Sze Hin
Booth 209, PWCTC Hall 2



Ciao, TV Mounts!

Eco Living Home is 32-year-old Hin Huat's answer to their clients' need for affordable modern furniture. They've got dividers, display cabinets, and entertainment cabinets. They use 3D cutting to help create the solid, clean look of their products. The company's entertainment cabinets are its more popular products right now though. Clients can customise them for their flat screen TVs to rid them of messy and bulky TV mounts.

Eco Living Home
Booth 240, PWTC Hall 2



Stainless Steel Sleek

There are many benefits in choosing stainless steel – a sleek, good-looking, low-maintenance, corrosion resistant material that is preferred for many commercial uses. Check out the IMBACO range of stainless steel furniture that is exclusively designed and manufactured in Vietnam, consisting of tables, chairs and stools in various designs. They are particularly suitable for the F&B industry, as well as for the homes.

Wiki Pratama
Booth 4B18A, PWTC Hall 4B
www.imbaco.com.my

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