



**A GLOBAL**

# *Celebration* OF FURNITURE TASTEMAKERS

It was a night that promised to 'Bring the World Together' and we most certainly delivered an unforgettable experience for all attendees. Over 700 buyers from 80 countries and regions attended our official International Buyers Night at the Grand Ballroom of MITEC, which featured an exuberant array of entertainment from around the globe.

Some of the headliners include Orang Orang Drum Theatre, international award-winning drum troupe that has its roots in Chinese traditional percussion, Hungarian violinist Helga Sedli, one of few violinists that uses a five-stringed violin and infuses electric and acoustic sounds, and the world-famous tango duo Iskandar & Alyzsa, who have reached the semi-finals

during the Tango world cup and were vice champions of the Korean Tango championships.

There was also a special showcase of traditional Chinese opera mask changing known as Bian Lian, with incredibly fast face-changing that amazed the audience, along with a thrilling Brazilian samba dance performance, which added more cultural flavour from across the globe.

Guests were also treated to live contemporary entertainment from the Elate Band, which was led by UK award-winning singer Yewhan Baker, while a special Lucky Draw was also held later in the night with exciting prizes picked up by the lucky winners.

We truly appreciate the commitment of our International buyers who travelled to Malaysia and are delighted that so many took the time to attend yesterday's dinner. By engaging in a social environment, we hope that the event enabled attendees to forge stronger relationships and connections that will ultimately help to grow and advance the Malaysian, regional and global furniture industry.

We thank our buyers once again for their support and we wish you the best of luck in discovering exciting new furniture designs and business prospects over the next two days of MIFF 2023.

2023  
MIFF

**See you @ Taiwan Pavilion**  
MITEC Hall 10 (Level 3)

# A Glimpse into Post Pandemic Design Trends

In the first seminar of MIFF 2023, we examined the way in which design trends have evolved due to the pandemic with a panel of experts made up of Dr Eric Leong, the Chief Judge of MIFF FDC 2023, Tul Lekutai from Deco Moda Studio in Thailand, Walter Tan of Elemental Republic and timber specialist Hamidah Abdullah. Here are some of the key takeaways from their forum discussion.

Looking ahead, **the panellists agreed that up and coming designers need to be bold yet practical in coming up with new designs.** They should get to know materials better so their ideas are more feasible, while also placing more attention on matters like sustainability and circularity.

## Functionality of space has *evolved*

With people forced to work in spaces like their living room or even bedroom during the pandemic, the functional lines of living spaces have been blurred, leading to furniture designs that are more versatile and which cater to hybrid environments.



## Floating Desks at the Office

While many companies have reverted back to full office hours, many others have adopted hybrid working models and hot-desking, with working spaces used by different people at different times, on an ad hoc basis. This is giving rise to a new set of requirements for such working spaces.



## Highly personalised living spaces

With people working from home more nowadays, many of them want to create lively and personalised spaces that are Instagrammable. This has given rise to bohemian mix and match styles as customers seek to customise their environment.

## Feel-good Colours are In

With people wanting to cheer themselves up during and post-pandemic, there has been a rise in the use of natural and organic feel-good and pastel colours. Gen Z influencers have also begun to spread this microtrend on social media.



# Gearing Up for Greater Sustainability

Another forum discussion was held yesterday afternoon, with the topic turning towards the growing global emphasis for sustainable practices and how this impacts the furniture industry, especially in Malaysia. Lim Bo Qiang, our xOrdinary Showcase curator, led the discussion and was joined by Michelle Lee, co-founder and COO of Fuller Academy, Harith Green Carpenter, founder of the Green Factory, and Sabrina Mawasi, Deputy CEO of Malaysian Timber Certification Council. Here are some highlights from the discussion.

## More than just the main materials

While main materials such as wood are often the primary focus for improving sustainability, manufacturers should improve environmental responsibility across all aspects of production, such as using environmentally friendly glue and coatings and improving the processes used in manufacturing.

## Expand supply sources to ensure availability

While moving towards sustainable certified wood is commendable, companies should mitigate against availability issues by accessing other sources of recycled wood, such as plantation wood, recycled wood from sources such as pallets or waste wood salvaged from construction sites.

## Embrace Circularity

Manufacturers should begin thinking of their products beyond the consumer and consider the lifecycle and end life of each material used, placing emphasis on materials that can be separated and recycled or upcycled into other products to promote greater circularity.

## Leverage on established frameworks

Companies such as the Fuller Academy have created valuable frameworks for industry players to obtain ideas to enhance practices environment, social and economic spectrum. Industry players can leverage on these to prepare and equip their workforces with the knowledge required to enable the transformation.

To give even more assistance to industry players, Harith has also spearheaded the launch of the Green Design Alliance, which aims to develop a complete ecosystem of support for industry players embarking on their sustainability journey. Get more information on this initiative at the xOrdinary Showcase in Hall 1.



**PLEASE DROP BY TO VISIT US**  
**BOOTH: HALL 3, M316 • 1-4 March 2023, MITEC**



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**Email:** afafurniture@afafurniture.com **Website:** www.afafurniture.com



## Buyers

It's my first time here at MIFF. We've been supplying from Malaysia for about 20 years now and basically, we just wanted to come and look around to see if there's any new suppliers, see the new trends and see what's popping in the market. I find it fantastic here and will be back next year and many years after!

**Jonathan Green**  
Carolina Chair And Table Company  
USA



We do bedroom and dining room furniture and rubber wood is a fabulous product for us. COVID, of course, prevented us from shopping for many years so we're excited to see some of the new vendors see the new product. It's the quality and the value that brings us here. This is my fifth time here and the event has grown significantly with more vendors, a wider range of products and more contemporary designs.

**Kenneth Trueit**  
Copper Trail Merchants  
Canada



I'm here from Thailand to look at furniture, to source and buy them for the Thai market. This is my first time and the experience has been nice. The event is big and there are two venues to walk and a lot of things to see. There are a lot of options for furniture, such as dining tables and sofas, which is something you don't get in other markets.

**Sanan Phanichkrivalkosil**  
I.d.e.a. Solutions Co., Ltd  
Thailand



I love Malaysia and have been coming to MIFF for almost 30 years. It feels like a second home, people are friendly, prices are fair and the hotels and everything is good. I buy a lot of furniture from Malaysia, and I really missed not being able to come the last three years. I'm happy to be back and supporting MIFF again!

**Martha Yaccoub**  
Robertos Discount Furniture Pty Ltd  
Australia



We specialise in modern bedroom furniture for the export market. We're here at MIFF to promote our products to retail stores and distributors. We have participated in MIFF for more than 20 years – it helps us to develop our business because MIFF attracts a lot of overseas buyers and international buyers who come here to find a lot of products in one place.

**Chris Tan**  
Chuanheng Furniture Products Sdn Bhd

## Exhibitors

It's our 29th year participating MIFF. This is a best platform to showcase our products to international customers. It makes a great positive impact to our business and this is why we come back every year. MIFF is an important exhibition that provides international access for Malaysian manufacturers and we hope MIFF will continue to lead the Malaysian industry to global success.

**Tey Lay Hui**  
Home Best Enterprise Corp  
Sdn Bhd

I've been with me from day one, which is almost 30 years now, and I have seen it progress all the way. The organisers really try to make it a fruitful and happy event. The crowds have always been amazing and we can enjoy meeting visitors from more than 100 countries.

**Peh Ju Chai**  
Heveapac Sdn Bhd

## Don't Miss our Final Day of *Eye-Opening* Seminars

We received great response to our seminars yesterday – thank you to all that attended! We have one more day left for you to gain exclusive inside knowledge from leaders and tastemakers across the global furniture sector. You could gain a real competitive edge for your business – so don't miss out!

**Venue:** The Gallery | Level 1A, MITEC

**3 March 2023, Friday**

11.00am - 11.45am

### NEWH Design Panel: The Future of Hospitality Interiors

Get the inside scoop on emerging industry trends from members of NEWH, the international network of the hospitality industry. Discover what the future holds in terms of interior design, furniture and materials – and how the landscape is shifting.

Featuring:



**Chris Tucker**  
(Moderator)  
Tucker & Associates  
Canada



**Teri Urovsky**  
Spaciel  
USA



**Tara Chung**  
Marriott International  
USA



**Lorna Meva Raza**  
Wells International  
France



**Enrico G. Cleva**  
ec&co.  
Italy

11.45am - 12.30pm

### After the Pandemic: What Future for Trade Fairs?

The first physical trade shows after the pandemic have shown that the public has retained interest. Learn why contemporary trade fairs are no longer just market exhibitions, what visitors expect and the key to business for the new millennium.

Featuring:



**Roberta Mutti**  
Independent Journalist and Consultant  
Italy



# An *Extravaganza* of classic & contemporary furniture concepts @ MIFF 2023

## Find Your Nordic Inspiration



Luooma.com is where Nordic simplicity and sensibility blossom. These vibrant and minimalistic furniture and home décor items can easily be mixed and matched to create the modern home of your dreams. Embrace the freedom to express yourself with our wide collection of beautiful and elegant pieces that marry functionality with style.

### Hin Lim Furniture Manufacturer

MITEC, Hall 2, Booth M210  
[www.hinlim.com](http://www.hinlim.com)

## Unique Yet Timeless Designs

A contemporary twist to conventional designs, this elegant dining table offers wonderful versatility in seating and room arrangement while the luxurious solid wood dining chair showcases fine craftsmanship through the contoured and open back. The accompanying buffet hutch exudes a timeless minimalist aesthetic to complete a subtly elegant dining space.



**Inspiwood Furniture**  
 WTCKL, Hall 4A, Booth 4A29  
[www.inspiwood.com](http://www.inspiwood.com)



**Tongxiang Bangtex Textile**  
 MITEC, Hall 1B, Booth F1B22

**Stellar Limited**  
 WTCKL, Hall 2, Booth 2A06  
[www.stellarglobal.com](http://www.stellarglobal.com)



**Ningbo Transhow Fastener**  
 MITEC, Hall 11, Booth M1109B  
[www.transhow.cn](http://www.transhow.cn)



## Breathe Life into Living Spaces

Bask in this complete series of eco-minimalism lifestyle concept furniture that aims to promote excellent psychological rest, a vital benefit for those with modern urban lifestyles. This back to nature design will impart a warm and cozy vibe to your stone wall homes. There is nothing superfluous, yet every piece of material used is genuine and natural.

### Johann & Joann Concept

MITEC, Hall 6, Booth M602  
[www.jnjconcept.com](http://www.jnjconcept.com)



### Affordable Style for Any Space

These knock down furniture specialists provide a perfect solution for anyone who wants stylish furniture without breaking the bank. With a wide range of styles and colors to choose from, you're sure to find the perfect piece to suit your taste and decor. Plus, with such easy assembling, it's easy to switch things up any time without any hassle.

#### Furnizone Industries

WTCKL, Hall 2C, Booth 2C17  
[www.furnizone.com](http://www.furnizone.com)

### Furniture Infused with Contemporary Design

Elevate your bedroom with the contemporary twist of this versatile masterpiece. The Abel set is crafted from engineered wood decorative paper of the finest quality, offering easy maintenance and lifetime care. With an eclectic charm that reflects a strong personality, the Abel set is a prime reflection of Delano's passion and commitment to provide home furniture solutions for every household.

#### Delano Furniture Industries

WTCKL, Hall 3, Booth 301  
[www.delanofurnitures.com.my](http://www.delanofurnitures.com.my)



### 'Good Luck' Baby Cot Set

This uniquely designed cot has posts that resemble the shape of a four-leaf clover, a rare variation of the common three-leaf clover that is thought to bring good luck to the bearer. Clover Cot thus wishes luck and good fortune for the growing family and has been designed with rounded edges to ensure the safety of your baby.



**Vistawood Industries**  
 MITEC, Hall 8, Booth M801A  
[www.vistawood.com](http://www.vistawood.com)

### Convenient Entertainment Station Solution

This modern TV cabinet is designed with simplicity and ease of use in mind. It can be fully knocked-down and flat-packed, making it an excellent option for anyone who needs a space-saving, portable solution. Offering an ideal balance of style and functionality, it is the perfect addition to any modern living room or entertainment space. Comes in a variety of colours to match all design palettes.

#### Seow Buck Sen Furniture

WTCKL, Hall 2C, Booth 2C11 & 2C19  
[www.seowexport.com.my](http://www.seowexport.com.my)



### Ultimate Sleeping Comfort

Discover the epitome of elegance and luxury in this flagship product, meticulously handcrafted from the finest materials and seamlessly fused with cutting-edge sleep technology that helps to maintain proper spinal alignment while sleeping. The 2+1 OptiCoil inner spring system & ICECool NASA TECH memory foam offers superior comfort while also providing a cooling effect which can be especially beneficial for those who tend to overheat during the night.



#### Luxury Sleep

MITEC, Hall 10,  
 Booth M1002  
[www.kingsdown.com](http://www.kingsdown.com)

### One-Stop Glass Furniture Specialist



Founded in 1943, Taiwan Mirror Glass Enterprise (TMG) has a rich history with decades of experience in glass manufacturing and exporting glass furniture. With across the board expertise in float glass cutting, grinding, drilling and tempering, the company provides a one-stop service to customers with the option of whole product end packaging flat packs or mail-box order. Driven by the concept of "giving the customers the best", TMG aims to satisfy customers around the world with ceaseless innovation, humanized service and stable, exquisite quality.

#### Taiwan Mirror Glass Enterprise

MITEC, Hall 10, Booth M1005C  
[www.tmg.com.tw](http://www.tmg.com.tw)





### A Classic Touch of Gold

Uplift home dining experiences with this elegant and classical dining set. The MDF table features a veneered top with solid rubberwood turning legs. The gold trims on the chairs are certainly the highlight of this piece, with the timeless floral design being carved by hand before a gold finish was applied.

#### Aik Chee Furniture

WTCKL, Hall 3, Booth 323

[www.aikchee.com.my](http://www.aikchee.com.my)



### Affordable Dining Comfort

This affordable dining room set is crafted from solid rubberwood, providing durability and longevity while remaining cost-effective. The set includes a table and chairs, each with a sleek and modern design that complements a variety of decor styles. The solid rubberwood construction ensures that this dining set will last for years to come, making it a smart investment for any home.

#### KF Furniture Export

WTCKL, Hall 3, Booth 316

[www.kffurnitureexport.com](http://www.kffurnitureexport.com)



### Seamlessly Adjust your Working Height

This electric desk frame is designed with a single tap smart programmable memory feature that allow you to conveniently set and adjust the desk height. With its convenient and functional design, our straight desk series is suitable for use in the home or at the office, and is also suitable for children.

#### Sundesk Venture

WTCKL, Hall 2B, Booth 2B36

[www.sundeskventure.com](http://www.sundeskventure.com)

### A Contemporary Canopy Concept

If you want a bed that perfectly combines function and style, this metal canopy bed deserves a try. With a bold approach to mixing materials, the sturdy canopy posts contrasts pleasingly with softly upholstered panels for a contemporary aesthetic and invites the use of soft canopy drapes to complete the look. It's a unique look that could complement any room.

#### Furnstars Concept

MITEC, Hall 7, Booth M708

[www.furnstarsconcept.com](http://www.furnstarsconcept.com)



### Relax with Style and Functionality



A luxurious and functional addition to any living space, this bold upholstered sofa series features a reclining function that enables you to relax in ultimate comfort. It also has an integrated table that provides a convenient surface for placing drinks and snacks. Backed by 15 years of experience, you can rely on top quality furniture to elevate the comfort and functionality of your living space.

#### Anji Dajishi Furniture

WTCKL, Hall 2B, Booth 2B09



### Luxurious Comfort and Functionality

Made with luxurious and comfortable micro-fiber fabric, this upholstered sofa with recliner functionality from Royal Oak is available in three distinct options. The three-seater sofa features a middle seat that converts into a drop-down table while the 2-seater has an integrated console for convenient relaxation. The soft fabric of the sofa is complemented with pocket springs in the seats to provide best-in-class comfort and support.

#### RoyalOak


WTCKL, Hall 2, Booth 2A13


[www.royaloakindia.com](http://www.royaloakindia.com)

## Admission Rules

 Opening hours: 9.30am - 6.00pm

 Admission fee: RM20

 No admission to person(s) under the age of 16

 Dress code is smart casual

\*4 March opening hours: 9.30am - 5.00pm



## Transportation

### Daily Morning Hotel Transfer

Time: 0830 hrs - 0930 hrs (1-4 March)

### Daily Evening Hotel Transfer

Time: 1800 hrs - 1845 hrs (1-3 March)  
1700 hrs - 1800 hrs (4 March)

### MITEC & WTCKL to Official Hotels

- Dorsett Hartamas Kuala Lumpur
- Hyatt House Mont Kiara
- JW Marriott Hotel Kuala Lumpur
- Park Royal Collection Kuala Lumpur
- Seri Pacific Hotel Kuala Lumpur

- Shangri-La Hotel Kuala Lumpur
- Sheraton Imperial Kuala Lumpur
- Sofitel Kuala Lumpur Damansara
- Sunway Putra Hotel Kuala Lumpur
- Wedgewood Residences

### Shuttle Transfer WTCKL ↔ MITEC

Time: 0930hrs - 1800hrs (1-3 March 2023), 0930hrs - 1700hrs (4 March 2023)

#### Pick Up Point

**WTCKL** Main Entrance, Level 2 (Bus Bay)  
**MITEC** Level 1 - South Entrance



#### Taxi Stand

**WTCKL** Main Entrance, Level 2  
**MITEC** Level 1 - South Entrance



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