

FURNITURE
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MALAYSIA

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01 MARCH 2016

ISSUE 1

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



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The 'essence of Japan' comes to MIFF 2016. Find out more about this year's Japanese showcase...

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MIFF 2016 Opens Furniture Buying Season in Asia

by Gloria D. Gamat
Furnish Now editor

The first to swim leads the way!

As furniture buyers worldwide march on to Kuala Lumpur, the Malaysian International Furniture Fair (MIFF) in its 22nd edition, gears up for one of its biggest events ever.

From its humble beginnings in the early 90s, MIFF has grown into Southeast Asia's No. 1 furniture fair and a top 10 industry show globally.

This year, MIFF is hosting 500 exhibitors from 15 countries and regions, including Malaysia, China, Taiwan, Korea, Indonesia, Japan, India, Italy, Vietnam, Finland, France, USA, Hong Kong, Spain and Turkey.

On top of veterans who never miss a yearly 'MIFF reunion', the fair continues to attract newcomers as well. This year, 20% of participants are new exhibitors – an indication that MIFF's influence continues to expand and break borders, across the global furniture industry.

Throughout the years, MIFF's family of global buyers and suppliers have grown together in overcoming the challenges of this competitive and changing market not only through close collaboration but also through dynamic marketing ideas and sharp industry insights.

In early December 2015, the strategic alliance with UBM and Alibaba B2B – the world's leading online wholesale trading platform – was announced. This partnership, launching at MIFF 2016, aims to explore opportunities that would connect the B2B online and face-to-face-trading platforms, and in the process unite the online-to-offline (O2O) trade buying experience.

This UBM-Alibaba B2B alliance is a continuation of MIFF and UBM's journey as they continue to address unmet needs among buyers and exhibitors.

The world is changing constantly. Technology is changing the world as we know it.

MIFF doesn't rest on its laurels alone – it continues to tread on paths never taken before, and takes with it the 'MIFF family' it has carefully built in all its years of existence.

But the best is yet to come. Let MIFF take you there.



HOTSHOT



Yi Qian of Alibaba and M. Gandhi of UBM rocking out the Smartglass at the Alibaba booth demo

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HALL 2
BOOTH 236**

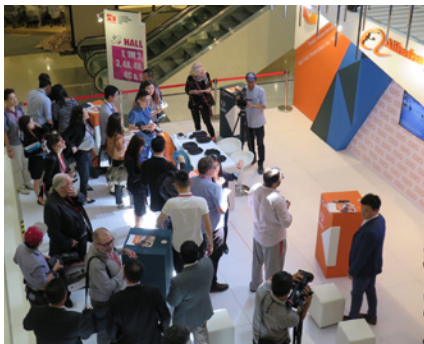


Historic **UBM** and **Alibaba** B2B Partnership at MIFF to Accelerate Business



(From L-R): Ben Veechai (Regional Director of International Marketing, UBM Asia), M. Gandhi (Managing Director of ASEAN Business, UBM Asia), Yi Qian (Director of Business Development, Alibaba B2B Business Unit) and Dato' Dr Tan Chin Huat (MIFF Chairman)

by Alexandra Wong
Furnish Now writer



Buyers and exhibitors at the Malaysian International Furniture Fair (MIFF) 2016 can enjoy a brand new sourcing (trading) experience, thanks to a history-making strategic partnership between UBM-Alibaba B2B, the world's largest e-commerce platform.

MIFF 2016 serves as the first pilot event between Alibaba and UBM to build the next-generation online-to-offline (O2O) sourcing experience. This unique partnership, the first in a series of UBM-Alibaba B2B collaboration programs, is expected to significantly boost trust and accelerate business between MIFF buyers and sellers.

The most significant cornerstone of the program is the exclusive Trade Assurance Program, a specialty membership program that was previously only available to Alibaba's suppliers in China. Under this program, buyers enjoy

protection coverage for purchases above US\$40,000 from selected MIFF exhibitors, should exhibitors/suppliers fail to meet product quality or shipment time. In turn, exhibitors gain expanded buyer reach through dedicated placements on Alibaba.com's webpage and worldwide promotions.

M. Gandhi, Managing Director of ASEAN Business at UBM Asia, said the move was timely in view of the fact that "the future of business is online." By combining MIFF's 22 years of experience as an international furniture show with Alibaba's formidable e-commerce DNA, he believes the partnership would truly provide added value for MIFF exhibitors and buyers, especially to boutique buyers who are looking for unique products.

Yi Qian, Director of Business Development for Alibaba B2B Business, said that finding the right partner to

create a dynamic trading eco-system with was always on the company agenda. "Trade shows are a major place for B2B trading business," he said. "Our members are always asking, can you recommend trade shows to expand our business?" As for exhibitors, he said, "This platform is a very useful way to showcase yourself to a global buyer."

Over the next five days, learn more about the UBM-Alibaba B2B collaboration at the main stage booth on level 2, PWTC, where a highlight is an interactive Smartglass visualisation of trade assurance benefits. There are also a series of open seminars and demonstrations covering thought-provoking topics such as "Reaching overseas buyers on Alibaba.com" and "7 Practical Tips for Starting your Sourcing Journey".

Let the trading begin!

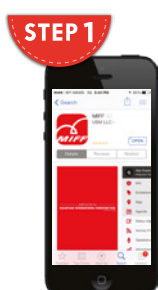
“By combining MIFF's 22 years of experience as an international furniture show with Alibaba's formidable e-commerce DNA, the partnership would truly provide added value for MIFF exhibitors and buyers, especially to boutique buyers who are looking for unique products.”

MIFF in the Palm of Your Hand

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& connected at
MIFF 2016 in just

3

easy steps



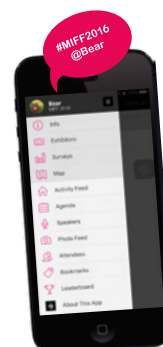
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Essence of **JAPAN** Debuts at **MIFF 2016**



by Gloria D. Gamat
 Furnish Now editor

After years of careful study and planning, exhibitors from the land of the rising sun are finally here at MIFF.

MIFF visitors and buyers, for the first time, can have a glimpse first-hand of Japan's artistic craftsmanship from some of the finest furniture makers that the country has to offer.

Being the expert in turning your dream space into reality, MITSUI Designtec (Japan's renowned interiors solution provider) is joined by Asahi, France Bed, Meuble, Nagano Interior Industry, CSS Tokyo and Duke in bringing the 'essence of Japan' to MIFF 2016.

A subsidiary of Mitsui Home Co Ltd based in Tokyo, MITSUI Designtec can propose new ideas for utilisation of space for customers. The company provides consulting, design solutions and construction services for offices, hotels, and retail spaces. It also provides interior designing and sells interior products.

Meanwhile, environment, health and comfort are at the core of Asahi, a manufacturer of high quality furniture. The Italian word "pianura" literally means grassland. Indeed, the shape of the seat surface and the elbow xylem of Asahi's Pianura PR help us imagine grassland. This is just one example of how Asahi pays homage to nature. On the other hand, the company's Horn PR chair is softly curved from top to bottom, emphasising comfort and support. The 97 cm-back gives enough head support, while leaning back wraps you in feathers.

Meuble is not called 'The Living Specialist' for nothing. Specialised in developing and manufacturing living furniture, Meuble makes use of natural wood materials (solid wood and veneer) and turns these materials into fine furniture of high quality and durability. The designs may be simple, but the modern, easy and friendly features make them perfect companions for home appliances and cable storage.



MITSUI Designtec

Nagano Interior Industry is bringing its trademark pride of quality (conceived in Japan, created in Japan) to MIFF furniture enthusiasts. With its long history (established in 1946), Nagano Interior Industry is a proud maker of fine hand-crafted wooden furniture for living and dining rooms. The company creates outstanding durable and eco-friendly furniture pieces by balancing quality, price and reliable delivery.

Also founded in 1946, Japan's France Bed Co Ltd has since been promoting well-being and happiness through four key areas of research and development: health and well-being, sleep care, nursing care and medical care. The company's Accenta Series, for example, is a testament to that mission and vision. With the Accenta Series, France Bed introduces its novel bed frame design with special colouring and stereoscopic graphic print technology only used by its factory in Japan.

Curtain specialist CSS Tokyo has been supplying the Japanese furniture industry with colour variations of cloth for chairs, and shape-memory curtains for about 50 years now. The company's famous brands -- KOSMU (KOSUMU)-KOSMU UNITED, KOSMU ZEN and KOSMU Furinkazan -- include flame-proof curtains; natural materials such as linen, wool, silk,



Asahi

and cotton; a cloth collection for the hospitality business; and accessories such as fringe (with flame-proof, water-repellent finishing).

Providing furniture made of excellent material and techniques from Japan to fulfill every customer's need is Duke Co Ltd's cup of tea. More importantly, the company is known for working hard to keep good relationships with customers.

Indeed, these exhibitors from Japan are bringing elements beyond furniture to MIFF 2016, including: ecology, elements of humanity and fine craftsmanship. These themes are truly the essence of Japan infused into furniture.

Get a taste of all this and more at the MIFF Japanese showcase at booth 4B01, PWTC Hall 4B.



Meuble



INFINITY FURNITURE INDUSTRY

MALAYSIA INTERNATIONAL FURNITURE FAIR 2016

Date : 1st - 5th March 2016

Booth : 242

Venue : PWTC - HALL 2





In our everyday life, furniture is all around us...and even more so here at **MIFF 2016!** Check out the **fabulous samples** of what's in store for this year's showcase...



Décor-ative Chic

Providing a touch of warmth and originality to your personal space is Edmond, the stunning wooden bedroom set from Decortage. With subtle decorative accents that are easy on the eyes, this beautiful collection will make a lasting impression.

Decortage

Booth 509, PWTC Hall 5
www.decortage.com

Dining as easy as 1, 2...8

Take the hassle out of hosting with Bright Design's range of stylish extendable tables. The Foster Dining Set can turn dinner for two into a potluck for many – effortlessly. Once mealtime is over, your table can be put back to its smaller size to keep your dining area looking tidy. Seats come in a light blue fabric that goes beautifully with the natural wood colour, bringing a punch of youthful cheer to your dining space.

Bright Design

Booth 112, PWTC Hall 1



From Furniture to Yachts!

As makers of panel products from Taiwan since 1971, Bunga Raya Panel Products has expanded with two factories - near Shanghai, China and one in Malaysia. Since then, the company has conducted business throughout Europe, America, Asia and Australia and in local markets, catering to the needs of decoration, furniture, door, veneer sheet, musical instruments, and yacht industries.

Bunga Raya Panel Products

Booth 512, PWTC Hall 5
www.bungarayapanel.com



Eco-Furniture: Just Awesome

Exotic. Classic. Vintage. Solid. Environmental friendly. Natural. Extraordinary design. These qualities pretty much represent what TEVOR is. This series of artistic furniture is crafted to perfection. TEVOR eco-furniture is made of high quality and carefully picked plantation hardwood. With advanced technology from Finland, the wood's DNA (biological, chemical and physical features) are utterly modified. This series of products are durable and environmental friendly; there is no resin or chemicals involved in the process. Consider these to be highly recommended green products, suitable for outdoor furniture and fitting.

AH HAI Industries

Booth C11, MECC Hall C
www.ah-hai.com



Modern Charm

With over 40 years of experience, Eurospan Group of Companies enjoys a well-deserved reputation for its world-class wood dining sets. Built with curved lines and fine finishing, Eurospan's stunning beechwood range combines contemporary style and retro charm for a look that coordinates well with any home.

Eurospan Furniture

Booth 315, PWTC Hall 3
www.eurospan.com.my

Kitchen Envy

It's clear why Fravo is everybody's favourite kitchen cabinet specialist. Just check out their latest modular aluminium storage system. Sleek, contemporary and resilient, it's bound to give any domestic goddess serious kitchen envy. Made from termite-proof materials and boasting high-resistant features, Fravo's products fit well into any country, even weather-vulnerable coastal areas.

Fravo Global Marketing

Booth 4B08, PWTC Hall 4B



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Zen In a Chair

We sit in the office and at home, staring at our computer screens, moving nothing but our fingers. We get stiff and tired because of sitting too long. We all could use a Yoga chair! The Yoga chair, from Classic Chair System, could get us our flexibility back, and also let us stretch our bodies freely when we get tired. What a relief!

Classic Chair System
Booth 2B19, PWTC Hall 2B
www.classicchair.com.my



Function and Style, from Asia's Best

Heveapac, the largest laminated particleboard shelving Ready-To-Assemble furniture producer in Asia (that's right, ASIA), is noted for contemporary, functional and value-for-money products. Featuring sleek tapered legs and distinctive wood tones for a hint of elegance, the highlighted console brings together function and style to create a confident statement for your living space.

Heveapac
Booth 236, PWTC Hall 2
www.heveapac.com.my

Bring on the Cozy!

Create your own cozy and comfortable living room with Evergreen Fibreboard Berhad's Ashfield living collection. Feel the natural finishing! It comes with pre-fix drawer runners, which take care of the practical side. Just leave it to Ashfield to bring that cozy vibe to your living room.

Evergreen Fibreboard Berhad
Booth 128, PWTC Hall 1
www.evergreengroup.com.my



Rattan: It's (Not) Complicated

Rattan lovers can now enjoy the traditional beauty of this handicraft without having to deal with issues of unstable quality, elastic fatigue and breakage. Merry Yard's 7026 Gardenia is made out of a base material with plastic characteristics, making it a pleasure to mould and design. The modular configuration makes the product a breeze to assemble, while the lightweight structure means it's highly portable.

Merry Yard International Enterprise Corporation
Booth 4B17, PWTC Hall 4B
www.lagoon.com.tw



Cashmere Dreams

Get a restful night's sleep on Elisabetta, the sumptuous as well as innovative new mattress from Gruppo Industriale Buoninfante. A cashmere cover and special pillow top, buttressed by Buoninfante's Ultra-Comfort System padding technology, ensure exceptional levels of comfort. With the combination of Convuluted Graphite Infused Memory Foam and Convuluted Gel Infused Foam, you also will enjoy thermoregulation and massaging effects. Get ready to feel pampered and refreshed.

Gruppo Industriale Buoninfante SPA
Booth 4B12, PWTC Hall 4B
www.gruppobuoninfante.com

What's Best For Your Home

Create a warm and inviting French home atmosphere with the Liner series from Home Best Enterprise Corporation. Defined by a white and wooden look, the pieces evoke a subtle French country feel and orderliness. Its multifunctionality makes it great for limited spaces. Check out the funky storage options - like the pull-out desk - supported by cupboard doors. High-density paint finishing and anti-scratching properties make Liner uniquely durable yet stylish.

Home Best Enterprise Corporation
Booth 220, PWTC Hall 2
www.homebest.com



Wireless Charging Technology

Have you been troubled by all those wires that go with charging? Tangled this, tangled that...it can be horrendous. JUSTAIPEI provides something much, much better. Wireless charging! The technology comes from Taiwan with safety certified by Qi and Apple. So it's legit!

Justaipei International
Booth 2B29, PWTC Hall 2B

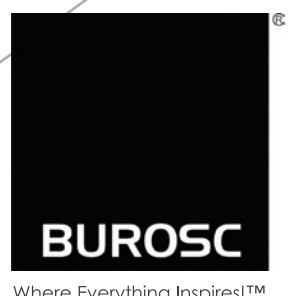


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Just Right

Get ready to be wowed by Just b glad!, the gorgeous new line from LGAM Company. The wide range of home furniture, which includes low cabinets, TV consoles, benches, dinner tables, daybeds and coffee tables, is defined by contemporary design details that set a comfortable theme for home. It's not for back then, it's not for the future, it's for now – and it's just right.

LGAM Company Limited
Booth 4B26, PWTC Hall 4B

Better Wood

Luxhammar Corporation, a 20-year veteran in thermal wood modification kilns, brings the benefits of thermal modification to its customers in the wood processing industry. Thermal wood modification offers a safe, non-poisonous alternative to chemically impregnated wood. It also enables replacing tropical hardwood by wood from sustainable forests in the manufacturing of ecological, yet inexpensive wood products. Get ready for beautiful, dark colours; resistance to decay; and dimensional stability.

Luxhammar Corporation
Booth 127A, PWTC Hall 1
www.luxhammar.com



An Elegant Profile

Elegance in the bedroom doesn't have to be complicated. A combination of dark wood and leather board finishing may just do the trick...just like this fine bedroom set from Spring Art. Its bevel profile may be the perfect bedroom solution you have been looking for.

Spring Art Industries
Booth 2B37, PWTC Hall 2B
www.springart.com



Colour Your Work!

Work can be dull sometimes. The cycle of going through the motion day after day. Nexus Office System reckons that work life can actually be fun, cheery and colourful by breaking the habit. The company's Zenith palette of colours chair system is the perfect solution!

Nexus Office System
Booth 2B40, PWTC Hall 2B
www.nexuscollection.com

Comfortable, Conformable and Customisable

By fusing the best international trends with the most exciting innovations, Omega Sofa makes furniture that everybody loves. Take its Romy sofa for example. Made out of specially Koyo-engineered, Japan ratchet gear, its headrest can be adjusted up to 12 different angles for maximum comfort! Crafted from top grain leather, Romy offers the option of 20 choices of colours and is available in 1, 2 and 2.5 seaters.

Omega Sofa
Booth 113, PWTC Hall 1
www.omegasofa.com



Masterful Meridian Style

Lounge in style with Meridian, the latest offering from VICTRON. Crafted from high quality cast aluminium, VICTRON showcases the outdoor furniture leader's fine workmanship and exquisite hand finishing. Cataphoresis treatment protects against harsh weather conditions and wood panels have been anti-putrefacted, withstanding the elements without compromising style and comfort.

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



Rockin' Resin

You could call resin - a strong, high-quality plastic material - the perfect all-weather furniture material because of its extremely weatherproof, easy to clean and sturdy qualities. And nobody knows this better than Supreme Industries Limited, an India-based company that has produced a whopping 7 million pieces of indoor and outdoor furniture for homes, hotels and offices. Its latest collection will wow you with its realistic wooden look and international designs.

The Supreme Industries Limited
Booth 4B25, PWTC Hall 4B
www.supreme.co.in





On The Move at Work

The Liveable Office range from Oasis fulfills today's high-performance office demand for ergonomically designed, healthy office seating. Designed with a "made-to-move" concept in mind, the range caters seamlessly to the four work modes: focus, collaboration, learning and socialising. The result: a conducive environment for improving achievement, work efficiency and talent engagement.

Oasis Furniture Industries
Booth 2B23, PWTC Hall 2B
www.oasis.com.my



This Is The Green Life

Titov is about lifestyle. The company's Nasson dining set is inspired from natural wood grain, bringing with it the beauty of trees in their natural environment. Love nature, love green. Titov's Nasson dining set provides that very same passion, drawing upon the inspiration of nature in a full bedroom and living room concept.

Titov
Booth 313, PWTC Hall 3
www.titov.com.my



Fine Ivory

Clean lines, contemporary style and quality construction — these are just some of the features that the Tim dining collection is out to offer. Sleek pieces skillfully combine materials and finishes with a sophistication that your dining space has been craving for. Coordinated side chairs and bench chairs upholstered in supple, easy-to-clean UltraHyde fabric in ivory add an element of chic comfort to this strikingly luxurious modern collection.

Triswift Designs
Booth 4A31, PWTC Hall 4A
www.triswift.com



Dive Into Comfort

Feel completely at ease. Embrace Master Sofa's luxurious leather recliner sofas. Crafted from high quality leather, the Luke, Preton and Kenneth ranges all feature smart adjustable headrests for optimal individual comfort. With fine details that are unparalleled in quality, each sofa adds comfort, durability and beautiful aesthetics to your home.

Master Sofa Industries
Booth E05, MECC Hall E
www.mastersofa.com.my



High-Tech Decorative Panels

High Gloss Acrylic Panel, a breakthrough in technology for decorative panels, comes with a wide range of surface materials. Available with a number of finishes from High Gloss to Super Matt Acrylic finishing panel with PUR adhesive technology, these panels feature stunningly seamless edges and joints, hence leading the market by enriching product surfaces with truly unique characteristics. Taishi-Tech's new brand – Dozza – continues to develop its position, introducing a new series of modular kitchen systems and TV storage units that make everyone happy.

Taishi-Tech Marketing
Booth C07, MECC Hall C
www.taishi.asia



All About Melamine

Green Panel Products is one of the leading melamine board producer in Malaysia and it is operating under the brand name Green Décor. The Melamine Faced Board (MFB) is designed with Plain Particle Board (PPB) or Medium Density Fiberboard (MDF) which are laminated with melamine paper. These boards are widely used for interior design as decorative application for the home, kitchen as well as office furniture. Our product is available in various thicknesses and sizes.

Green Panel Products
Booth 4B10, PWTC Hall 4B
www.greenpanel.com.my



We've Got Wood In This Neighbourhood!

Step into a veritable forest with TMH Furniture Industries! The company's signature bent wood veneer collection with its trademarks of comfortable feel, simple look, excellent shape and high quality furniture will surely engage wood enthusiasts globally.

TMH Furniture Industries
Booth E09, MECC Hall E
www.tmhfurniture.com





Perfect Furniture Companion

Internationally minded, and affordable...what's not to like?! LANVIN, the all-wooden dining set from Bowlman Furniture, was designed not only with international standards and quality in mind, it is also price-conscious. Made of EURO Grey tempered glass top and rubber wood combination with a knock-down construction, this dining set is easy to assemble. Its modern and trendy style offers ultimate comfort and the best dining experience with friends and family alike.

Bowlman Furniture
Booth 207, PWTC Hall 2
www.bowlmanfurn.com



Booth Theme: Housewarming

Due to the Airbnb effect, people increasingly expect to feel at home wherever they are. On top of that, employees are going into the office on an increasingly ad hoc basis. People are expecting workplaces to provide home comforts. Versalink's booth design theme at MIFF 2016 pays tribute to this current concept. Warm timber flooring and panels, plants and a brick wall bring a residential feel to professional interiors, while the tactile comforts of fabric turn office chairs into pieces one might want to have at home.

Versalink
Booth 2B01, PWTC Hall 2B
www.versalink.com



"Back" In Style

Lean back into this retro high-back chair and enjoy the comforts of its mid-century magnificence. The thick foam padding in the upholstered seat and back adds the element of comfort. The button tufting enhances the visual appeal of the backside. The high, winged back gives the impression of a whimsical past era reminiscent of your grandparents' favourite chair. Sit back, relax and enjoy the shaken martini!

Kian Swee Seng Industries
Booth E18C, MECC Hall E
www.kiansweeseng.com



Red, White and Black

You can't go wrong with the black, white and red colour combination – at least not here! Eastern Smart Furniture's sofa bed model 4139 provides your living room or bedroom a fresh and cool feel. This exceptionally comfortable piece of upholstery fabric sofa-cum-bed is the right choice for modern homes. Moving away from the traditional click-clack mechanism, this 2-seater sofa could be easily converted to a bed whenever you need it. The armrest and thick red piping are just some of the add-ons to this masterpiece.

Eastern Smart Furniture
Booth 155, PWTC Hall 1
www.easternsmart.com

Special Effects for Furniture

As a renowned supplier of high quality acacia wood furniture in Malaysia, Acacia Home Furnishing adds colour effects using wire brushed and sandblasted treatment to deliver furniture sets (dining, living and bedroom series) with outstanding finish. The company's Mix Container Program comes with shipment MOQ as low as 20 sets. Come join the Acacia Home Furnishing family for that genuine reliable furniture supplier you are looking for.

Acacia Home Furnishing
Booth 4A06, PWTC Hall 4A
www.acaciahome.com.my



A Clear and Bold Statement

With its bold architectural details, the Makayla collection's affinity for modern form is clearly evident. The table's eye-catching, angular intersecting base, demonstrates a strong sense of style. The pairing of wauton-finished wood and brown tempered glass creates a deeply dimensional table that seats 6 people comfortably. Side chairs feature a gently-flared wooden frame and exposed ladder back with padded seat that exudes total luxury.



KER Global Furniture
Booth E20A, MECC Hall E
www.kerfurniture.com



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MIFF 2016

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

