



HIGHLIGHTS

2-4

Trophy Room

Find out who the winners are in all competition categories at MIFF 2015...



Fabulous Furniture

Yes...we just cannot have enough fab furniture!



8

So Far So Good

Buyers and visitors alike are looking forward to future MIFF shows.



MIFF,

A Global Hub For Furniture Trade

by Gloria D. Gamat and Chin Pei Ling
Furnish Now writers

Much more than just a Malaysian export fair, MIFF in its 21st year has grown into a global hub for international furniture trade.

This has been patently experienced at MIFF 2015 where there were a total of 508 exhibitors from 15 countries, some of which are from the USA, Spain, Italy, Hong Kong, Bulgaria, France, Finland, India, Korea, China, Taiwan, Indonesia, Singapore, Japan and of course, Malaysia's own valued exhibitors.

"The overall response reflects the importance of MIFF as a highly effective trade platform in the international marketplace, one that stands out for value, quality, variety and world class show experience," MIFF Chairman Dato' Dr. Tan Chin Huat said.

First-time visitors from MITSUI Designtec Co. Ltd. in Japan echoed Dato' Tan's sentiments on the global experience at MIFF.

"There are so many countries coming from around the world to exhibit in Malaysia," said MITSUI Designtec general manager of Solutions Promotion Department, Nobuyuki Mawatari. "It was very amazing to see that at the exhibition in the last two days so I was quite impressed."

Beyond buying and selling opportunities, networking opportunities with global buyers, exhibitors and international industry experts have been limitless. At MIFF 2015, five industry seminars that were aimed at enhancing networking and educational opportunities with international industry experts were held. Some of the seminars featured globally-renowned industry experts from Malaysia, Italy and USA.

The good news is, the global experience at MIFF for both importers and exporters promises to be even better. According to the President and CEO of UBM Asia, Jime

Essink, there is still plenty of room to grow the trade show industry in Southeast Asia.

"We are excited that, finally, more exhibition space will be ready in Kuala Lumpur by 2017," Mr. Essink revealed. "This will open exciting opportunities in expansion. The launch of the ASEAN Economic Community from this year will be another key driver for the show industry in the region."

HOTSHOT



See you all again next year at MIFF 2016...

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FURNITURE EXCELLENCE AWARD

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HOUSEHOLD FURNITURE CATEGORY

“The idea for Daebak (which means “big win”, “great success” or something awesome in Korean) chair was seeded during a visit to a local barbeque restaurant in winter. There was no place for me to put my winter coat, so it got me thinking, can I design a solution for this problem? I began experimenting with the idea of creating a storage space in a chair or stool, and the *Daebak* chair is the result. You can open up the seatpad, put your coat inside, close the seatpad and sit on it. Really, design ideas can be drawn from everyday experience.”

- Kwang Seok Min, Design Planner,
Sung Yong Co. Ltd. (South Korea)



SUNG YONG CO LTD
Booth 2C03A, PWTC Hall 2C
DAEBAK CHAIR

“We really would like to encourage the Malaysian companies to start to work on medium/long term programmes, working with professional designers, professional consultants, to understand the real meaning of “design”, and how the companies could take advantage from this new state of mind. The range of woods is virtually infinite: think of how many countries in the world would like to have the Malaysian offer of timber. There’s no reason that Malaysia won’t become number one in the world. But the change has to start now.”

- Roberta Mutti,
Chief Judge



DEEP FURNITURE
Booth A04A, MECC Hall A
CANISH SOFA SET



HOTTRAX FURNITURE TRADING
Booth E03, MECC Hall E
8430 SERIES

OFFICE FURNITURE CATEGORY

“While system furniture like desking and panelling is always fluid, there are more constrictions when it comes to storage and a lot of people had difficulty understanding why we make it so organic. We hope that an interactive, modular-based filing and storing system will break free from the traditional boxy storage and bring some exciting and fun element into the office environment.”

- Ryonn Leong,
Marketing & Business
Development Manager,
Jemaramas Jaya (Malaysia)



JEMARAMAS JAYA
Booth 2B01, PWTC Hall 2B
MURO SET A



RESOL
Booth 2B41, PWTC Hall 2B
SKIN



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

JUDGES' COMMENDATION AWARD

“This win was really quite a bonus. For the Fabiano table, we combined metal and wood for an industrial feel that was different from other products that are constructed out of a single material, something new and fresh to the market. Prior to designing, we conducted in-depth research and went ahead with the concept when we deduced that the industrial trend would catch on further. We are grateful for the judges' commendation.”

- Aw Boon Leong, Director,
Deesse Furniture (Malaysia)



DEESSE FURNITURE
Booth D04, MECC Hall D
FABIANO

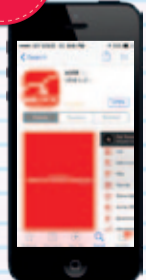


INSPIWOOD FURNITURE
Booth 4A26, PWTC Hall 4A
DTB 180 TABLE

MIFF In The Palm Of Your Hand

Be well informed and connected at MIFF 2015 in just 3 easy steps

STEP 1



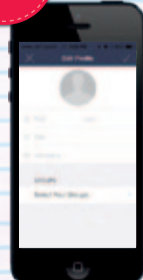
Visit the Apple App Store or
Google Play Store; search
“MIFF”, click [Download] to
install the MIFF App.

STEP 2

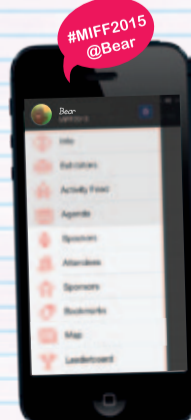


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BEST PRESENTATION AWARD

for best booth creativity and product display

BARE SPACE BOOTH



EURO CHAIRS MANUFACTURER
Booth 2B03, PWTC Hall 2B

“We're very excited. Well done Euro! This is the first time we won the first prize. We've won second and third prizes before but this is the first time we really got the first prize. We put in extra effort and worked hard to win this. Syabas Euro team!”

- Goh Kung Yiu,
Design Manager,
Euro Chairs Manufacturer



HIN LIM FURNITURE MANUFACTURER
Booth 216, PWTC Hall 2



LENCASA
Booth 4A01, PWTC Hall 4A



DEEP FURNITURE
Booth A04A, MECC Hall A



SJY FURNITURE
Booth E12C, MECC Hall E

SHELL SCHEME BOOTH

“It was a pretty unexpected award because we just want to set up a booth and display what we wanted to show to the public. It is our first time exhibiting at MIFF. We're excited and happy with this award, and the award will be something we look forward to. When you transplant your idea of your design onto your booth, it actually helps designers and architects to visualise what they want to see in their own projects. That's what we aim to do.”

- Albert Lim, Director,
Mamorim



MAMORIM
Booth C12, MECC Hall C



WINTech METAL PROCESSING
Booth 2A05, PWTC Hall 2A



GAOYA FURNITURE INDUSTRIES
2A13, PWTC Hall 2A

“A lot of the exhibitors have put in (more) effort in their designs. Compared to last year they have improved a lot and the level has gone up to an international level. I feel that MIFF is a show that produces international standards.”

- Mr. Iko In, Chief Judge

NON-FURNITURE BOOTH

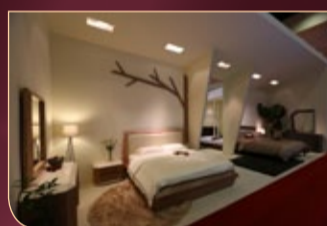


PREMIER WOODPROFILE
Booth 4D27, PWTC Hall 4D

“This is the first time we won the award. Of course we are very excited, and it gives us extra motivation in our work. We will come back every year so that our overseas customers can meet us at MIFF.”

- Tang Kok Kiang,
Assistant General Manager,
Premier WoodProfile

MERIT AWARD



ELK FURNITURE INDUSTRIES
Booth 116, PWTC Hall 1



KIDS HOUSE FACTORY
Booth 125, PWTC Hall 1



ZENITH PROJECTS TECHNOLOGY
Booth 2A20, PWTC Hall 2A



LINAK ACTUATORS
Booth 2B13, PWTC Hall 2B



ANTIQUE MIRROR SRL
Booth 4B31B, PWTC Hall 4B



BSL FURNITURE
Booth A17, MECC Hall A



DEESSE FURNITURE
Booth D04, MECC Hall D



MEDLEY HALLMARK
Booth C09, MECC Hall C



HOME UPHOLSTERY INDUSTRIES
Booth E16, MECC Hall E





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marketing@ideastylefurniture.com
marketing@ideastyleco.com

date : 3rd & 7th March 2015
venue : MECC, Kuala Lumpur
see you at MECC Hall E07

date : 8th & 12th September 2015
venue : national exhibition and convention
center (hongqiao, shanghai)
see you at CIFF Hall 1

Excellent is our commitment!



For the MIFF Furniture Design Competition this year, we decided not only to highlight the products. We wanted to find out straight from the champions' mouths and this year's chief judge, Mr. Philip Yap, more about their concepts.

Read on and find out...



1st Prize Winner -
Stephanie Ng Hui Sien for
Mick's Deck Chair



2nd Prize Winner -
Lee Pei Ying for *Back to Basics*



3rd Prize winner - Wan Nurhanis
Farisa binti Aziman for *Infinity
Lounge Chair*

FDC 2015

WINNERS SPEAK

by Alexandra Wong
Furnish Now writer

Philip Yap, Chief Judge:

"This year's competition sets a new benchmark with timber which highlights Malaysia's sustainable forest practices and reduces the carbon footprint. The finalists were chosen not only because of their creative ideas but also the manufacturability of each design. I believe the experience gained from design inception to prototyping has opened the door for them to enter into the furniture industry."

1st Prize Winner - Stephanie Ng Hui Sien for Mick's Deck Chair:

"The most valuable lesson was working with the manufacturers and learning about their culture. I knew it was going to be very dirty work – and that's the fun part because you're visualizing what you did on paper in a product that you can touch and sit on. A lot of development happens during the prototyping stage not the sketching."

When I design, the inspiration is drawn from what I would have needed. My next step is to refine further on the prototype because it needs to be perfect before I can even think about selling it, and gauge market response, even retail outlets that the design suits. I believe that trying to take part in as many initiatives is the way to go because if no one sees your design it's hard for you to make it in the industry. Also, travel and see what other people are doing. To create something new, you need to see what different things are out there."

2nd Prize Winner – Lee Pei Ying for Back to Basics:

"I wanted a piece of furniture with plenty of versatility and customisability. In my mind, I envisioned a product that could function as a stool, coffee table or a rack. From prototyping the design with Lencasa, I learned a lot on the finer details of making furniture, and much more. A key lesson was that at the end of the day, you must create a product that you can sell. Business-wise, a wider target market is better. This is what I learned from the judges and manufacturers, how to think less like a designer and more business minded. You can always design an exclusive designer piece for technical purposes, but to make it in the business, you have to consciously be more business-minded."

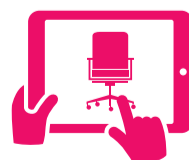
3rd Prize winner – Wan Nurhanis Farisa binti Aziman for Infinity Lounge Chair:

"It also took me a while to finalize this form because I want to escape from the normal forms and features of chairs and decided to model the curves after the human anatomy for the ultimate lounging experience. Personally, the best experience in designing is to see it being realized, to see in reality what you have only imagined in the mind. You learn that design is not just about design. We can have a great design but the challenge is how to make things work. We have to think about the whole process of manufacturing and marketability. It was eye-opening to experiment with materials, learn what is in trend, and know what's the latest technology. Today, this is a lounge chair but who knows, in the future this could be something else. Design is a form with endless possibilities."

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Five Minutes with Eiri Iwakura

by Alexandra Wong
Furnish Now writer

There may be some truth to the saying that all great artists are a little "mad", because when we asked veteran Japanese furniture designer Eiri Iwakura the secret to his success, his answer was: "I am a crazy dreamer!"

Let's learn from him...

Your design philosophy?

To play a role in the exploration of new modes of living in the next generation through a design strategy that uses a sharp aesthetics as an essential resource. I believe that living should create a richer social environment. Living design should pursue harmony among men, objects and space.

What projects are you working on?

I am working on 16 projects simultaneously while maintaining my

old brands like Rockstone and Takayama Wood Works.

A major part of my portfolio involves working with highly skilled traditional craftsmen to produce woodworks that pay tribute to Japanese traditions. One of my furniture lines, KAMO, calls for Kiri, one of the softest timbers in the world; even a craftsmen requires 20 years to master carving it and a chest of drawers costs up to 3 million yen.

Then there is another side of me where I collaborate with other Asian countries to revitalize local crafts and

designs. One example is Green, a range of high-quality, low-cost furniture made in Vietnam which has been selling like hot cakes. I contributed the designs.

As I am 66 years old now, I also focus

on education and training, which is why I accepted the offer to be a judge at MIFF Furniture Design Competition this year.

How do you find

the energy to do all this?

I am a bit insane. I love what I do, so 365 days a year I am always thinking about and creating furniture. Some men keep on looking for and pursuing a better woman; I put my energy into furniture.

“

Living design should pursue harmony among men, objects and space.

”



Your advice to young designers?

This year's FDC theme which emphasizes on marketability and merchandisability is appropriate for countries like Malaysia, Thailand, Vietnam and China, if you look at where they are now. But in developed nations like Japan, Europe and USA, you find another type of design competition that emphasizes on philosophy; furniture that people can dream about. If you project into 100 years from now, what would furniture look like? When I set up Rockstone 30 years ago, I was designing more avant garde furniture. The Malaysian young designers can do that too sometimes; be more a dreamer than a practitioner.

From what I see at FDC, young Malaysian designers are very talented!

Educational Guided Tour @MIFF 2015

by Yeo Li Shian
Furnish Now writer

Around 40 Malaysian lecturers and undergraduates representing various local higher-learning institutions will be treated to a fun yet educational guided tour at MIFF on Saturday, March 7.

As the first ever collaboration as such between Malaysian Timber Council (MTC) and Malaysian International Furniture Fair (MIFF), the timely event has a bigger objective to fulfill.

According to Suria Zainal, senior director, Communications & Investments

of MTC, the event aims to help them familiarise with the type of Malaysian timbers or timber materials such as plywood or laminated veneer lumber, which are suitable for furniture making.

Citing that it is MTC's hope to equip the public and academic sector with such useful information, Ms. Zainal told *Furnish Now* yesterday: "Eighty percent of all Malaysian made furniture is wood-based. So, this kind of participation by MTC and MIFF will benefit the Malaysian furniture

industry by enhancing its understanding of timber's properties and the selection of the right timber for the right usage."

But there's more. Delegates of academia and students from various majors – interior design, architecture and industrial design and engineering – will also get insights on various timber technical properties and timber's credentials as the most environmentally-friendly building material.





Work with Charm

Furniture giant Poh Huat Furniture Industries continues to uphold its high quality standards with this set of office system that exudes a minimalist, elegant charm. The open concept under the desk helps remove any sense of inhibition to work, inspiring one to work harder!



Poh Huat Furniture Industries
Booth 320, PWTC Hall 3
www.pohhuat.com

Seating Assignment

DSP's best-selling chair, WIFI, sets a new standard of comfort for people who sit in their chairs for long periods of time. The headrest and lumbar support reduces upper back, neck and shoulder tension and supports the lower back. We also love the breathable mesh high back which offers increased breathability and decreased back sweat.

DSP Korea Co. Ltd.
Booth 2C12, PWTC Hall 2C
www.dspworld.co.kr



Instant Classic

Sophistication and simplicity unite to create this stylish yet practical high-back outdoor chair codenamed JRR1512. Perfect for any outdoor porch or patio, it's constructed of UV-protected synthetic resin wicker to minimize fading when subjected to the elements. First-rate tubing of aluminium steel further ensures that it is made to last.

J & R Household Co. Ltd.
Booth 1M33, PWTC Hall 1M
www.jrsh.cn/en/



Colour Your Sofa

A specialist in upholstery products, Inter Sofa Industries impresses with its range of sofas with bright and fun colours. If you are adventurous, you can opt for a different colour for each sofa – or stay safe with a single colour sofa!



Inter Sofa Industries
Booth 330, PWTC Hall 3
www.intersofafurniture.com

Style Booster

If there's one company that has mastered the art between balancing style and practicality, it's Home Upholstery Industries, with their range of lightweight, space saving and contemporary designs. Choose from a broad collection of leather and fabric sofas including recliner chairs that are made using quality materials including treated leather.



Home Upholstery Industries
Booth E16, MECC Hall E
www.eritz.com.my

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Luxhammar Corporation
Booth 126, PWTC Hall 1
www.luxhammar.com



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Outdoor Peace

Rain or shine, being under a shade outdoors on a cosy furniture like this set from Trade Mach will put one at peace. Specialising in outdoor furniture and patio umbrellas, Trade Mach ensures your outdoor experience with good friends and a cuppa will never go wrong.

Trade Mach

Booth C03, MECC Hall C



Otto-matic Love

From hot neon colours to Andy Warhol-inspired prints – Foshan Biaoli's imaginative ottomans make a great accent piece to any living space. Come on over, kick your legs up and relax!

Biaoli Furniture Co. Ltd.

2A17A, PWTC Hall 2A
www.bljj.en.alibaba.com



Egypt-a-calling!

It's about lifestyle, shouts Titov's tagline that turns into a reality when you walk into their MIFF booth. Their brand new bedroom suite, aptly named Memphis, is Egyptian-themed all over with a contemporary touch that will surely charm.

Titov

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



Fabric Frenzy

Furniture fabric maker Guangdong Heye Spinning, which sets a high bar of at least 95% for colour accuracy in comparison to fabric samples, is China's No.1 sofa fabric supplier – no surprises there. From jewel-toned velvets to colourful yarn-dyes, feast your eyes on a sumptuous buffet of choices.

Guangdong Heye Spinning

Booth 127A, PWTC Hall 1
www.heyetime.com



Memorising Your Needs

A good sleep is critical for us to perform our daily activities, which is why getting a good bed is absolutely paramount to your health. Wansern Foam Industry's mattress, the *Naturex Memory Foam Mattress*, is a viscoelastic foam which helps to eliminate joint and muscle stress during sleep.

Wansern Foam Industry

Booth C05, MECC Hall C
www.naturex.com.my



Rock the Blues Away

If you're in need of some good rocking chair to rock the blues away, maybe Latitude Tree Furniture's latest baby blue rocking chair could rock some away. Having a rocking chair in an unusual colour like this will surely make heads turn in your house!

Latitude Tree Furniture

Booth 327, PWTC Hall 3
www.latitude-tree.com



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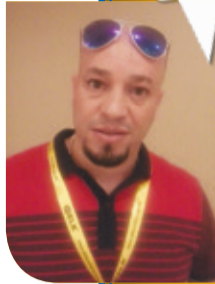




BUYERS

Our company deals with household items and over the past 6 years, we have been happily returning to MIFF to source for bedroom items. Out of the many furniture fairs we attended, MIFF, in our opinion, is the one that best fulfilled our furniture-sourcing criteria in terms of price, quality and style. In the past visit, we have secured US\$300,000 worth of bedroom sets.

Ahmad Jondeh
Manager
Alarusa Furniture Showroom
(Jordan)



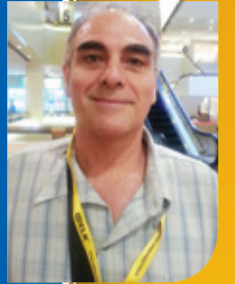
I am here to look for office furniture and bedroom furniture to buy and sell. We do retail and wholesale in Saudi Arabia. It is our first year at MIFF and the fair is very, very nice. We have already placed some orders. Malaysia's products are very interesting and the quality level is very nice. I like their style.

Emilio Sciascetti
Purchasing Agent
Snasco Holding
(Kingdom of Saudi Arabia)



This is my first time at MIFF, after being recommended by business associates who had been here. Plus, a visit to a furniture show in Las Vegas months ago triggered my interest to check out MIFF even more. That's because I noticed a lot of Malaysian furniture at the Las Vegas fair. I believe MIFF has a lot of potential in helping more local exhibitors gain exposure.

Vince Starkey
Director
Bedpost Bedrus
(Australia)



Malaysian sturdy rubberwood furniture has always been our prime target. Whether chairs, tables or bedroom sets, Malaysian exhibitors at MIFF always have something that fit our bill. In addition, the product designs have definitely changed positively. So, we are very happy. Roughly, we ship in about eight containers of Malaysian goods every month.

Joe Falcone
President
Coast to Coast Furnishings
(Canada)



This is our first time in Kuala Lumpur and at MIFF. It's been lovely. Malaysia has a better selection and I would say Malaysian people are hospitable and friendly. They smile more and laugh more. It's better layered and organised. Yes, we plan to come back next year because it seems more Western here and we're looking for living room and bedroom furniture. We have made contacts and received brochures so we will follow-up.

Anne Tougher and James Tougher
Furniture Options
(Ireland)



In the past 15 years (this is the 16th year) of attending MIFF, we have ordered about 50 to 60 containers of home furniture worth around US\$1.2 million. There's no doubt that Malaysia's rubberwood products are very sought-after.

Nabil E. Ismail
Director
Prestige Furniture Co.
(Lebanon)



EXHIBITORS

For us, the experience to exhibit at MIFF twice has been really rewarding. Before we took part in the show in 2013, we only managed to sell about 2,000 sets of rack annually in the local market alone. But after our first MIFF experience in 2014, our 180° rack sale reached 10,000 sets yearly, mainly from clients overseas, such as USA and Africa. We look forward to more positive results with MIFF.

Kent Goh
Executive Director
Eonmetall
(Malaysia)



Business has been all right so far and we hope to find new customers on top of existing customers. We specialise in bedroom furniture and we export to many regions such as Middle East, India and Australia. Our furniture is more modern classic kind of style so we hope to find more customers from European or Western countries.

Philip Khor
Design Director
Inception Design and Trading
(Malaysia)



At MIFF, we only target to get leads. We hope to get more customers in the next few days. We cover a few regions such as Middle East, Russia, and United Kingdom. We always look forward to getting new customers from any market because our furniture is versatile. When we exhibit at MIFF, it also helps to reinforce our brand identity.

Richard Lee
Sales Executive
Kinheng Furniture
(Malaysia)



MIFF is a very good platform for local manufacturers to get international exposure. We literally grew up with MIFF in the last 21 years. In fact, between 2000 to 2009, we stopped exhibiting at other shows overseas just to concentrate only at MIFF. The results are great! We achieved a customer base and turn-over increment of 30 to 50%, with the majority of clients from Dubai who have since become our close friends!

Teo C. T.
Assistant General Manager
Southern Furniture
(Malaysia)



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MIFF 2015

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(PWTC)
Hall : 4B, Booth No : 4B03

