



## HIGHLIGHTS

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## Editor's Pick

Our team scoured the halls for that head-turning fab fur and see what we found...



## So Far So Good

It's day 3 of MIFF and we are curious about what buyers and exhibitors think of the show...



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## MIFF Update

Japanese delegates are here...find out more about them!



## MIFF 2015 BUYERS' NIGHT:

## Another Night to Remember

by Yeo Li Shian  
Furnish Now writer

Sounds of delight welcomed more than 650 excited buyers and exhibitors from over 15 countries to this year's much-awaited Malaysian International Furniture Fair (MIFF) 2015 Buyers' Night held at the Grand Ballroom, Sunway Putra Hotel, Kuala Lumpur last night.

Taking a break from their hectic business matching or bonding event, the buyers were delighted to be treated to a relaxing night with free flowing drinks, music and entertainment.

The night started off easy – with a soothing classical music performance by two Cheongsam-clad ladies. But a Lencasa-sponsored photo booth corner was an instant hit among the diners.

Buyers' flocked to the photo corner like bees to honey. But things started 'heating' up when the crowd was surprised by the presence of Dato' Dr. Tan Chin Huat, Chairman of MIFF.

Adorned in a formal gray suit, Dato' Dr. Tan went around handling out 'kam' (mandarin oranges that sound like 'gold' in Cantonese) to both buyers and exhibitors at the cocktail lounge.

Themed Let The World Party, it was indeed a night to remember as buyers and exhibitors took time engaging in casual talks and precious bonding time before the ballroom doors opened.

At this time, a group of sexy Brazilian dancers and beautiful drum performances accompanied the mad crowd who rushed in like overjoyed teenagers anticipating their favourite singer's concert!

Buyers from as far as Canada, Belgium and Japan gathered at the annual get-together hosted by David Chew, for their love of furniture!

The event was also attended by the organiser's top management executives: Jime Essink, M. Gandhi and Karen Goi.

In her speech, Ms. Goi invited the audience to look forward to a more exciting and bigger exhibition in 2017.

As the fun evening continued, it's clearer than ever that Buyers' Night remains the most awaited event at MIFF each year.

## HOTSHOT



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# GOOD *is not* ENOUGH

by Alexandra Wong  
Furnish Now writer

**F**or decades, American company Emeco was best known for building aluminium chairs for the United States Navy. Then, a new chair made from recycled plastic parachuted the brand to a whole new level as a green warrior. Just don't fall off your chair when we tell you how long it took to develop the product – a cool 12 years.

That's the kind of hardcore commitment needed to be a furniture heavyweight, according to Co-founders of Italian Consulting Pte. Ltd., Roberta Mutti and Franz Rivoira.

In today's seminar "Selling Design: From Products to Lifestyle" (11.00 a.m. to 12.30 p.m. Bilik Perhentian, PWTC Level 3), Frank and Roberta will share best marketing practices in design, image, communication, exhibiting and after sales service.

Ms. Mutti, an architect by training and a journalist who was at one time in charge of the world-famous *Interni Guide*, was credited as an *international trendsetter* by *Il Sole/24 Ore*, the most important economic Italian newspaper while Mr. Rivoira has worked on a strategic level as a copywriter, art director, photographer and digital illustrator for global brands like Apple, Fiat, Nokia, etc.

"Successful companies have a history of investing a lot of time and energy into new products, which now become flagship products that are known,

understood, sold and requested all over the world," Mr. Rivoira explained. "When those products have become a brand, the companies become a brand."

It is for this reason consumers are willing to pay premium for a brand. Taking an ordinary piece of furniture as an example, Ms. Mutti said: "A chest of drawers is a chest of drawers. But if you have soft motion guides, internal covering, linings, rounded corners, it's different. Perfection lies in details. A good product is not enough."

"It sounds like a paradox, but to sell products, you have to forget the product," said Mr. Rivoira. "Furniture makers must realize they are not just building things, but realize that they are creating something that stands in time and in the mind of consumers. You're selling a lifestyle, dreams and atmosphere."

Find out "what to exhibit, where to exhibit, how to exhibit" when you attend the talk as Ms. Mutti and Mr. Rivoira draw from their vast combined experiences in international marketing, journalism and integrated communications.



*A chest of drawers is a chest of drawers. But if you have soft motion guides, internal covering, linings, rounded corners, it's different. Perfection lies in details. A good product is not enough.*

– Roberta Mutti,  
Co-founder of Italian Consulting Pte. Ltd.

"The best design product of the history of design furniture took 8 to 9 years to develop," added Ms. Mutti. "When you develop a product, you also develop technique and technology. You will not see results overnight, Mr. Rivoira conceded, but "we will show how big the results are when you are willing to invest," he concluded.

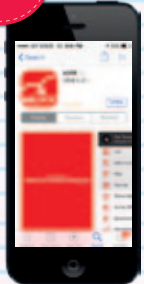
Before you dismiss it as *marketing speak*, the duo put their money where their mouth is. They started working on Southeast Asia activities for their consultancy six years ago and only started to develop real projects after five years.

"It's absolutely ordinary. We worked for our everyday life and put aside a small amount of what we own to invest in a new venture. You must invest in the future."

## MIFF In The Palm Of Your Hand

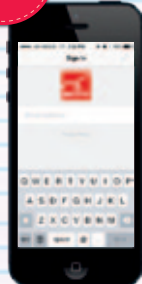
Be well informed and connected at MIFF 2015 in just 3 easy steps

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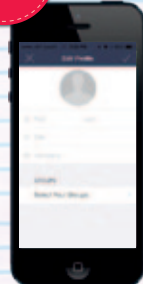
Visit the Apple App Store or Google Play Store; search 'MIFF'; click [Download] to install the MIFF App.

### STEP 2

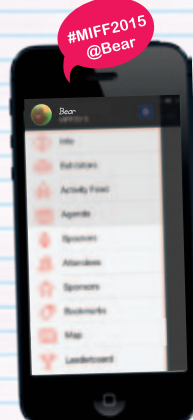


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## BOOTH SPACE

## Romantic, Naturally

True to its company tagline *Naturally Inspiring*, SJY Furniture's booth has always been one of the booths that offer display design with that extra umph each year at MIFF. SJY Furniture's creative design inspiration this year is accentuated with a polystyrene rattan hanging chair, Apricot. To create a more romantic mood, a matching rattan chair and lamps are added.

## SJY Furniture

Booths E12C & E12D, MECC Hall E  
[www.sjy.net](http://www.sjy.net)

## A Taste of Scandinavia, Australasia and Europe

The people behind this MIFF show daily are human too, so we couldn't resist Décor Trend's brand new bedroom and living room suite, 'Hannah'. Part of the suite includes this quaint piece of console and shelf. After all, who can resist a taste of Scandinavia, Australasia and Europe? The tender cream colours, with a fresh yet somewhat vintage look won our hearts. Priding in creating 'inspirational designs and making them affordable', here is one piece from Décor Trend that we'd love to have in our homes.

## Décor Trend Industries

Booth 302, PWTC Hall 3  
[www.decortrend.com](http://www.decortrend.com)

## Take You In

You know by now that soft colours are our weakness, so yes, we found ourselves admiring Take Export's minimalist take on their booth. We love how they took the effort to paint different walls with different colours to contrast or match the furniture. From the outside as we approached the booth, we could view the bedroom suite subtly through the glass, thus inviting us in. We thought this was a brilliant idea to attract buyers.

## Take Export

Booth 321, PWTC Hall 3  
[www.tktake.com](http://www.tktake.com)



## PRODUCT

## Look 'Ma, No Tools!

We're pretty sure Yiew Wai's No Tools range of shelving and storage solutions will be a runaway hit. This new line of flat-pack furniture does away with all screws, bolts and nails in favour of an innovative slide-in dowel system, making it possible to assemble and disassemble with your bare hands.

## Yiew Wai

Booth 206, PWTC Hall 2  
[www.furinno.com](http://www.furinno.com)



## Alligators and Boxes

It's so easy to fall in love with Taiwanese Shuter Enterprise's Livin' Box's Alligator Kiddy Storage and Table set. It's a combo of fun and functionality – a baby bath tub, dustbin, storage box or even a picnic set. Made of sturdy and child-safe materials, the stools are designed for maximum weight of 100 kg. (adult) and 60 kg. (child).

## Shuter Enterprise

Booth 4D06, PWTC Hall 4D  
[www.shuter.co](http://www.shuter.co)



## Classy Glass

We spend so much time at our desks, so something that's sleek, easy to clean and easy on the eyes will definitely up your productivity. Meet Patent Furniture's beautiful desks, which feature durable yet good-looking tempered glass surfaces.

## Foshan Patent Furniture Manufacturing

Booth 1M28 PWTC Hall 1M  
[www.sdbq.en.alibaba.com](http://www.sdbq.en.alibaba.com)







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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!





### Chic Aluminum Choice

A chic modern cabinet embodies durability and style. V One's range of products offers just that. Plus, it is lightweight! Its fully-aluminum made cabinet is more long-lasting than traditional wood-grain and paper surfaced material.

#### V One Industries

Booth 4B21, PWTC Hall 4B  
[www.vitally.com.my](http://www.vitally.com.my)



### Shelf Your Shelves

It's time to shelf our ideas of what a perfect shelf should be like – because Sliff Industries' brand new Optimus Classic Display will be it. The shelf combines classical accents of the past with steel frames, ABS sides and acrylic sliding doors that are easily reconfigurable to the height, colour and look you desire.

#### Sliff Industries

Booth A12, MECC Hall A  
[www.sliffurniture.com](http://www.sliffurniture.com)



### A Glossy Appeal

Any home space will be elevated with Taishi-Tech's candy-coloured high-gloss acrylic-coated MDF board TV console set. Covered by a 3-year colour non-changeable warranty, customers can also customise to fit their own desired design.

#### Taishi-Tech Marketing

Booth 4B08, PWTC Hall 4B  
[www.naxos.com.my](http://www.naxos.com.my)



### More Than Just A Rack

How do say 'No' to Eonmetall's highly versatile 180° Rack? Its zero-tool installation just takes 15 minutes! Best for commercial or home setting, the rack offers 1,001 ways of usage – from book shelf and children's product display rack to a 2-in-1 cushioned bench-and-shoe-rack combo!

#### Eonmetall Systems

Booth 4A25, PWTC Hall 4A  
[www.eonrack.com.my](http://www.eonrack.com.my)



### Hello, Hilton!

Meet Hilton – one of Ascent Furniture International's beautiful 9-piece solid wood and veneer dining set. With its simple and classic straight-line backrest design, the Kuala Lumpur-based manufacturer's product welcomes every diner to a more homey yet elegant dining setting.

#### Ascent Furniture International

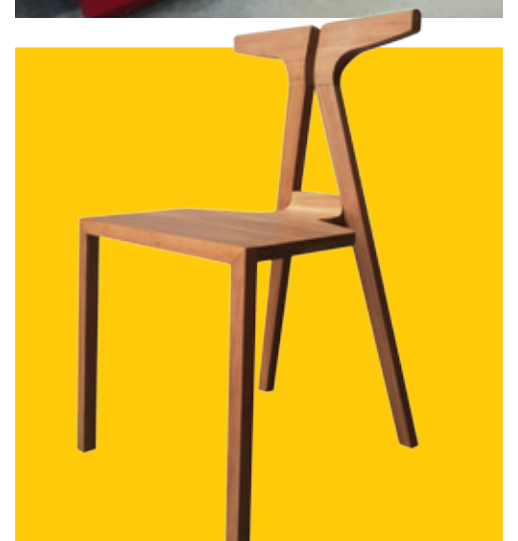
Booth C10, MECC Hall C  
[www.ascentfurniture.com](http://www.ascentfurniture.com)

### Seeing Light

Chat around your lounge with Mfivio's A77 all-wood stackable chair, designed by MIFF Furniture Design Competition 2014 champion Francis Lye. Meant to convey visual lightness, it still provides strength and comfort through a myriad of quality materials and great craftsmanship.

#### Mfivio

Booth 4A22, PWTC Hall 4A  
[www.mfivio.com](http://www.mfivio.com)



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### Truly Malaysian

This bed is made in Malaysia and produced using one of the latest introduced Malaysian wood veneer, Seputih. The maker, a Selangor-based bedroom specialist continuously strives to put new and innovative ideas forward. This latest bedroom set is all-weather-proof and can sustain heavy duty impact.

**Continuity Furniture**  
Booth E06B, MECC Hall E



### Neater Housekeeping

Best for small limited space, Comfy Factor's 2-function bench and storage combo is sure to keep your house clean and neat. The Muar-produced product does not only add an instant luxury into your home, its synthetic PU-covered body also offers a long lasting visual appeal.

**Comfy Factor**  
Booth E21, MECC Hall E  
[www.comfyfactor.com](http://www.comfyfactor.com)



### Bear-y Attractive

Bear Asia's attractive metal headboard designs are sure to make heads turn; especially among its European clients who appreciate its refined and distinct hints of timelessness. Extending beyond traditional designs, the company also blends various décor styles into its multi-finishing designs.

**Bear Asia Furniture**  
Booth 4C20, PWTC Hall 4C  
[www.bearasia.com.tw](http://www.bearasia.com.tw)



### Wonderfully Decorative

Attractive wooden room dividers and window shades will exude a different dimension into any interior. The simplicity and elegance of Eva Fong's shades are highly sought after in Middle Eastern countries as decorative items for other functional usage.

**Eva Fong Shades**  
Booth 4C18, PWTC Hall 4C  
[www.taiwantrade.com.tw/evafongshades](http://www.taiwantrade.com.tw/evafongshades)



### Sweet Dreams!

Enjoy a good night sleep with Muar-based manufacturer Sweet Home Concept's modern bedroom set. Designed with high quality PU leather, this 4-piece bedroom set, which includes a dresser, night stand, chest and bedroom gives you maximum comfort while transporting you into dreamland..

**Sweet Home Concept**  
Booth D03, MECC Hall D  
[www.sweethome.my](http://www.sweethome.my)

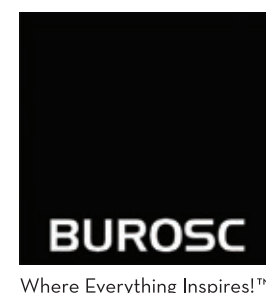
### Optimal Comfort

Fernex's latest Vinci Collection bedding products are designed with cutting edge German technology. Offering optimal thermal comfort, Intelligent Outlast® phase change materials (PCM) enable excess body heat to be absorbed, stored and released back to the body depending on temperature changes, ensuring you a super rewarding sleep.

**Fernex**  
Booth 4B17, PWTC Hall 4B  
[www.visco-pro.com.my](http://www.visco-pro.com.my)



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### Beyond Skin-deep

We are infatuated with skin. The high-performance and incredibly sexy multi-purpose concept chair by Resol goes beyond skin-deep. Its secret weapon? The injection of fiberglass and high-strength polypropylene, which results in a subtle balance between lightness, transparency, ergonomics, functionality and versatility.

#### Resol

Booth 2B41, PWTC Hall 2B  
[www.resol.es](http://www.resol.es)

### Putting The Fun in Functional

PT Cahaya Sakti Furintraco, which got its start as a home business producing loud speaker boxes made out of particle boards, is gaining popularity as a maker of fun yet functional products. Just check out their latest audio video rack, which features a cheese-inspired sliding door, among other fun features!

**PT Cahaya Sakti Furintraco**  
Booth 2B47 PWTC Hall 2B  
[www.olympicfurniture.co.id](http://www.olympicfurniture.co.id)



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With our hectic lifestyles now, rest is necessary not just at night. For those who can afford the time, Florence Bed's day bed will be a haven for your afternoon nap. For those who want more productivity, what's stopping you from lounging on the day bed with books and coffee?



#### Florence Bed

Booth A15, MECC Hall A  
[www.florencebed.com.my](http://www.florencebed.com.my)

## Daring Designs Unlike Any Other

by Chin Pei Ling  
Furnish Now Writer



*Introducing daring designs often come with high risks, but bedroom furniture manufacturer Favourite Design (Malaysia) is still flying high after all these years.*



"Our designs are daring and our prices are low," Freeman Chan, marketing manager, said. A member of the Lii Hen Group (a public-listed company in Malaysia), Favourite Design specialises in bedroom sets with 95% exports to the United States and Canada.

Having been in business for 20 years, the company is known for its low-priced bedroom sets with daring designs and a Minimum Order Quantity (MOQ) of 10 containers.

"Once we begin production, we must have at least 10 containers," Mr. Chan shared. Why? For production cost savings, according to Mr. Chan. "Because we are

not like other factories," he explained. "We are a promotional factory, which means we sell cheap. But in order to do that, you have to give us minimum quantities."

A huge manufacturer, Favourite Design ships around 700 containers every month worldwide. Despite its existing success, Favourite Design hopes to find a new market at MIFF 2015 where it is participating as an exhibitor for the first time.

"We are trying to look for bigger customers where we can do OEM for them, such as customers from

*"Our designs are daring and our prices are low."*

Europe, Middle East or India," shared Mr. Chan.

Although it has just been the first day, the response has been really good, he noted.

"Thanks to the organisers. The buyers love our designs and we have received new accounts and new orders."



## FLORENCE BED

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The official show news of the Malaysian International Furniture Fair

07

## BUYERS

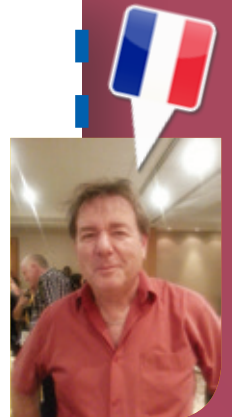
What is very good about MIFF is that you have designer awards to nurture the new and young designers and that is very good because you're giving opportunities for the young designers to learn. In Malaysia, you already have good materials and good technical skills, so if you add the young designers' creativity into this, then you can create something very, very great. Those designers if they get to go worldwide and learn something new, they would come back in the future and create something great in Malaysia. In this way, MIFF is really giving opportunity for the young people.

**Shinichi Mitsuki**  
Design Management Section Manager  
MITSUI Designtec Co. Ltd.  
(Japan)



We run a retail furniture shop in France. MIFF has been our yearly trip – this is the 15th year because every visit has never been disappointing so far. For us, products – bedroom set, sofa, tables and chairs from Malaysian manufacturers – are of good quality. Most importantly, the price tallies with the products' quality, coupled with very reliable business trust. It is still the best import-export hub in Asia. Last year, we managed to order about 50 containers of Malaysian goods.

**Gerald Ubaid**  
Managing Director  
Ubaid Furniture  
(France)



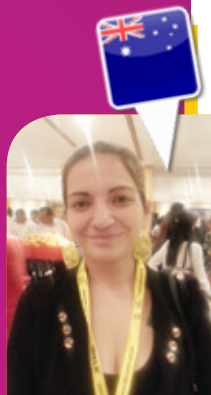
I have always come to MIFF to look for beds and sofas all these years. Malaysia is where I get real wood – I mean solid rubberwood furniture at a good price.

**Michelle Andrea G. Tumala**  
Marketing Officer  
Goulden Myers International Co.  
(Philippines)



Every year, we come to MIFF to source for new products. All these years, we have built very strong business relationships with Malaysian and China manufacturers. Over the years, the product design in Malaysia has improved tremendously. In fact, for the past decade, we have been importing from Heveapac (Malaysia) because of their excellent quality and always on time delivery. Last year alone, we have secured 200 containers with an estimated worth of US\$2 million.

**Debbie Santoestefano**  
Director  
H.S.A. Heritage Pty.Ltd.  
(Western Australia)



## EXHIBITORS

In my previous company, we got the most important reference through a MIFF contact which led to the closing of our biggest deal in South East Asia. For me, MIFF is suitable as a platform because the most important business owners have their own booth. Also, you get mostly high-quality visitors who are the decision makers. In other fairs, there is usually a mix of decision makers and technical staff.

**Tero Lallukka**  
CEO  
Luxhammar  
(Finland)



Although we do exhibit in other fairs, we've met a lot of valuable clients here that are different from the other fairs. There is a key difference between MIFF visitors and those we meet at other fairs. Here, we attract mostly hotel and resort clients which are willing to spend on something new and exciting designs to differentiate themselves from their competitors. As a result, we can enjoy better margins as well.

**William Shan**  
Vice President  
J & R Household Co. Ltd.  
(China)



Leveraging on MIFF's excellent hub to attract a strong audience especially from neighbouring countries like Indonesia, Japan and even as far as Europe and Belgium is the reason we are here 5 years in a row. Securing a deal may be important, but we find establishing stronger business rapport is more important in the long run. MIFF is the right choice for us.

**Sara Chen**  
Sales Representative  
Shuter Enterprise  
(Taiwan)



This is our third year and we can see the customers already know about our products, which is very important for us because we are not selling furniture but supporting and cooperating with our furniture company customers. When we first started exhibiting, we were only looking at introducing our wellness concept and educating the public. MIFF is not only working as a platform for trade and sales, but also as a platform for concept designers and consultants.

**An Kwang Cha**  
Exhibition Executive  
Linak Actuators  
(Malaysia)



I've noticed that there are more international than local buyers here. Obviously not all visitors turn into customers, but MIFF is a great place to identify buyer preferences to see what the market wants. For example, high-back mesh ergonomic chairs have been very popular the last couple of years compared to the previous best-sellers, which are bulkier and have high backs as well.

**Chris Ong**  
Sales Executive  
Kinsha Furniture System  
(Malaysia)



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# JAPANESE DELEGATES FROM MITSUI DESIGNTEC

## Explore Opportunities at MIFF 2015

First-time MIFF visitors from Mitsui Designtec Co. Ltd. look at potential business opportunities here at the 2015 Malaysian International Furniture Fair (MIFF).

by Chin Pei Ling  
Furnish Now writer

Mitsui Designtec is a top player in Japan for planning, design and construction services catering to office, hotel and retail space. Mitsui Designtec's general manager of the Solutions Promotion Department, Nobuyuki Mawatari, shared that MIFF is a great platform to experience international furniture trade in Southeast Asia.

"Until now we are not very familiar with the Malaysian and the Southeast

Asian market so MIFF is a very good opportunity for us to really come and see this event," said Mr. Mawatari. (Malaysia is) one of the very big hubs in Southeast Asia, so we have come here to understand the market."

Having been here for two days, Mr. Mawatari is looking into business opportunities in Malaysia, but is taking calculated steps and does not intend to rush.



“MIFF is a very good opportunity and a great place for connecting people.”

"At this moment, it is very preliminary as we have not really met particular buyers for the business discussion yet," he shared. "This is our first visit and we wanted to really understand the exhibitors' products first."

"We need to further understand the details of the potential," Mr. Mawatari added. "As we do not fully understand the Malaysian market yet, we still have to study it much deeper."

Between Japan and Southeast Asia, the cultures are different, he noted. "Quality levels expected are different and our environment is different as well. So we will have to understand the difference first in order to understand the needs, and then we can really find who the appropriate buyers are."

That said, Mr. Mawatari and his colleagues have found some interesting exhibitors they would like to visit in their factories.

"We are hoping to visit them to understand their companies much better," he said.

Clearly, MIFF has opened much opportunities for Mr. Mawatari and his colleagues even though they are treading carefully. He expressed admiration for MIFF and pledges his support for the rest of the fair.

"MIFF is a very good opportunity and a great place for connecting people," he concluded.



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The official show news of the Malaysian International Furniture Fair

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