



HIGHLIGHTS

3

Fabulous Furniture

At MIFF 2015, it's all about the finest fab furniture...so check them out!



In Focus

Philip Yap talks in-depth about Collection N° 1

IMPORTANT NOTICE

BUYERS' NIGHT

MIFF 2015 BUYERS' NIGHT

4 March 2015, 6.00 p.m.

Grand Ballroom, Level 9, Sunway Putra Hotel KL

INDUSTRY SEMINARS

Recognising the value of Malaysian timber for furniture application

by Prof. Dr. Jega Ratnasingam

Faculty of Forestry, University Putra Malaysia

11.00 a.m.

Perhentian Room, PWTC Level 3

Two new trends in furniture design: fashion and well-being

by Enrico G. Cleva

EC&CO, Italy

2.30 p.m.

Perhentian Room, PWTC Level 3

Kicks Off with a

Global Bang!

by Yeo Li Shian
Furnish Now writer

Made-in-Malaysia furniture has won global players' hearts!

Thanks to two very crucial factors – our excellent high-quality furniture production performance coupled with reputable business practices.

Such are key reasons why Malaysian furniture are highly in demand in more than 160 countries, including Japan, Australia and UK, with the United States currently topping the country's furniture export destination.

In 2014, our local wooden furniture earning has contributed some 80% of the total furniture export earnings.

The result is imperative to help industry players forge forward to produce more commercially-feasible products with international appeal.

"I am optimistic that export earnings from furniture products can be further strengthened and Malaysia will continue to become the Top 10 exporters globally," said Datuk Amar Douglas

Uggah Embas, Ministry of Plantation Industries and Commodities in his keynote address during the opening ceremony of Malaysian International Furniture Fair (MIFF) 2015 at Seri Pacific Hotel, Kuala Lumpur, yesterday.

Represented by his Secretary General, Datuk Himmat Singh, the Minister added that while it is important for industry players to reduce mass-market production dependency, manufacturers should be bold and open to positive changes.

The adoption of technology intensive manufacturing processes and lean manufacturing practices are crucial steps to help industry players stay ahead the pack. Further, they should move on to become a more capital-driven industry.

"We should work closely together to achieve the RM53-billion timber and timber products export revenue target set by the National Timber Industry Policy (NATIP) by 2020," he added.

This year, the show has triumphantly drawn in a total of 508 exhibitors from 15 countries, 10% of which are first-time exhibitors.

According to Dato' Dr. Tan Chin Huat, Chairman of MIFF, the encouraging response from first-time exhibitors this year was a solid testament of MIFF's successful effort as a binding factor between local industry players and the global marketplace.

HOTSHOT



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HALL 2
BOOTH 233



Smaller World, Bigger Ideas

Discover the relationship between fashion and furniture at Mr. Cleva's seminar this afternoon

by Chin Pei Ling
Furnish Now writer

Thanks to the power of information technology, the world has become a much smaller place. If furniture designers are not paying attention to global trends, they are surely losing out.

Renowned Italian architect and interior designer Enrico G. Cleva believes that designers should constantly look around them to anticipate emerging trends.

"The world is actually very small because of the power of information. Design has no borders anymore," Mr. Cleva shared, ahead of his seminar at MIFF 2015.

"A designer should always look around to understand and anticipate the tendencies and nourish his vision,"

he added. "The furniture industry is strictly linked with many other areas of creativity and production. I explore fashion and construction as an example of the interconnections through the different sectors."

With these big ideas in mind, Mr. Cleva is thrilled to be back at MIFF 2015 as one of the speakers lined up for the industry seminars.

"It is very exciting for me to be back in Malaysia," Mr. Cleva said. "I loved MIFF last year especially for the great and positive energy you can feel at the fair and the broad international community of this event. I am looking forward to recharge my positive and creative attitude again with that energy," he added.

Recognising the importance of trends in furniture design, Mr. Cleva has singled out two new trends in furniture design for his seminar this afternoon – fashion and well-being.

"My seminar is divided into two parts," he shared. The first part investigates the (latest) trends in high-end furniture, where fashion brands are leveraging their marketing and promotion power to extend their signs to furniture, accessories and finishing.

"Some of the most recognisable fashion companies in the world are developing their concept of interior design; how will the impact be on mass market production?" Mr. Cleva shared.

Following fashion, the second part of the seminar will focus on 'well-being'. In this section, Mr. Cleva explores what is coming after 'sustainability', which he said has already become a standard. The future seems set to be all about building spaces that are able to enhance human health and well-being.

"What is the new centre of attention after 'the Planet'? We, humans, are the new centre," said Mr. Cleva. "The future trend is to project, construct and furnish buildings that will improve our wealth and promote the best habits to increase our well-being."

The focus on well-being is seen through the introduction of the new WELL Building Standard® certification, which will impact furniture design greatly.

"The WELL Building Standard® is a performance-focused system – like LEED® for the green building – for measuring, certifying and monitoring features of the built environment that impact human health and well-being," Mr. Cleva shared. "It is a pilot project at the very beginning, but I think with a great future. The focus is on the role that furniture will have in the picture."

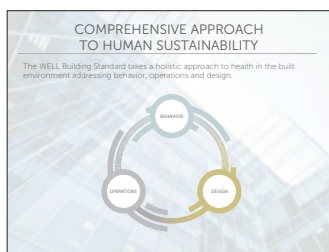
These two exciting trends will surely influence the direction of future furniture production, thus pushing the new boundaries of research and design, as Mr. Cleva will explore in his seminar this afternoon.



Mr. Cleva and his wife, Sara at a recent conference.



The WELL Building Standard®



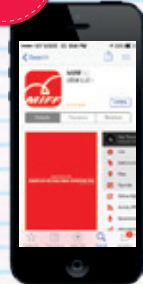
Images above courtesy of IWBI - International Well Building Institute™

To discover more, catch Mr. Cleva's seminar "Two New Trends in Furniture Design: Fashion and Well-being" this afternoon at Bilik Perhentian, PWTC Level 3, 2.30 p.m. to 4.00 p.m.

MIFF In The Palm Of Your Hand

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

STEP 1



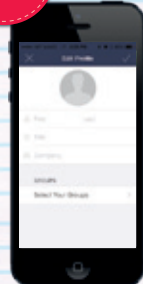
Visit the Apple App Store or Google Play Store; search 'MIFF'; click [Download] to install the MIFF App.

STEP 2

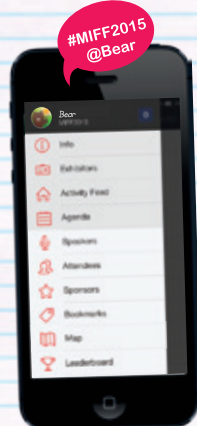


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Refresh your Bedroom Design

Cos-Elaine, an outstanding upholstery bedroom set, is crafted using high grade MDF board, LVL slat and chipboard. This trendy piece of furniture exhibits a perfect combination of fine craftsmanship and fresh design. The add-on spacious drawers will help keep your bed time stuff in order.

Cosmines
Booth 130, PWTC Hall 1
www.cosmines.com



Adjusting the Compact Way

The LINAK Baselift revolutionises the height adjustments of bases. With its compact size (100mm in height), the Baselift system does not affect the size of cabinets and can be used without kitchen and counter manufacturers needing to adjust their current range.

LINAK Actuators
Booth 2B13, PWTC Hall 2B
www.linak.com



Fine Dining

Good meals taste even better when you dine in style and comfort. Just ask Sern Kou, which knows all about making gorgeously adaptable dining sets. Their products are manufactured using cultivated wood, so you can now dine with a clear conscience as well!

Sern Kou Furniture Industries
Booth E15, MECC Hall E
www.sernkou.com

Office Warrior

Not all desk chairs are created equal. The best, like Kanewell Industrial's human ergonomic design mesh chair - codenamed 171HAM - has heightened health benefits like lumbar, back, arm and head support, breathable mesh seats and stylish aesthetics for any office.

Kanewell Industrial
Booth 4D09, PWTC Hall 4D
www.kanewell.com.tw



Sturdy with Style

From TV cabinets to coffee tables, Hon Wei Furniture continues to impress with its range of home furniture such as this living room set. Chill time with loved ones at the living room will never be the same again with such soothing, stylish tones on this sturdy structure.

Hon Wei Furniture
Booth E18, MECC Hall E



Sleeping in Space

Coming home to a glorious bed like this is already a dream come true, but Furnstars gives more. This lift-up storage bed impresses not just with its style but with practicality. Upon lifting the mattress up, it can store more items such as extra pillows and more!

Furnstars Concept
Booth 143A, PWTC Hall 1



Excellent is our commitment!



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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**



Sanctuary Maker

Say hello to Jamie, the sturdy, beautifully crafted bedroom set from living furniture expert Seow Buck Sen. Furnished in elegant hana oak for an even more luxurious feel, its addition will turn your bedroom into a personal sanctuary.

Seow Buck Sen Furniture
Booth 2C15 & 2C15A, PWTC Hall 2C
www.seowexport.com.my

Space-saving Design

What's not to love about Simewood's furniture craftsmanship? Its furniture design is well-executed – space-saving and blends harmoniously into any modern environment. With its sun-faded-like material, this living room table adds hints of vintage to your otherwise plain settings.

Simewood Product
Booth E27B, Hall E, MECC
www.simewood.com



Contrasting Beauty

Contrasting aesthetics can translate into stunning looks. Just check out the IRIS executive series, which combines solid wood legs with veneer finishes and MFC worktops. Complemented with arrays of storages and side returns, IRIS gives an impression of sophistication and openness.

Jemaramas Jaya
Booth 2B01, PWTC Hall 2B
www.versalink.com



Awesome Oshi

Made from specially-selected, premium-quality PU and fabrics, OSHI beds are ergonomically designed to ensure your sleeping comfort, and are ideal for hotels and homes. As part of their customer service, Oshi also offers interior design advice, so feel free to drop by their booth at MIFF 2015!



Oshi Furniture
Booth 239, PWTC Hall 2
www.oshifurniture.com

A World of Wonder

A look at Vistawood's cot named 'Little Wonder' leaves us little wonder that both children and parents will love it. Designed for practicality, safety and most of all still keeping children excited, this cot is sure to keep your baby happy, safe and chatty!



Vistawood Industries
Booth 107, PWTC Hall 1
www.vistawood.com

Excellence-driven Design

Feed your interior with Anji Ai Li Da's finely-crafted innovation. The China-based company's passion for excellent design is clear. Every piece of product – modern and classic is crafted to perfection; offering a combo of comfort and luxury.

Anji Ai Li Da Furniture Factory
Booth 2B09, PWTC Hall 2B
www.aldchairs.com



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Craftsmanship At Its Best

Deeply cushioned and very inviting, Best-Beteck Furniture's gorgeous white-faux-leather tufted bed is an ideal addition to any modern home. As an expert in creating a variety of superior upholstered furniture, the company offers over two decades of distinguished craftsmanship.

Best-Beteck Furniture
Booth 117, PWTC Hall 1
www.bestbeteck.com



Glorious Creation

A marriage between practicalities and style, Glory Furniture & Furnishing's upholstered bedroom furniture selection is simple yet timeless. Structurally supported by a sturdy rubberwood frame, home owners can choose between a choice of PU or PVC surface finishing.

Glory Furniture & Furnishing
Booth E30, Hall E MECC
www.gloryforever.net



Lounge Like a Royalty

You can't help but feel like a prince or princess when seated on the glorious generously-padded Alpine. Crafted to exude classy accents, Alpine's cushions are carefully designed with faux pearls on top.

Medley Hallmark
Booth C09, MECC Hall C
www.medleyhallmark.blogspot.com



Ergonomically Perfect

Health-conscious consumers will love SingBee's ergonomic chair which is suitable for all ages – from kindergarten goers to senior adults. Its height-adjustable backrest and seat provide excellent backbone support. Made of dustproof and water resistant fabric, this ergonomic chair also comes with a 5-year product warranty.

Singbee Enterprise
Booth 4D08, PWTC Hall 4D
www.singbee-taiwan.com.tw



Wooden Favourite

Be continuously awed by Boraam's signature bar stool. Class and style come together in this masterpiece. Perfect for any kitchen, pub or in-office bar, Boraam's Balinese-inspired bar stool is highly in demand due to its beautiful distinctive natural wood grain.

Boraam Industries
Booth 142A, PWTC Hall 1
www.boraam.com



Waterproof Furniture

Weather-proof your furniture with Wood Friends' collection of contemporary and modern classic pieces made of synthetic rattan. Offering the same aesthetic appeal like traditional natural rattan, this elegant garden furniture set is ready to complete any luscious outdoor or poolside settings.

Wood Friends
Booth D01, MECC Hall D
www.woodfriends2u.com





Into the Wardrobe

More than just a sliding wardrobe, Inter Multi Furniture's sliding door as a mirror, saves you the trouble of purchasing a long mirror. Filled with generous compartments that can be configured flexibly, this sliding wardrobe is a must-have in every bedroom.

Inter Multi Furniture
Booth A02, MECC Hall A



Mealtime Elegance

Fine dining can now happen in the comfort of your own home with Jetexim Business' elegant dining room set. With its strong dark brown accents, this dining room set will make dining in style a daily activity!

Jetexim Business
Booth 240, PWTC Hall 2
www.jetexim.com



Retro is Modern!

A modern contemporary design has become a worldwide recognized trend in bedroom and living room themes. The Alida series by Decor Suria provides a modern contemporary look with a touch of retro, while giving your living rooms and bedrooms that refreshing neatly organised feel.

Decor Suria Industries
www.decortrend.com
Booth 302, PWTC Hall 3



Designing the Future

Furniture manufacturers alert! If you are constantly spending on space planning or product testing, Configura has the solution. The CET Designer® is an intelligent, highly visual and intuitive space-planning software that allows manufacturers' products to look and behave like actual products in 2D and 3D environments.

Configura Pacific
Booth 2C05, PWTC Hall 2C
www.configura.com



International Furniture Expo @Indonesia



With an emphasis on natural materials such as wood and rattan, and rich use of traditional designs and craftsmanship, the furniture on display at the Indonesian International Furniture Expo (IFEX) offers a unique range of products that perfectly compliment the furniture that you will find at MIFF.

IFEX is the largest furniture trade show in Indonesia. It completely fills all the exhibition halls at the Jakarta International Expo fairgrounds. The exhibition is organized by Dyandra UBM Indonesia, a member of the UBM group that organises MIFF, Index, and Furniture China, in collaboration with the Indonesia Furniture Association (AMKRI).

So when you have finished placing your orders at MIFF, why not extend your stay in the region and pay a visit to see IFEX? Should you need assistance in planning your visit, please do not hesitate to contact Christopher.eve@ubm.com.

Show Dates: 12-15 March 2015
Venue: Jakarta International Expo, Kemayoran, Jakarta
www.ifexindonesia.com

IFEX INDONESIA
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12 - 15 March 2015
Jakarta International Expo

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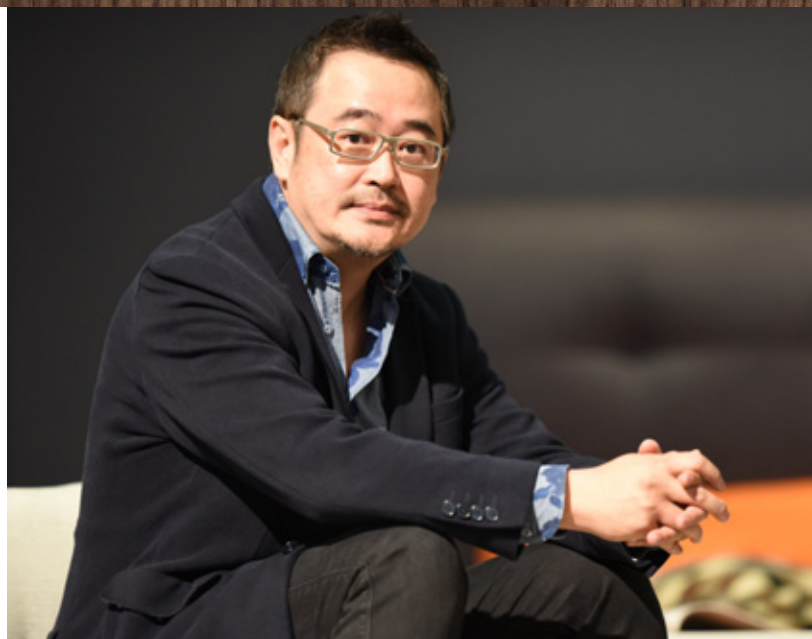
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Don't Be Just A Designer

by Alexandra Wong
Furnish Now writer

Design. In previous years at MIFF, you couldn't walk ten paces without hearing the word being uttered like a mantra that could supposedly lead Malaysia into the golden age of furniture.

But one man is challenging this approach and the objection comes from none other than - surprise, surprise - a man who made his name as a furniture designer.

Philip Yap, an award-winning Malaysia-born furniture designer who has been operating successfully out of China since 2004 said, "Although design is still leading the direction of the furniture making business, there are a whole bunch of other elements we need to pay attention to like research, statistics and technology."

Nº1, his latest collection of living furniture which you can view on PWTC's centre stage, is instructive of this approach. The mouth-watering collection of home furniture boasts a mid-century influence that looks more Scandinavian than Malaysian. "It's not about what you want. It's about what the market wants."

And what the furniture market wants, apparently, can be summed up in the top four styles today: Ming and Ching style; Queen Anne series; Shakers; Scandinavian.

"Why not develop a new Malaysian style that we can export to the world then?"

There are certain considerations here. "If we make the agenda, we are putting a heavy responsibility on designers," Mr. Yap said. "Those four styles have had hundreds of years of culture and history. Does our generation have the time to promote Malaysian culture while making sure their furniture designs sell? The world of commerce doesn't allow you to work like that. It's definitely too much pressure for a young designer!"

One can sense some frustration at the slower-than-expected pace of development in the furniture industry, yet year after year, Mr. Yap has been back at MIFF like a moth to a flame because at heart, he believes the Malaysian furniture industry DOES have what it takes to get to the next level.

"We Malaysians grow up in a multiracial society, which makes them more sensitive towards cultures from all over the world," he said. "That gives us an advantage in designing multiple styles for the world. Our future direction should be to move away from blindly promoting nationalism and become trend leaders instead of trend followers."

As chief judge for the MIFF Furniture Design Competition, he insisted that the design direction should be more global than Malaysian in flavour or style - this is obvious from the theme *Living Furniture, Global Perspective*.

Here's a fact that's not emphasized enough: what Malaysia has is the abundance of versatile materials. In fact, his latest collection is a collaboration with Malaysian Timber Council to promote the use of *sepetir*, rarely heard-of solid

hardwood, which apparently China buys a lot of.

He points out, "We have our resources right at our doorstep. We can position our solid timber on a high note by putting in more design values. Then you have a higher margin which gives you more buffer to invite more creativity. Only then will we nurture a group of young designers. That is my message. I am not here to sell furniture!" he states.

According to Mr. Yap, Malaysia has made small steps from the OEM-oriented position it started off on many years ago. "But to advance further, we have to be aware that furniture that sells is a collective effort of every single business chain: manufacturers, design institutions, governments agencies and design practitioners," he explained. "Look at the big picture. Be more than just a designer."



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Booth 2C01A

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IT'S MORE FUN AT MIFF 2015!

Candid moments @ DAY 1



International participants mingling at MIFF 2015



A big thumbs-up for MIFF 2015



Even MIFF got its own paparazzi!



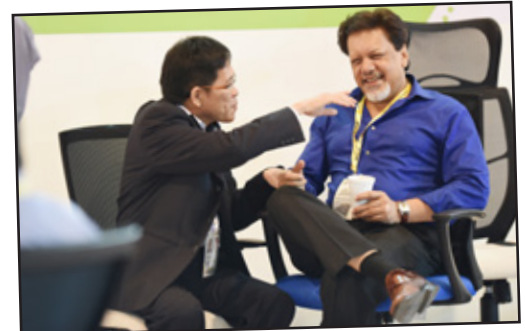
MIFF VIPs on Collection N°1



International buyers checking out MIFF 2015 exhibitors



Fabulously relaxed at a MIFF exhibitor showcase



Happily collaborating through MIFF



What's in your catalogue?



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