



furnish now

04 – 08 March | 0930 – 1800 hrs
PWTC & MECCThe official show news of the
Malaysian International Furniture Fair

20th Anniversary

A MILESTONE CELEBRATION

1995-2014

Highlights

Trophy Room



And the winners of MIFF Furniture Design Competition (MIFF FDC) 2014 are...

page 4

Seminars

Think beyond Design...find out what the experts had to say at this year's Global Design Malaysian Perspective seminar



page 5

Buyer Power

Find out what top buyers think of their MIFF journey



page 8



by Ruchi Mahajan Ranga
Furnish Now writer

The MIFF 2014 Prize Presentation Ceremony raised the bar, yesterday, in celebrating MIFF's spirit of innovation and nurturing of young talent. It made the day for winners who were announced amidst a buzzing audience. But the real business of the day was to welcome and appreciate the emerging trends of global styling.

In order to enhance furniture design standards, evaluation criteria for the competition was based on innovation, aesthetics and functionality. Meanwhile, Guest of Honor Mark Rozario, CEO of Agensi Inovasi Malaysia (AIM), congratulated MIFF on the 20th anniversary and for inspiring creative talent to raise the level of the Malaysian furniture industry in the global marketplace.

The prize distribution kicked off with the announcement for Best Prototype Maker Award, which went to Supreme Tropical Furniture for 'Motion 7'. The MIFF Furniture Design Competition (MIFF FDC) also continued to honour young talents for displaying their creativity and innovation in the furniture industry. The top three winners

were awarded a prize of RM 10,000, RM 5,000 and RM 2,500, respectively.

MIFF FDC first prize went to Francis Lye Aik Theng, 26, an industrial designer who created 'XSR' with an emphasis to absorb comfort. Lee Hui Ying, 22, a furniture and product design student from Johor walked away with second prize attributed to her dumpling-shaped creation 'Together,' with which she succeeded to make a difference. Tengku Ahmad Danial Bin Tengku Mustaffar, 22, a freelance designer from Selangor, was awarded third prize for his nature-inspired touch-activated LED lamp module design.

Talking about the winning designs, Chief Judge Philip Yap said: "We admire the purity of concept. By appreciating the talent through this platform, we hope that these young designers will continue to nurture their passion in the furniture industry. The industry welcomes them."

MIFF awarded exhibitors the top prize for displaying the most creative looking product and booth. The Best Presentation Award for Bare Space Booth went to SJY Furniture,

and for Schell Scheme Booth went to Seow Buck Sen Furniture. Spaceweiss Solutions also received a Best Presentation Award for a non-furniture booth.

The top Furniture Excellence Award for household furniture went to Resol Group. The top Furniture Excellence Award for office furniture was awarded to TaZ Corporation.

Winners for different categories were awarded with cash rebates for 2015 booth rental, trophies and certificates. After the awards distribution, a souvenir was presented to the Guest of Honor, Mr. Mark Rozario.



Globally Recognised
The Preferred Manufacturer In Asia

HeveaPacTM
your smart partner



The Excellence Supplier
by Nitori, Japan



The Superior Supplier
by The Reject Shop, Australia



ISO 14001:2004 EMS
by JAS Australia & NZ



ISO 9001 : 2008 QMS
by AFNOR Certification, France



2004 Export Excellence Award
by MITI, Malaysia



Currently Supplying to:

- World Renowned Super Stores in Americas, Europe, Middle East & Asia
- Major Japanese Furniture Retailers & Home Centers
- More than 60 Countries World Wide





FURNITURE EXCELLENCE AWARD

for product innovation and quality

“Our intention is to make products that are eco-friendly and universal for our customers from all over the world. We want to create iconic products that can remain in the market for a very, very long time.”

- Albert Llorens, Brand Manager,
Resol Group

PLATINUM AWARD



RESOL GROUP
Booth 2B41, PWTC Hall 2B
CLICK-CLACK

HOUSEHOLD FURNITURE CATEGORY

GOLD AWARD



ACACIA HOME FURNISHING
Booth 146, PWTC Hall 1
AHF 1404 (HOME CONCEPT)

SILVER AWARD



SJY FURNITURE
Booth D03 & D04, MECC Hall D
740-3 (PULMAGE SOFA SET)

OFFICE FURNITURE CATEGORY

PLATINUM AWARD



TAZ CORPORATION
Booth 2B37, PWTC Hall 2B
COLPOD (COLLABORATION POD)

GOLD AWARD



BENITHEM
Booth 2B36, PWTC Hall 2B
MODE

SILVER AWARD



TAY HUAH FURNITURE CORP
Booth 4C03, PWTC Hall 4C
OM5 ACTIVE (SLED CHAIR)

JUDGES' COMMENDATION AWARD

PLATINUM AWARD



MERRYFAIR CHAIR SYSTEM
Booth 2B02, PWTC Hall 2B
ROVER

GOLD AWARD



MERRYFAIR CHAIR SYSTEM
Booth 2B02, PWTC Hall 2B
JUVEL

SILVER AWARD



OMEGA SOFA
Booth 113, PWTC Hall 1
GLADIOLUS

“I think the design and functionality of the Rover Chair stood out for the judges. It's made of plastic materials particularly polypropylene. It is very functional in a sense that it's a chair with a table and storage of sort for your bags.”

-Joon Ong Yee Chun,
Assistant to Managing Director,
Merryfair Chair System

Download The 'MIFF' APP



EARN POINTS, TOP THE LEADERBOARD
& WIN SPECIAL GIFTS!
Join Our community!

Ask us How
MIFF Mobile App Centre
Booth 301G, Level 3, PWTC

Available on the
App Store

Download for
Android



Like us

Furnish Now
by MIFF





Trophy Room

Day 04 ■ 07 March 2014
PWTC & MECC

furnishnow
The official show news of the Malaysian International Furniture Fair

03

BEST PRESENTATION AWARD

for best booth creativity and product display

BARE SPACE BOOTH



SJY FURNITURE
Booth D03 & D04, MECC Hall D

“Every year, we try to come up with different themes. This year, we wanted a showroom concept wherein there are different sections for outdoor and indoor furniture.”

-Lim Li Li, Personal Assistant to CEO at SJY Furniture



BENITHEM
Booth 2B36, PWTC Hall 2B



TAZ CORPORATION
Booth 2B37, PWTC Hall 2B



KIDS HOUSE FACTORY
Booth 123, PWTC Hall 1



DEEP FURNITURE
Booth B06C, MECC Hall B

SHELL SCHEME BOOTH



SEOW BUCK SEN FURNITURE
Booth 2C12 & 2C12A, PWTC Hall 2C

“The inspiration of our booth comes from our furniture. We wanted a concept that will make our customers feel that our home is also their home.”

-Edmund Law, Marketing Manager, Seow Buck Sen Furniture



HEVEAPAC
Booth 233, PWTC Hall 2



ASIAN ESTEEM INDUSTRIAL
Booth B13, MECC Hall B

MERIT AWARD



DISTINCTIVE FINE FURNITURE
Booth 217, PWTC Hall 2



PT INDORACK MULTIKREASI
Booth 143, PWTC Hall 1



OMEGA SOFA
Booth 113, PWTC Hall 1



LENCASA
Booth 4A01, PWTC Hall 4A



INCEPTION DESIGN & TRADING
Booth 322, PWTC Hall 3



HIN LIM FURNITURE MANUFACTURER
Booth 216, PWTC Hall 2



TRENT UPHOLSTERY INDUSTRIES
Booth E19, MECC Hall E

NON-FURNITURE BOOTH



SPACEWEISS SOLUTIONS
Booth 4D35, PWTC Hall 4D



ASIA TUBE



Please visit us at
MIFF 2014
PWTC Hall 2
Booth 225



OFFICE & FACTORY

Lot Ptd 34297, Jalan Wawasan 7, Kawasan Perindustrian Sri Gading, 83300 Batu Pahat, Johor, Malaysia.
Tel : 607 - 455 8855 (Hunting Line) Fax : 607 - 455 6755 / 455 6955

Email : asiatube@asiatube.com.my
Website : www.asiatube.com.my



MIFF 2014 FURNITURE DESIGN COMPETITION

“

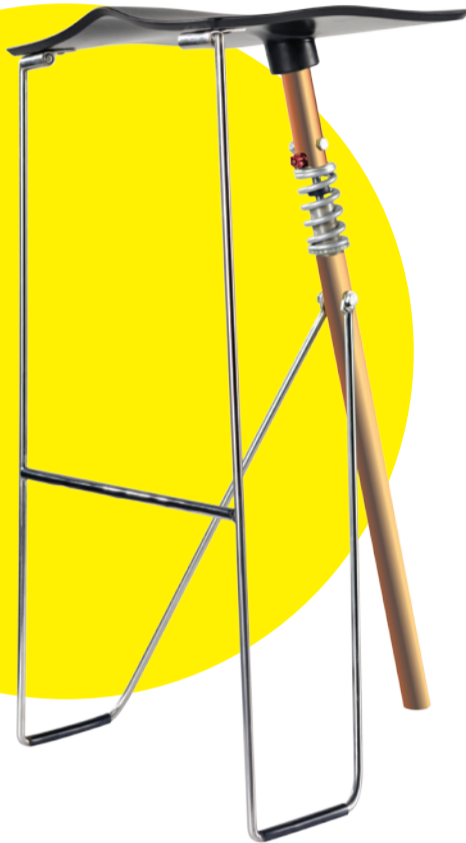
I am very happy with this big recognition of my work. This is my first time to submit two designs and they were both nominated for the Top 10. The winning entry, *XSR* or *X.Spring.Rience*., is inspired by spring riders.

It looks simple but we put a lot of engineering work in it. The idea is to give end users a brand new experience with their chairs. ”

— Francis Lye Aik Theng, First Prize Winner,
MIFF Furniture Design Competition

FRANCIS LYE AIK THENG XSR

Prototyped by
SUPREME TROPICAL FURNITURE



LEE HUI YING 2.GATHER



Prototyped by FELLA DESIGN &
RATTEN DECORATION MARKETING

TENGKU AHMAD DANIAL BIN TENGKU MUSTAFFAR

POHON

Prototyped by NSB LIGHTING



MOTION 7

OASIS PLATINUM

LUXURIOUS
WITH INTELLIGENT
DESIGN



Introducing PLATINUM CRAFTSMANSHIP

The finest quality series you'll enjoy for years

Website: www.oasis.com.my/platinum/html/home.html | Email: miff@oasis.com.my





Global Design Malaysian Perspective:

Think BEYOND design

by Alexandra Wong
Furnish Now writer



In order to attain global success, Malaysian furniture companies must broaden their approach and think beyond design. That was the main takeaway from Global Design Malaysian Perspective, a flagship MIFF seminar that brings together thought leaders to share insights on global furniture trends and issues.



From left to right:
Mr. Suda Tsutomu from Infist Design Co. Ltd. (Japan), Mr. Marico Mulders (Boma Development, The Netherlands) and Mr. Philip Yap from PYD Associates (China)

In an entertaining and educational two-hour session at Perhentian Room yesterday, Suda Tsutomu from Infist Design Co. Ltd. (Japan), Marico Mulders (Boma Development, The Netherlands) and Philip Yap from PYD Associates (China)—all rock stars in their respective fields—shared real-life experiences that could potentially provide insights in repositioning Malaysia from an OEM-dominated to a design-based furniture producer.

Kicking off the session, Mr. Tsutomu recalled how his formative days as a furniture wholesaler's sales representative—where he had to personally deliver products—shaped him into a more effective designer. "Interacting with my customers taught me that a well-designed product alone was not sellable unless other non-design factors are firmed up. A good designer uses a combination of insight and imagination to create a new value that can create sellable products," Mr. Tsutomu said.

As an example, he shared how he successfully turned a social problem into a winning idea. At the time he set up his design firm in 2007, Tokyo suffered from a scarcity of garages. In response, Mr. Tsutomu designed a garage-cum-living-space setup that was, back then, unprecedented. The idea was a hit, because "here was a business model backed by demonstrated needs which can generate assured rental income and therefore brings a consistent profit to customers," he explained.

To stand out from competition, he advised, "Be able to find what's missing in every store and company. Then be able to

“A good designer uses a combination of insight and imagination to create a new value that can create sellable products.”

- Mr. Suda Tsutomu

find and make new proposals. Be ready to evolve with your environment.”

Concurring with Mr. Tsutomu, Mr. Mulders, a widely acclaimed industrial designer for both Asian and European markets, emphasised that “design is more than design.” “Design is a mix of science, art, propaganda and storytelling. As a designer, you have to make a package from all these different elements. A designer must learn to handle complexity instead of shying away from it. Design is all about making the complicated simple.

He acknowledged the challenge of this expectation, but pointed out that Malaysian furniture makers had an edge. “Creativity in Malaysia is much higher than China because of the influence from multicultural societies. The future is in investing in the young talents of Malaysia, not OEM. Malaysia has the creativity to do this; you just have to put energy and money inside,” he said.

Like Mr. Mulders, Mr. Yap believes that in order to move towards a furniture design nation, Malaysia needs to establish a workable cross platform to integrate talents from different design disciplines. “A successful design is due to a “cross-fertilisation of ideas from different disciplines: design, engineering, material technology, etc,” he said. Furniture designers can come from the fields of fashion, graphic design, architecture and industrial design. How can we gather these disciplines under one roof and create the awareness and interest among these professionals, so that one day an architect or a fashion designer will say: I want to design furniture? Jean Paul Gaultier has designed a very famous sofa.” Mr. Yap himself is a living testament—although trained as a graphic designer, he successfully built a portfolio in furniture design that stretches from Malaysia to China.

To that end, there are plenty of Malaysian colleges providing excellent design-based courses “but more effort must be channeled directly to the furniture industry,” he emphasised. This was the reason this year's MIFF Furniture Design Competition—where Mr. Yap serves as Head Judge—was tweaked to reflect the broader, more inclusive theme of Living Furniture, Leading Design.

Summing up the sentiments of his fellow speakers, Mr. Tsutomu said: “This modern world and the age to come do not require designers who can only design, but a person who has management perspective and is capable of designing while overseeing the entire project. If you are such a person, you should be able to succeed brilliantly, not only in Malaysia but also anywhere in the world.”



You're invited to experience
the finest quality series at

**OASIS FURNITURE
HALL 2B-23!**



Kids House Factory

Kids will go gaga over our High Speed Car Bed that comes with an LED plate number and racing sound. You can even use the remote control to customise the wording according to your child's name –McQueen, Schumacher, anything—at all! Painted in high gloss, we ensure that the bed frame is operated by battery for the lights and sounds, for your child's safety.

Booth 123, PWTC Hall 1
www.kidshousefactory.com



Furnstars Concept

We offer bedroom sets including nightstands and dressing tables. But beds are our main product. Keeping up with the trends, the fabrics that we use make our products special.

This year, we are all about colourful fabrics. Our bestseller is the bed with the blue fabric. Our advantage is that our fabrics are washable and can be mixed and matched. We also have beds with pillows attached to headboards.



Booth A02, MECC Hall A



Sern Kou Furniture Industries

We primarily sell dining and bedroom sets. Our dining sets are more popular. Depending on the market, the saleable items are made of solid rubberwood for those

residing in tropical regions, and medium density fibreboard (MDF), ash veneer, maple, and/or rubberwood for those in cold weather. We set ourselves apart from competition by providing quality furniture and prompt delivery. And every year, we change our designs to keep up with the trends and offer more choices to our clients who have varied preferences and come from different countries.

Booth E15, MECC Hall E
www.sernkou.com

Seni Daya Woods Industries

Our company specialises in baby cots. This year, we are offering our customers a revamped range in terms of design and colours. The colour combination is thoughtfully created especially for infants and kids. Our Angel Cot offers modern and uncluttered design that is sure to stylise your kids' bedrooms.

All our products are durable and offer loving support and comfort to the little ones. In addition to baby cots, our range of products at MIFF this year comprises chests, drawers, cradles, baby high chairs and changing tables.

Booth 307, PWTC Hall 3
www.senidaya.com



Loft Furniture

We have dining sets made primarily of rubberwood. This year, we are introducing ash wood to broaden the product range as well as to target the upmarket. The dining sets made of rubberwood are bestsellers. Hopefully, next year we get a bigger booth. And we hope the schedule will coincide closely with the fair in China so that customers won't miss Malaysia.

Booth D10, MECC Hall D
www.loftfurn.com



Simewood Product

We sell folding mobile tables to Europe, the Middle East and Asia. These space savers, made of rubberwood, are perfect for condominiums.

For instance, when you are not using the chairs, you can just store them away by placing them in slots inside the table. We added bright colours to some of the pieces, like our stackable cabinet, to keep things interesting.

Booth B05, MECC Hall B
www.simewood.com



WOOD FRIENDS
www.woodfriends2u.com

WOOD FRIENDS SDN BHD (915490-V)
31, Jalan Kasuarina 8/KS7, Bandar Botanic Capital,
41200 Klang, Selangor Darul Ehsan.
Tel/Fax: 03 3318 8666
H/P : 016 262 0930 (Adrian) / 016 262 0931 (David)
Email : woodfriends@gmail.com



Synthetic Rattan

- Powder-coated iron steel or aluminum frame.
- PE rattan with UV-resistant.
- Cushion with waterproof fabric and high density sponge.

Booth No.
MIFF
Hall D 01
(MECC)



Deep Furniture

We make eco-friendly furniture since going green is popular nowadays. We use rubberwood and natural paint. We also keep wood knots so that nothing is wasted. Our bestsellers are our complete collection that includes stools, side tables and shelves. We have good markets in South Korea, Japan, Denmark and other countries in Europe, U.S.A. and the Middle East.



Booth B06C, MECC Hall B
www.deep303.com



Lencasa

We have launched a new product called Jack and it is the DIY (Do-It-Yourself) for kids. Our DIY beds are all about providing pieces that look stylish and involve kids. The main feature of the product is the headboard which is a combination of background sticker design. The stickers provided by us can be pasted on the background by kids. Our DIY range comes with a special feature— they can be packed in a box. In addition to single beds, we are offering double beds and queen sized beds as well.

Booth 4A01, PWTC Hall 4A
www.lencasa.com



Chia Chi Ya Enterprise

We are specialists in Bungee Cord Chairs. Our latest product, QB chair, offers a unique flexible back. All our chairs are designed for comfortable seating without compromising style. The flexible back is attached to Bungee cord seats to create a comfortable posture, thus enabling easy relaxation.

All our products are aimed at giving the customers a chance to have fun while at work with a seating solution that steals the stress away. In addition to trendy bungee cord chairs, we also make smart bar stools that exude a funky style statement.

Booth 4D03, PWTC Hall 4D
www.jgrchair.com



Beauty Lighting Factory

Our bestsellers are the floor lights. They are made of high quality metal and man-made wood. The product safety, design and surface treatment make them special. We have a design team who are constantly on top of the current trends.

We are proud to say that our lights are very competitive and fashionable. Each one goes under six procedures of testing to see if it matches the standards of our customers. In 2015, we hope to find several big customers at MIFF.

Booth A07, MECC Hall A
www.beautylighting.cn

Furnizone Industries

We offer a do-it-yourself range of different products that is quick to assemble and looks great. Our motto is to save time and save money of our buyers. Our products offer a unique combination of competitive pricing and quality material. Our showcase at MIFF 2014 consists of shelves, cabinets, beds, bedroom sets and office tables. All our furniture comes with space saving features.

The new design of our products not only adds elegance to the decor but also a unique style statement. We value our customer's time by offering efficient delivery and shorter production lead time.

Booth 4B02, PWTC Hall 4B
www.furnizone.com



Wood Friends

Our company focuses on creating furniture made of synthetic rattan for the living room, dining and lounge areas. We also use either the powder coated metal or aluminum for our frames. All of our product items are bestsellers. With clients worldwide, we keep updating our items in terms of design and quality. Plus, we are competitively priced. Our designs are inspired by the experiences of one of our directors, David Loi. We sell to Panama, Russia, Canada, South Korea, Japan, and Mauritius, to name a few countries.

Booth D01, MECC Hall D
www.woodfriends2u.com



MÖBELMARKT
International Interior Business Magazine

[interior fashion]
upholstery and more

material+technik
möbel

Bambini

küche+bad
forum

MÖBELMARKT
multichannel

MÖBELMARKT
online

MÖBELMARKT.TV

CRP
CONSULTING
Programmer & Partner GmbH

RSM
kommunikations-marketing

From Germany for the (furniture) world

RITTHAMMER

media group

Phone +49 911 95578-0
E-mail media@ritthammer-verlag.de
www.moebelmarkt.de, www.ritthammer-consulting.com, www.material-technik.de, www.rsm.de



Take a journey through thoughts on MIFF and the furniture industry with these power buyers.

"We buy a lot of products from MIFF every year. We are a well known retail and wholesale business in Chile. We are looking for dining room furniture, bedroom sets, and other products that are distinctive in style. I have already bought more than 100 containers that consist of dining, bedroom and buffet sets. The luxurious styles of furniture made of Malaysian wood and leather that I found here are difficult to locate in other parts of the world. In terms of pricing, I see a combination of reasonable pricing and quality. I see some furniture providers here that offer innovative designs with out-of-the-box creativity. I have been visiting MIFF since 2007 and hope that it will continue to delight me for the years to come with its innovation and development in the furniture industry."



RAYMOND GILLMORE LANDON
CIC Saber Vivir
Chile

LAURIE WILLIAMS
Metal Beds
United Kingdom



"We are into the wholesale business of bedroom furniture and I am here to find some distinctive designs that the consumer demands of my business. In MIFF, I see a wide variety of furniture and many novel styles. I have been a part of this event for 12 years. This year, I have already bought two containers. Stylish, contemporary, enticing and original designs are what I am looking forward to buy more. In terms of material, I will be eyeing the furniture pieces that are made of oak. There are some pieces in metal that I have liked due to their design and reasonable pricing."

MOHAMMED AKIF ARIF
Al-Haditha Furniture
Saudi Arabia



"We have been coming to MIFF for the last five years. This year, we are looking forward to find some bedroom and dining room furniture made of solid wood and rubber wood. We find MIFF a great place for buyers like us where we can find such a huge variety. Last year, we bought about 85 containers. It's the second day of the show and we have already booked 50 containers and looking forward to find more choices. There are great options here that are budget friendly as well. The efficient organisation of such a huge show is impressive. We appreciate the free transportation to the other venues and excellent security offered by the organisers for our convenience. They have made everything easy for us!"

"We are here to buy different types of furniture that includes bedroom sets and chairs. We are open to explore some varied styles that we see here. There are many furniture pieces that we have liked in terms of quality and style and they fall under our budget too. We like the innovation in designs here and are hoping to make some choices soon."



SVETLANA V. GALAKHOVA
Yantar Furniture Trade Network
(Lipetsk)
Russia

"We didn't find too much office furniture so far. We're looking for more suppliers. So far, our best suppliers at MIFF 2014 are Lifestyle International and Home Upholstery Industries.

We have placed orders with them. We're one of the biggest companies in the Middle East that provides furnishing and equipping solutions."



ZIAD ABDULKARIM
Riyadh House
Saudi Arabia

RICHARD COMTOIS
Collection Tuff Avenue
Canada



"So far what we are seeing seems to be the same as last year. We hope to see more new products and more diversity. We are a furniture distributor and we cover the entire Canadian market. We did select some suppliers at MIFF and we should be doing very good business with them."

EHSAN BAGHER POUR
BTC Bagherpour Trading Co.
Iran



"We do visit MIFF to scourge the market and keep ourselves updated. It is interesting to see new, post-modern designs. But mainly, our company comes here to purchase raw materials because the wood grain here, especially coloured wood, is superior. In the last four years, I see that there are lesser suppliers of raw materials, and there are more of finished products. I understand the rationale for this, but I also hope that a section of MIFF can be allocated for suppliers because not everybody comes here to buy finished products. It might provide an opportunity for joint ventures between the furniture makers and the suppliers. The opportunities are boundless if we can capitalise on all the existing opportunities, beyond just finished goods."

"It's my fifteenth year coming here. The first time was in 1999. We mainly look for dining chairs, sets, and bedroom sets. We come here mainly to look for Malaysian suppliers and manufacturers because they know how to leverage on good rubberwood. This is Malaysia's speciality. This year, we are planning to buy dining sets in rubberwood, tables and chairs and some sofas. Historically, we have bought 20 to 30 containers when we come here and it looks promising this year."



CEDRIC TOPALIAN
Sofactory
France



BUYERS

I'm dealing with height adjustable furniture. This has been my ninth time at MIFF. I come here for meetings with customers, to check out my competitors and to meet with international buyers. Overall, the exhibition is good.

MR. AMIR MAHMOUD
Qatar



This is about my 10th year at MIFF. So far, it's been very good here, better than previous years. I'm here to look for new designs, products, and new suppliers.

PETER SHEPHERD
Edge Living
Australia



The exhibition is very well organised, lots of stuff, interesting designs, it's been a very fruitful visit.

TONNIE VONK
Actiforce Asia
Malaysia



This is my first time here. I'm impressed with the international booths as I'm here looking for both buyers and distributors. The services here by MIFF are also very good.

MR. MFAUME KIMARIO
LT & M Investment
Tanzania



LUC O'BRIEN
Inner Space
Australia



I'm here to visit suppliers and to look up new designs and for other supplies. It's great here as it's easy to get around. The food is good, which is important when you're travelling and the promotional information on the official website is good.

CHERYL HOWSON
DesignQ (Pvt) Ltd
Sri Lanka



I've been here a few times and my boss has been here for about 10 years. This year, we know what we're looking for and yes, we've found it here. We're interior designers and we're looking for suppliers who can source and give us the furniture and things that we need. We've gotten some quotations and met a lot of potential clients so far.

I come every year to MIFF to check out different kinds of furniture. Compare to when I first came 18 years ago, the exhibition has developed over the years. But the commute between MECC and PWTC is difficult. I'm very familiar with Kuala Lumpur.

ZYMARIDIS MILTIADIS
Wood Well
Greece



I think MIFF 2014 is fantastic. There are great variety of products. We operate a hotel chain in Australia and we're looking for furniture in our apartments. Furniture is so much cheaper here and this is why we came here.

SHELLY WHITEHEAD
Gladstone City Central
Apartment Hotel
Australia



RAFAEL SALVESTRINI
Falabella
Chile



This is my 4th year coming to MIFF. I think it is very good and it's the best occasion for me to meet my vendors again.

MARIKA DOLIDZE
Orbi Group
Georgia



This is my first time at MIFF. I think it's okay so far. I'm looking for hotel furniture and old furnishing because we are a building company.



EXHIBITORS



This is my first time as an exhibitor although I've been here four years ago. I hope to get as many customers. I'm sure I'll come again.

JOHNSON YANG
Sonnac Co., Ltd.
Taiwan

I've been here in 2010, 2011 and 2014. It's better, better and better! I'm having an awesome experience here. We've had an on-site order placed from Kenya. Yesterday, we had up to eight dealer enquiries. Today, some have come to reconfirm what they have considered to buy. So far, it's good and we love Malaysia!



MR. YUN SOOIL
Dong-A B. S. I.
Korea



I've been visiting MIFF for the last 6 years but this is my first time as an exhibitor. It's really nice here. I have already registered for a bigger booth next year where we also would like to participate in the MIFF design awards.

MR. K. S. MIN
Sales and Marketing Manager
Sung Yong Co. Ltd.
South Korea



VIC CHEN
Merry Yard Group
Taiwan

We're trying to look for chainstores and to get into the local Malaysian market and the East Asian buyers. We're also hoping to meet Australian buyers as we have many weather resistant chairs, tables and sofas suitable for the outdoors.



Compared to last year, this year is better. We saw more European buyers. The MIFF app is really good too. We liked the fact that we can go online this year to register ourselves for MIFF and they'll call us if there's anything wrong. Their customer service is really good.

MAY ANG
Supreme Tropical Furniture
Malaysia



We have been at MIFF for many years now and we hope that MIFF will get better each year. We have not tried the MIFF app because the network reception is very poor at our booth, so we are not able to access it. We hope the organisers will do more promotion for the show.



ROBIN LEONG
Spurs
Malaysia



We focus on dining sets and console tables. The dining set with the rustic look is one of our popular items, attracting customers from Europe and U.S.A. This year, we launched the 'butterfly' theme as can be seen in the way we shaped the back of the dining chairs. For MIFF 2015, we hope to have just one venue for all exhibitors.



JS CHUA
Home JS Furniture
Malaysia





GETTING AROUND *Your infographic guide to MIFF 2014*

Putra World Trade Centre (PWTC)



MAIN ENTRANCE & REGISTRATION

From the main entrance, guests can register straightaway and hit the ground



LUGGAGE COUNTER

Where guests can store luggage, book air tickets or sign up for local tours

LEVEL 3 Press Board

Check out the anniversary gallery, showing 20 years of MIFF



TRANSPORTATION

Those using public transport would enter from the entrance next to the SHUTTLE to MECC pick-up/drop-off point (available 9:30 am to 5:30 pm)



LEGEND	Organiser's Office	Seminar Room	Restaurant/Café/Savoury Counter
	Malaysia Tourism Promotion Board	Exhibitor's Service Centre	Luggage and Travel Info Counter
	Registration Counter	Meeting Room	Emergency Exit
	MIFF Media Centre	Editorial Room	WIFI Area
	Foot Reflexology Centre	Information Counter	
	International Buyers' Lounge	Fairground Shuttle Transfer	

MATRADE Exhibition & Convention Centre (MECC)



MIFF FURNITURE DESIGN COMPETITION SHOWCASE

Checkout the rock stars of the Furniture Design Competition 2014 at Hall B

MUAR FURNITURE ASSOCIATION

Halls D & E are designated as MUAR HALL, in honour of Malaysia's famous furniture town

FOOD and BEVERAGES

Have a gastronomic adventure at MIFF 2014. Riverside Restaurant is next to the registration counter. Check out Hall 1 cafeteria for local dishes

PWTC

- ▶ Riverside Restaurant Opposite Hall 2A, Level 2
- ▶ Hall 2B Savoury Counter Entrance of Hall 2B, Level 2
- ▶ Hall 3 Savoury Counter Linkway from Hall 3 to Hall 2, Hall 1 and Hall 1M, Level 3
- ▶ Garden Restaurant Hall 4B, Level 4
- ▶ Hall 1 Cafeteria Hall 1, Level 1

MECC

- ▶ Burger King Hall E
- ▶ Pizza Hut Between Hall A and Hall B
- ▶ Food and Beverage Trader's Cafe Hall B Ground Floor
- ▶ Chef & Brew Hall C, Level 1



MIFF 2014 BUYERS' NIGHT Snapshots of

GOLDEN MOMENTS


UBM Malaysia

A-8-1 Hampshire Place Office,
157 Hampshire, 1 Jalan Mayang Sari
50450 Kuala Lumpur, Malaysia.

Tel : +603-2176 8788
Fax : +603-2164 8786
Email: info@miff.com.my
Website: www.miff.com.my

United Business Media (M) Sdn Bhd disclaims any liability for errors or omissions and responsibility for the reliability or legality of the materials provided on this publication.

furnishnow
The official show news of the Malaysian International Furniture Fair

EDITORIAL TEAM

Creative Content Director : Matt Young
Chief Editor : Gloria D. Gamat
Project Manager : Hannah Nguyen
Designers : Winsong Chua, Edison Tan
Writers : Ruchi Mahajan Ranga, Chin Pei Ling, Alexandra Wong, Diana Uy

Published by:

media MICE
Nimble media makers for you

Media MICE Pte. Ltd.
6001 Beach Road, #19-06
Golden Mile Tower, Singapore 199589
Tel: +65 6679 1196 Fax: +65 6298 6316
Email: enquiry@mediamice.com
www.mediamice.com



aafurniture.com

MIFF 2014

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

