



furnis now

The official show news of the
Malaysian International Furniture Fair

04 – 08 March | 0930 – 1800 hrs
PWTC & MECC

20th Anniversary

A MILESTONE CELEBRATION

1995-2014

Highlights

Editor's Pick

Check out what caught our
eyes at MIFF 2014



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MIFF Interactive

MIFF goes techy! Find out
what everyone has to say
about it...



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Fabulous Furniture

MIFF 2014 never runs out of
fabulous furniture!



page 5



by Diana Uy
Furnish Now writer

Close to a thousand guests from 60 countries made the 20th Malaysian International Furniture Fair Buyers' Night another success.

MIFF chairman and founder Dato' Dr. Tan Chin Huat welcomed and thanked the buyers for their unwavering support year after year, noting how the furniture fair attracts around 6,000 international visitors worldwide each time. He ensured a more exciting and better MIFF 2015.

"We look forward to MIFF 2015 and for many more years to come," Dato' Tan remarked in a speech last night at the grand ballroom of Sunway Putra Hotel to a full-house event. "We are seeing more buyers from emerging economies. Rest assured that we will continue not only to deliver our best every year but also to further enhance the MIFF experience for you."

MIFF spared no expense in providing their esteemed guests a good time. Keeping up with the theme "Golden Night," entertainment for the international crowd

included giant mascots dressed in golden ensemble posing with them for photos outside the ballroom. There were also performers dancing to traditional Malaysian songs on a mock up stage.

Once inside the packed venue, Katrina and Maggie, the rope-dancing duo, wowed the buyers for a few breathtaking moments with their acrobatic feats. The Big Band made some guests dance and sing along on their seats as the group belted out pop beats, with a mix of traditional Malay songs.

The UV Dancer from Bali turned the heat on with their very sexy moves.

In between performances, the hosts gave away amazing raffle prizes. Food and drinks overflowed.

And for the first time in 20 years, the foreign visitors brought along small gifts representing their country to exchange with fellow buyers.

The Buyers' Night ended with the launching of MIFF 2015, slated for March 3 to 7.



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by MITI, Malaysia

SEE US AT
PWTC
HALL 2
BOOTH 233



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Editor's Pick

Check out some of the Furnish Now editorial team's favourite furniture and MIFF booths...

Booth 205, PWTC Hall 2
www.lenchong.com

LENCHONG METAL WORKS



Want to inject some individuality to your bedroom without the same old generic rectangular pieces? Check out the bedding sets at Lenchong Metalworks. Imaginative headboards will add fun and flair to any setting.

We are particularly fond of one that features an oversized butterfly; the mind boggles at the amount of skill and care that must go into bending the pieces of metal into their respective curves. Yes, each piece in Lenchong is lovingly handcrafted.

HEVEAPAC

Booth 233, PWTC Hall 2
www.heveapac.com.my



Who would have thought that one day, furniture could be shifted around like Rubik's cubes? Enter Heveapac's modular storage solutions, which take on the shape of cubes, letters in the alphabet and even—gasp—the dollar sign! Ingenious yet simple, you can mount them on the wall or use them as a room divider; display your treasures or hide your clutter; use them on their own or stack them up like an interlocking jigsaw puzzle. Whatever your needs are, the clean design and vibrant colours make them one of MIFF's most flexible, versatile and covetable solutions.

FOREST RESEARCH INSTITUTE
MALAYSIA/WOODVIEW PRODUCTS

Centre Court, PWTC Hall 2

Forest Research Institute Malaysia (FRIM) has come up with a revolutionary rubberwood that has been treated by high temperature drying (HTD), a process that eliminates the use of borates, enhances timber stability and accelerates processing time from two weeks to two days.

See its application in Woodview's Through & Through collection on display on Centre Court, PWTC Hall 2. Fashioned out of reclaimed rubberwood and edged with tree barks, these beautiful bartop and dining sets reveal a beautifully intricate grain pattern, adding character as well as a strong design element to any furniture.

The exact shape and curves of each log is different, so no two pieces will ever be identical.



Booth 323, PWTC Hall 3
www.delanofurnitures.com.my

DELANO FURNITURE
INDUSTRIES

This gorgeous multi-purpose shelf by Delano Furniture Industries could ignite a reading revolution. Inspired by, and shaped like, a crescent moon, the Arch makes a chic addition to any library. Streamlined with a curvy spine, it saves space and looks good standing alone, or clustered together in a circle to make the ultimate style statement. Move over sexy librarian, enter sexy library!

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





TONICS FURNITURE

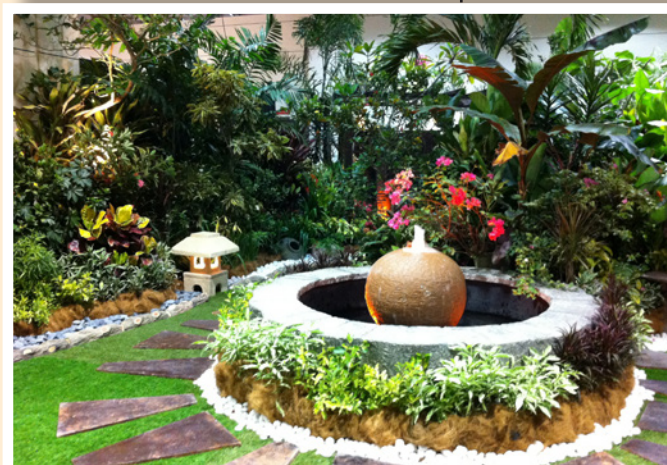
Booth D02, MECC Hall D
www.tonicsfurn.com

Little things matter—which is why we love this girl's bedroom set by Tonics Furniture. The quaint, heart-shaped hole in the bed frame makes our hearts go 'aww!' At the end of a tiring day, this bedroom set radiates a sense of peace and calm with its innocently white, fairy tale-like design. Perfect for dreamers (like us), here's a bedroom set we'd like to go home to!



Booth B29, MECC Hall B
www.maxly.com.my

MAXLY LANDSCAPE



We thought we found ourselves a little park in MECC only to realise that it's Maxly Landscape's impressive booth made like a little garden! This picture-perfect landscaping attracted many visitors who came to take photographs within the landscape. The booth comes with built-in portable water features, naturalistic ponds and outdoor timber structures. Claiming that "every product here is a bestseller," their portable water features are made of fibreglass which lasts come rain or shine.

SJY FURNITURE (M)

Booth D03 and D04, MECC Hall D
www.sjy.net



Nothing beats a getaway with the wackiest bunch of friends, all cuddled up in a piece of outdoor furniture called Apricot. This latest offering from SJY Furniture is such an eye candy with excellent UV protection that we couldn't resist it. No wonder it was submitted as an entry in the MIFF 2014 Furniture Excellence Award. Its frames are made from aluminium to prevent rust. Beach resorts would welcome such a piece of furniture with waterproof fabric! Now we need that getaway... thanks to Apricot!

Booth A15C, MECC Hall A
www.nicollo.com.my

NICOLLO



If you're sick of sombre, plain colours for your living room, Nicollo's latest sofa with adjustable headrests may be the right furniture for you. We love the way the sofa has a 90-degree-adjustable headrest with extendable seats at the bottom—perfect for afternoon naps. If green is not your colour, then choose from a variety of 10 colours to brighten up your living room!



ASIA TUBE



Please visit us at
MIFF 2014
PWTC Hall 2
Booth 225



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Website : www.asiatube.com.my



"Ooh, my company is featured on the MIFF wall of fame! Must quickly snap a pic for the company album!"



"How convenient, I can just scan the QR code and following MIFF 2014 updates will be a breeze."



"Who's the boss huh? Just wait till we get back to the office..."



"Thank goodness there's an interactive map to find my way around PWTC, or else I wouldn't be able to deliver these flowers on time!"



MIFF interacts with U!

"In the event you get lost, just go to the cheerful pink and white information booth right next to the escalators. There's one on every floor in PWTC."



"Yes, I'd love to be part of the MIFF 2014 online community. Now I don't have to worry about missing the latest updates."



"This is my first time at Instabooth... what do you do ah? Smile? Look funny? Can I just pretend to be one cool lady?"



"This is really fun! Shall we do this again at next year's MIFF 2015?"



"Want one of these? Just mosey over to Instabooth at PWTC level 4 to get your personal goofy mugshot!"



Datuk Christine Tibok Vanhouten, Chairman of Malaysian Furniture Promotion Council (MFPC) and Sarimah Hj Mohamad Sabudin, CEO of MFPC, show off their funky alter egos at the MIFF 2014 Instabooth in PWTC level 4.



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for your *perfect* project?

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QUANTITY
ORDER

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ENERGIZED
DESIGN

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QUALITY



Asia Tube Industries

Our company specialises in producing bedroom furniture. We make beautiful innovative combinations of wood and metal. As there are not many space oriented furniture sets in Malaysia, we stand out by creating the furniture pieces that offer maximum space utilisation with a blend of different styles.

Our furniture range at MIFF this year comprises elegant styles in bedroom sets that are sure to bring glamour to the bedroom space. Through MIFF, we look forward to increase our clientele of international customers.

We have been joining MIFF the last 15 years, and we find it complementing our marketing strategy by helping us gain new customers every year.

Booth 225, PWTC Hall 2
www.asiatube.com.my



Eng Lian Import & Export Trading

Selfie-addicts alert! You will love our funky standing mirrors that make looking in the mirror more fun. The stand is made of PVC and its compact size spells space-saver for small rooms that cannot fit wide, body-length mirrors. Impressively, this mirror works as well for body-length views despite its size. It comes with a few colours to choose from – colourful being Eng Lian's style.

Booth A13, MECC Hall A



Fella Design

We specialise in fabric sofa, usually creating classical designs. For this year, we are highlighting modern sofas. So we play with our fabrics, put more colours, use stripes or make them simply plain. The shapes are more streamlined. We try to come up with different designs each year, make our products more elegant and with better fabrics.

Aside from sofas, we are also selling armchairs, lazy chairs and wooden chairs. In 2015, we hope MIFF will attract more buyers worldwide. We hope they can do more marketing, advertising to make the fair more successful and exhibitors happy.

Booth A12, MECC Hall A
www.fella.com.my



Ascent Furniture International

The company focuses on selling bedroom and dining sets. Our buyers love our 'full concept.' They buy a full collection. We take pride in our design and quality, using veneer as well as solid wood like rubberwood. We travel a lot to places like Milan to get inspiration. Working closely with customers helps us in developing new products, too.



Booth A10, MECC Hall A
www.ascentfurniture.com

Glory Furniture & Furnishing

We manufacture wooden beds. Our bestsellers are the single and bunk beds. We are targeting promotional items. Quality-wise, we use rubberwood and LVL [laminated veneer lumber]. Our price is competitive. For MIFF 2015, we expect more visitors from overseas as well as better business volume.

Booth D05, MECC Hall D
www.gloryforever.net



EVENT HIGHLIGHT

PRIZE PRESENTATION CEREMONY

Furniture Excellence Award (FEA)

Best Presentation Award (BPA)

MIFF Furniture Design Competition (MIFF FDC)

Date/Time: 6 March 2014, 2:30 pm

Venue: MATRADE Exhibition & Convention Centre (MECC)



Meet us & make your
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come true at

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



Tube Home

Our company specialises in producing a wide variety of furniture—from kids' bedroom furniture, classroom furniture and bedroom furniture—to garden furniture, chairs, tables, bunk beds, folding beds and much more.

At MIFF 2014, we are highlighting our range of double beds with aluminium design. Our showcase this year also includes a colourful range and innovative styles in family furniture that is sure to bring the best out of every space.

We have been with MIFF since the beginning and the show has been helpful to increase our clientele of different types of customers. MIFF complements our marketing strategy by helping us gain new customers every year.

Booth 4A26, PWTC Hall 4A
www.tubehomefurniture.com



Foshan Golden Furniture

It's difficult to miss our new S-shaped bed that comes with an organic cotton mattress. The S-shaped frame is made of leather and firm enough for Daddy to sit comfortably by the bedside and put his child to sleep without rocking the child in bed! Mommy can tell bedtime stories while sitting on the bed frame too!

Hotwin Furniture Export

Our company sells dining sets with buffet tables. Our bestseller is the HW Forest Dining Set, which we regularly showcase each year here at MIFF. Clients are always asking for it.

Made in Malaysia, the design is a combination of classical and modern. What makes us different is that we custom-made our products in terms of size and colour.

We use both solid rubberwood and veneer. Hopefully, we get more potential buyers in MIFF 2014.

Booth D09, MECC Hall D
www.hotwinfurniture.com



Booth A06, MECC Hall A
www.grdfurniture.com

SEMINAR HIGHLIGHTS

GLOBAL DESIGN MALAYSIAN PERSPECTIVE

Mr. Philip Yap

PYD Associates, China/Malaysia

Mr. Suda Tsutomo

Infist Design, Japan

Mr. Marico Mulders

Boma Development, Netherlands

Date/Time: 6 March 2014, 11:00 am to 1:00 pm

Venue: Bilik Perhentian, PWTC Level 3

THE ITALIAN TASTE IN INTERIORS

Mr. Enrico G. Cleva

EC & Co., Italy

Date/Time: 6 March 2014, 2:30 pm to 3:30 pm

Venue: Bilik Perhentian, PWTC Level 3

Jiaxing Rubelli Furniture

Older folks with health problems will welcome our new Leisure Bed Sofa with excellent therapeutic benefits that include better circulation and breathing. It helps with swelling, acid reflux, post-surgery healing and back pain. The fact that it is a sofa bed means that your therapy is done while relaxing in the living room luxuriously and conveniently.

Booth A09 and A09A, MECC Hall A



WOOD FRIENDS
www.woodfriends2u.com

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Booth No.

**MIFF
Hall D 01
(MECC)**



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

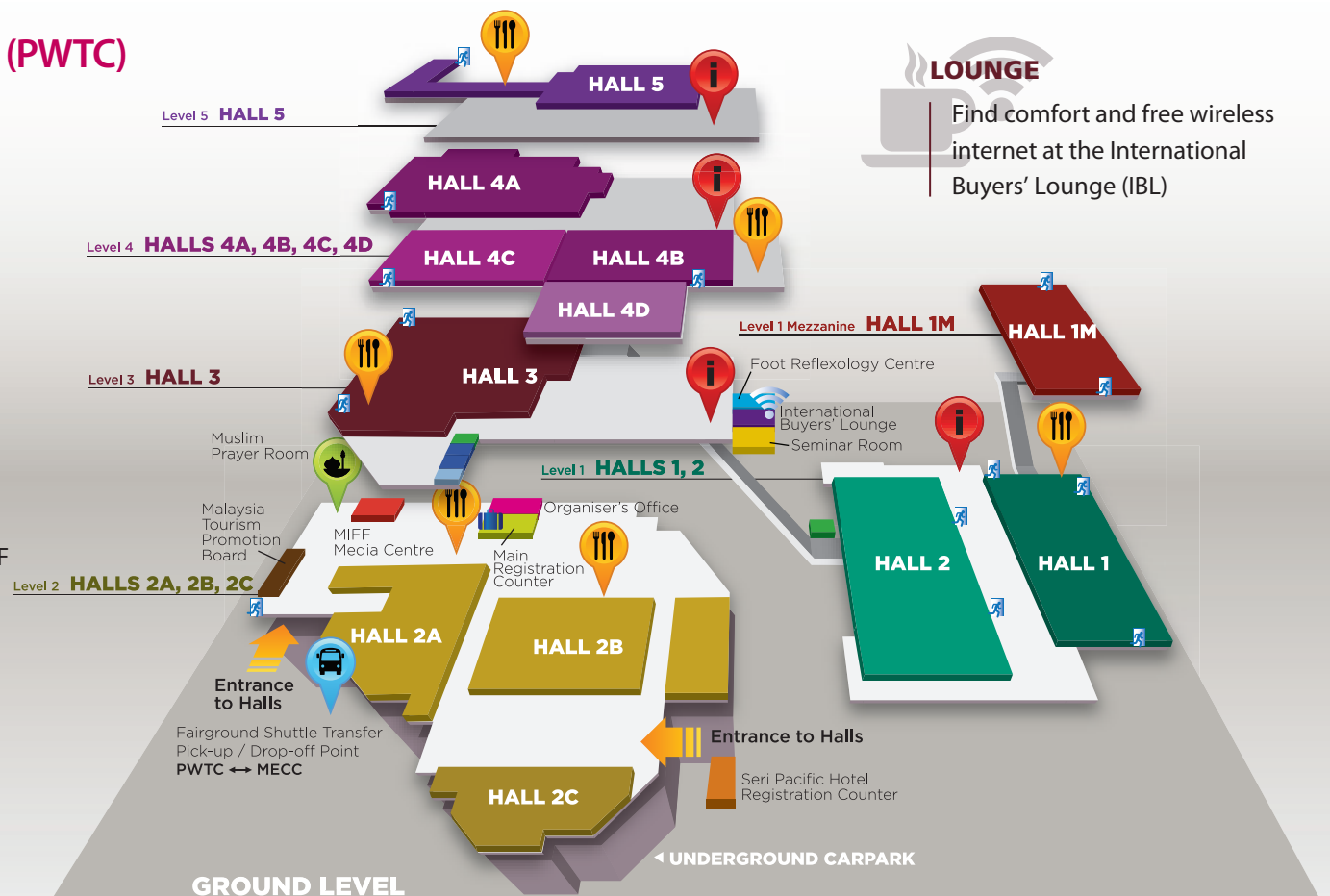
LEVEL 3 Press Board

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

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Shellaine Aw,
Kimyee Furniture Industries

"How about a little role play? Feeling like a fireman or construction worker?"

Jane Lee & Joey Yap,
Oasis Furniture Industries

"We're fun, cute and fabulous just like Oasis Furniture! Working is never a chore when you're doing it on these groovy multi-purpose stools that can be converted into tables and vice versa."

Eastern Smart Furniture



"Furniture can be fun and current. This sofa, which we're entering into the Household Furniture competition, is inspired by the upcoming FIFA World Cup."

Jonathan Lee, Wasaniaga



"Hey lazybones, get off your ***. You're supposed to be working!" (No, he's actually working. Really. This snazzy-looking sunchair is part of the Wasaniaga outdoor furniture series.)



Colours of Taiwan! Delegates of Taiwan Furniture Manufacturer's Association enjoying MIFF 2014



Colourful organisational boxes maximises space utilisation!

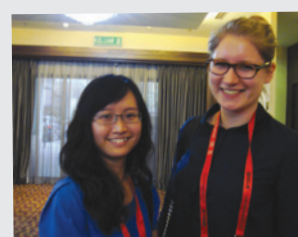
"Over the years, we have seen MIFF grow from strength to strength. With UBM as its organiser now, there is just so much professionalism in the management of the show. They are very professional in how they manage buyers and exhibitors too. For its 20th anniversary, I wish MIFF all the best for the next 20 years as well!"

- Suria Zainal, Senior Director
(Communications & Investments),
Malaysian Timber Council



"This is my first time at MIFF. I'd like to see what MIFF has to offer. I've been to Turkish furniture fairs and would like to see what's the difference. For MIFF's 20th anniversary, I'd like to wish them the best in goods development for the furniture industry - not just for MIFF alone."

- Kunle Lasisi,
Operations Manager,
Vono Products PLC



"We're here to look for Malaysian exporters to Germany. I hope that MIFF will become one of the platforms for the furniture industry in Malaysia where international companies of any related industries can come here and find what they need - whether it is business relations or partnerships."

- Lim Yuan Lim & Maximiliane Rauch,
Malaysian-German Chamber of Commerce and Industry



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MIFF 2014

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

