



furnish now

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

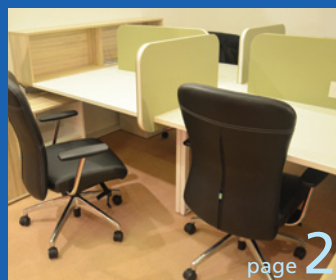
20th Anniversary

A MILESTONE CELEBRATION

1995-2014

Highlights

20 First Dates

Discover MIFF Loyal
exhibitors.

page 2

Fabulous Furniture

Furniture is as fabulous as
ever at MIFF 2014

page 4

IMPORTANT NOTICE:

Buyers' Night

WHAT: MIFF 2014 BUYERS' NIGHT

WHEN: 5 March 2014
(Wednesday), 6.00 pmWHERE: Grand Ballroom,
Sunway Putra HotelOpen to international buyers only.
Collect tickets from International
Buyers' Lounge, PWTC Level 3.Tickets are available on first-come,
first-serve basis. HURRY, go grab
your tickets now!

MIFF 2014: Officials expect increase in sales

by Diana Uy
Furnish Now writer**T**he 20th Malaysian Furniture Fair 2014 has
officially opened.Chairman and founder Dato' Dr. Tan Chin
Huat expects this year's MIFF to generate
a five percent increase from on-site sales
compared to last year's US\$854 million.Confident that MIFF is getting better
every year, Dato' Tan said that he is positive
MIFF will reach that goal as shown by the
good turnout of exhibitors and participants
in the current trade show. "Twenty years
ago, MIFF started with a group of about 152
local exhibitors in PWTC (Putra World Trade
Centre). Since then, we have grown rapidly to
become one of the premier furniture trade
shows in the world and the leading industry
event in Southeast Asia," Dato' Tan said
during his speech at the MIFF 2014 opening
ceremony held at the Pacific Ballroom, Seri
Pacific Hotel on March 4.Dato' Tan added that MIFF's focus
has always been to meet and exceed the
expectations of exhibitors and buyers and
deliver the best organised furniture show
possible. "We are very proud to be serving
the Malaysian and global industry for 20 years
and will continue to do so, and provide even
more future business opportunities," he said.In a speech delivered by Deputy Secretary
Mohd Ridzal Sheriff noted that MIFF has
evolved into Southeast Asia's No. 1 furniture
fair and a "sought after event by the global
industry every year."Dato' Mohd Ridzal said that MIFF provides
a strategic platform for furniture businesses,
contract buyers, international chain stores,
hoteliers, architects and interior decorators
to meet and source for their requirements as
well as establishing business networks. "It is
also a strong platform for B2B networking,"
he said.UBM Asia President and CEO Jime Essink
added: "MIFF has built up a strong presence
by delivering effective services to exhibitors
and buyers, creating real business and
opening new opportunities and a gateway
into the fast growing emerging market."Mr. Essink said that MIFF is one of the
seven world-wide furniture events dedicated
to the furniture industry by UBM. "This gives
our customers the added advantage to
benefit from the synergy of these exhibitors
at Furniture China, Index Fairs in India,
FIDExpo in Russia, Indonesia International
Furniture Expo, Interiors U.K. and May Design
Series in the U.K., to explore new business
opportunities and maximise best sourcing
channels," Essink said.A total of 500 exhibitors from 13 countries
and regions are showcasing their latest
collections, covering an estimated 80,000
sqm of space in two venues: Putra World
Trade Centre (PWTC) and the Matrade
Exhibition and Conference Centre (MECC) in
Jalan Duta. Apart from Malaysia, exhibitors
include those from China, Hong Kong, India,
Indonesia, Singapore, South Korea, Spain,
Taiwan, U.K., U.S., Vietnam and Iran."We have a lot of new delegations coming
this year. [And we see] more and more
international exhibitors wanting to participate
in our shows", Dato' Tan said.The anticipated activities in the five-day
furniture show include the presentation of
the Furniture Excellence Award and Best
Presentation Award to exhibitors. MIFF will be
announcing the winner of the MIFF Furniture
Design Competition on March 6 at MECC.Visitors and participants can also visit the
special gallery chronicling the history of MIFF.
There will also be a seminar discussing the
latest developments and trends in the industry."MIFF is a testimony of the global
acceptance of our furniture products, which
are of world class quality. I look forward to
seeing more Malaysian companies penetrating
this high value market segment," Dato' Mohd
Ridzal concluded.PWTC Level 3 press
board showing MIFF
anniversary galleryGlobally Recognised
The Preferred Manufacturer In AsiaThe Excellence Supplier
by Nitori, JapanThe Superior Supplier
by The Reject Shop, AustraliaISO 14001:2004 EMS
by JAS Australia & NZISO 9001:2008 QMS
by AFNOR Certification, France2004 Export Excellence Award
by MITI, MalaysiaHeveaPacTM
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HALL 2
BOOTH 233

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THROUGH THE YEARS with **MIFF**

For the last 20 years, the Malaysian International Furniture Fair (MIFF) has grown into Southeast Asia's No. 1 furniture fair and a global Top 10 industry show. Every year, MIFF hosts more than 500 international and Malaysian exhibitors that display their latest collections and designs for bedrooms, living areas, kitchens, bathrooms, children, office, commercial foyers, hotel lounges and outdoor living. The exhibitors' yearly showcase has attracted quality buyers who buy in bulk on the spot.

These are the exhibitors joining MIFF every year. Let's see what they have to offer...

SENI DAYA WOODS INDUSTRIES

Booth 307 PWTC Hall 3



Seni Daya Woods is a huge player in the baby furniture arena, not just in Malaysia but in the international market as well. Selling baby cribs, baby cots, and cradle chairs since 1987, the company has found its niche in the furniture needs of the 0-6 age group.

By joining the Malaysian International Furniture Fair (MIFF), Seni Daya's market exposure has increased 30% every year. "MIFF is a good channel for local exhibitors and has provided worldwide exposure to our products," said Alan Teo, Marketing Manager. "In the coming years, I hope they will expand to bigger halls, to make it easier for international buyers," he added.



This year at MIFF, Seni Daya's expanded baby room showcase focuses on trendy designs and colours. The company's line of baby furniture products boasts of not only quality, but also of compliance to international safety regulations.

CHEA-EE INDUSTRIES

Booth 2B45 PWTC Hall 2B



Chea-ee Industries specialises in the production of office furniture components such as worktops, cabinets and pedestals. The company has been in the business for more than 10 years. "Office furniture is considered one of the most demanding furniture in the world. We bank on that particular inspiration," said Mr. Woo Chin Ee, Director.



Sharing his views on joining MIFF on its 20th anniversary, he said: "It is our pleasure to be able to participate all these years. MIFF has always been a good platform for buyers from around the world to understand more about the capability of furniture manufacturers in Malaysia. Joining MIFF really boosts the worldwide visibility of the Malaysian furniture industry," Mr. Woo proudly shared.

Like in the past years of exhibiting at MIFF, Chea-ee Industries assures its clients and potential customers of the company's capability of fulfilling their office furniture needs, without setting aside good quality, and most of all, customer service.

INTERSIT INDUSTRIES

Booth 2A03 PWTC Hall 2A



In business for 30 years, Intersit Industries continues to come up with breakthrough product solutions in the Office Furniture category. On joining MIFF 2014, Intersit Managing Director, Alex Lew Cheng Meng, turned nostalgic: "In the interim of MIFF's 20th anniversary, Intersit is also celebrating its 30th anniversary. A double milestone! To mark this milestone, we are showcasing not only our newly launched line of executive desks called INSPIRE, but also our Office Sofa and Soft Furnishing. We started with Office Seating, and with every milestone, we launch new lines of products."



The company excels in innovative designs that cut through the benchmark of a usual office setting. As a leader in this market, Intersit looks back on its early journey with MIFF: "MIFF is one of the pioneer platforms for International Trade fairs for furniture," he said. "As a leading office furniture supplier, MIFF has provided us with a platform where we can both exhibit and excel."

On looking ahead beyond MIFF 2014: "We look forward to growing with MIFF as years pass by, and hopefully MIFF will become a stronger platform for every international buyer looking for 'Made in Malaysia' furniture goods," he added.

TUBE HOME

Booth 4A26, PWTC Hall 4A



Tube Home 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.

Managing Director Dato' YC Tan shared: "At MIFF 2014, we are highlighting our range of double beds with aluminium designing. 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."

Sharing about the company's relationship with MIFF Dato' YC Tan said: "We have been with MIFF since the beginning and 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."



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& WIN SPECIAL GIFTS!
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Ask us How
MIFF Mobile App Centre
Booth 301G, Level 3, PWTC

Available on the
App Store

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EURO CHAIRS MANUFACTURER

Booth 2B03, PWTC Hall 2B



With a track record of almost 40 years of delivering creative solutions to its clientele in 63 countries all over the globe, Euro Chairs Manufacturer believes that it is here to stay. Its products exude flexibility, contemporary design and affordable prices with international safety standards. The products are not "showcased," according to Business Development Manager Melvin Chay. "We make it into an office environment so that it is natural," he added.

"We believe that design, function, quality, safety and good prices are all equally important in our products and we do not compromise any of them. We believe in delivering creative solutions and at the same time meet international safety standards even though it is costly," Mr. Chay said.

More than just quality products, Euro Chairs provides excellent post-sale services and design concepts that complement function. "Design is, of course, very important to us. Pricing is crucial but we never compromise on the quality and design. We describe our products to be like fashion, because we develop and change them every year," he said.

GREEN RIVER WOOD & LUMBER MANUFACTURING

Booth 319 and 319A, PWTC Hall 3



Founded in 1989 and based in Port Klang, Malaysia, Green River Wood and Lumber Manufacturing specialises in dining sets, kitchen cabinet doors, furniture components and wooden furniture. "Instead of perennial favourites and best-sellers, we are showcasing brand new products. Some of them have only been out of the factory for a few days! You could say that we're taking a pretty bold approach this year," said Tino Chan, Marketing Assistant Manager.

"One product that has gotten everybody abuzz is our table and chair set with a crocodile-embossed surface. It has the texture and appearance of crocodile skin – very cool! We are using MIFF as a platform to gauge if we should bring this into the market. So far, the response is very encouraging from visitors and buyers as they have never seen anything like that in the market," he said.

Asked about what they would like to see MIFF do in 2015 and beyond: "More exhibition space, definitely! There's a good reason we've come back year after year - our products have received a tremendous response at MIFF."

JEMARAMAS JAYA

Booth 2B01, PWTC Hall 2B



Getting organised at the office is a lot easier now with the latest storage systems from Jemaramas Jaya, a company specialising in office furniture. At MIFF 2014, Jemaramas showcases Cubo and Muro, the newest additions to its collection of sleek and well-designed filing and storage products.

Cubo is similar to stackable boxes or "cubes," where you can put office items, bric-a-brac or curios. Made of melamine faced chipboard, the Cubo features a timeless, contemporary look. It can be used at home or at the office as a divider, or a wall accent of sorts depending on the available space.

"Cubo is about understanding space," says Ryonn Leong, Export Manager. Muro meanwhile has more accessories for storage and organisation. Made of MFC and aluminum profile, it boasts of design elements that give it a more premium look compared to Cubo.



BOSTON OFFICE FURNITURE

Booth 2B51, PWTC Hall 2B



Exporting to more than 60 countries worldwide, Boston Office Furniture's bestselling line of products is office chairs. Boasting new, classy and comfortable designs each year, the company's main market include Asia Pacific, Africa and the Middle East. Boston Office Furniture is known in the market as office chair makers offering reasonable prices.



As one of MIFF's loyal exhibitors, Boston Office Furniture has been exhibiting at MIFF every year. "We are very happy about joining MIFF as exhibitor each year," shared its Director, Mdm Yoh Kon Keow. We have no complaints. The festival has always been, and continues to be, a great platform that provides wider global exposure for our products."

This year at MIFF, Boston Office Furniture is showing its newest line of office chairs with specialised seating support for extra comfort.

SEMINAR HIGHLIGHT

Latest Development in IP LAW and Practices for Malaysia Furniture Industry

Mr. Lok Choon Hong,
Pintas IP Group Sdn Bhd, Malaysia

Date/Time: 5 March 2014,
11.00 am to 12.30 pm

Venue: Bilik Perhentian, PWTC Level 33



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



VAST Marketing and Services

Aurora Lift Up Storage bed displayed at Vast Marketing and Services reflects the company's specialisation in manufacturing metal and upholstery beds. This comes fitted with a lift up storage function and cover with very smooth velvet fabric. The unique headboard design with six padded cushion panels showcases skillful craftsmanship offering a simple yet comfortable support.

With two decades of experience in large volume furniture manufacturing, the company prides itself in top quality upholstery and steel furniture with uniquely innovative designs.

Browse through the creative options to find the one that will perfectly blend with your style mantra!

Booth 503, PWTC Hall 5
www.vastcn.com

Citichair

Our 1038 Table Frame is a set-up that provides space for four workstations and more workspace in the office or university—without taking up too much space! Each cluster can then be arranged together for a longer chain of workstations, should the need arise. Screen panels can also be fitted in, as an added measure to preserve privacy.

Booth 2A05, PWTC Hall 2A
www.citichair.com



Bowlman Furniture

We are an experienced manufacturer and exporter of a wide range of wood-based indoor furniture covering dining sets, bedroom sets, occasional sets, buffets and hutches, and OEM furniture.

All of our wooden dining sets were designed with international standards and quality in mind, at affordable prices. This kind of table and chair brings out the feeling of nature's freshness, with soft padding that offers ultimate comfort, and provide you with the best dining experience.

Booth 207, PWTC Hall 2
www.bowlmanfurn.com



Yang Guang Furniture International

Create a space all your own with our living room set. Tastefully designed wall mirrors, cabinets, chairs and tables available at competitive pricing will help you complete the look of your living space without making a dent in your pocket.

Clear lines and simple styling with this living room set will allow you, your family and friends, to experience complete relaxation.

Whether it is one piece that you are looking for or an overhaul of your entire living room space, we have the living room furniture that you need.

Booth 508, PWTC Hall 5
www.yangguangfurniture.com



Dewani Design

We are here to offer our customers a one-stop solution for commercial and residential interior design. To add a touch of elegance to modern kitchens, we have come up with contemporary kitchen cabinets that will not just spruce up the interiors, but also maximize space utilisation. For a solution that stands the tests of time, this kitchen cabinet is made of insect-resistant aluminum, tempered glass and a firm structure with lasting design.

We offer quality materials and workmanship bolstered up by competitive pricing and prompt delivery. The easy maintenance features of the products could really

improve your daily cleaning activities with ease.

We are here to help you plan and design a home that expresses your individual personality and lifestyle.

Booth 4A16, PWTC Hall 4A
www.dewanidesign.com



Deesse Furniture

For a contemporary and modern house decor, our company is here to offer customers with delightful choices. We offer designs intertwined with modern features – curve shaped wooden furniture, button tufted chair seat, rounded profile, 45 degrees oblique interfaced chair leg, table leg, and table top.

Ultimately, we offer quality products with a look and style that are fashion-forward yet accessible. In our 2014 collections, customers will find new fashion charm. You may also find the Ash wood veneer designing that evokes warmth and sensuous comfort. Our company continues to set new standards in glamorous designs for those who wish to bring home the collection that exudes pure delight.



Booth D08B, MECC Hall D
www.deesse.com.my



Working at a
WE Place!



What will happen when 120°?

Boost up CREATIVITY by how we sit & meet



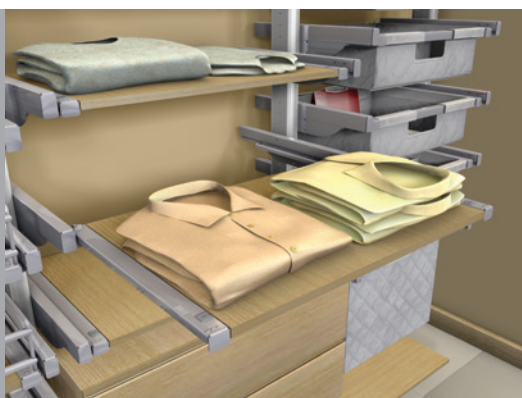


Inspiwood Furniture

Our exquisite range of extension tables is just perfect for those who wish to extend some hospitality to their dinner guests in a modern way! Besides the delicate details, these dining display cabinets have unique designs and are conveniently equipped with user-friendly features that maximize space utilisation.

Our glass top dining table lends an elegant appeal to your dining area, style-wise and substance-wise. Made of solid timber and designed for contemporary environment, our dining products at MIFF 2014 will sure add a touch of beauty to all casual get-togethers, as well as formal affairs. Our offers this year include extension tables that come in various shapes and sizes.

Booth 512, PWTC Hall 5
www.inspiwood.com



Spaceweiss Solution

We make a choice partner for companies looking for the right hardware solutions for their architectural designs. Salis Lapis is a hinge system that offers industry leading characteristics of adjustment, resistance, robustness and damping performance. Both covers move with the hinge elements synchronously, hiding the technique components and enriching the product with refined aesthetics, far from the traditional geometries of furniture hinges.

Salis Lapis comes available in satin chrome, satin metal black, glossy metal black, glossy carbon, black and dull white. It makes an apt choice for furniture systems that invest in design and constantly find ways to offer innovative and refined finishes.

Booth 4D35, PWTC Hall 4D
www.spaceweiss.com



Seow Buck Sen

Our Calla Home Series can help transform your home decor into a cozy retreat. The modern and sleek design matched with walnut wood grain creates harmony and peace in a restful environment. Our furniture pieces get their exclusive character from their unique wooden handles.

All products come with a quick shipping program. You can brighten up your living room as well as bedroom with a dedicated Calla range of products. It is time to realise some of the greatest home design fantasies with our Calla Home Series!

Booths 2C12 and 2C12A, PWTC Hall 2C
www.seowexport.com.my



Thien Thuong

For those who love to enhance the decor of their house with a touch of art in an appealing way without making vast changes, our company's elegant and classy handicrafts are a smart idea. Our booth showcases many styles of wooden model boats designed and inspired from real ships in the historical and modern era. You can pick your favorite from models like Victory, Wasa, Black Pear, Sovereign of the Sea, Riva Aquarama and much more.

Ideal for indoor decoration, these eye-catching handicrafts are made from easy-to-recycle wood by the hands of highly skilled craftsmen.

With their mesmerizing aesthetic appeal, smooth edges, and excellent finish, they are sure to steal anybody's attention.

Booth B13B, MECC Hall B
www.handicraftvn.com



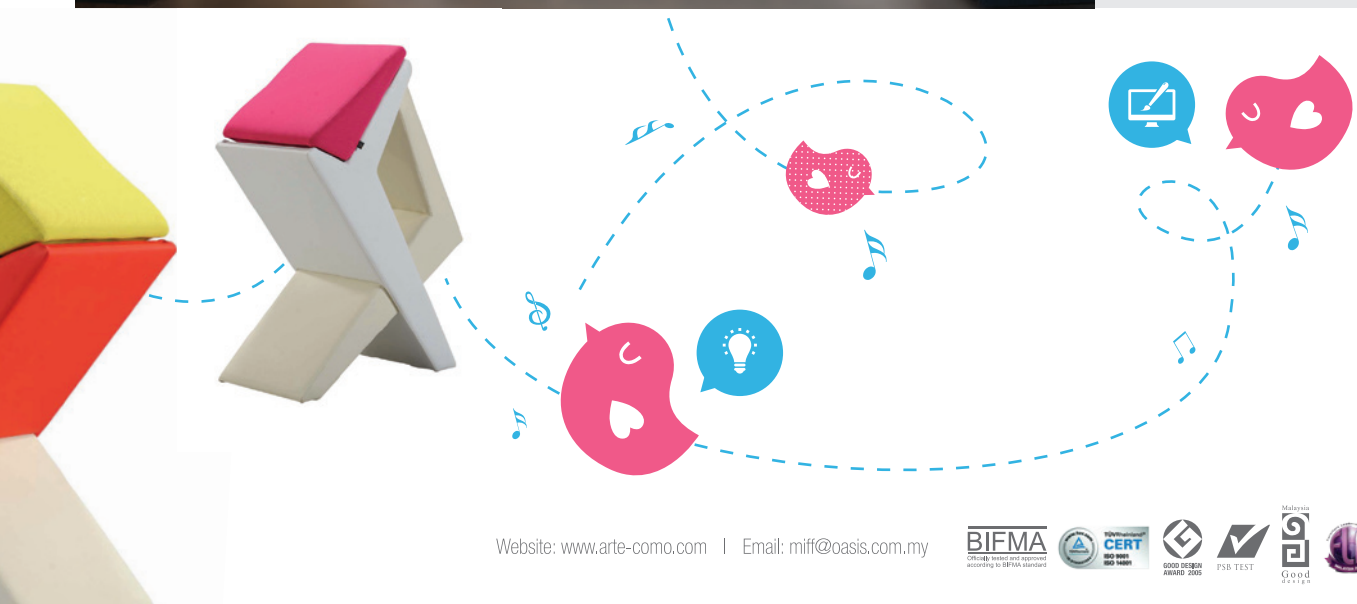
Rian Heng Wooden Furniture Industries

Dinnertime can be truly special with our Margaret 9 piece dining set. This exquisite dining set offers a comfortable dining option for up to eight people in a rich, traditional style. This elegant dining set, constructed from solid rubber wood in walnut finish, exudes a rich and warm character. The dining table is a perfect combination of fluted legs, scalloped apron and Manhattan style table top, giving it an heirloom look.

Paired with equally classy dining chairs featuring fluted front legs and optional armrests along with padded and upholstered seating, this set is absolutely stunning yet comfortable.

The Margaret is sure to give your dining space a classy, rustic look. Our company also caters to the needs of the customers with delicately designed coffee tables, console tables and end tables to complement the look of a stylish home.

Booth 4A12, PWTC Hall 4A
www.rianheng.com.my



Let's see what will happen
when 120° at

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



Ken Yik Furniture Industry

With MIFF 2014, we have taken a step ahead with our latest range of products that offers a blend of classic and modern designs—the dedicated bedroom and dining sets in special colors.

Made of solid rubberwood and cushion design, our elegant dining set will surely add warmth to your home. In addition to offering our customers stylish bedroom and dining sets, our living room designs will surely complement the decor theme of every home.

We also offer budget furniture to match the needs of every pocket. Visit our booth at MIFF 2014 and discover our delightful options to redecorate your home.



Booth 502, PWTC Hall 5
www.kenyik.com

Jetexim Business

Jet Crown Bella, our majestic configurable 4- to 6-seater dining set with solid wood rectangular frame, reflects the company's technology and commitment to innovative designs.

The brown by-cast leather chairs and benches fulfill the demands of restful dining. The elegantly designed lumbar support provides extra comfort to the back.

Jet Manchester is another product we are highlighting at MIFF 2014. Our Jet-designed upholsteries and solid wood dining sets offer a contemporary way of turning your dining decor truly ornate.

Booth 127, PWTC Hall 1
www.glory4ever.com



Winner Chairs System

Office chairs are not just chairs. It's about ergonomics. Ergonomic chairs with lumbar support are designed to keep a person comfortable while at work and to optimise human interaction, preserving health and wellbeing.

Winner Chairs understand their customers' needs and also offers a wide range of ergonomic chairs (i.e. upholstery with imported mesh and high quality PU). WINNER CHAIRS stays ahead with stylish design and perfect performance.

Booth 2B43, PWTC Hall 2B
www.winnerchairs.com.my



Lifestyle International

C4233A is our elegant bed paired with a matching nightstand, dresser, mirror, and cabinet to add a rich appeal to your bedroom. With solid tropical wood framing, molding, and surfaces—strong and durable foundations meant to last—this timeless beauty comes at a reasonable price to give you the best value for your money.

The unique style will create a look of tranquility, and understated luxury, with a variety of color choices that are easy to coordinate with your own decor.

Our upholstery range consists of stylish sofas, loveseats, ottomans, recliners, sofa beds, combo and much more.

Booth 326, PWTC Hall 3
www.lifestyle-datong.com



Supreme Tropical Furniture

The classy Safari Set consisting of a rectangular table, two arm chairs, and two benches is optimally designed to make your evening chats even more pleasant with your friends and family. Available in shades of Dirty Grey and Mahogany, this Safari Set is perfect for both indoor and outdoor use.

Made of Malaysian hardwood, this set offers you an ultimate combination of comfort and reasonable pricing. With decades of global experience in garden furniture, timber, and wood products, our company strives to maintain the highest levels of commitment and services to our clients worldwide.

Browse through attractive options in terms of chairs, tables, and furniture sets to find the choice that matches your taste!

Booth 303, PWTC Hall 3
www.timber.com.my



LINAK Actuators

We have a strong commitment to improve workplace efficiency. We offer a complete range of electrical height adjustable systems that make desks, worktables, counters and other platforms into true sit-and-stand work areas.

Our company focuses on easy modular and reliable solutions to fit your design both functionally and aesthetically. We have raised the bar on electric height adjustable desk design systems, with the addition of the DL12 to the innovative DESKLINE® inline column family.

This new rectangular 3-part inline design with invisible gliding pads, and minimum spacing between the column profiles, provides a more streamlined silhouette.

Moving is a part of life—and should not stop at your office doorstep! LINAK systems allow workspaces to move with you...

Booth 2C15, PWTC Hall 2C
www.linak.com



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www.woodfriends2u.com

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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)**



Chuang Shine

Those looking to reform their staid looking office or study room can now add elements of passion and elegance with the refreshing design of our CS-168. This curve-designed chair is all set to maximise the appeal and need for a comfortable posture throughout long working hours.

CS-168 enhances ergonomic function with its special engineering mechanism keeping neck, back and arm problems at bay.

We are dedicated to improving the spaces where you work, live and learn. For this, we continue to offer you the highest quality seating and desk products.



Booth 4C08, PWTC Hall 4C
www.cschair.com.tw

KGF Resources

This year at MIFF, we are showcasing 168 bedroom sets in classic and contemporary designs. The cappuccino tone coupled with trendy design is sure to lend a glamorised appeal to your den. Made from rubberwood, MDF, and veneer, this style is a perfect addition to modern homes.

We are here to offer our customers with customised and standard-design products. Backed by our own natural resources and modernised manufacturing facilities, our products reflect our adaption to emerging trends.

We are committed to make quality provision with our various product collections and we work best to build good partnerships with our clients.

Our product listing includes bedroom furniture, dining room furniture, garden, outdoor furniture, kitchen furniture, and living room furniture.



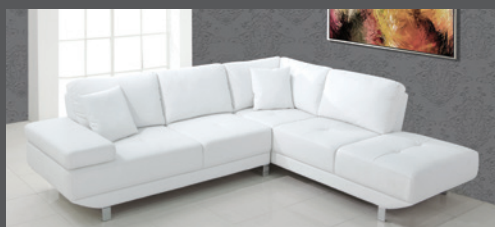
Booth C20, MECC Hall C
www.kgresources.com

Awana Sofa

We have choices of sofa designs in a wide range of genuine leather, PVC and PU to tailor to our customers' needs. We provide our customers with high quality leather furniture and other accessories, made with the best workmanship.

We are a well-known sofa manufacturer and exporter in Malaysia. Before our company was established, the company director was in subcontracting sofa upholstery work in the northern area of Malaysia for more than 15 years.

This year at MIFF, we are highlighting our leather sofas and couches that will fit your needs.



Booth E02, MECC Hall E
www.awanasofa.com.my

Sweet Home Concept

We continue to blend our innovative approach and thrive to create stylish products. The Cladis Bedroom collection reflects our innovation wherein cross-cultural characteristics collide elegantly. This bedroom collection, with crystal panel on the bed borders, and button tufted design with crystal, is shining and blinking' – a real eye-catcher!

For this year's showcase, we have revamped many of our models with new materials, new covers, and newly added features—a real facelift with current bestsellers.

We are here to offer a variety that customers appreciate. Putting together creativity, innovation and unique design, Sweet Home Concept is committed to catering to every client's interest and ensuring all products are always of best quality.

Booth D08A, MECC Hall D
www.sweethome.my



ACME Furniture Industry

We are highlighting The Bailey Motion sofa collection which is all set to enhance the appearance of modern living rooms with luxury chenille fabric. The rich and durable chenille fabric exudes a soft and relaxing appeal that will last for years.

This whole group of furniture consists of a sofa, loveseat and rocker recliner. The seat features an overstuffed pub-style back and wide armrest for your reclining comfort.

As a company, ACME is committed to offer you quality solutions for your furnishing needs.

Whether you are looking to adorn your living area with special additional items or wishing to enhance the beauty of your toddler's room, we have a solution for your every need.

Bring home that unmatched luxury with our exquisite collection that is perfect to set new trends!

Booth 4A11, PWTC Hall 4A
www.acmecorp.com

SEMINAR HIGHLIGHT

FRIM's Award Winning, U.S. Patented High Temperature Drying Technology for Rubberwood
Dr. Tan Yu-Eng and Dr Sik Huei Shing,
Forest Research Institute Malaysia (FRIM)

Date/Time: 5 March 2014, 2:30 pm to 4:00 pm
Venue: Bilik Perhentian, PWTC Level 3

MÖBELMARKT
International Interior Business Magazine

[interior fashion]
upholstery and more

material+technik
möbel

Bambini
DESIGNER FURNITURE

küche+bad
forum

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Programmer & Partners GmbH

RSM
kommunikations-marketing

From Germany for the (furniture) world

RITTHAMMER

media group

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www.moebelmarkt.de, www.ritthammer-consulting.com, www.material-technik.de, www.rsm.de



GETTING AROUND

Your infographic guide to MIFF 2014



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)

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

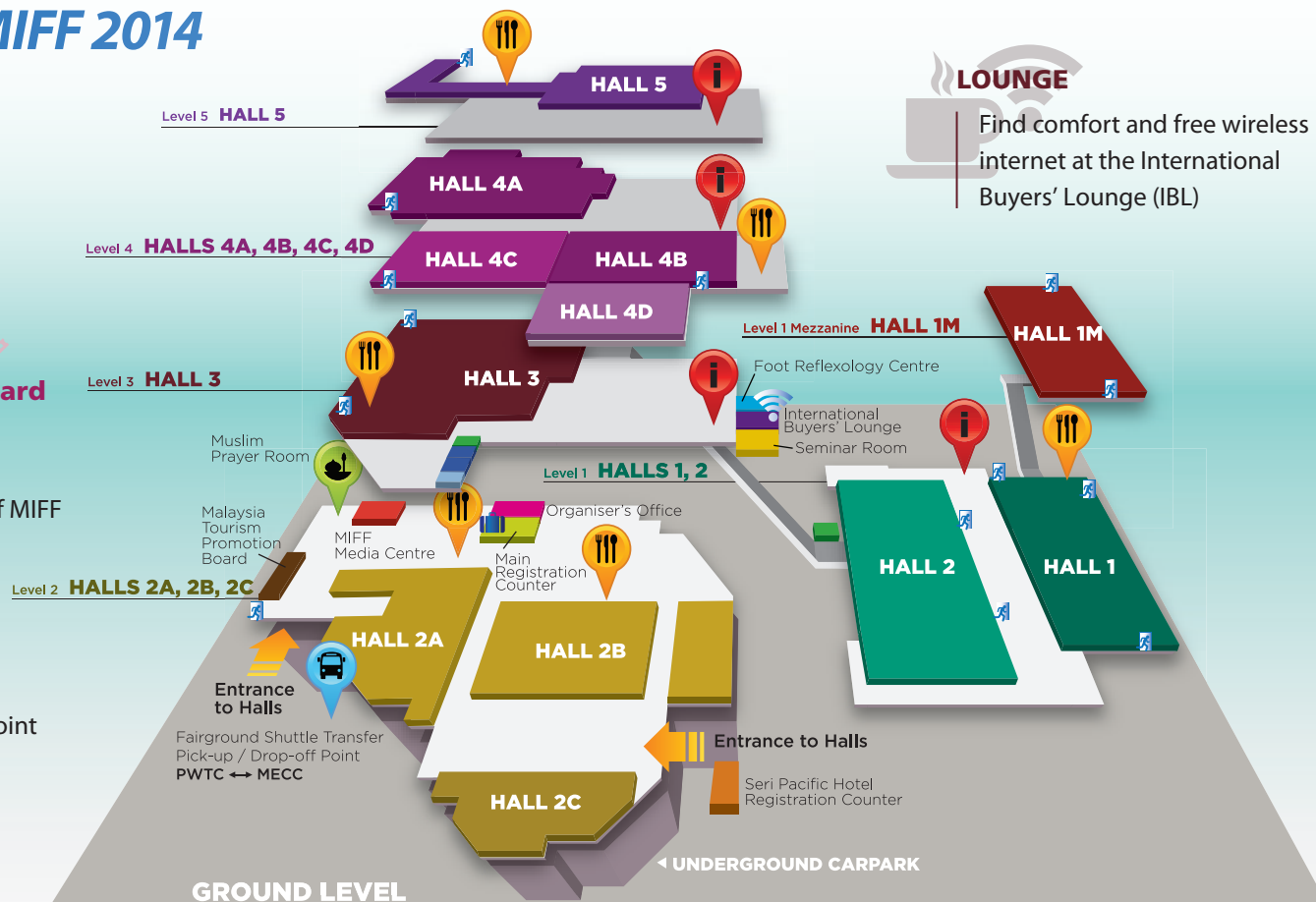
MIFF FURNITURE DESIGN COMPETITION SHOWCASE

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

Putra World Trade Centre (PWTC)



MATRADE Exhibition & Convention Centre (MECC)



LEGEND

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



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MIFF 2014

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