

furnish now

The official show news of the Malaysian International Furniture Fair

05 – 09 March | 0930 – 1800 hrs
PWTC & MECC

HIGHLIGHTS

Foldable tables that turn into butterflies? Olympic-class beds? Stack-up, pull-down cabinets? Healthy workstations? Check out innovative pieces on display!



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What do buyers and exhibitors say about MIFF 2013? Find out here.



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Have you marked your calendar yet? Find out who were the exhibitors who signed up for MIFF 2014 in advance in order to secure their preferred locations. Contact your MIFF representative to sign up now because places are filling up FAST!

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MIFF: THE MATCHMAKER EXTRAORDINAIRE

By Alexandra Wong
Furnish Now writer

With yet another blazing success cementing its reputation as a topnotch furniture trade show organiser, MIFF has set its eye on a bigger goal: forge more happy marriages between buyers and exhibitors.

"We want to organise serendipity," says M. Gandhi, Managing Director, ASEAN Business, UBM Asia. Citing the MIFF-UBM alliance as an example of a winning collaboration, he says that MIFF and UBM will intensify efforts to understand what buyers want and link them to the right booths - just like any happy marriage.

Regulars would have already sensed the difference this year. "Last year, although the UBM brand was in place, the partnership happened days before MIFF. Technically, this is the first MIFF event that UBM has been actively involved in and we went all out to add more value to the strategic partnership."

In line with this objective, MIFF 2013's pre-show marketing campaign was more aggressive than yesteryear's. "We put a lot of effort into disseminating accurate and detailed information through printed and electronic channels so that buyers know exactly what's in the show." You can expect more resources to be dedicated to audience marketing



Dato' Dr Tan Chin Huat

M. Gandhi

for MIFF 2014. "Instead of just mass marketing, we want to segmentise clearly who the sellers and buyers are. We hope exhibitors will play a more active role in bringing in more new products and keeping the organiser informed. This way, we can communicate this info to our target buyers and facilitate more successful matches."

The addition of 100 exhibitors at MECC, which boosted total exhibition space by 25%, was another value-adding initiative that paid off handsomely. Gandhi explains, "This was last year's challenge and we overcame it by successfully attracting visitors to MECC. Exhibitors were happy, but visitors complained the number of exhibits were too small. This year, both were happy."

If you felt that there were far more new faces this year, you're right. "One thing UBM did was

to add our worldwide visitor database. Of course the regular visitors came, but we also got many new visitors," says Gandhi.

"We targeted mature buyers who know what they want," says Dato' Dr Tan Chin Huat, Chairman and founder of MIFF. "To the exhibitors, these are more genuine. This is what we want - to help both buyers and sellers achieve their goals."

Moving forward, MIFF will continue to address the furniture industry's dynamic needs. One highly-anticipated initiative is the Southeast Asia Furniture & Interiors Import-Export Exhibition (SEAFIE), expected to serve as a gateway for global furniture and furnishings manufacturers to tap into the lucrative Southeast Asia market. Explaining the rationale for introducing this fair during a previously non-traditional buying

season (13-16 September 2013), Gandhi says, "We see the buying pattern of international buyers changing. In the past, they only stock up once a year, but now they make purchases several times a year."

Dato' Tan adds, "When you have another show, you can plan for the next half year, be more current and bring in more products. With 600 million population, Southeast Asia is the third most populous region in the world. Hopefully SEAFIE will lead to more joint ventures."

"Coupled with UBM's vast network and team of exhibition professionals, I believe we can achieve these goals. If you talk about the scale, MIFF is not the world's biggest furniture show. But we want to prove that this little chilly is hot."

THANK YOU!



Furnish Now expresses our deepest appreciation to all buyers and exhibitors who have taken precious time to share their thoughts and photographs with us. For further enquiries or to contact the team, please email enquiry@mediamice.com



MALAYSIAN INTERNATIONAL FURNITURE FAIR 2014
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Healthy @ Work

Always the ground-breaker at MIFF, **Taz** introduces L-Leg, an innovative healthy desking option that responds to recent research suggesting that sitting for long periods endangers one's health. Featuring a unique actuator mechanism, L-Leg enables simple, one-hand height adjustment between 600-1230mm at a speedy 38mm/s. Even better, it can be done whisper-quiet, so there's no sound pollution. Colour options of grey, white and black enable L-Leg to blend seamlessly into any modern corporate environment.



Company Name: Taz Corporation Sdn Bhd
Booth No.: 2B33, Hall 2B, PWTC
Contact: Mr. Tan Ay Zing
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Website: www.tazcorporation.com

Eco-friendly office furniture

The INVENT Manager Workstation exudes a professional flair that stands out in any executive office environment. Melamine-faced board and elegant aluminum legs are in aluminum or chrome finish, while a cable management tray in the back of the desk conceals unsightly cords. In keeping with **Intersit's** eco-friendly policy, all components and parts are free from hazardous substances and recyclable.



Company Name: Intersit Industries (M) Sdn Bhd
Booth No.: 2A03, Hall 2A, PWTC
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Table in the box



Simewood's foldable butterfly table is a true epitome of modern living which is both inspiring and space-saving. Both the chairs and tables can be folded, while the chairs can be slotted and kept in the compartment under the table. In the end, all that is left is merely a slim, rectangular case that can be easily stored anywhere in the house or brought anywhere as a mobile set.

Company Name: Simewood Product Sdn Bhd
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Website: www.simewood.com

Stack the racks

Modular and stackable, the Optimus Plastic Cube by **Sliff Furniture** enables you to create the shelf you desire according to your needs and the available space. A single cube can be placed on top of any table or cupboard, while stacking a number of the cubes by the wall can serve as a fun and creative piece of furniture while keeping your belongings safe.



Company Name: Sliff Industries (M) Bhd
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Charming the Potato

You can be a couch potato alright, but why not be a stylish one? With a dark, elegant surface made from tempered glass, **Southern Furniture's** TV Cabinet (Model TV1302 White) makes even couch potatoes look gorgeous. Its distinctly pure white colour gets attention without having to ask for it. Built in the perfect size to fit smaller homes, this TV cabinet may just turn you into a couch potato because it looks so good!

Company name: Southern Furniture Sdn Bhd
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Contemporary Choice

This 4-piece-item children's bedroom set from Mac Collection is contemporary in style and durable for any home space. Spacious enough to store collectibles, this set is made of rubberwood and MDF. Available in quiet shade of white, this set comes with two chest of drawers and 2-in-1 mirror dresser. Established in 2001, **Hup Chong's** range of products are popular in US, Canada, UK, Middle East and Australia.



Company Name: Hup Chong Furniture Sdn Bhd
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Email: info@hupchongfurniture.com

Wooden Charm

At MIFF 2013, **SHH** presents its range of star products – mainly statement-making pieces made of solid wood. Driven by its 25 years of expertise, the Muar-based manufacturer is reputed for its high quality furniture that exudes hints of classic and warmth in every home environment. With the help of highly advanced technology, its range of solid wood bedroom set is a hit among worldwide buyers.

Company Name: SHH Furniture Industries Sdn Bhd
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Website: www.shh.com.my



Olympian Sleep

Yes, you read that right, this OBBUK+MPE model of bunk bed is a spin-off from their internationally-acclaimed bunk beds. The idea for this space-saving bunk beds first came from supplying the 25,000 bunk beds for the Sydney 2000 Olympic Games Athletes Village. With such an impressive record, **Tube Home** decided to revamp the colours of the bunk bed to be fancier. A triple bunk bed with multiple storage drawers and magazine racks, the Olympics bunk bed is the perfect savior for those who have small homes and could do with some extra space!



Company name: Tube Home (M) SdnBhd
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Website: www.tubehomefurniture.com

BUYERS



Daulet Umbetov, IP
Umbetov, Kazakhstan

The variety of good furniture has brought me back to MIFF for the fifth time. I've found some good bedroom and home furniture, particularly in solid wood. Malaysian food is delicious. I don't like spicy food and the wide options available here makes it easier for me when mealtimes come around.



I am very happy to be here. There are many products in this exhibition in terms of quality, pricing and range. We managed to buy something new. We enjoy dealing with Malaysian companies because they are very professional. In fact, we have increased our dealings in Malaysia. We are also moving more of our operations from China to Malaysia.



Mahad A Nur, Quality
Furniture Limited,
Tanzania



Saleem Shareef,
Heartland Furniture
Wholesale Ltd, UK

I love what you've done with MECC this year. The venue is really clean. The quality of exhibits exceeded my expectations and the nice, straight aisles make it easy to navigate the venue. Thumbs up!



This fair is very big with many products showcased. I have been here for the last eight years. I think it is good. It has enhanced my business very much



Murtaza H. Najmi,
Husseini Glass Kenya Ltd,
Kenya



Nezir Rexha, Lemo - Co,
Kosovo



This is my third time here. It's getting better every year. For MIFF's 20th anniversary, we hope that more variety of companies will attend MIFF with more competitive prices.



MIFF is very good this year. I have been here since its inception in 1995. Every time I come, the products are always different. I like Malaysia because the products are up-to-date. They are also of good quality and durable. For MIFF's 20th anniversary, I hope that MIFF will continue to be the pioneer in Southeast Asia.



Yang Kai Fame (right),
Pacific Group Ltd.,
Myanmar

EXHIBITORS



Shannon Chang, Chia
Chi Ya Enterprise Co. Ltd.,
Taiwan

This is our third time exhibiting in MIFF. Overall, everything, include the food, set up, location and facilities, is fair and the crowd seems rather slow this year. I wish MIFF all the best and hope all goes well for its 20th anniversary next year.



Kim Tae Eun, Sun Safes
Mfg Co Korea, Korea



We are here every year. And the best thing about being at MIFF 2013 is that we get to meet more than 10 of our existing clients during the whole duration of the show. It's great to be able to show our clients the latest offerings from our brands.



Koay Boon Chong,
C Son Furniture Sdn Bhd,
Malaysia



I've been here many years but I must say, this year the quality of buyers has improved tremendously. I see many more nationalities compared to previous years. It's definitely an incentive for us to come back and exhibit next year.



MOVING OUT NOTICE TO MIFF 2013 EXHIBITORS

Please complete all information in the "MOVE OUT FORM". State clearly Exhibitor's Details and Exhibits to be moved out. Place your signature, company stamp and attach your business card, and obtain the Organiser's approval and stamp at the designated locations on Saturday, **9 March 2013** from **5.00 p.m.** onwards. Submit the **Move Out Form** to the gate security for checking upon removal of exhibits. All conditions must be complied, otherwise moving out will not be allowed.

VENUE	HALL	LOCATION
PWTC	1, 1M & 2	Exhibitors's Service Centre 1, Hall 2 (Level 1)
	2A, 2B & 2C	Organiser's Office (Level 2)
	3	Entrance of Hall 3 (Level 3)
	4A, 4B, 4C, 4D & 5	Entrance of Hall 4A & Hall 4B (Level 4)
MECC	A, B & C	Organiser's Office, Hall B (Ground Floor)
	D & E	Exhibitor's Service Centre, between Hall B & D (Ground Floor)

- Exhibits can only be removed from the exhibition halls from **6.30 pm to 9.00 pm** on **March 2013 (Saturday)** and 9.00 am to 5.00 pm on **10 March 2013 (Sunday)**.
- 9 March 2013** (Saturday): Remain at your booth until all your exhibits are moved out. Notify the Organiser if your exhibits are not moved out on 9 March 2013 (Saturday).
- 10 March 2013** (Sunday): Exhibits not removed by 5.00 pm will be disposed at the Organiser's discretion and the exhibitor will bear the cost of disposal.
- The Organiser is not responsible for any loss or damage to any exhibit.



Poh Huat Furniture Industries (M) SB



Fella Design Sdn Bhd



Taiwan Furniture Manufacturers' Association



Sern Kou Furniture Industries Sdn Bhd

See you again @ MIFF 2014!

As of today, up to 70% of exhibitors have already expressed interest in coming again next year. Contact the MIFF representatives to sign up now because booths are filling up very FAST!
See you again next year and have a safe journey home.



Gamma Wood Sdn Bhd



Kim Yee Furniture Industries SB



Intergeo Furniture Sdn Bhd



Yee Guan Furniture Manufacturing SB



BJ Cabinet Enterprise Sdn Bhd



Lifestyle International Sdn Bhd



Hin Lim Furniture Manufacturer SB



Kin Heng Furniture Sdn Bhd



Wegmans Furniture Industries Sdn Bhd



Deep Furniture Sdn Bhd



SJY Furniture (M) Sdn Bhd



Sin Wee Seng Industries SB



Home Upholstery Industries Sdn Bhd



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