

## furnis

The official show news of the Malaysian International Furniture Fair

now

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

## WHAT'S NEWS

See who are the editorial team's top picks for the MIFF 2013 Furniture Design Competition. The top ten shortlist is showcased at the MATRADE Exhibition & Convention Centre from 5 - 9 March 2013.

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## HIGHLIGHTS

What are the secrets to buying and selling? Hear it from seasoned buyers and sellers.

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MIFF booths come alive with live entertainment and more!



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Japanese buyers and furniture manufacturers visit MIFF 2013 to forge networks and build bridges

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## Who Am I?

By Chin Pei Ling  
Furnish Now writer

Despite our booming furniture industry, internationally-acclaimed German furniture designer Klaus Kummer believes that Malaysia furniture lacks identity.

"Malaysia has done great achievements already in architecture, arts, fashion, fabrics and all sorts of creative elements of society where designers are needed except (in) furniture. The only area which is completely undeveloped is furniture. All the furniture you make today are Western furniture," declared Kummer to a diverse audience at the Malaysian International Furniture Fair's (MIFF) first seminar titled 'How to Build Identity in Furniture' at PWTC yesterday.

Addressing the issue with concern, Kummer questioned why the Malaysian furniture industry continues to look to the West for furniture inspiration and instead urged everyone to look for their own ideas.

"What surprises me is why furniture is so neglected in Asia. When I look into the past, I can understand that because you don't have a history in furniture. The big question is - what you do today as designers started by designing for the West, for the export (market). You were not really educated to design for yourselves, for your own culture. Your designs still greatly reflect something which is not your own," said Kummer.

Some of his suggestions include looking at the past and consider what our society needs, what do people need in their homes and how can we learn from our lifestyles to create innovative products.

He added, "Products are rational. They are not there to be beautiful and please the eye. They have to serve a function." Some essential functions from another culture or society are

not immediately transferable to the Asian culture because Asians have different lifestyles.

"What designers are taught today is styling (and) not designing. Are you really questioning your culture? Are you really questioning what you are using every day? When you walk on the street, do you ask questions? Do you stop and ask yourself, can I improve this? How can I help this poor man who is sitting on a box trying to sell something on the floor?" questioned Kummer.

Kummer took the audience on a short trail of different types of designs such as historical design, periodic design, designs from the last century and contemporary design, ending with an encouraging note to the audience to consider how future designs should be like.

"My opinion is that the future will be in Asia. We will see amazing things happening here because you have such a rich culture and past. You have to learn to understand from the past and develop from it," said Kummer.

Pre-register for the inaugural Southeast Asia Furniture and Interiors Import-Export Exhibition to win exciting prizes!

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# MIFF 2013 Furniture Design Competition

Demonstrating surprising wit and creative thinking, the MIFF Furniture Design Competition entries not only prompted us to ask, "THIS is furniture?" but also "Why didn't we think of that?"

furnish NOW Editor's picks

By Alexandra Wong  
Furnish Now writer

## STACKME

Designer: **Stephanie Chin Shu Wei**

Interior Design Student, Limkokwing University of Creative Technology

Prototype by **Oasis Furniture Industries Sdn Bhd**

Vanity table, storage unit, stool, book shelf or side table? How about all? Inspired by the tiffin carrier used for home takeaways by the creator's mother, this modular, multi-functional and minimalistic system accommodates multiple hidden functions. Perfect for small spaces and tight budgets.



## UNITY TABLE

Designer: **Emmy Kong Pek Kei**

Product Design Student, Universiti Sains Malaysia

Prototype by **T & H Stainless Steel Works Sdn Bhd**

Design can be subtle yet profound. The base of Unity Table derives its inverted bowl shape from the *gendang* (traditional drum) to represent the entire nation working in unity. The futuristic tripod legs - conceived from the *gasing* (Malay traditional spinning top) depicts the three major ethnic groups in Malaysia.



## JEMORE BOARD

Designer: **Kok Wen Yee**

Interior Design Student, Taylor's University

Prototype by **BJ Cabinet Enterprise Sdn Bhd**

Taking her cues from the colourful woodplanks of a kampong house and the Malaysian concept of *jemur* (hanging clothes out to dry), Kok created an indoor wall-mounted multi-panel storage unit that looks more art piece than humble clothes hanger. It's the perfect excuse to air your (dirty?) linen in public.



## A LITTLE HUMBLENESS

Designer: **Ong Jo Vie**

Fresh Interior Design Graduate, Taylor's University

Prototype by **Rattan Decoration Marketing Sdn Bhd**

Outwardly, it resembles an ordinary stool. Add a glass top, and it turns into a table. Pull up the hidden lampshade, and voila, you have a standing lamp. Transformable into a series of different furniture, it's simple yet adaptable to virtually any environment.



## KETUPAT TABLE

Designer: **Priscilla Lok Ai Fang**

Product Design Student, Universiti Sains Malaysia

Prototype by **Len Cheong Furniture Sdn Bhd**

Presented in elegant dark wood, the *ketupat* table oozes minimalistic elegance. But the true genius lies in its structural simplicity. Constructed from four overlapping pieces of wood, it can be deconstructed in mere minutes. Its foldability - thanks to hinge technology - means it can be flat-packed.



Is this furniture?

"The designer is the worst enemy of any manufacturer because we always want to do something they have never done before. But we must persist or else we'll never have anything new."

~ Klaus Kummer, Chief Judge, MIFF 2013 Furniture Design Competition ~

If Klaus Kummer's remarks at the final judging session for MIFF's Furniture Design Competition defines a true designer, then this year's participants sure have what it takes.

Handpicked from over 198 entries, the ten finalists - judged on innovation (50 marks), aesthetics (20 marks) and functionality (30 marks) - were so out-of-the-box that the prototypes could not be produced 100% as per the original idea.

The judges were pleasantly surprised that in some cases, the final product exceeded the initial idea.

"But without manufacturers' support, students cannot fully develop their ideas," said judge Dr Mark Koo Sin Lin. "We have to think for the future, beyond what we can make for today."

Judge Philip Yap praised the designers-to-be for striving to embody two equally crucial design values in their work - functionality and creativity.

Klummer said in summary, "Compared to last year, there's a dramatic leap. I see beautiful work. I see industrial support that works with and listens to the designer. I see beautiful ideas and useful products. This is what we want to encourage - designers who live in reality."

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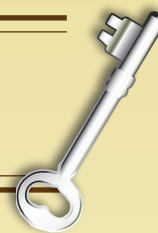
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## Secrets to Success



With so many products, booths and halls in MIFF 2013, one can easily get lost! So how can you ensure that you use your time effectively and find the products that add value to your business? Furnish Now speaks to some buyers for tips on successful purchases:

“

✓ **WHAT WORKS:** Trust is important. My countrymen trust Malaysian products, so we have a good market there. That's why I am here and I found what I was looking for, which are home furniture and furnishings.

✗ **WHAT DOESN'T:** Not knowing the taste of your market. You can't make a good purchase decision if you don't understand your customers.

”

*Walled A. Rahman Al Moosa, Chairman,  
Asma Furniture, Kingdom of Bahrain*

“

✓ **WHAT WORKS:** Identify your need in advance. This will make the process of purchasing easier, more targeted and smoother. I am selling metal furniture for offices, hospitals and hostels, so I am looking for other interesting products to add to my range. When something catches my eye, whether in design, colour or shape, I will proceed to inquire and understand more about it.

✗ **WHAT DOESN'T:** Not having a clear marketing plan. There are too many products out there, so if you are unsure of what works for you, you might make wrong decisions.

”

*Sujata Nangare, Director,  
Eurosteel Office Furniture Systems Pvt. Ltd., India*

“

✓ **WHAT WORKS:** Knowing the needs and wants of the market and the country you are selling to, so that you can purchase the right type of products. All these are actually gained through industry exposure, so experience is very important to make good decisions. Other than that, it is also important to find a good supplier who can give you good quality products and good prices at the same time.

✗ **WHAT DOESN'T:** Not having good product knowledge. You won't know whether the product you are buying is of good quality.

”

*BennaniSaad, Manager,  
El Aalmia Furniture, Algeria*



The best salespeople are known to be able to sell ice to Eskimos. Successful enterprises from different parts of the world share their selling secrets with Furnish Now:

“

✓ **WHAT WORKS:** Good company values. With 30 years in operation, we have become one of the most diversified companies in the furniture industry because of our values. First, we are practical and responsible. We also appreciate our staff and always give them due credit. We also emphasise excellent customer service, not just on product sales. Our philosophy is to serve customers with sincerity whether or not they buy our products.

✗ **WHAT DOESN'T:** Cheating and taking advantage of customers for a quick buck. It's bad for long-term business because no one trusts you any more.

”

*Teo Chen Tai, Assistant General Manager,  
Southern Furniture Sdn Bhd, Malaysia*

“

✓ **WHAT WORKS:** To be a successful seller, it is important to be creative and innovative. This is the essential principle for survival in any business. That's why we offer various types of products with interesting designs. Besides, it is important to have products which targets different levels of buyers – middle class and high end customers. We choose not to sell low-end products.

✗ **WHAT DOESN'T:** Putting all your eggs in only one basket – a risky thing to do.

”

*Peter Yang, General Manager,  
Quan Fang Wei Furniture Co., Ltd., China*

“

✓ **WHAT WORKS:** Having good location to showcase your products. We are very happy to have an excellent location in MIFF 2013, which got us more than 50 sales even on the first day!

✗ **WHAT DOESN'T:** Not having a good price, and product quality to add value to customers.

”

*Jordi Ibanez, Export Area Manager,  
Resinas Olot SL, Spain*





## ASEAN media comes a-calling

By Yeo Li Shian  
Furnish Now writer

The 19th Malaysian International Furniture Fair (MIFF) welcomed the inaugural visit from a 3-member ASEAN media delegation. The delegation consists of three senior business journalists from prominent mainstream media – Bangkok Post (Thailand), Kompas (Indonesia), and Myanmar Times (Myanmar).

The journalists were here on a tight schedule, with an exhibition tour and interview sessions lined up with key furniture industry players. According to Karen Goi, General Manager of MIFF, the inaugural media visit plays a significant role to convey an important message.

"We want other ASEAN members to realise that Malaysia offers a very good platform for them to enhance their export potential through MIFF," she explains. "To date, Malaysia is the only country in ASEAN which exports its furniture to all the markets in this region."

Karen adds the ASEAN market is important for both MIFF's exhibitors and buyers as it offers promising export potential. MIFF is hopeful that the media visit will also help boost the interest of potential and new furniture industry players to participate in future shows.

"UBM has a strong exhibition and network that will help MIFF expand

and reach more markets and invite new buyers," says Karen. In addition to UBM's established furniture presence in Western Europe, China and India, the company plans to increase their visibility through trade magazines in Eastern Europe, South America and Africa.

"To date, Malaysia is the only country in ASEAN which exports its furniture to all the markets in this region."

## MIFF booths come alive!

MIFF exhibitors are becoming more innovative this year, going beyond booth design into the realm of booth entertainment and experiential marketing.

Oasis Furniture Industries, Hin Lim Furniture Manufacturer, and Chinfon Furniture Industries capitalised on live entertainment at their booths to grab the attention of potential buyers and delight current customers.

Oasis Furniture Industries, for instance, is using an attractive "postwoman" to hand out free postcards to visitors. Stop by the booth to fill out a free postcard with scenic views of Malaysia. Oasis will even mail it for free. "The postwoman looks very pretty," said Jane Lee, marketing and brand executive, Oasis. "If the buyer sees her, we will get a bigger response."

Ultimately, Oasis hopes the postwoman and Malaysian postcards will help form a lasting impression for visitors—not only for the company but also MIFF and Malaysia. The company believes such impressions are important and will help determine a company's decision to return next year.



Hin Lim, meanwhile, created a New York ambience at their booth – with beautifully-lit displays of the city and suave music. The entire design is so vibrant it becomes a form of entertainment, actively engaging customers to enter the booth and enjoy the simulated environment. In order to come up with the concept, the company had a lot of brainstorming sessions with their ad company, said Hin Lim CEO, Thomas Lim.

Chinfon, meanwhile, used a company mascot—a mouse—to take instant print-out pictures with guests, who were treated to fun goodies like feather boas and customised pens. The live entertainment added a fun and lively element to the region's furniture fair, creating business and lasting memories.



  
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## What a Juwel!

Proving that simple can be captivating, **Merryfair's** Juvel chair – which means jewel in Swedish - evokes facets of a perfectly-cut jewel while hinting at Japanese origami. Seat and back surfaces are gently contoured in the centre to provide maximum comfort without detracting from its pleasant angularity. Stackability makes it perfect for public spaces. Fashioned from lightweight and durable polypropylene, Juvel is available in 6 colours.



**Company Name:** Merryfair Chair System Sdn Bhd  
**Booth No:** 2B02, Hall 2B, PWTC  
**Contact:** Dato' Ong Hooi Lim  
**Telephone:** 603-33932888  
**Email:** export@merryfair.com  
**Website:** www.merryfair.com

## Bedroom drama

**Furnilife**, who commands a strong following in the Middle East, excels at baroque furniture, a highly decorative style that reached its height in Europe during the 17th century. Think elaborate and symmetrical foliage designs, elaborately carved cabinets and dramatic headboards that would stand proud in any bedroom. A surefire conversation piece!



**Company Name:** Furnilife Sdn Bhd  
**Booth No:** 118, Hall 1, PWTC  
**Contact:** Frankie Lim  
**Telephone:** 606-2312887  
**Email:** FrankieLim@furnilife.com  
**Website:** www.furnilife.com

## Clutter-free dining

This unique 3-piece Breakfast Set by **Deep Furniture** is perfectly sized for spreading out the morning paper and coffee. With a flat shelf built at one side of the table to store your culinary utensils, sauces, condiments and other essentials, you can kick-start your day with a hearty breakfast and clear mind, completely clutter-free!



**Company Name:** Deep Furniture Sdn Bhd  
**Booth No.:** B23C, Hall B, MECC  
**Contact:** Yvonne Ler  
**Telephone:** 606-987 5303  
**Email:** sales@deep303.com  
**Website:** www.deep303.com

## Stylish slumber

As a leading upholstery furniture manufacturer, **Comfy Factor** is supported by a team of experienced R&D professionals. Its range of bedroom sets offer not just comfort but also exhibit hints of style. Comfy Factor's Nixon Bedroom Series provide home owners with the perfect combination of modern design and finest bedding craftsmanship.



**Company Name:** COMFY FACTOR SDN BHD  
**Booth No:** E11, Hall E, MECC  
**Contact:** Mr Samuel Lim  
**Telephone:** 606-986 6500  
**Email:** sam@comfyfactor.com  
**Website:** www.comfyfactor.com

## Seeing double

Confident that most dining sets in the market are sporting passive tones like oak, maple and cherry, **Gamma Wood** sets out to impress with its new and bold two-toned Remy Dining Set. Bathed in stunning red and black fusion, Remy is made from MDF board and okoume veneer with its table apron and legs in rubberwood. With leather padded seats, Remy is perfect for a stylish, elegant dinner with that someone special!



**Company name:** Gamma Wood Sdn Bhd  
**Booth No:** 129, Hall 1, PWTC  
**Contact:** Cindy Chua  
**Telephone:** 606-985 8288  
**Email:** cindy@gammawood.com  
**Website:** www.gammawood.com

## From the land of the rising sun

Japan played a bigger role in MIFF 2013 with two delegations, one of furniture manufacturers and another of Japanese buyers. The former, who are here for the first time, were impressed with what they saw, with 3 manufacturers signing up for UBM's Southeast Asia Furniture & Interiors Import-Export Exhibition (SEAFIE) in September 2013. The others showed promise as potential MIFF exhibitors.

The 43-man buyer delegation was led by the venerable Kawasaki Atsumasa, Chairman of Taiyo Kagu Center, who believes that MIFF is a great asset to solidify Malaysia's position in the furniture world. Among the industry stalwarts who came were Moritoshi Manabe, President of Manabe Interior Hearts Co. Ltd. "Design-wise, Malaysian furniture is already on par with global standards. If you take the Malaysian furniture to the Japanese market, for example, they will have great competitive power."

## Mirror Mirror On The Wall

Did you know that mirrors can be intriguing decorative pieces besides serving its purpose of showing how you look first thing in the morning? The mirrors produced by **United O&G** come in all shapes and sizes, from simple geometrics to intricate designs that lend your wall an artistic touch.



**Company Name:** United O&G Sdn Bhd  
**Booth No.:** B19, Hall B, MECC  
**Contact:** Mr. Vincent Ong  
**Telephone:** 603-3392 9390  
**Email:** sale@ogcoating.com  
**Website:** www.ogcoating.com

## Stress-free dining

Dine in style with **Furncrest's** latest Carter Dining Set that exudes a minimalist and elegant ambience for your home. Covered in black and grey tones, its table is made from tempered glass while its chairs are made from rubberwood topped with linen grey fabric for seats. What stands out is its table's bevelled edges and V-shaped-legs that just put you at perfect ease and relaxation.



**Company name:** Furncrest Sdn Bhd  
**Booth No:** 143, Hall 1, PWTC  
**Contact:** Mr. Jimmy Er  
**Telephone:** 606-953 5055  
**Email:** info@furncrest.com  
**Website:** www.furncrest.com





## Comfort comes first



**Huang Fah** proudly presents its exquisite range of solid rubberwood dining sets that are simple yet visually appealing at MIFF 2013. Backed by over 20 years of experience, Huang Fah is committed to producing the best comfort and craftsmanship.

Company Name: Huang Fah Furniture Industries Sdn Bhd  
Booth No: C02, Hall C, MECC  
Contact Person: Mr Tee Soon Kwee  
Tel. No: 606-988 1849  
Email: info@huangfah.com  
Website: www.huangfah.com

## The best of home

The phrase 'home sweet home' takes on special meaning when you have the Jeanie Dining Set from **Home Best**. Family harmony is emphasised with classic designs while the scratch and water-resistant table surface offers easy cleaning. The high-back golden seats made of grainy polyurethane are both exclusive and comfortable, providing the perfect dining experience.



Company Name: Home Best Enterprise Corp Sdn Bhd  
Booth No.: 219, Hall 2, PWTC  
Contact: Mr.Tey Lay Hui  
Telephone: 606-985 7388  
Email: homebest@homebest.com  
Website: www.homebest.com

## Let's talk business

A comfortable meeting table helps you focus on important issues rather than the pain in your back. **C Son Office furniture** offers you a wide range of meeting tables with swivel chairs that is suitable for any working space. Whether an important teleconference meeting with your foreign counterparts, inter-organisational meeting with your department heads or roundtable discussion with your staff, C Son has something for everyone.

Company Name: C Son Office Furniture Sdn Bhd  
Booth No.: 2C12, Hall 2C, PWTC  
Contact: Mr. Kendy Koay  
Telephone: 603-6156 8942  
Email: kendy@csonoffice.com  
Website: www.csonoffice.com



## Sweet dreams are made of these

**Dreamtime's** colourful and fun bedroom series are an instant hit among children. As the first Malaysian company offering trademarked children bedroom sets, Dreamtime introduces about 10 new designs annually. This year, the Muar-based manufacturer unveils its latest addition - customised headboard designs using a special state-of-the-art-machine. "We expanded our range to adult bed sizes this year due to popular demand," says John Leimonitis, Managing Director of Dreamtime. "Our latest technology allows headboard carvings and cut-out patterns to be produced up to 200 bedroom set per day."



Company Name: Dreamtime Furniture Sdn Bhd  
Booth No: C05, Hall C, MECC  
Contact Person: Ms Tang Choon Yen  
Tel. No: 606-987 2200  
Email: choon-yen.tang@yeuhong.com  
Website: www.dreamtimefurniture.com

## Uniting strength and style

**Jetexim Business** supports the green lifestyle by offering eco-friendly rubberwood furniture. The Manau Nelson rubberwood models are creatively transformed into aesthetically appealing and sturdy dining sets that exude ageless splendor. Comfy back padding and smooth finishings make Manau Nelson an ideal choice for every home.



Company Name: Jetexim Business Sdn Bhd  
Booth No.: 125, Hall 1, PWTC  
Contact: Ms. May Ser  
Telephone: 606-955 5855  
Email: may@jetexim.com  
Website: www.glory4ever.com

## Shuffle it like Rubic

Bet you never thought furniture could be shuffled like Rubic cubes. Meet **BJ Cabinet's** Vuitton series, a 12-piece set of modular storage and shelving units that you can mix and match into your ideal configuration. Soft close hinges and tempered safety glass enhance safety. The melamine finish makes the collection low-maintenance, stain and scratch resistant for any living room.



Company Name: BJ Cabinet Sdn Bhd  
Booth No: 115, Hall 1, PWTC  
Contact: Mr Steven Wong  
Telephone: 603-33921118  
Email: bj@bjcabinet.com  
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Featuring: Nico Goh, Assistant Manager  
Star Product: No Tool Children's Bedroom Set

**GREEN PANEL PRODUCTS (M) SDN BHD**

Booth No: 4B11, Hall 4B, PWTC  
Featuring: Parthiban R., Marketing Executive  
Star Product: Green Décor Melamine-laminated Particle Board

**NRT CASCADIA HOME PRODUCT SDN BHD**

Booth No: 4A02, Hall 4A, PWTC  
Featuring: Devandran T., Marketing Executive  
Star Product: Carmella Living Set

## Signature: Eco Furniture

These exhibitors are excited to share their signature eco products with you. Be sure to visit their booths!

**KINTEX (KL) SDN BHD**

Booth No: 232, Hall 2, PWTC  
Featuring: Jean Chiang, Sales Coordinator  
Star Product: Sunproof Outdoor Fabric

**HEVEAPAC SDN BHD**

Booth No: 233, Hall 2, PWTC  
Featuring: Peh Ju Chai, Executive Director  
Star Product: Dollar Shelves

**LENCASA SDN BHD**

Booth No: 4A01, Hall 4A01 PWTC  
Featuring: Quek Kheng Long, Director  
Star Product: Howard II Queen Size Bed Frame

**EVERGREEN FIBREBOARD BERHAD**

Booth No: 4B01, Hall 4B, PWTC  
Featuring: Liaw Chee Soon, R&D Assistant Manager  
Star Product: Easy Living Divider

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