

furnis now

The official show news of the Malaysian International Furniture Fair

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

WHAT'S NEWS

Don't miss out on more products and events at MECC including the first time Muar Hall and MIFF FDC Showcase

Page 2

HIGHLIGHTS

Find out why the Muar Furniture Association picked MIFF as their exclusive exhibition partner in Asia.

Page 2



Something old, something new. There's something for everyone at MIFF 2013.

Page 4



Have a star product to shout about? Flash it in our new Signature page! Come and see us at the Editorial Office, Bilik Terengganu, Room 12, Level 3, PWTC if you have a product that shines.

Page 8

MIFF 2013 opens Bigger, Better and Brighter!

By Chin Pei Ling
Furnish Now writer

The highly anticipated 19th Malaysian International Furniture Fair (MIFF) opened yesterday with a bang, bigger and better this year backed by rising numbers in visitors, floor space and revenue generation.

"The show has grown 25% bigger this year. There was very strong demand after our record sales performance of US\$830 million last year," said Dato' Dr. Tan Chin Huat, Chairman of MIFF during the official opening ceremony. "The bigger fair brings greater opportunities for exhibitors and buyers to explore more business and network. This is good for buyers; they will have more designs and exciting choices."

UBM Asia President & CEO Jimé Essink concurred, lauding MIFF as its leading furniture event in the region. "MIFF is the biggest furniture show for UBM outside China. As Southeast Asia's leading furniture event, MIFF holds a unique position as a strategic platform for global furniture trade and extends the reach further into more emerging and developed markets."

This year, MIFF features over 500 exhibitors, while visitors include furniture importers, wholesalers, retailers, architects, interior designers and decorators, chain stores, as well as furniture and furnishings. MIFF expects over 7,000 buyers this year, a 10%



Plantation Industries and Commodities Minister YB Tan Sri Bernard Dompok (second from left) officiates MIFF with a real 'bang' at the Opening Ceremony yesterday at PWTC.

increase from last year. This is a groundbreaking record since its inception in 1995, where they had 152 exhibitors, and buyers from 50 countries.

Growth in floor size is only part of the picture. MIFF 2013 received international visibility in Times Square, New York and Las Vegas earlier this year, thanks to strategic marketing by PR Newswire, a UBM company. MIFF also hosted a delegation of first time news media from Bangkok, Myanmar, and Indonesia.

"Our marketing programme, covering over 160 countries in 11 languages, is focused on increasing the number of global buyers to build more markets for our exhibitors. This is truly one of the most exciting regions to do business today. ASEAN's combined economy and huge population offer exciting opportunities for greater commerce and growth," says Essink.

MIFF also provides education and insights to the local region's trends and top-of-mind issues. This year's visitors can look forward to four free seminars which feature international experts speaking on intellectual property, design competency, furniture identity and green technology.

MIFF's prestigious awards – Furniture Excellence Award and Best Presentation Award –

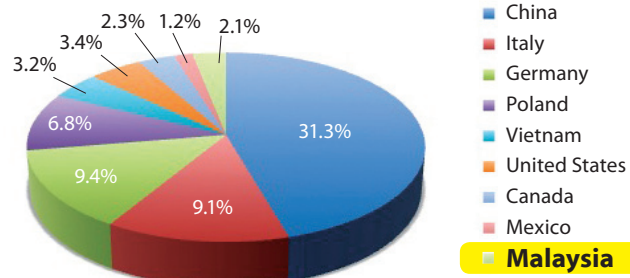
continue this year as an incentive for exhibitors to upgrade quality in their furniture and booth designs, while the newly revamped MIFF Furniture Design Competition (MIFF FDC) paves the way for innovation and the furniture designers of tomorrow.

"I strongly support the MIFF Furniture Design Competition. This form of activity will complement and contribute towards encouraging the development of new designs, especially by young designers," says the Plantation Industries and Commodities Minister, YB Tan Sri Bernard Dompok at the MIFF 2013 Opening Ceremony.

"I urge all of you to make use of this occasion to discuss and exchange views on future market trends and consumer preference. This form of engagement will accrue mutual benefits to both buyers and manufacturers, and in the longer term strengthen business linkages and networking," he adds.

FAST FURNITURE FACTS

Leading furniture global exporters



Source: Malaysian Timber Industry Board

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HALL 2B-23, PWTC
5-9 MARCH

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MIGHTY MUAR!

**Cutting-edge furniture.
Dazzling booths.
Stellar presentation.**

By Alexandra Wong
Furnish Now writer



Desmond Tan Boon Hai

In its highly-billed debut, close to 100 furniture companies under the Muar Furniture Association (MFA) filled up more than 8,000 sqm of space in MATRADE EXHIBITION & CONVENTION CENTRE (MECC). The good news is Muar Hall has definitely exceeded expectations. What's even better, it could be just a taste of bigger and better things to come from the newly-forged alliance between MFA and MIFF.

Expressing his delight over the association's participation in MIFF 2013, MFA Deputy President Desmond Tan Boon Hai said tantalizingly, "Muar still has other furniture players."

Muar's fairytale success is well-known: it rose from a sleepy hollow to be Malaysia's most influential furniture contributor, accounting for over 45% of Malaysia's total furniture exports and helping the country achieve a global position as a producer of quality rubberwood furniture.

Expressing his hopes for future collaborations, Desmond says, "[Through MIFF], we hope to secure a better platform for our products and gain better business opportunities. MIFF is strong in terms of the promotional and organisational aspect. We also hope that UBM will use their resources to grow this industry."

Desmond is confident the furniture industry in Muar – and by extension, Malaysia – can still scale up tremendously. "Export-wise, Malaysia is no 8. Our export volume represents less than 3% of the world's overall furniture production output. There is tremendous room to grow."

So what does the country need to get there?

Drawing from Muar's experience of over three decades in the international business, he says, "We tick most of the boxes. We have sufficient raw materials. Demand is not an issue, as we have matured in terms of marketing, product knowledge and management."

The deal-breaker? Labour. "The Malaysian furniture industry is still heavily reliant on foreign labour. We have already maximized automation up to our capability. Look at two of the world's biggest furniture producers – China has 1.4 billion people; Vietnam has 80 million. I hope the government can help tailor-make some policies for this industry. A stable foreign labour policy will definitely galvanize the furniture industry."

Dato' Dr Tan Chin Huat, MIFF founder declared, "I'm really happy about MFA's participation in MIFF because Muar is the most modern city for the furniture industry. We are optimistic that with full participation from Muar, it will enliven the whole industry tremendously."



Dato' Dr Tan Chin Huat

GETTING AROUND

MUAR HALL

This year, all eyes are on the **Muar Hall** at the MATRADE EXHIBITION & CONVENTION CENTRE (MECC), where close to 100 members from Muar Furniture Association are debuting with their latest designs and collections.

GETTING THERE



We want to maximize your time, so we've made commuting between PWTC and MECC as easy as A-B-C. A free shuttle service runs between PWTC and MECC between 9.30am-5.30pm.

GASTRONOMICAL DELIGHTS

You'll be spoilt for choice when it comes to dining options. Near the IBL, Western food specialist CHEF & BREW of Victoria Station fame dishes out breakfast, lunch and tea combo sets, plus a fair selection of beer and wine. Alternatively, get your fast food fix from Starbucks, Pizza Hut and Burger King stalls scattered around **HALLS A AND B**.



REST & RELAX

Need a perk-me-up after all that walking and product previewing? Treat your feet to a relaxing spa at the INTERNATIONAL BUYERS' LOUNGE (IBL), exclusively available to international buyers. Alternatively, catch up on your emails using our free WIFI while enjoying the free flow of drinks and snacks.



MORE OF MUAR

Named after Malaysia's acclaimed furniture town, **Muar Hall** is a must-visit feature in MIFF 2013. Spread over 8000 square metres across **HALLS D & E**, this enclave is packed with the latest designs and collections from Muar's top furniture brands, many of whom are already internationally renowned.

REGISTRATION



Travel time from PWTC to MECC takes only ten minutes. The drop-off point at **Hall D** is the MAIN REGISTRATION COUNTER & EXHIBITOR'S SERVICE CENTRE. Collect your delegate passes here (if you haven't already done so at PWTC). To return to PWTC, the PICK-UP POINT is located in the lane between **Halls A & B**, near the Starbucks stall.

Visit us at:
PWTC
Booth No. 2C25



1.8 x 1.0 Cm Rect. Chunky Set



EXCELFURN SDN. BHD. (715684-H)
8,3,2-, Jalan Prima E, U13/E, Bandar Setia Alam,
40170 Shah Alam, Selangor Darul Ehsan, Malaysia.
Tel: +603-3344 2067 Fax: +603-3344 1902
Email: malaysia@excelfurn.com.my



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PUNCAK BUMI UTAMA SDN. BHD. (561684-P)
S-10, Lorong Kendi 1, Kawasan Industri MARA,
14100 Simpang Ampat, Seberang Perai Selatan,
Pulau Pinang, Malaysia.
Tel: +604-5873073 Fax: +604-5874540
Email: puncakbumi@yahoo.com www.puncakbumi.com



One on One



Group Activities



Social Interaction



Creative Design

Child Friend Environment



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47000 Sungai Buloh, Selangor Darul Ehsan, Malaysia.
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Fax: +603 6157 3460
Email: sales@ews.com.my

Visit us at:
PWTC Booth no 2C27



Eric in WONDERLAND



By Yeo Li Shian
Furnish Now writer



Award-winning furniture manufacturer, BJ Cabinet Enterprise Sdn Bhd, chose to officially launch its Wonderland bedroom concept on Day 2 of MIFF 2013. Colourful and fun, the latest addition by BJ Cabinet is designed by celebrity interior designer, Dr. Eric Leong. This inaugural collaboration with Eric offers a seven-item set: bed, desk, chair, side table, wardrobe and two chest drawers.

"We want to promote local designers," explains Steven Wong, Sales and Marketing

Director of BJ Cabinet. "The collaboration with Eric helps to bring forth local designs to the international market."

According to Leong, the concept was developed during the duo's business trip to Hong Kong last year. A prototype made of medium-density fibreboard (MDF) featuring castle-inspired designs and 3D paint-drip patterns was prepared in January this year.

The latest addition also offers child-friendly features such as round edges. Unlike conventional children's furniture with flat surfaces and spray paint finish,

the uneven texture of Wonderland allows children a sensory experience.

"Colour is the main selling point of this product. But more importantly, the modular-system bed set is also flexible, with changeable handles. It fits well into any home space," explains Leong.

Wong also unveiled another new cabinet concept targeted at storage woes. The 12-piece-furniture-component termed Vuitton that took 6 months of R&D offers customers up to 50 different designs. To view these designs and more visit BJ Cabinet Enterprise Sdn Bhd at booth 115, Hall 1 PWTC

Rising Dragons

By Tan Sher Lynn
Furnish Now writer

Southeast Asia has always been a dynamic area for the furniture sector, with the majority of ASEAN members having large and rapidly growing furniture industries. Buoyed by rising lifestyle and consumer spending in the region, furniture trade among ASEAN countries has been rising steadily at easily 13% annually. According to the ASEAN Furniture Industries Council (AFIC), total intra-ASEAN furniture trade reached USD516 million and furniture exports were valued at USD11.85 billion in 2008.

According to UBM Managing Director of ASEAN Business M. Gandhi, intra-ASEAN trade is the fastest-moving trend in the ASEAN furniture market. "The simple reasons are low marketing and logistic costs, and fewer barriers due to the ASEAN Economic Community (AEC) 2015 coming into place. Also, there are a lot of intra-ASEAN investments happening, where

"In the long run, Malaysia needs an identity. That's why MIFF is aggressively promoting the Malaysian identity with furniture design."

manufacturers set up their production facilities in different ASEAN countries. I think ASEAN countries are becoming smarter in leveraging the capabilities of other ASEAN countries," he says.

According to AFIC, Vietnam, Malaysia, Indonesia, Thailand, and the Philippines are fast-growing furniture exporters in Southeast Asia, with Vietnam leading so far with over USD3.2 billion worth of furniture exported this year. According to industry leaders, Vietnam's strongest point is the nation's skilled in wood processing and lower cost of labour.

Furniture in these five countries is strongly export-driven, with two thirds of production being sold outside the country of origin. The export /production ratio for the area is roughly 66%, more than double than the world average (around 30%). Currently, furniture produced in the area takes up 5% of total furniture consumption in the USA and 2% of total furniture consumption in Western Europe.

Malaysia currently stands as the 10th largest furniture exporter in the world, exporting about 80% of production to large markets in the United States, Japan and Australia.

"In the long run, Malaysia needs an identity. That's why MIFF is aggressively promoting the Malaysian identity with furniture design. I really welcome the Minister's announcement that there is going to be a Malaysia design strategy. The advantage of Malaysia lies in its ability to serve boutique buyers. Malaysia's design strategy should be headed in this direction," Gandhi concludes.





Fit for a prince

The Prince II (PLV21) series from **Poh Huat** embodies premium office furniture with contemporary functionality. This signature design is excellent for leaders who seek the right combination of aesthetics and functionality. Available in black and walnut colour to complement your office décor and taste.



Company Name: Poh Huat Furniture Industries (M) Sdn Bhd
Booth No.: 320, HALL 3, PWTC
Contact: Ms. Tay Li Chin
Telephone: 606-985 9688
Email: taylc@pohhuat.com
Website: www.pohhuat.com

Power up your home

With this exquisite bar set from **Powerhouse Industries**, you will never want to leave home. The sturdy table top and comfy chairs are perfect for entertaining in style- or solitary introspection. Just sit back and relax with your favourite drink. As they say, life's good when you've got the power!

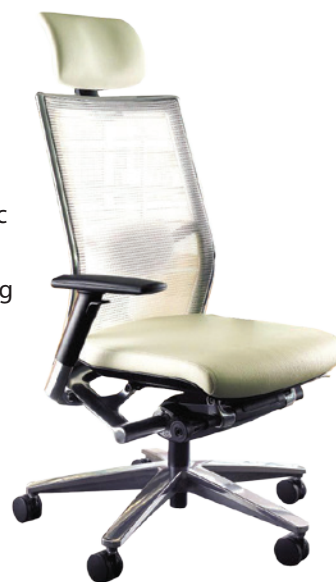


Company Name: Powerhouse Industries Sdn Bhd
Booth No.: 128, HALL 1, PWTC
Contact: Mr. Bruce Lim
Telephone: 603-7804 1698
Email: info@phmaster.net
Website: www.powerhousemalaysia.com

Stimulate Your Senses – At Work!

Euro Chairs are constructed, crafted, and delivered in accordance to the highest standards so as to maximize comfort levels. Euro's 'Senses' series of office furniture has been meticulously designed to suit workplace needs by satisfying all your major senses. The integrated ergonomic support, stylish modern outlook, ultra sleek aluminium accents and a wide range of colours offer the finest seating solutions that projects your style.

Company Name: Euro Chairs Manufacturer (M) Sdn Bhd
Booth No.: 2B03, HALL 2B, PWTC
Contact: Mr. Jimmy Tan
Telephone: 603-6092 6666
Email: jimmytan@eurochairs.com
Website: www.eurochairs.com



Elegance at its best

AB13 Will Roman Dining Set from **Ang Bee** is a stylish 1+4 design that is sure to lend a majestic appeal to your home. Designed to add warmth and charm to your space, this contemporary and stylish piece comes in light-coloured seats with dark-coloured rubberwood finish.



Company Name: Ang Bee Business Sdn Bhd
Booth No.: C17, HALL C, MECC
Contact: Ms. May Ser
Telephone: 606-955 5855
Email: glorymay@gmail.com
Website: www.glory4ever.com

Rock-a-bye baby

Where babies are concerned, you can never be too safe. This is where you can trust **Vistawood**, who is reputed for excellent design and craftsmanship in furniture for babies. WC 1008, a solid wood crib painted with non-toxic material, uses full-length tropical hardwood for the cot rail, offering a safer option for babies. It can also be converted into bed mode.



Company Name: Vistawood Industries Sdn Bhd
Booth No.: 106, HALL 1, PWTC
Contact: Ms. Ivy Chew
Telephone: 606-986 5050
Email: ivy@vistawood.com
Website: www.vistawood.com

Tea for two?

Turn your home or any spare space into a delightful, quiet hideaway with the Leopadi tea set from **Ascent Furniture**. Elegant yet casual, the Leopadi set is made from solidwood and is available in cherry veneer and other trendy colours. Whether a casual conversation or serious business talk, the Leopadi provides just the right environment any time, any place.



Company Name: Ascent Furniture International Sdn Bhd
Booth No.: A01, HALL A, MECC
Contact: Ms. Jessie Tiam
Telephone: 603-9132 1680
Email: jessie@ascentfurniture.com
Website: www.ascentfurniture.com



ASIA TUBE



Please visit us at
MIFF 2013
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



Bold, bright, beautiful

Bright Design certainly lives up to its name to brighten up your bedroom. Made of environmentally-friendly rubberwood, this bedroom furniture set is a great way to get organised, while the sideboard and TV cabinet provide nifty storage solutions. Be prepared to find more bright ideas to create an ideal living space regardless of size.

Company Name: Bright Design Sdn Bhd
Booth No.: 112, HALL 1, PWTC
Contact: Ms. Chua Yee Ting
Telephone: 603-9058 3032
Email: chua@brightdesign.com.my
Website: www.brightdesign.com.my



Workspace wonder

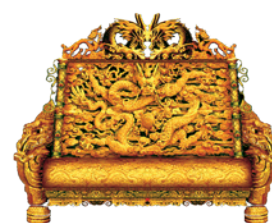
With over 20 years of experience in furniture industry, every furniture item from **Aries Furniture** is an embodiment of innovation and function. Aries' latest introduction, the Matrix series consist of trendy workstations such as writing tables, computer tables, meeting tables, counter tops, office cabinets, side tables, CPU trolleys, writing pads and keyboard trays. Whether you'd like to fill just one space or refurbish an entire office, look no further than the Matrix series.



Company Name: Aries Furniture Sdn Bhd
Booth No.: 2B38, HALL 2B, PWTC
Contact: Ms. Sandra Thein
Telephone: 606-953 9001
Email: ariesch@pd.jaring.my
Website: www.reco-aries.com.my

FUN FACT

Did you know that one of the first furniture ever created was a throne? Rulers place themselves on a elevated plane to demonstrate their higher social status and command allegiance among their subjects.



Workspace wonder

Recharge in the lap of luxury. This solid rubberwood bed is a masterpiece of style that is designed for modern living. Choose from black or white, depending on the décor of your bedroom, your personal taste or the colour recommended by your fengshui master. Meet **Chinfon's** mascot at their booth today (6 March) to get yourself fun souvenirs.



Company Name: Chinfon Furniture Industries Sdn Bhd
Booth No.: 117, HALL 1, PWTC
Contact: Ms. Ely Tio
Telephone: 603-3342 0918
Email: ely@chinfonfurniture.com
Website: www.chinfonfurniture.com

The coach potato's best friend

What can be better than curling up on a sofa and enjoying some down time in front of the television? **Ashcole Deco's** Vera TV unit offers not only the perfect relaxation option but also comes with added storage space for your entertainment paraphernalia. Contemporarily styled with different wood selections to suit your personal taste.



Company Name: Ashcole Deco Sdn Bhd
Booth No.: 132, HALL 1, PWTC
Contact: Mr. Teo Tzi Chaw
Telephone: 6012-616 5566
Email: tcteo@ashcoledeco.com
Website: www.ashcoledeco.com

Enduring aristocratic beauty

Decortage's Roma bedroom set exudes classical European style with a modern contemporary twist. Expect nothing less than superior design and craftsmanship, with detailed wood carvings and a neatly crafted dresser as a winning match.

Company Name: Decortage Sdn Bhd
Booth No.: 509, HALL 5, PWTC
Contact: Mr. Jeffery Choo
Telephone: 603-6156 5571
Email: dctage@streamyx.com
Website: www.decortage.com



Everlasting beauty



Dining takes on a whole new meaning with this beech wood dining set that injects character and elegance to an otherwise dull room. Design apart, this wonderful solid piece is made to last, with a strong structure that is accentuated with comfy soft padding that offers ultimate comfort.

Company Name: Shung Seng Enterprise Sdn Bhd
Booth No.: Booth 111, HALL 1, PWTC
Contact: Mr. T. S. Bong
Telephone: 606-764 4375
Email: sales@shungsengfurniture.com.my
Website: www.shungsengfurniture.com.my

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Get the 3S: Sit, Sleep, Style

This chic and stylish remote-controlled sofa bed from **Jiaxing Rubelli Furniture** allows you to go from sitting, reclining to sleeping in just a click of the finger. Jiaxing Rubelli Furniture is a company specialising in the manufacturing of sofas in China. It boasts a mélange of comfy sofas with different fabrics, colours, sizes and interesting designs.



Company Name: Jiaxing Rubelli Furniture Co., Ltd.
Booth No.: A06, Hall A, MECC
Contact: Mr. Sam Goh
Telephone: 86-573-8358 2222
Email: sam.goh@rubelli.com.cn

No more excuses or embarrassment

Big dinners don't always have to be messy and disorganised – and **Home Upholstery** solves your headache for you. Home Upholstery's minimalist dining sets with bottle storage bids goodbye to the embarrassment of hunting for that long-abandoned bottle of wine in front of expectant guests. Wine lovers will appreciate the calming assurance of having their treasured wine bottles underneath the extendable rubberwood table. The table comes with a brushed stainless steel apron that is made to last. The chairs too are hard to resist – their sleek white design and generous leather padding makes you want to dine all day long!



Company name: Home Upholstery Industries Sdn Bhd
Booth No: E10, HALL E, MECC
Contact: Mr. Y.H. Pua
Tel: 606-986 5000
E-mail: enquiry@eritz.com.my
Website: www.eritz.com.my

Sleek Sculptures

Who would not want to own an exquisite bedroom set that stands out from the rest? Bedroom sets offered by **Zin Tiau Furniture** are sleek and sculptured to give a 3D effect. Established in 1980, the company is one of the leading furniture manufacturers in Johor, southern Malaysia.

Zin Tiau Furniture Sdn Bhd
Booth No.: A05, Hall A, MECC
Contact: N. Y. Lee
Telephone: 607-410 2154
Email: marketing@zhaofongfurniture.com.my
Website: www.zhaofongfurniture.com.my



Oriental Charm

Immerse your bedroom with the delicate and exquisite beauty of the Orient with the bedroom sets from **Lifestyle Holdings**, a global brand based in North Carolina, US, which exports to over 60 countries worldwide. These bedroom sets boast of neat, clean lines and fine craftsmanship that are distinctly Asian.



Lifestyle Holdings Pte Ltd
Booth No.: A02, Hall A, MECC
Contact: Ms. Careen Too
Telephone: 65-6737 1411
Email: careent@lifestyleholdings.com
Website: www.lifestyle-us.com

Outdoor comfort

One can expect furniture that is fresh, innovative and tastefully designed by **WoodFriends**, a full scale furniture provider located in Klang, Selangor, Malaysia. The company provides a range of predominantly wood-based furniture including sofas, dining tables and chairs, lounge tables and chairs and cradles.



Wood Friends Sdn Bhd
Booth No.: E21, Hall E, MECC
Contact: Mr Adrian
Telephone: 603-3318 8666
Email: woodfriends@gmail.com
Website: www.woodfriends2u.com

Malaysia furniture industry makes Top Ten list

As the **10th** largest exporter of furniture in the world, Malaysia exports around **80%** of its production such as large markets in the United States, Japan and Australia. In 2012, US was Malaysia's number one export market with **RM1.66 billion (USD530mil)** in sales recorded in the first nine months of 2012. In January 2012, the US purchase of Malaysian-made furniture products hit **RM163mil (USD52 mil)**, an increase of approximately **3% over 2011**. Overall, Malaysia's furniture exports registered a growth of **7.4%** from **RM5.58bil (USD1.8bil)** in the first nine months of 2012, compared to **RM5.99bil (USD1.93bil)** for the same period last year.

Source: The Star online 2012

Redefine your bedroom

Need to inject some vitality in your bedroom? Why not begin with **VS Concept's** bedroom sets that come complete with matching beds, side tables and dressers? Made of high-grade particle board and competitively priced, VS Concept's wide selection has every design you can dream of- and more. Better yet, you can even customize your own design for added personalisation!



Company Name: VS Concept Furniture Sdn Bhd
Booth No.: 2A16, HALL 2A, PWTC
Contact: Ms. Swelly Ng
Telephone: 606-985 6888
Email: vs@streamyx.com
Website: www.vsfurniture.com

Let the design do the talking



Modern living requires long hours at the workspace. With that, more focus should be placed upon comfortable office systems. Enter Morriss, an ergonomic and classy option for contemporary offices. The fine stitching and workmanship are further complemented by high-density polyurethane molded foam, dual wheel castors, height adjustable pneumatic cylinder, and chrome finish, turning a work piece into a work of art.

Company Name: Nexus Office System Sdn Bhd
Booth No.: 2B39, HALL 2B, PWTC
Contact: Ms. Mun Choong Ho
Telephone: 603-5121 5128
Email: munch@nexuscollection.com
Website: www.nexuscollection.com

MIFF In Brief

TRANSPORTATION

SHUTTLE TRANSFER PWTC ↔ MECC

Time : 9:30 am - 5:30 pm
Pick up Points : PWTC – Main Entrance,
 Level 2 (Bus Bay)
 MECC – Hall B, Ground Floor

DAILY EVENING HOTEL TRANSFER

Time : 6:00 - 7:00 pm
Pick up Points : PWTC – Main Entrance,
 Level 2 (Bus Bay)
 MECC – Hall B, Ground Floor

PWTC ↔ Official Hotels

- Dorsett Regency Hotel
- JW Marriott
- The Ritz-Carlton
- Vistana Hotel
- Renaissance KL
- Sheraton Imperial

MECC ↔ Official Hotels

- Dorsett Regency Hotel
- JW Marriott
- The Ritz-Carlton
- Vistana Hotel
- Renaissance KL
- Sheraton Imperial
- Seri Pacific Hotel
- Sunway Putra Hotel

BUYERS' NIGHT

Buyer's Night @ Grand Ballroom, Level 9, Sunway Putra Hotel
 Get ready to get friendly at Buyer's Night, one of the most fun and memorable events at MIFF.

Date : 6 March 2013 (Day 2)
Time : 6:30 pm

Please collect your ticket from the International Buyers' Lounge (IBL), **Level 3, PWTC**. Tickets are limited and are provided on a first-come-first-served basis.

PRIZE PRESENTATION CEREMONY

Date : 7 March 2013 (Day 3)
Time : 2:30 pm

Pacific Ballroom, Seri Pacific Hotel

- MIFF Furniture Design Competition
- Furniture Excellence Award
- Best Presentation Award

FOOD & BEVERAGE

@ PWTC

Opposite Hall 2A, level 2
 Riverside Restaurant – International Buffet Lunch

Entrance of Hall 2B, Level 2

Hall 2B Savoury Counter – Snacks & Beverages

Linkway from Hall 3 to Hall 2, Hall 1 & Hall 1M, Level 3

Hall 3 Savoury Counter – Snacks & Beverages

Hall 4B, Level 4

Garden Restaurant – Western Set Lunch; Local Set Lunch

Hall 1, Level 1

Hall 1 Cafeteria – Snacks & Beverages

@ MECC

Hall B
 Trader's Cafe

Hall C, Level 1
 Cafeteria – Snacks & Beverages

MIFF FURNITURE DESIGN COMPETITION SHOWCASE

5 March - 9 March 2013

Design Showcase @ Hall B, MECC

EVENT HIGHLIGHTS

**WEDNESDAY
(Day 2)
6 March 2013**

INDUSTRY SEMINARS How To Build Identity In Furniture?

11 am - 12:30 pm

Speaker: Mr. Klaus Kummer, KDT
 International Co. Ltd., Thailand
Venue: Perhentian Room
 LEVEL 3, PWTC

BUYERS' NIGHT 6:00 pm

Grand Ballroom, Level 9,
 Sunway Putra Hotel (formerly as
 The Legend)

**THURSDAY
(Day 3)
7 March 2013**

INDUSTRY SEMINARS The New Malaysian's Advantage – Letting Design Take The Lead.

11 am - 12:30 pm

Speaker: Mr. Philip Yap, Philip Yap
 Design: PYD, China/Malaysia
Venue: Perhentian Room
 LEVEL 3, PWTC

PRIZE PRESENTATION 2:30 pm

Pacific Ballroom, Seri Pacific Hotel
 Kuala Lumpur

**FRIDAY
(Day 4)
8 March 2013**

INDUSTRY SEMINARS Status of Green Technology Application In The Asean Furniture Industry

11 am - 12:30 pm

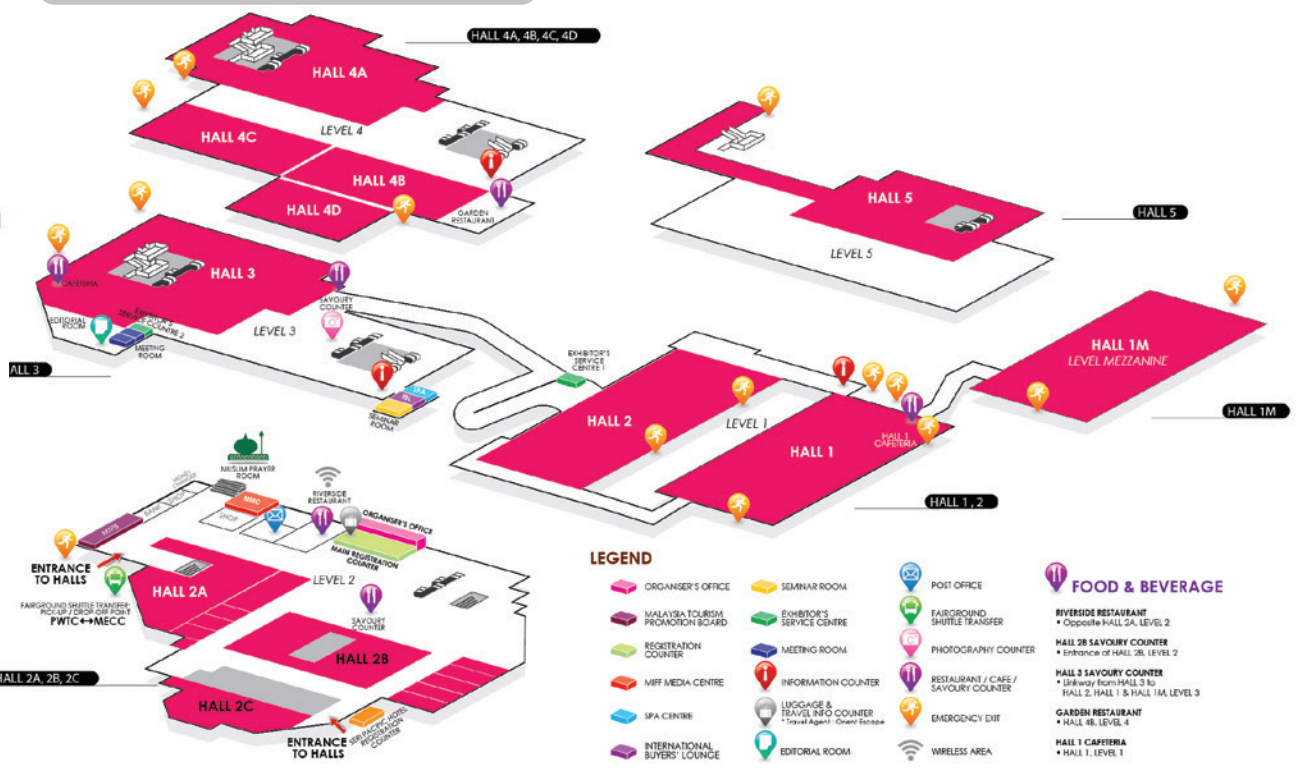
Speaker: Dr. Jegatheswaran
 Ratnasingam, Universiti Putra
 Malaysia
Venue: Perhentian Room
 LEVEL 3, PWTC

INDUSTRY SEMINARS IP Strategy for Furniture Industry In The AFTA Era

14:30 pm - 16:00 pm

Speaker: Mr. Lok Choon Hong, IP
 Pintas, Malaysia
Venue: Perhentian Room
 LEVEL 3, PWTC

Exhibition Floorplan



1stop
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Signature

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



Tube Home (M) Sdn Bhd

Booth No.: 4A26, HALL 4A, PWTC
Featuring: Tan Loo Sing, Marketing Director
Signature product: Tulip Swing



SJY Furniture (M) Sdn Bhd

Booth No.: D02 & D03, HALL D, MECC
Featuring: Lili Lim, Marketing Executive
Signature product: Kitaibela Outdoor Sofa Set



Southern Furniture Sdn Bhd

Booth Nos.: 4A05 & 510, HALL 4A & 5, PWTC
Featuring: Y.L. Soo, Shipping Manager
Signature product: Moveable Love Chair



Muar Industries Sdn Bhd

Booth No.: C09 & C10, HALL C, MECC
Featuring: Charlotte Huang
Signature product: Outdoor Fix Table



Simewood Product Sdn Bhd

Booth No.: B35, HALL B, MECC
Featuring: Helen Ong, Marketing Manager
Signature product: Antico Outdoor Coffee Table



Supreme Tropical Furniture Sdn Bhd

Booth No.: 303, HALL 3, PWTC
Featuring: Choo Ghee Kien, Director
Signature product: Natural Timber Table Set



Resinas Olot SL

Booth No.: 2B40, HALL 2B, PWTC
Featuring: Jordi Ibanez, Export Area Manager
Signature product: Beekat



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