

What's News



Their award-winning futures are so bright, they'll have to wear shades.

Page 1-3

Special Report



Wednesday was 'Let Your Hair Down Night' - because Carnival came to Kuala Lumpur

Page 4



TaZ talks about being in the raw - materials, that is - and how its products are designed to be Earth-friendly first.

Page 5



Wooden it be lovely? Even a timber council has wishes that should come true!

Page 6



Timor-Leste's Centru Bambu is bent on carving a niche in the global furniture industry - and changing the face of a nation.

Page 7



TWO PAGES of what's good at MIFF 2012!

Page 8-9



All the information you need to know, but may be afraid to ask about

Page 11



Ooo - Party Animals!

Page 12

FURNITURE EXCELLENCE AWARD

Platinum
Award

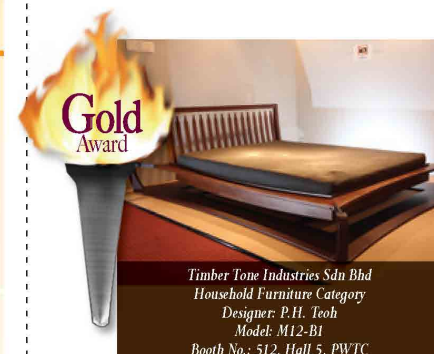
TaZ Corporation Sdn Bhd
Office Furniture Category
Designer: Daniel Korb
Model: XF10
Booth No.: 2B06 & 2B32, Hall 2B, PWTC

Platinum
Award

Tay Huah Furniture Corp (Conf-Pro)
Household Furniture Category
Designer: Chen Chao Gen
Model: Match Chair
Booth No.: 4B07A, Hall 4B, PWTC

Gold
Award

Benithem Sdn Bhd
Office Furniture Category
Designer: Ben Teo
Model: B-Five
Booth No.: 2B35, Hall 2B, PWTC

Gold
Award

Timber Tone Industries Sdn Bhd
Household Furniture Category
Designer: P.H. Tooh
Model: M12-B1
Booth No.: 512, Hall 5, PWTC

Silver
Award

Euro Chairs Manufacturer (M) Sdn Bhd
Office Furniture Category
Designer: Jimmy Tan
Model: M5
Booth No.: 2B03, Hall 2B, PWTC

Silver
Award

(Igoaudio) Formosa Prosonic Ind Berhad
Household Furniture Category
Designer: Teiji Kimura
Model: Home Theatre Rack
Booth No.: 4D10, Hall 4D, PWTC

Judges' Commendation
Award

Gauss Furniture (Tainan Seating)
Designer: Chin-Hu Yen
Model: WD 118
Booth No.: 4C15, Hall 4C, PWTC

Simplicity
Rules
the DayBy Yeo Li Shian
Furnish Now writer

Having won the top prize for the previous two years, TaZ Corporation Sdn Bhd scored a hat-trick in this year's Furniture Excellence Award's office category with a Platinum Award for its sleek entry, XFLO.

The Swiss-designed team workstation table is "the essence of over 20 years of learning," said internationally-acclaimed designer Daniel Korb, who designed the winning piece. Mr. Korb explained that his creation, which took more than three years to conceive, is engineered with dematerialisation in mind to deliver outstanding performance.

"Furniture should be functional in the space it operates," Mr. Korb said. "But the question lies in how to add values and go a bit deeper," Mr. Korb told *Furnish Now* when asked about the challenges faced in the process of designing his winning entry.

He added: "Everything is already too much. When it's simple, it's the hardest."

Taiwanese furniture maker Tay Huah was the other Platinum Award winner in the household category with Match Chair. Ergonomically-designed with children in mind, the cost and space-saving chair actually suits users of all age groups, and could be used either at home or in the office.

"Most typical office chairs have a maximum height adjustment limit," said Tina Chang, Vice President of Tay Huah Furniture. "The seat height of our German-certified chair can be adjusted lower than any regular chair. Plus, its backrest and seat are made of high density polyurethane foam, which ensures total comfort for both kids and adults."

Designed by engineer-turned-designer Chen Chao Gen, the creation offers a perfect harmony of comfort, convenience and eco-friendliness. Both award categories were evaluated based on originality, creativity, vision and aesthetic values.

HotShot



This is indeed hot. Buyers were treated to sizzling entertainment at 'Carnivale' during MIFF 2012. For full coverage, see page 4. Or, simply turn to the back page for some more fantastic pictures! P.S. Where can we hire these performers for a bachelor party?



Working at a WE place

Now represents OASIS for the MIFF 2012 in Malaysia
6th - 10th Mar 2012
Booth 2B-23
www.artecomo.com

Collaborating

Group Meeting

Learning

Socializing





How the Winners Won

By Khaw Chia Hui
Furnish Now writer

Many months and 178 entries later, a panel of judges finally decided on the top three winners for the Ideation Award.

More than 300 young talents attended a workshop in Kuala Lumpur to prime them for the contest. Ten finalists were chosen after two rounds of deliberation in October last year. Among the values that the judges were looking for were innovation, aesthetics and functionality.

Emerging tops was Sim Chia Yi, a product design student currently doing her final semester at Linton University, located in Seremban, Negri Sembilan. Her 'Just Like Old Times' chair won the hearts of the judges as it was inspired by a popular part of Malaysian culture – *bersila* (sitting cross-legged).

"I went through a long list of the favourite things that I loved to do, replaying childhood memories and having a few brainstorming sessions with my lecturer," said Ms. Sim. "I wanted to create something fun. The idea came about when my lecturer threw a piece of blue foam on the floor on purpose and sat on it. It was a light bulb moment for me, and as they say, the rest is history."

She recounted her struggle with time. Working with

a manufacturer (Oasis Furniture Industries Sdn Bhd) to produce a presentable prototype under a tight deadline was an educational process for her.

"The chair required much testing to get it right," she said. "It needs to rock and it should also be safe to use. The trial and error taught me a lot and the experience is something you won't get from sitting in a classroom."

This isn't her first competition, as she has participated in several international design competitions and contests. Her winning formula is rather simple.

"Participating in a design competition is not a task nor a chore, but it is your enthusiasm that drives you into the competition," she said. "Therefore, all you need to do is to try your very best, enjoy the process – give it your best shot – and always remember that it's not all about winning. It's about putting forth your best foot and always being ready to listen and learn."

Rounding up the top three are second-place winner Thipan Raj Chandran and third-placed winner Ching Eu Wayne.

For Mr. Thipan, it was all about curves. His ergonomic Easy Chair is made of solid rubberwood and has a nature-

inspired silhouette.

"I always wanted to create something that people can sit on and just relax," Mr. Thipan said. "It is my first time participating in a competition and I was very nervous, but thankfully I had help from Gamma Wood Sdn Bhd. Their input was great and has helped me to better understand the manufacturing process."

As for Mr. Ching, who is currently matriculating at Swinburne University in Australia pursuing a bachelor's degree in design, the inspiration for his 'A-Fusion Chair' was what he termed "shadow and light play."

"The light play is strongly emphasised on the backrest," he said. "The ideas and technical progressions in the development of the chair came from a lot of research and also guidance from my lecturer."

He added that the staff of Golden Tech Furniture Industries Sdn Bhd was helpful and kind.

"They had paid sufficient attention looking and listening to my ideas," Mr. Ching said. "Besides learning the technical side of furniture design, I also learnt that practicality is a very important aspect in every design."

Ideation Award

WINNERS for 2012:



VISITOR COUNT			
Day	International	Local	Total
1	2,770	1,767	4,537
2	1,257	1,388	2,645
3	1,202	1,656	2,858
TOTAL	5,229	4,811	10,040



Creativity & Innovation

HUP CHONG FURNITURE SDN BHD (537298-X)

Pt 1652, Batu 5-1/4, Jalan Kapar,
41400 Klang, Selangor Darul Ehsan, Malaysia.
International Trade Direct Line : 603-3291 4232
Hunting Line : 603-3291 5001 Ext. 130, 123 & 150
Fax : 603-3291 4231, 3290 4231
Email : info@hupchongfurniture.com / hcfurn@hotmail.com
Marketing Team : MR CC CHUA

MS ALISON TOO (alison@hupchongfurniture.com)
MS JOYCE TEE (joyce@hupchongfurniture.com)
MS ASHLEY PUA (ashley@hupchongfurniture.com)



Safari Youth
Collection



Sonoma Collection

Booth No : 4A06
(PWTC)



BEST PRESENTATION AWARD

Shell Scheme Booth

2nd
Prize



Wintech Worldwide Sdn Bhd
Booth No.: 2B13, Hall 2B, PWTC

1st
Prize



Hen Hin
Furniture Manufacturing Sdn Bhd
Booth No.: 106, Hall 1, PWTC

3rd
Prize



Gozzo Direction (M) Sdn Bhd
Booth No. 2A10A, Hall 2A PWTC

Bare Space Booth

3rd
Prize



Artmatrix Technology Sdn Bhd
Booth No.: 2A01, Hall2A, PWTC

2nd
Prize



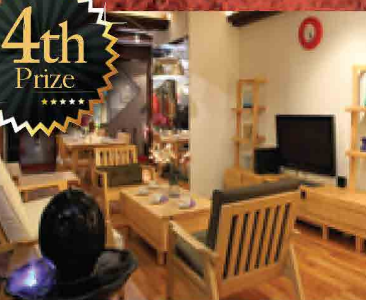
BJ Cabinet Enterprise Sdn Bhd
Booth No.: 115, Hall 1, PWTC

1st
Prize



Laval Furniture Sdn Bhd
Booth No.: 303, Hall 3, PWTC

4th
Prize



Yeo Aik Wood Sdn Bhd
Booth No.: 318, Hall 3, PWTC

5th
Prize



Hing Tai (2020) Sdn Bhd
Booth No.: 2B40, Hall 2B, PWTC

Special Category (Non-furniture booth)



Green Panel Products (M) Sdn Bhd
Booth No. 4B08, Hall 4B, PWTC

Merit Awards



Intersit Industries (M) Sdn Bhd
Booth No.: 2A03, Hall 2A, PWTC



TaZ Corporation Sdn Bhd
Booth No.: 2B32, Hall 2B, PWTC



Hin Lim
Furniture Manufacturer Sdn Bhd
Booth No.: 216, Hall 2, PWTC



Mastrotto Indonesia, PT
Booth No.: 110A, Hall 1, PWTC



Taishi-Tech Marketing Sdn Bhd
Booth No.: 4B23, Hall 4B, PWTC

RT OFFICE SYSTEM

PHI

mtcc

SGS

www.pohhuat.com

Home Furniture

MALAYSIA

POH HUAT FURNITURE INDUSTRIES (M) SDN. BHD. (CO. No.242128-X)

Plo 1, Jorak Industrial Area, Mukim Sungai Raya, 84300 Bukit Pasir, Muar, Johor Darul Takzim, Malaysia.

Tel : +606-9859688 , 9859628

Fax : +606-9859588 , 9859630

E-mail : atoffice@pohhuat.com / homeoffice@pohhuat.com

VIETNAM

POH HUAT FURNITURE INDUSTRIES VIETNAM JOINT STOCK COMPANY

No.17, Road 26, Song Than II Industrial Zone, DiAn District, Binh Duong Province, Vietnam.

Tel : +84-650-3729101

Fax : +84-650-3729102

E-mail : mkt_vn@pohhuat.com

CHINA

CONTEMPO FURNITURE (QINGDAO) CO., LTD

Qingdao Furniture Industrial Park, Ducun Town of Jiaozhou City, Qingdao, China.

Tel : +86-532-866-20522/3

Fax : +86-532-866-20511

E-mail : mkt_cn@pohhuat.com

SOUTH AFRICA

POH HUAT INTERNATIONAL FURNITURE SA (PTY) LTE.

HEAD OFFICE JOHANNESBURG :

- Unit 3, Hambleton Business Park, 98 Richards Drive, Halfway House, 1685, South Africa.
- Tel : +27-11-0216451/2/3
- Fax : +27-21-5554057
- E-mail : phi-sasales@pohhuat.com phi-sa@pohhuat.com

CAPE TOWN BRANCH :

- Unit 8, Zanello Park, No.5 Signal Crescent, Montague Gardens, Milnerton, Cape Town, 7441.
- Tel : +27-21-5554056



'Carnivale' comes to MIFF!

By Chan Li Jin
Furnish Now writer

The year of the water dragon appears to have brought cheer to furniture industry players, with water being a symbol of prosperity in this part of the world. Apart from the customary welcome reception and Buyers' Night, MIFF extended hospitality this year to include a 4-hour Happy Hour networking cocktail.

That made three consecutive days of partying, starting with the welcome reception on MIFF's Day 1 (6 March), Buyers' Night on Day 2 (7 March) and the Don't Worry, Be Happy Hour on Day 3 (8 March). Apart from providing exhibitors and buyers a welcome respite from their grueling schedule, the parties also carried MIFF's message that business goes on, but in the meantime, don't worry, be happy!

The welcome reception, held at the Riverside Café, PWTC, was a merry night of gift exchanges between host Dato' Dr. Tan Chin Huat and the delegation from Japan and Taiwan. Dato' Tan also introduced UBM Asia's President and CEO, Jime Essink, to the local and international media. The night took a boisterous turn as guests enjoyed the scrumptious buffet spread.

Another night of merry-making was at the annual Buyers' Night, held at the Grand Ballroom of the Sunway Putra Hotel (formerly the Legend Hotel). Themed "Carnivale" this year, buyers were treated to four hours of wining, dining and entertainment.

As early as 6 pm, many buyers were already at the party site, enjoying the free flow of drinks, having their caricatures drawn by four artists and networking with buyers.

True to the theme, the show kicked off with a burst of colour and song with four dancers bedecked with flamboyant hats. That was followed by sensual pole-dancing which got the 600-strong audience heated up.

Following the games for buyers on stage, the audience enjoyed a series of shows by entertainer Helmi & The Gimmicks. Helmi had the audience in stitches with his hilarious renditions of Malay, Chinese, Hokkien and Indian songs, as well as impersonations of Elvis Presley, Michael Jackson, and even Wong Fei Hong.



Mme Michel

Ms. Michel (or Mme Michel as she called herself), a buyer from France, was caught having a leisurely chat as she had her caricature done.

"I love the Buyers' Night," she said. "They have something new each time, unlike the China and France fairs that I attend."



Kirit Shah

"It's a good chance to meet people and network outside of the work environment," said Kirit Shah, of Kenya, who has been a loyal follower of MIFF for the last 16 years. "We get to exchange ideas and share leads, which I feel is really good."



Richard Ling

Richard Ling, of Trinidad, who has been visiting MIFF for the last four years, was impressed with how MIFF always puts on a great show every Buyers' Night.

"They really take the trouble to show that they care about the buyers," Mr. Ling said. "Every year is a different theme; I'm amazed at how creative they are."

The 'Carnivale' theme was a little too raucous for some, though, who preferred something toned down so that business can still go on despite the entertainment.



Gertrude Kityo

Gertrude Kityo from Uganda, who has been coming to MIFF for the last ten years, said that the fabulous food and entertainment were the key attractions at Buyers' Night that keep her coming back every year.

"It's a nice way to relax at the end of the day," Ms. Kityo said.



James Ou

"I enjoyed the show, but the music was too loud for me to discuss anything with my partners," lamented James Ou, a buyer from the United States.

"Still, the night ended on a high note, with lucky draws and more song and dance until midnight."




ASIA TUBE



Please visit us at
MIFF 2012
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

Design With **green** in Mind

Big desks don't have to go the way of big SUVs, but can be earth conscious

by Majella Gomes
Furnish Now writer

When it comes to going green, Malaysian manufacturers are serious but low-key.

They may not be shouting about how green their products are, but they are taking concerted steps throughout the production process to ensure that certain fundamental green elements permeate their design, and even influence company philosophy.

One such company is TaZ Corporation Sdn Bhd, which specializes in desking systems.

Earth-friendly feng shui

First and foremost, says TaZ's Assistant Business Development Manager Alicia Lai, the company focuses on reducing, reusing and recycling.

"From the outset, our products are designed with certain materials in mind," Ms. Lai said. "Our concepts are simple, and our items are designed from the beginning with minimum components. This is in keeping with our philosophy of maximizing our resources and minimizing wastage. The fewer components your products have, the less material you are likely to use, and the less you will waste. Also, manufacturing time is reduced and there is less labour involved, so dependency on human resources is decreased."

One of TaZ furniture's main characteristics is its reconfigurability, Ms. Lai added. What this means is that rather than throwing a table away, TaZ desks can be scaled up. You just replace the table top with a larger one, but keep the stand. TaZ table legs are things of beauty—they are extendable for better stability.

"Some people, especially senior management, like heavy furniture – they say it's good feng shui – but why throw out a perfectly good table when you can have a bigger, heavier one just by changing the table top?" Ms. Lai said. "On average, our tables last ten years, and even then, the stand is still sturdy enough to be reused."

TaZ currently has five models that are available locally, as well as exported to Australia, Bangladesh, India, Pakistan, the United States and Thailand.

Local is good

The company doesn't just pay lip service when it comes to making green products; it is serious about promoting a green culture and lifestyle as well.

Besides basing designs on sustainable raw materials and instituting measures that are intended to curb wastage, decrease longer manufacturing hours and spare its line staff the tedium of repetitive work, the company tries to practice what it preaches. TaZ prefers to source its materials locally, another effort that helps scale back wastage and goes a long way towards better resource management.

Ms. Lai divulged that less than 30 percent of product materials are imported.

"We use imported items, like technology, only when products of similar quality cannot be obtained from local sources," she said. "But this 30 percent is mostly the technology that we require to produce our models."

While going green is definitely a good thing, how does this affect the bottom line?

Ms. Lai said that green products are not cheaper to produce. Some of the processes that help keep them green can be expensive, and locally-sourced raw materials can sometimes be more costly than materials sourced from countries which have them in abundance.

Nevertheless, the company tries to keep costs low in other areas, such as operations and administration as these costs ultimately need to be factored into the cost of production.

"In all areas, we try to practice what we preach," Ms. Lai said. "We go to the extent of bringing back our cartons for recycling, and the offices reuses paper. Environmental awareness starts in the work place. The staff is urged to use less electricity, for instance, and we try to develop more appreciation for all things green."

Making green work for green dollars

It isn't easy. Market pressures – to produce more items in a shorter timeframe to meet market demand – are constant. There also is the very real possibility that if you don't keep up with demand, you may lose your customers.

Green producers therefore walk a fine line between being environmentally-friendly and going out of business. This is further complicated by an extremely competitive market that can be fickle as well. Taste in furniture – even office furniture – is subjective, and there are competitors able to manufacture goods faster and at a lower cost.

But in the case of green products, the demand worldwide is growing.

One of the most effective thrusts in this area is better environmental education, Ms. Lai pointed out.

"Everyone talks about being green, but how many people actually do it?" she said. "There is a definite need for more comprehensive education of what constitutes being green, and what the furniture industry can do to support this. For us, reducing wastage is very important – don't throw away, reuse where possible, and recycle. You may not be able to recycle the entire product, but at least ensure that a percentage of it can be reused once it has reached the end of its life cycle. With raw materials increasing in cost on an almost daily basis, we have to go green beyond the factory door, and ensure green practices in our daily lives as well. Ultimately, that will be the only way to sustain ourselves."



SHH FURNITURE INDUSTRIES SDN BHD

PLO 1 KAWASAN PERINDUSTRIAN PAGOH
PAGOH, 84600 MUAR, JOHOR, MALAYSIA TEL : 606-973 6601 FAX : 606-973 6662

HALL 3, Booth 317

www.shh.com.my



Furnish Now Meets Cheah Kam Huan, CEO of MTC

Mr. Cheah Kam Huan joined the Malaysian Timber Council (MTC) when it was formed in 1992. Then in 2007 he was appointed as Chief Executive Officer and has since managed teams in Kuala Lumpur, London, Dubai and Shanghai. Throughout this time MTC has faced many challenges in the timber industry and trade. On the occasion of MTC celebrating its 20th Anniversary we asked him:

Furnish Now (FN): We know MTC is now celebrating 20 years since it was formed. What do you feel MTC has achieved?

Cheah Kam Huan (CKH): I believe MTC's achievement lies in its staff's collective ability to continuously ask questions like "What else can we do for the industry?"; "Have all our projects created sufficient impact on the industry?"

I've always challenged my staff to think of new projects with the industry's best interest in mind. An idea, no matter how ludicrous it may initially seem, is always discussed thoroughly, before deciding on the best modus operandi. My main concern is for us to focus on the process, without letting go of the big picture, and on getting it right every step of the way. This philosophy has worked well in helping us achieve MTC's objectives.

FN: During the last 20 years what has MTC faced in terms of changes in Malaysia's timber industry and trade?

CKH: The anti-tropical timber campaign in the 1990's was the greatest challenge we faced, although this actually had a silver lining in terms of uniting the industry's different sub-sectors. It was through the industry's request that MTC was born in 1992 to counter the anti-tropical timber campaign and balance the debate on global forestry issues, particularly in Europe and through international forums like the International Tropical Timber Organisation (ITTO) as well as the UN's Intergovernmental Panel on Forests then. Malaysia has been developing and refining its forestry management system since 1901, and this has been highlighted through consistent engagement with stakeholders in major markets.

FN: Do you consider that MTC's Global WoodMart (MGW) which debuted in 2010 was a success?

CKH: You should direct this question to our exhibitors and visitors, most of whom I believe were extremely happy with the debut show. So, yes, I'd like to think that MGW was a big success for MTC. MGW 2012 has already registered repeat exhibitors, which includes big names like the American

Hardwood Export Council, FrenchTimber, Lionex, Java Wood and APP Timber. We have doubled the exhibition space and are certain that there will be many repeat and new visitors to MGW 2012.

FN: Do you see any more challenges to tropical wood producers today?

CKH: Timber producers should stop competing among themselves. MTC, together with its foreign counterparts would like people use more timber—period! In fact, for many years now, we have been assisting our members to buy timber materials from non-tropical sources, and have encouraged them to experiment with temperate and boreal species.

The immediate challenge actually lies in uninformed consumers who think that cutting down trees and using timber is tantamount to environmental destruction. In fact, the biggest threat to forests is the clearing of land for large-scale agriculture and farming, and other non-forestry usage.

FN: Malaysia's government recently decided that MTC will be the lead agency in Malaysia for the promotion of timber and timber products, including furniture, both globally and domestically. How will that work?

CKH: The Ministry of Plantation Industries & Commodities' (MPIC) clarification of agencies' roles was issued in January 2012. Although MTC has been named as the lead agency for promotion of timber and timber products, including furniture, MTC will work together with all the relevant agencies like MTIB and MFPC, to leverage on each other's strengths. MTC and MFPC will jointly organise the participation of Malaysian furniture companies in trade fairs like Index Dubai in Q4/2012, and IMM Cologne in Q1/2013. It goes without saying that MTC has always exhibited at MIFF since the first year it started.

Furniture promotion is not new to MTC, having handled this task in its portfolio up to 2004, when MFPC was established. Since the MPIC decision was made in January 2012, MTC and MFPC have met to discuss strategies for

the promotion of Malaysian furniture. On 15 February 2012, both agencies met with members of the furniture industry to get direct feedback for a five-year strategic marketing and promotional plan for Malaysian furniture. Representatives from MPIC and MTIB were also invited to provide their inputs.

MTC will focus on, among others, participation in furniture fairs, developing markets and augmenting the industry's raw material supply needs, while MFPC will continue its role of upgrading the industry's design capacity and enhancing the industry's image through branding. Both agencies will work closely to focus on all crucial areas that contribute towards the sustainable growth of the Malaysian furniture industry.

FN: What are the main issues that you will address in promoting furniture?

CKH: Any initiative to promote the Malaysian furniture industry must be holistic, and address all crucial issues from raw material supply to technology upgrade, and from marketing to being design-focused and branding. In MTC, we have specific divisions to address the first two areas, and now we work closely with MTIB, MFPC and MATRADE in addressing the other two.

Market access is also equally important. That is why MTC keeps a close watch on initiatives like the EU Timber Regulation and the Lacey Act. Notwithstanding the noble intention behind such initiatives, legislators must understand that the implementation of voluminous and/or unrealistic requirements will incur substantial cost. This could make timber a lot less competitive than other building materials which are not subject to the same strict criteria. If governments and NGO's are willing to help these timber players recoup their costs by convincing consumers to pay higher prices for certified timber products, AND close their markets completely to illegal timber, then it is fair game for the genuine long term timber industry players. Otherwise, we might reach the tipping point where genuine timber producers leave the industry because it does not make business sense anymore, which can't be good for the long-term sustainable forestry.

See us at **PWTC Hall 1 Booth 139**

FunBies
Make your littles smile...

VISTAWOOD Industries Sdn. Bhd.
Lot 2004, Batu 3 3/4, Jalan Bakri, 84000 Muar, Johor.

Tel : +6(06) 986 5050 Fax : +6(06) 986 5577
 URL: www.vistawood.com Email: vistawood@vistawood.com

STANDARDS Australia FIRA K SGS



How to Pursue Happiness in Timor-Leste: With Bamboo

By Majella Gomes
Furnish Now writer

Centru Bambu Timor-Leste has the hallmark signs of what it takes to make an acclaimed international film.

Against the backdrop of a new, developing nation with a storied past, the company is rising above circumstances to employ locals and succeed against all odds.

Instead of a film debut, Centru Bambu Timor-Leste (of Timor-Leste, commonly known as East Timor) is making an impressive showing here at the Malaysian International Furniture Fair (MIFF).

And what dazzling bamboo-based products the company does present!

Centru Bambu has turned bamboo – often regarded as the “poor man’s timber” – into a truly amazing and elegant range of household furniture, furnishing and handicraft.

The humble bamboo has indeed gone upmarket, and its versatility is making it an attractive and highly sustainable ‘green’ resource, which adds to its desirability.

“In Timor-Leste, bamboo has no commercial value,” explained Juergen W E Glembotzki, who spearheads the project. “Unlike India and China, where the bamboo industry is advanced, we are just beginning. But the advantage that Timor-Leste has is that it can leverage on already-existing expertise to develop the industry locally.”



Besides dining and vanity sets, bookshelves, lounge chairs, occasional tables, stools and office furniture, Centru Bambu also turns out blinds, trays, pots, barbecue sticks and toothpicks. Talk about versatility!

The technology and equipment may be imported, but all designs are conceptualised and produced by the Timorese – and they’re getting very good at it.

“When we started in 2009, there were only five of us,” Mr. Glembotzki continued. “Today, there are 60. The project is not just about manufacturing furniture; there are many more aspects of development, and many ways that the project will impact on the people and economy of Timor-Leste.”

Currently, only about 35% of what is produced is exported, he said. There is a need to move up the value chain if the industry is to develop and be sustained. But this is achievable, given that the main resource, bamboo, needs only four years to reach production size. Large tracts of land outside the capital, Dili, are now under bamboo cultivation to ensure a steady supply for the country’s fledgling industry. At present, despite the use of manufacturing equipment, a lot of the work is done by hand out of necessity.

“It takes about three days to make a table,” Mr. Glembotzki said. “But if the full process, from splitting bamboo – which must be of a certain species – to the final finishing of the item is considered, it will take at least a week.”

What makes the project so worthy is the impact that it will create on the country’s economy.

Centru Bambu was set up with the assistance of the United Nations Industrial Development Organisation (UNIDO) as part of Timor-Leste’s National Bamboo Strategy. This initiative can potentially reduce

Feel the Difference in Quality! THE ORIGINATOR SINCE 1956

The appearance of the world’s first snap-off blade cutter in 1956 has brought greater convenience to people around the world. The revolutionary product was invented by Yoshio Okada, the founder of Olfa Corporation. His inspiration for this incredible idea came from breaking off segments of chocolate bars, and extremely sharp edges of broken glass. This unique invention has later become a worldwide sensational best seller. The technical standards set by him for blade sizes and breaking angle have become de-facto universal standards. Today copied products of snap-off blade cutters are seen here and there, however, none of them is able to meet the quality and specification established by Yoshio Okada back in the late 1950s. We, OLFA, today manufacture close to 200 versatile hand cutting tools.

Not just another hand tool. It’s an OLFA. OLFA from Japan, not from anywhere else.

Kuretake Marketing Sdn Bhd
Hall 4D - 4D32



OLFA®

ALL OLFA CUTTER PRODUCT 100% MADE IN JAPAN

OLFA CORPORATION Manufacturers & Exporters

unemployment, creating jobs for the more than 15,000 young people who enter the labour force every year. The project offers training to interested communities on how to treat bamboo for furniture production, plus internships for carpenters who want to enter the industry. These efforts are reaping results. Mr. Glembotzki said that although the project workforce was small, it was already quite ably accepting commissions for clients’ individual designs.



Quarterback of the Team



A 'comfortable office' all too often is about plush seating. Adequate back support usually is the missing ingredient. Fortunately, the Quarterback chair is here to save the work day. It has a back made of composite plastic material that is flexible to give your spine a rest at work. Comfort also comes in the form of a sturdy nylon armrest and molded PU foam cushion.

Company Name: Chia Chi Ya Enterprise Co Ltd
Booth No.: 4C11, Hall 4C, PWTC
Contact: Yun-Chen Hsiao
Tel: +886-6-256-2093
Email: sales.jgr@msa.hinet.net
Website: www.jgr.com.tw



No More Back Aches

Company Name: Benel Office Chairs (M) Sdn Bhd
Booth No.: 2A02, Hall 2A, PWTC
Contact: Tan Kok Hiong
Tel: +603-6203 6990
Email: tan@benel.com.my
Website: www.benel.com.my

The Arti chair provides excellent back comfort by automatically conforming to individual spine shape. A chair back that moves freely with the user minimises the possibility of resultant aches and pains from prolonged sitting. It is available in five colours: green, blue, grey, black and burgundy.

Over 12 Million Served

HeveaPac is no stranger in the industry. To date, the company has shipped more than 12 million units of laminated particleboard flat packed ready-to-assemble (RTA) furniture to some 60 countries. Its products are of good value and include bedroom sets, children's furniture, book cases, entertainment centers, computer desks and utility cabinets.

Company Name: HeveaPac Sdn Bhd
Booth No.: 234, Hall 2, PWTC
Contact: Peh Ju Chai
Tel: +606-679 3775
Email: marketing@heveapac.com.my
Website: www.heveapac.com.my



Dreaming of Jeanie

Due to the great response that the living room series Jeanie received, the company expanded it to include a bedroom series. The bedroom set features a similar classical design with a modern touch. It makes an elegant addition to any room.

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



Within Easy Reach

Company Name: Uni-Range Office System Sdn Bhd
Booth No.: 2C17, Hall 2C, PWTC
Contact: Peh Tlong Hu
Tel: +603-6157 4989
Email: unirange@live.com.my
Website: www.ultegra.com

Among a range of company workstations, this pristine white table and matching storage space allows one to have documents within his or her reach, with minimal movement involved. Its elongated U-shape table also has an elegant pipe to hide any unsightly wire clutter.

Keep It Down in There!

Nobody really wants to hear your conversation in the next room; it is both annoying and distracting. TechPanel's products offer to spruce up a room's acoustics to keep the noise away. Its panels are available for wall deco, partition and screen.

Company Name: TechPanel Inc
Booth No.: 4D51, Hall 4D, PWTC
Contact: Abbot Kook
Tel: +86-512-6935 1906
Email: abbot@techpanel.net
Website: www.techpanel.com.cn



Modern Styling

Established in 1980, Tianjian Furniture offers various dining tables with extensions, dining chairs, coffee tables, and TV stands. Its items are modern in design, made with a combination of materials such as leather, PU, steel tubes and stainless steel tubes.

Company Name: Jiangmen City Xinhui District Tianjian Furniture Ltd
Booth No.: 1M31, Hall 1M, PWTC
Contact: Deng Qing Jian
Tel: +86-750-657 6888
Email: tfurniture@tianjian-china.com
Website: www.tianjianfurniture.com

afafurniture.com

MIFF 2012
Venue : Putra World Trade Centre (PWTC)
Hall : 4B, Booth No : 4B03



Forget Philosophy; Think Ergonomics

Company Name: Benithem Sdn Bhd
Booth No.: 2B35, Hall 2B, PWTC
Contact: Helen Leow
Tel: +607-699 6668
Email: helen@benithem.com
Website: www.benithem.com

The experts at Benithem keep the company's mission simple: creating seating solutions which are ergonomically designed. Products are diverse – like the Leather Chair, Fabric Chair, Mesh Chair and Lounge Sofa – but many also have won awards. Since the company's establishment in 1999, Benithem has received the Asia Pacific International Honesty Enterprise Keris Award and Malaysian Furniture Leadership Award (MFLA). Its latest product series, the B5 Stacking Chair, is both aesthetically pleasing and practically comfortable for the spine.

Every Nation Seems to Want One—at Least

Somnus Furniture has exported to more than 40 very diverse countries including the United States, Germany, Madagascar, Singapore and Israel. Why? Simply because this Hong Kong-based furniture maker's ergonomically-crafted range of health-inspired mattresses are best sellers worldwide. Its mattresses are divided into different categories such as 3D, Health, Multi, Memory Foam and Latex.

Company Name: Somnus Furniture (HK) Co Limited
Booth No.: B26A, Hall B, MECC
Contact: Mr Deng
Tel: +86-757-2922 2271
Email: nicolle@somnus.cc
Website: www.somnus.cc



It's Not a Workstation; It's a Document Storage Solution!

Founded in 1988, Reaim Furniture focuses on producing user-friendly cabinets and office solutions that are internationally recognised. Its 2012 product series – CANDOR and FORWARD – speak volumes of its practicality and efficiency for users. Plus, it comes with

Company Name: Reaim Furniture Sdn Bhd
Booth No.: 2B22, Hall 2B, PWTC
Contact: Teo Tey Chan
Tel: +607-510 4301
Email: info@reaim.com.my
Website: www.reaim.com.my

an easily accessible document storage system that does not clutter your workstation.



Company Name: Hin Lim Furniture Manufacturer Sdn Bhd
Booth No.: 216, Hall 2, PWTC
Contact: Kenny Lim
Tel: +604-582 7987
Email: kenny@hinlim.com
Website: www.hinlim.com

Concern for the Environment, and Your Back

Hin Lim is no stranger to providing fine products and efficient service without compromising the environment. The ISO 9001:2000 plant also stands out with its 40 years of expertise in product design. Its latest addition – the PINA dining chair (pictured at the table here) – is a marriage of simplicity and warmth. Home owners are set to enjoy perfect comfort with PINA's delicately designed backrest.

Smart Workstation Solution



Quite striking, Intersit's latest workstation, INVENT, is a clutter-free design equipped with stylish aluminium legs, efficient network wire management and it has a specially designed compartment for CPU storage. With more than 24 years of expertise, Intersit's INVENT would be a practical solution for any office.

Company Name: Intersit Industries (M) Sdn Bhd
Booth No.: 2A03, Hall 2A, PWTC
Contact: Alex Lew Cheng Meng
Tel: +603-6273 6888
Email: sales@intersit.com.my
Website: www.intersit.com.my

TaZ to the Rescue

TaZ's business strength lies in creating innovative office solutions that cater to all challenging environments. Its latest table platform, XF, is a brilliant innovation that could fit into any environment yet delivers the perfect harmony. A product of years of R&D investment, XF's highly flexible,

slim framework is easily installed and great for any home or office user. TaZ also welcomes customised orders from clients.

Company Name: TaZ Corporation Sdn Bhd
Booth No.: 2B06 & 2B32, Hall 2B, PWTC
Contact: Tan Ay Zing
Tel: +603-7804 9111
Email: info@tazcorporation.com
Website: www.tazcorporation.com

Harmony in Any Home

Company Name: Seow Buck Sen Furniture (M) Sdn Bhd
Booth No.: 2C13, Hall 2C, PWTC
Contact: Edmund Law
Tel: +606-952 9995
Email: sne@seowexport.com.my
Website: www.seowexport.com.my

Seow Buck Sen injects a hint of elegance into its latest home furniture concept, Calla. The company's sleek and contemporary solutions are made of wood that exudes harmony in any home. Incorporated in 1983, all of Seow Buck Sen's home and office furniture is produced with exquisitely selected melamine-laminated particle board and MDF board.



SHH FURNITURE INDUSTRIES SDN BHD
PLO 1 KAWASAN PERINDUSTRIAN PAGOH
PAGOH, 84600 MUAR
JOHOR, MALAYSIA

TEL : 606-973 6601
FAX : 606-973 6662
patrick@shh.com.my
lcsiow@shh.com.my

HALL 3, Booth 317

www.shh.com.my

Feedback Is a Double-Edged Sword

But at MIFF, sharp comments aren't frequently uttered, at least not this year. Furnish Now interviewed attendees and we were enthused to hear about better traffic than last year, and lots of positive insights. Nothing is perfect, though, and neither is MIFF. Some attendees found that out too.

The BUYERS' Report

Q. Why did you come to MIFF this year?



-Caren Tan,
Test Rite International Co. Ltd.,
Taiwan

I have been coming back every year and I feel that the crowd has certainly grown larger this year. For me, MIFF offers a diverse price range of products. And I noticed some new trends and inspirations on indoor furniture. I am sure to return again next year.



-Ahsan Habib,
Allied Steel (HK) Ltd,
Hong Kong

I am here with my brother who is a timber producer looking for business opportunities. I decided to come because my daughter is now studying architecture and I am collecting all the contacts and brochures for her so that it will be easier for her after her graduation and I can help her start her own architect firm. We are looking at future trends and the needs of people in Bangladesh and Malaysia to know what designs will be popular in the future.



-Bahri Nordine,
M.T. Asia,
Algeria

Although I am a first timer at MIFF, I feel that the fair has what I am looking for – quality products with reasonable price. And, I am coming back to meet a potential client to seal the deal next month.



-Mahmoud Elsayed,
In & Out Furniture,
Egypt

It's my second time here at MIFF. I found that some Malaysian-made products are of high-quality and much better than last time. The prices are very competitive too. And I might be discussing some business opportunities with two new suppliers this time.



-Sonal Lyer,
Della Tecnica Interior Design &
Project Management Pvt. Ltd,
India

We are from an India-based manufacturer that supplies interior design solutions to all offices. This is our first time here at MIFF 2012. As MIFF is one of the must-see furniture fairs in this region, we decided to come here to get some inspiration for our projects. Who knows, we might even tie up with some suitable local vendors if we find any.



-Kirby Groce,
Interline,
United States

I was here last year and had a good experience with the vendors, quality of products and price offered. We are looking for wooden products that are produced here and are very happy to find good selections.

The EXHIBITORS' Report

Q: You're a return exhibitor at MIFF. Why?

As we only focus on the export market, MIFF is a great avenue for us to meet existing clients and build new overseas clientele. Hence, our 4th year participation in MIFF is this year. This time around, we received lots of enquiries from U.S. and Middle Eastern customers such as Bahrain and Dubai.



-Alicia Bey,
Euro Sun Sdn Bhd,
Malaysia

We've been exhibiting at MIFF for the last six years, in the same spot too. Our clients come to our booth every year to see what's new, so my company also managed to get some branding from here.



-Raymond Cheong Ying Ming,
General Manager,
Golden Home Elegance Sdn Bhd,
Malaysia

MIFF has helped us secure a substantial amount of customers over our 11 years of exhibiting here. It's also a good platform for us to showcase our other products other than our signature cute colourful shelves.



-Lim Weng Hee,
HeveaPac Sdn Bhd,
Malaysia

We have been exhibiting at MIFF for over a decade. Booth location wise, we are happy that regular and new customers are not having any difficulty to locate us. The response towards our products has been very positive so far.



-Tan Loo Mei,
Tube Home(M) Sdn Bhd,
Malaysia

The Chalkboard



INTERNATIONAL BUYERS' LOUNGE

International buyers are welcome to enjoy some refreshments in the Lounge and use the facilities available there including PC, Internet, photocopy and fax.
-Level 3, PWTC

MIFF 2012 EVENT HIGHLIGHTS

Ideation Award 2012
Design Showcase @ Hall B,
Ground Floor, MECC

FOOD & BEVERAGE

PWTC

1. Riverside Restaurant (Opposite Hall 2A, Level 2)
2. Hall 2B Savoury Counter (Entrance of HALL 2B, Level 2)
3. Hall 3 Savoury Counter (Linkway from Hall 3 to Hall 2, Hall 1 & Hall 1M, Level 3)
4. Garden Restaurant (Hall 4B, Level 4)
5. Hall 1 Cafeteria (Hall 1, Level 1)

MECC

1. Traders Cafe (HALL B)
2. Burger King (Hall B)
3. Pizza Hut (Outside of Hall A)



Industry Seminars

- Bilik Perhentian, Level 3, PWTC

设计师与企业家 的共生关系

(Mandarin Session)

Designer & Entrepreneur

by Chen Neng Xin, China,
Ason Design Studio

10:00a.m. - 12:00p.m.,
9 March 2012

MTC's Furniture Promotion Programme for 2012/2013

by Madam Noraihan, Malaysia,
Malaysian Timber Council

2:00p.m. - 3:00p.m.,
9 March 2012



SHUTTLE TRANSFER

PWTC ↔ MECC

Time: 9:30a.m. - 5:30p.m.

Pick up Points :

PWTC - Main Entrance,
Level 2 (Bus Bay)

MECC - Hall B, Ground Floor

DAILY EVENING HOTEL TRANSFER

Time: 6:00p.m. - 7:00p.m.

Pick up Points :

PWTC - Main Entrance,
Level 2 (Bus Bay)

MECC - Hall B, Ground Floor

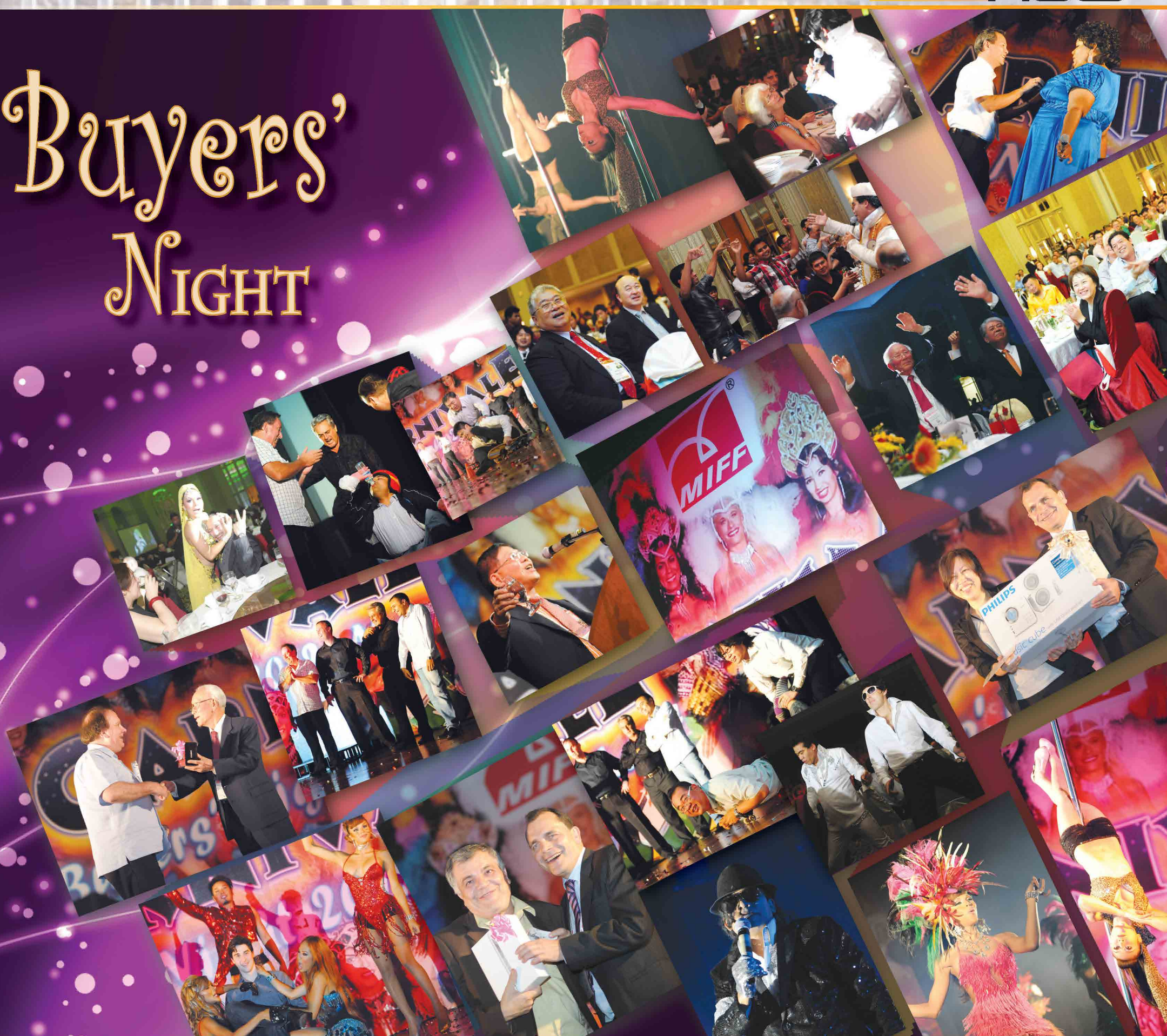
PWTC → Official Hotels

- Dorsett Regency Hotel
- JW Marriott
- The Ritz-Carlton
- Vistana Hotel
- G Towel Hotel
- Sheraton Imperial

MECC → Official Hotels

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

Buyers' Night



United Business Media (M) Sdn Bhd
99-1, Villa Shoplex Pudu Impian III,
Jalan Pudu Ulu, Cheras,
56100 Kuala Lumpur, Malaysia.

Tel : +603-9282 2888
Fax: +603-9286 1551
Email: info@miff.com.my
Website: www.miff.com.my

United Business Media (M) Sdn Bhd disclaims any liability for errors or omissions and responsibility for the reliability or legality of the materials provided on this publication.



EDITORIAL TEAM
Editorial & Publisher
Project Manager
Designers
Writers

: Matt Young
: Hannah Nguyen
: Gan Wei Kiat, Rachel Tang
: Majella Gomes, Chan Li Jin,
Yeo Li Shian, Khaw Chia Hui

Published by:



Media MICE Pte. Ltd.
Phone: +60 16 778 9871 / + 65 8186 7677
Fax: +60 7224 6404 / +65 6298 6316
E-mail: enquiry@mediamice.com
Web: www.mediamic.com



aafurniture.com

MIFF 2012

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

