

## What's News

furnish  
now**Editor's Picks**Once again, this year, our editorial team chooses **the best of the Ideation best.**

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## Special Report

Two industry players show us **how they come up with winning designs.**

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Green River explains why it went global **way before the era of globalization.**

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**We see, we like, we write.** That's how things make it into our Fabulous Furniture section.

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**The least you need to know** at MIFF 2012.

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(Right): Kawasaki Atsumasa

## Sun Rising High Over MIFF

By Khaw Chia Hui  
Furnish Now writer

Just a year shy of the anniversary of Japan's devastating earthquake, things are looking up for the country's furniture industry.

The venerable Kawasaki Atsumasa, chairman of Taiyo Kagu Center, personally led a delegation of who's who in the Japanese furniture industry on a buying spree at the Malaysian International Furniture Fair (MIFF). Among the industry stalwarts were chief executive officers of Tokyo Interiors, Hattori Kagu Center and Nitori.

"I'm happy to note that the Malaysian furniture has improved tremendously from previous years, hence I have been buying since Day 1," Mr. Kawasaki said. "The quality and design coupled

with reasonable pricing has made Malaysian products attractive. I'm impressed."

He also noted that furniture made here is very similar to what the Japanese market likes. Currently, compact sized-pieces are selling well in Japan and the various styles Malaysian manufacturers produce are highly acceptable.

Having being able to visit fairs in Singapore, Hong Kong, Manila, Vietnam, China, Jakarta and Sydney, Mr. Kawasaki feels that Malaysia has great potential to be a hub for furniture in the region.

"Another plus point of buying Malaysian products is consistent quality," Mr. Kawasaki said. "In some countries, what you see, feel and touch in the booths might

not be what is delivered after we placed orders. Thus, we get a lot of complaints from consumers. Buying in Malaysia makes us feel safe."

Mr. Kawasaki said trust built over the years with Malaysian companies ensure orders are met, and end products are satisfactory.

Importantly, he believes the Japanese economy will grow sometime in April as rebuilding efforts are full swing. "The government and private sector are pumping in money to facilitate consumer spending," he said.

Another important visitor from Japan is Tsutomu Suda, President of inFist Design. With more than 20 years of experience in design, he is one of the judges for the Ideation Award.

"I noticed that consumers are placing a lot of importance on relaxing at home," Mr. Tsutomu said. "This includes getting comfortable living room furniture and good home theatre systems. TV cabinets and displays are very sellable."

He added that the Japanese like simple, minimalist designs. This looks to continue for a couple more years, he said.

"I feel that the consumers are moving towards bright natural colours such as ash," Mr. Tsutomu said. "They also like solid wood furniture, which conveys a sense of coziness or warmth."

Mr. Tsutomu added that most Japanese buyers look for quality and unique designs first. If they can't find those, they would purchase items that are affordably priced.

He advised that future designs incorporate leather, glass or metal with existing rubberwood items to make pieces more interesting.

## Lucky Draw



Did you like all the fun characters that visited MIFF this year, like Angry MIFF Bird? Well, you can have them! Visit MIFF's Don't Worry, Be Happy Hour (Networking Cocktail), starting at 4:00 p.m. TODAY at the Matrade Exhibition & Convention Centre (MECC) for a chance to win the Angry MIFF Bird, Curious Chicken, and an Angry Bird purse during a LUCKY DRAW! And, it's FREE to enter the LUCKY DRAW!



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# Ideation Award: **furnish** **now** Editor's Picks

 By Chan Li Jin  
 Furnish Now writer

The Ideation Award finalists continue to intrigue and fascinate the editorial team at *Furnish Now* with their ingenuity and resourcefulness. The most intriguing thing, though, is how our top 5 favourites turned out to be all chairs! Are these Ideation award finalists collectively trying to tell us something...like...they really support chair-ity?



## Apex Chair

Designer: Lim Miaw Shin, 22

PROTOTYPE BY: GAMMA WOOD SDN BHD

This funky-looking chair promises to be a great conversation piece for both home and office, with a unique A-shaped back rest and elegant dark shades. Made entirely of eco-friendly rubberwood and rubber plywood, the Apex Chair makes a bold statement about the designer and the user. But perhaps its greatest advantage is also its pitfall; the small back rest doesn't score high marks for comfort. Then again, this is probably an advantage because it prevents sleeping on the job!

## Cubix

Designer: Noor Suzira Bt Md Rashid, 28

PROTOTYPE BY: LEN CHEONG

FURNITURE SDN BHD

With modern homes getting increasingly smaller, the Cubix set is perfect for condo or apartment dwellers. The simple yet highly functional set consists of a chair, sitter, storage box, table and bookcase, all rolled into one. Compact and convenient, the stylish Cubix seats two at any one time and is an ideal piece for home offices, a rising trend around the world.

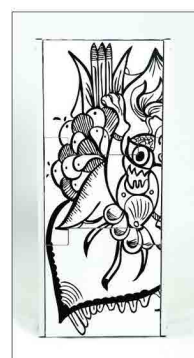


## Duet Chair

Designer: Soh Bing Cher, 22

PROTOTYPE BY: ELK FURNITURE SDN BHD

Now you see it, now you don't! The lounge seat, that is. This is what makes the Duet Chair so unique. It seems like just another chair, until it's flipped over, when it turns into a very comfortable lazy chair that transforms the whole sitting experience. Made from rubberwood, the Duet Chair is recommended for reading, relaxing or meditation when in its reclining position, and for straight seating such as for eating or writing when turned over. Made for work or play? You decide.



## Flip Chair

Designer: Mohd Sazli Bin Mohd Daud, 24

PROTOTYPE BY: SHANTAWOOD MANUFACTURING SDN BHD

Another perfect solution for small spaces, the Flip Chair is a dual-purpose chair which can be used as an ordinary chair or one without a back rest. When not in use, the entire chair can be folded up and stacked against a wall for storage. Being foldable also makes it easy to be carried around—and even more so since it is made of light rubberwood. Wouldn't this be good to bring along when queuing up for movie tickets, the latest gadget in town or even the upcoming General Elections?



## Transformation Chair

Designer: Rudy Kwinoto, 24

PROTOTYPE BY: SAFARI OFFICE SYSTEM SDN BHD

When is a chair not a chair? When it's being transformed into decorative wall panels! This innovative wall panel-cum-chair has a stainless steel frame as a main structure, with the use of the "tongue and groove" jointing system to transform it into a chair when you need an extra seat for guests. After your guests have left, lo and behold, the chair can be taken apart to reveal a piece of artwork that you can hang or stack against the wall to save space!

## VISITOR COUNT

Day	International	Local	Total
1	2,770	1,767	4,537
2	1,257	1,388	2,645
<b>TOTAL</b>	<b>4,027</b>	<b>3,155</b>	<b>7,182</b>



## Creativity & Innovation

**HUP CHONG FURNITURE SDN BHD** (537298-X)

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 Safari Youth  
 Collection


Sonoma Collection

 Booth No : 4A06  
 (PWTC)



# Beauty in the eye — *and pocketbook* — of the designer beholder

By Khaw Chia Hui  
Furnish Now writer



Thomas Lim

Beauty isn't only in the eye of the beholder.

It is perceived by the beholder's nation, region, experience—and in the case of the furniture business—it is also dictated by profit margins.

For those who are designing furniture, it's ok to take all of these factors—and more—into account. It's all part of the process, which to some, may be starting right here, right now: at MIFF (Malaysian International Furniture Fair).

As you walk through the halls, you will be greeted by many shapes, colours, materials and styles. There is no particular style or look that is considered best as international market segments often opt for something different than others.

In terms of cutting-edge design, many look for inspiration in Italy. Italian pieces are often trendsetters, but of course other countries produce icons too.

This is an important word: "Iconic." Iconic furniture is able to turn space into something truly different and inspire budding designers to take that idea a little further. Such icons include the Wassily Chair by Marcel Breuer, Noguchi Table by Isamu Noguchi and Philippe Starck's Louis Ghost chair.

Furnish Now recently got to know two men who are important figures in the world of Malaysian furniture design: Thomas Lim, CEO and owner of Hin Lim Furniture Manufacturer Sdn Bhd, and Desmond Lee, veteran marketing manager of Kinheng Furniture Sdn Bhd. Through their insights, the world can come to better understand the current state of Malaysian design, and where it's heading.

## In-house or outsourced—good design is good design

Penang-based Hin Lim Furniture, in operation since 1971, made a splash when it unveiled a series of designer furniture in recent years.

In 2010, the company's Nes arm chair won the Malaysian Good Design Mark award. The chair, made of sustainable rubberwood, emphasizes curved wood with strong structural support. Its simplicity adds a twist to the use of rubberwood.

"Our designs have always been minimalist with a bit of contemporary design thrown in," Mr. Lim said.

The company's design is mostly driven by its main

market, which is Europe. Mr. Lim believes many European and some Australian companies find minimalist designs appealing. Moreover, rubberwood is considered sustainable. Hence, the company's designs meet eco-friendly requirements as well.

"Modular designs are in the spotlight as well," Mr. Lim said. "The younger generation prefers space-saving and multipurpose types of furniture. To address such needs, some of our newer designs have such features."

Mr. Lim added: "We had introduced our smart modular system for dining sets, TV cabinets, sofas and bedroom sets. Other than that, most of our new pieces are in the grey colour palette. It is a big hit in Italy now, as the colours are neutral which can be matched easily with other vivid furnishings."

However, such decisions were not made overnight. Mr. Lim practises a hands-on approach when it comes to picking products. Apart from the day-to-day operations, Mr. Lim normally dictates design directions with information, knowledge and observation gleaned from participating and visiting furniture trade fairs, his conversation with clients and his own personal taste.

"Coming up with a piece of furniture is never easy," Mr. Lim said. "Normally, I will give a detail brief and the do's and don'ts to kind of give the team a direction and make selections when they come back with the designs."

Remarkably, Hin Lim doesn't have a team of in-house designers. Instead, he contracts with two firms in the U.K. and two in Singapore for designs.

"Each year development costs comes up to about RM2 million," Mr. Lim shared, candidly. "The initial design stage will cost about RM200K while prototyping costs about RM50K. Promotional material including cataloguing, photography and others will amount to RM300K. The remaining RM1.5 million is used to participate and/or visit various shows including the Milan Furniture Fair, IMM Cologne in Germany, CIFI in Guangzhou, IFFS in Singapore and the Shanghai International Furniture Exhibition."

What does he think of the design landscape in Malaysia?

"Only a handful of companies come up with original designs, and lesser are in the mid-to-high end market," Mr. Lim said. "I think Malaysian companies should start moving away from the low-end or OEM segment to add more value to the increasingly-discerning buyers."

## Studying worldwide trends

Meanwhile, Kinheng Furniture's Desmond Lee said his company is studying changing worldwide design trends.

"Some 6 to 7 years ago, the company was pretty much into classical and rustic designs where carvings were heavily used," Mr. Lee said. "It was good for us as they were popular in our main market, which is the Middle East. They like big pieces of wood-based furniture."

But in that region, trends are changing quickly.

"In recent years, we find more and more demand for something less ostentatious, something simpler," said Mr.



Desmond Lee

Lee, who has been with the company for about 13 years. "We began to offer contemporary pieces with a bit of rustic accent in keeping with our company's beginnings. I also see it as an added-on value for our customers."

He opined that the changes were brought about from the current living environment.

"The younger generation is staying in apartments and condominiums so bulky furniture wouldn't fit in," Mr. Lee said. "They also like simple design to go in that space. So far, the response has been good and buyers from Europe and Australia are sourcing from us."

Mr. Lee observed that most Malaysian designs cater to the needs of buyers and are not necessarily innovative or forward-thinking. He felt that most manufacturers are comfortable being in the mid-end segment, and this is no different for Kinheng as well.

"Just like any business, it is a pyramid," Mr. Lee said. "The top innovative or high-end ones have a small market to operate in while the mid section emphasizes a balance of both design and better profit margins. It's just a matter of dollars and cents."

Mr. Lim's and Mr. Lee's insights into design innovation hit on the same message. To go forward, Malaysian companies need to invest in good design—both in terms of aesthetics and functional pieces. Originality will help elevate the industry—not just locally but on the global stage as well.



Pina + Lin,  
by Hin Lim

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# Growing Up International

*Furniture company, now based in Malaysia, had roots everywhere from the start*

By Christina Ng  
Furnish Now writer

It's one thing to "go global."

It's entirely another thing to be global from the get-go. Green River Wood and Lumber Manufacturing Sdn Bhd has been global since inception, giving the company international know-how even before the era of globalization was among us.

With its headquarters now in Port Klang, Malaysia, Green River first began operations in the southern part of Taiwan as a furniture manufacturer.

*Furnish Now* talks to Albert Hsueh, 32, marketing officer at Green River, who shared with us how the global operations of Green River have helped its business. He also shared tips on how to successfully globalize furniture ventures.

**Furnish Now (FN):** When did Green River go global?



**Albert Hsueh (AH):** We have been global ever since the start of the company, as exporting was our only business focus at that time.

**FN:** What are some tips you can give to Malaysian furniture companies that want to go global? Any advice for success?

**AH:** Choose customers wisely, know your own strengths and weaknesses before committing to a client.

**FN:** How do you think "going global"—or rather being global from the start as you say—has helped Green River's business?

**AH:** It puts a stricter quality demand on our products, ensuring only quality products are being shipped overseas. In return, it helps to build our reputation for quality products.

The process goes like this: Overseas customers will have production spec guidelines to follow, and by following those guidelines carefully, we could select the strictest quality standards and apply it for our production. That, in turn, ensures that the end product which comes out of our production line will meet the high quality standards that allow them to be sold anywhere in the world. With word

of mouth from various customers, it has turned out to be a positive marketing tool for our business.

**FN:** What would some of Green River's expansion include?

**AH:** Our main export markets would cover the United States of America, Canada, Russia and Ukraine. However, vertical integration has also helped our Group's operation expand into other furniture segments which include bedroom, kitchen and living room.

Therefore, we have also set up manufacturing facilities in Tianjin, China, which targets hardwood flooring and kitchen cabinets. We also have a factory in Dongguan, China to manufacture luxury sofas.

Our operations in Vietnam, which includes bedroom factories, kitchen cabinets/fire proof doors, dining room, living room furniture as well as unfinished wooden parts manufacturing, has also helped our global expansion.

A particle board and raw material factory in southern Thailand is also established to provide support for the use of PV panels and rubberwood.

So in total, we now have 20 factories in countries like Malaysia, Vietnam, China, Thailand and Indonesia. They generate over 400 million USD of annual turnover, which helps us to continue serving our customers and fulfill the ever changing demands of the world.

**FN:** What are the overseas markets like compared to Malaysia?

**AH:** Each country or region has its specific product design, and in order to be successful in the market, spec changes are usually necessary to fulfill what the local market is looking for.

**FN:** What advantage do you think Green River has over other competitors in the overseas markets?

**AH:** We have a diversified customer base, not just a main focus on a specific region of the

world. We have over 100 customers, and have experience shipping to the U.S., Canada, South America, India, Ukraine, Russia, and Poland. That helps us understand the requirements that each country has, and render our best services according to their needs.

On top of that, with our headquarters based in Malaysia, we are competitive in terms of wood as a raw-material, because Malaysia is one of the top resources for rainforest woods in the world.

**FN:** How has things changed for Green River after going global?

**AH:** Overall, business has been growing steadily and we have a broader perspective on global market and demands, despite the tough economic conditions. Since we ship to many different countries, going global has definitely helped to offset some of the slow-downs we've faced in parts of North America. We also expect an increase in our business reach in Europe.



*Furniture by Green River*



  
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## Going Green with Ply-bamboo

Rustic, sustainable and creative, ply-bamboo products from Centru-Bambu in Timor-Leste are creating a storm among eco-conscious furniture manufacturers. Not only that, the innovative designs offer a new dimension to finishing and aesthetics, a winning factor for artistically-inclined clients!

**Company Name:** Centru Bambu Timor-Leste  
**Booth No.:** B37A, Hall B, MECC  
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**Company Name:** Yang Guang Furniture Intl Sdn Bhd  
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**Email:** ygeric@gmail.com  
**Website:** www.yangguangfurniture.com



## The Acrylic Advantage

Move over laminates, paints and vinyl; acrylic panels are hogging the limelight this season! Taishi-Tech's PUR Flat Laminating Line of high gloss acrylic panels are the perfect choice for kitchen and wardrobe door panels.

**Company Name:** Taishi-Tech Marketing Sdn Bhd  
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## Champion of Quality Chairs

Did you know that Anji County in Zhejiang province, China, is known as the 'City of Chair Industry'? Proudly Anji in origin, Anji Ka Bei Long is an ISO9001:2000 certified company with more than 500 employees who specialise in the production of – you guessed it – chairs! From design to production to administrative systems, the company spares no effort in producing chairs that are appealing to the body structure as well as the eyes of the beholder.

**Company Name:** Anji Ka Bei Long Furniture Co Ltd  
**Booth No.:** 1M08, Hall 1M, PWTC  
**Contact:** Fenny Liu  
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**Website:** www.zjenjoy.com

## The 'In' Style: Space-Saving Stuff

Beautiful, innovative, stylish, and functional; these are just some of the attributes of Yang Guang's products. From contemporary pieces for modern living to DIY pieces that are easy to self-assemble to expansion pieces when you have guests, Yang Guang's extensive selection of stylish space-savers gives ideal pieces for space-strapped modern homes.

## V-ery S-special Workspaces

With so much time spent at work, it is essential for workstations to incorporate elements of comfort, aesthetics and functionality. In keeping with the latest trends, VS Office Furniture, established in 1987, presents creations that are more compact, streamlined and easily expandable to suit the growing needs of a company.

**Company Name:** VS Office Furniture Industries Sdn Bhd  
**Booth No.:** 2B26, Hall 2B, PWTC  
**Contact:** Alvin Son Keet Keong  
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## Furniture to Fall in Love with – and with Someone Special

With industry trends constantly evolving and changing, Xiamen Fangli has discovered the secret to client loyalty: emotional appeal. One of China's leading furniture importers and exporters, Xiamen Fangli's wide selection of sofa beds, metal beds, storage spaces, coffee tables and dining sets feature designs that promise comfort, attachment, and many shared moments of happiness with loved ones.

**Company Name:** Xiamen Fangli Imp & Exp Co Ltd  
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## Soft Look for Solid Wood

Outdoor furniture experts at Laval are set to break new boundaries with their single piece solid wood carved chairs. Individually hand-crafted to perfection, the pieces feature soft, flowing curves that are irresistible for garden lovers!

**Company Name:** Laval Furniture Sdn Bhd  
**Booth No.:** 303, Hall 3, PWTC  
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## Two Decades of Furniture in the Making

Lip Gee's furniture collection is a perfect marriage of comfort, simplicity and style. For more than two decades, the Muar-based manufacturer has perfected its innovations ranging from dining and bedroom sets to coffee tables and entertainment sets. Each unit is designed and manufactured with meticulous attention and is ideal for space-constrained locations.



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**Booth No.:** 236, Hall 2, PWTC  
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**Website:** www.lipgee.com

## For Special Ticket Items, Look No Further

At VS Concept, innovation and constant improvement are big priorities. Incorporated in 1990, the Johor-based factory offers a comprehensive list of household furniture. As one of Malaysia's most sought-after particle board furniture manufacturers, VS Concept's furniture is divided into home series, office series and special items series which include cabinets and children's wardrobe. Currently, the company exports to various countries including Europe, the United States and Africa.

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**Website:** www.vsconceptfurniture.com



## The Conversation Starts Here



Quan Fang Wei has reason to consider itself a pioneering manufacturer of high quality furniture. The Guangdong-based manufacturer specialises in designing and producing awe-inspiring pieces made of various materials – metal, glass, wood and polyresin. Futuristic metal works – structured like the one above – is not just a table but also a great conversation piece.

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## What Lies Beneath

T-Prin's wide range of printed wood-panels, PrinBord, made its debut in 2001. Produced with state-of-the-art Italian technology, the eco-friendly PrinBord is reputed for its quality and eco-friendly features. Founded in 2000, T-Prin is guided by its corporate philosophy: "Beneath the layers of our wood panels, lies the heart of our company."



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## Correction Notice

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## Nothing Wrong with a Good Chaperone

This Longjiang-based metal factory is famed for its quality wide variations of furniture-use spring. Equipped with first-class production machinery, each product is designed, moulded and quality controlled under the supervision of a highly experienced team. Besides ready-made products, Pengbiao also offers OEM development services to interested customers.

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## Plastic, Plastic, Plastic

Established in 1998, Triplast Plastic is a leading plastic product and mould manufacturer in this region. With the help of more than 20 cutting-edge machinery products, the ISO 9001:2008 certified company offers an array of plastic goods for various industries.



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## Home Sweet Home

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**Website:** www.sweethome.my

Head over to Sweet Home Concept's booth if you are looking for interesting bedroom sets made of quality faux leather or wood. Apart from bedroom sets, its wide selection of dining room sets and stainless steel chairs are ready to meet a diverse clientele's demands.

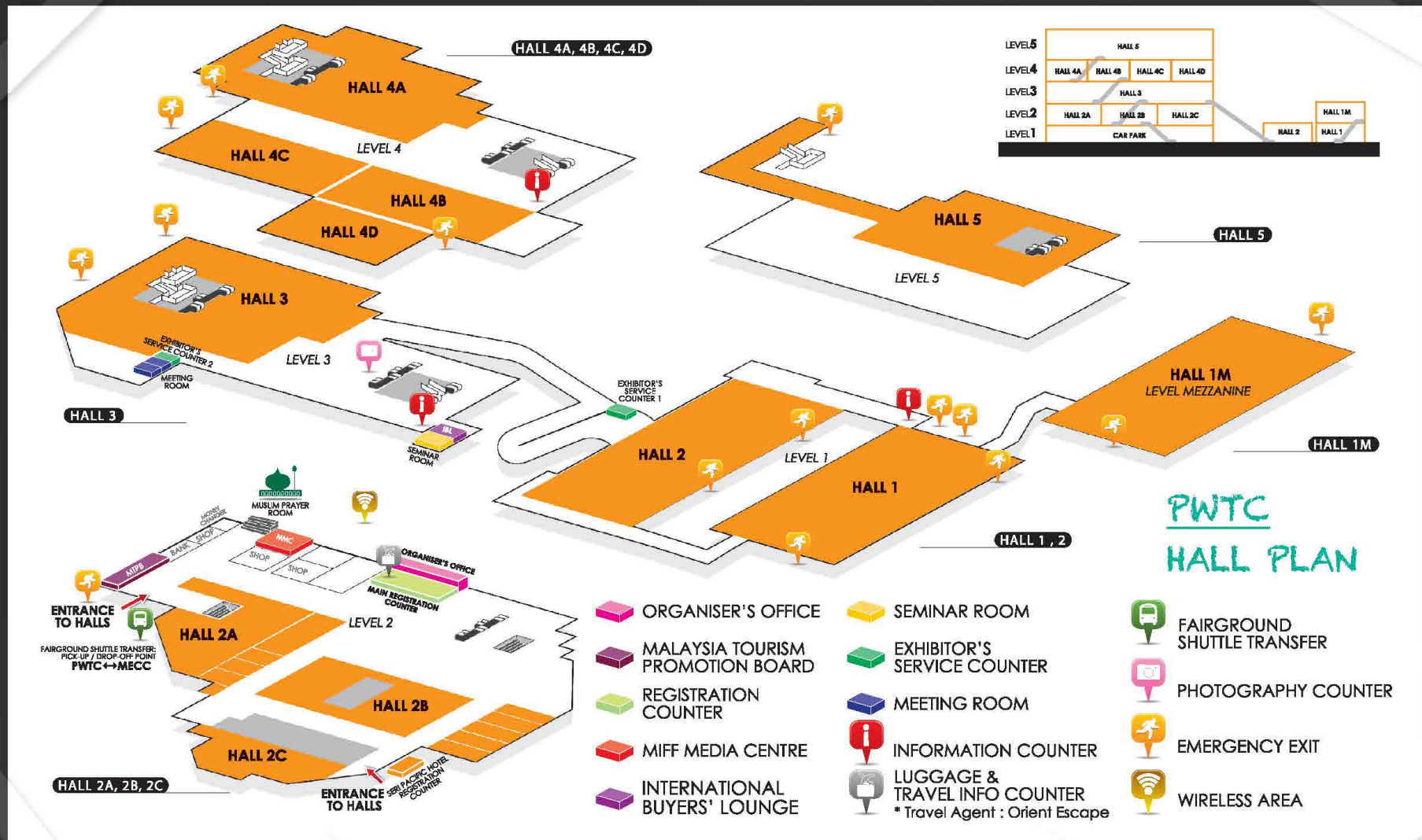
See us at **PWTC Hall 1 Booth 139**

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# The Chalkboard



**NETWORKING COCKTAIL**  
- Don't Worry, Be Happy Hour

Head to the Matrade Exhibition & Convention Centre (MECC) on 8 March 2012, from 4:00p.m. to 8:00p.m., to enjoy not just food and fanfare, not just fun and excitement... but pure HAPPINESS at the Don't Worry, Be Happy Hour!



**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

## 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)

**Ideation Award 2012**  
8 March - 10 March 2012  
Design Showcase @ Hall B, Ground Floor, MECC

## MIFF 2012 EVENT HIGHLIGHTS

### Industry Seminars - Bilik Perhentian, Level 3, PWTC

**Design Drivers for The Malaysian Furniture Manufacturing Industries**  
by Klaus Kummer, Thailand, RDT International Co Ltd  
10:00a.m. - 12:00p.m., 8 March 2012

**Green Technology in Furniture Manufacturing**  
by Dr. Jegatheswaran Ratnasingam, Malaysia  
Universiti Putra Malaysia  
2:00p.m. - 4:00p.m., 8 March 2012

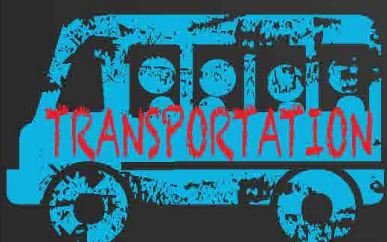
**设计师与企业家 的共生关系 (Mandarin Session)**  
Designer & Entrepreneur  
by Chen Neng Xin, China, Ason Design Studio  
10:00a.m. - 12:00p.m., 9 March 2012

**MTC's Furniture Promotion Programme for 2012/2013**  
by Madam Noraihan, Malaysia, Malaysian Timber Council  
2:00p.m. - 3:00p.m., 9 March 2012

**Prize Presentation Ceremony**

Furniture Excellence Award  
Best Presentation Award  
Ideation Award

2:30p.m., Thursday, 8 March 2012  
Pacific Ballroom, Seri Pacific Hotel



**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



Dato' Dr. Tan Chin Huat readies to fly off with his Superman watch.

James Cheng and Christina Choo, Sales Executives at Decortage Sdn Bhd, flex their super muscles.

Jasmine Chuah, an interior design student, gets woken up by her Barbie alarm at Inspiwood Furniture Sdn Bhd's booth. Don't worry, it's time to be happy!

MIFF attendees **synchronize their watches**, counting down to MIFF's **Don't Worry, Be Happy Hour** (Networking Cocktail), starting at 4:00 p.m. TODAY at the Matrade Exhibition & Convention Centre (MECC). Everyone is excited about their chance to win great **LUCKY DRAW** prizes, including an **Angry MIFF Bird!**

Ariel Chee, part time sales clerk at Seng Yip Furniture Sdn Bhd, thinks an ankle watch is much cooler.

IT'S AN EASY CHOICE BETWEEN WEARING BARBIE, POOH BEAR AND SPIDERMAN WATCHES. KAWASAKI ATSUMASA, CHAIRMAN OF TAIYO KAGU CENTER, GOES FOR SPIDERMAN OF COURSE!

Alison Too and Joyce Tee, Marketing Executives of Hup Chong Furniture Sdn Bhd, strike a superpower pose with their super watches.

Employees at BJ Cabinet Enterprise Sdn Bhd are proud to hang out with their new watches.

Ely Tio, General Manager of Chinfon Furniture Industries Sdn Bhd, looks mischievous - maybe even a little aggressive. Of course, she's wearing an Angry Bird watch!

Staff and a buyer at the Kuek Brothers Furniture Sdn Bhd booth join forces to figure out what time it really is.



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MIFF 2012

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

