

MALAYSIAN
INTERNATIONAL



FURNITURE
FAIR 2012

furnish now

The official show news of the
Malaysian International Furniture Fair

Day 1
6 MARCH 2012

6-10 March | 9:30a.m. - 6:00p.m.
PWTC & MECC

What's News

PRIZE

Seeing stars? Stars are an annual occurrence at MIFF - furniture industry stars, that is. **The MIFF Awards** are back!

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Special Report



What makes for good design?

An industry outsider finds out from major insiders in this first of four-part series.

Page 3



With a half century under its belt, has furniture veteran Len

Cheong found the secret of industrial longevity?

Page 4



Furniture - yep, that's what we're all here for.

We showcase some of the best at this year's exhibition.

Page 5-6

All eyes on The Chalkboard...this is essential MIFF 2012 info.

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Buyers Feeling

Hot, Hot, Hot at MIFF 2012

By Majella Gomes
Furnish Now writer

MIFF 2012 opens on a high note this year: more buyers are expected to be present at Southeast Asia's premier furniture exhibition from March 6th to 10th, and this augurs well for the furniture industry not just in this region, but worldwide.

That expectation is based on pre-registration and hotel booking figures, which are up year-on-year according to MIFF organisers, who nonetheless are keeping exact numbers close to the vest, as no-shows still could happen.

There's no denying that the industry, like many others, has suffered from the vagaries of the global economy, but now the word rippling through the market is that many shelves are bare, and financial constraints aside, furniture still is a necessity.

So warehouses need to be inventoried, and stocks need to be replenished.

"The outlook is positive for MIFF particularly because of its outreach," said Dato' Dr. Tan Chin Huat, MIFF Chairman. "MIFF has developed steadily, based on a diligent understanding of trends, tastes and requirements. It has become both an effective and efficient platform for buyers and sellers, and a launch pad for new products. The tried and tested can be found at MIFF, as well as the new and innovative."

He added that designers and manufacturers need to take note of this, and adjust their own business strategies accordingly. Feedback obtained from exhibitors at MIFF 2011 showed that buyers were now more likely to place orders more than once a year.

"Before, buyers tended to place just one order per year," he explained. "Now, they are placing orders every six months. It could be due to external factors such as currency fluctuation but all industry players have to be able to recognise and capitalise on any opportunities that arise."

There are many implications

for the industry, which will involve changing the way business is done, to a certain extent. Firstly, of course, production will need to be speeded up. Delivery will have to be faster and more efficient. But there also will be a further-reaching, more significant impact on the industry in general, he pointed out.

"Faster turnover will mean that exhibitors need to introduce new products more frequently," he said. "These will have to be more attractive, better designed, and more competitively priced."

Some companies have already taken note of these industrial developments and are making efforts to keep their competitive edge.

"There are a few which have been able to produce 20 new designs a year," Dato' Tan said, adding that although exhibition sales had shown an increase in recessionary years, MIFF had not been immune to the global financial crunch.

"We have always had a sizeable number of buyers, nevertheless," Dato' Tan said. "There are few exhibitions which can match MIFF's effectiveness as a viable business platform. Although there was a slight decrease in the number of buyers in 2011 compared to 2010, total sales increased from US\$755 million in 2010, to US\$778 million in 2011."

HotShot



An Angry Bird attacks
Tang Kok Kiang,
Assistant General
Manager, Premier
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Bhd. Give him your
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6th - 10th Mar 2012
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www.oasis.com.my

Eye on the PRIZE

With more than 400 local and international exhibitors showcasing truly inspiring pieces, MIFF 2012 is the perfect arena to polish the creativity and imagination of young minds. Apart from seminars, the show once again hosts an array of activities including three award competitions.


By Li Shian Yeo
Furnish Now writer

The Ideation Award

As one of the highly anticipated awards in the Malaysian International Furniture Fair (MIFF) 2012, the Ideation Award is a platform for young designers to showcase their talents. Themed 'My Favourite Chair', prototypes from ten selected finalists this year will be on display at a special gallery at Matrade Exhibition and Convention Centre (MECC) from March 6 to 10.

Organised by MIFF and co-organised by Arcradius Consulting Sdn Bhd, the competition offers up to a total of RM10,000 cash prizes. The designs and prototypes will be judged based on functionality, environmental sustainability, aesthetic value and innovation by a panel of seven local and internationally-recognised industry experts. Among them include Klaus Kummer, President of Thailand-based design company KDT International Co Ltd; Desmond Lee, Marketing Director of KinHeng Furniture Sdn Bhd and Ee Poh Ching, founder of Singapore-based design studio Exit Design.

Who will emerge as the next generation of ground-breaking designers? Winners will be announced and prizes awarded at the Prize Presentation Ceremony, Pacific Ballroom, Seri Pacific Hotel, at 2:30p.m. on March 8.

Organiser : 

Co-organiser: **ARCRADIUS**
Arcradius Consulting Sdn Bhd

Diamond Sponsor: 
Poh Huat Furniture Industries (M) Sdn Bhd

MIFF 2012 Furniture Excellence Award

Creativity, originality of concept, sustainability of chosen material, and product commercial value are among the judging criteria for this year's Furniture Excellence Award. Conceived to recognise outstanding furniture pieces with notable qualities, the award also encourages manufacturers and designers to focus on various important aspects of furniture designing. This year's competition is divided into two main categories – household and office. Results will be announced and prizes awarded at the Prize Presentation Ceremony, Pacific Ballroom, Seri Pacific Hotel, at 2:30p.m. on March 8.

Organiser : 

Supported by: 
Forest Research Institute Malaysia


Malaysian Timber Industry Board


MALAYSIAN TIMBER COUNCIL

MIFF 2012 Best Presentation Award

Jointly organised by MIFF and Malaysian Timber Council (MTC), the award recognises exhibitors' efforts in presenting the most attractive booth with excellent product presentation. Divided into two categories—shell scheme booths and bare space booths—exhibitors will be evaluated according to creativity of booth design, product presentation, construction technique and knowledge on exhibited products. Results will be announced and prizes awarded at the Prize Presentation Ceremony, Pacific Ballroom, Seri Pacific Hotel, at 2:30p.m. on March 8.

Organiser : 

Co-organiser: 
MALAYSIAN TIMBER COUNCIL

Supported by: 
Forest Research Institute Malaysia


Malaysian Timber Industry Board

MIFF 2012 Industry Seminars

Venue for all seminars: Bilik Perhentian, Level 3, PWTC

Design Drivers for the Malaysian Furniture Manufacturing Industries

Date: 8 March 2012, 10:00a.m. – 12:00p.m.



Join internationally-acclaimed Thailand-based German designer, Klaus Kummer, as he discusses the pivotal aspects of creating furniture with recognisable Malaysian identity. His talk offers fresh approaches on furniture designing beyond the fundamentals that will benefit industry players who aim at boosting the sale of locally-produced products.

Green Technology in Furniture Manufacturing

Date: 8 March 2012, 2:00p.m. – 4:00p.m.



Esteemed Malaysian speaker, Dr. Jegatheswaran Ratnasingam, puts green technology in the spotlight as key to successful furniture development and manufacturing. The associate professor from the Faculty of Forestry of Universiti Putra Malaysia (UPM) will also reveal the latest survey on how green manufacturing practices are adopted within the industry. Various tips on how cost-effective manufacturing can be achieved will be shared in the hour-long seminar.

Designer and Entrepreneur (Mandarin-language session)

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



Renowned China-based furniture and interior designer, Chen Neng Xin, on the other hand shows us what it takes to develop designs that appeal to a wider market. The session also will delve into the significance of designer and entrepreneur relationships in the furniture business. Please note this session is presented only in the Mandarin language.

MTC's Furniture Promotion Programme for 2012/2013

Date: 9 March 2012, 2:00p.m. – 3:00p.m.

As the lead agency for the promotion and marketing of timber and timber products including furniture, the Malaysian Timber Council (MTC) has drawn up a list of marketing and promotional activities for the Malaysian furniture industry for 2012/13. This includes participation in key international furniture fairs and business visits overseas. Other marketing activities including the MTC Global Woodmart 2012 and MTC's raw material supply programme will be highlighted by MTC's Deputy Director, Madam Noraihan.



Creativity & Innovation

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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)**

Me, Myself and Eye Come to Terms with Furniture Design

I momentarily quit my day job writing about eye surgery (no joke) and consider the finer aspects of furniture design

By Chiles Samaniego
Furnish Now contributor

As an outsider who'd never really given much thought to furniture design beyond now and then contemplating the sensation of a cushion against my backside, I had naively expected the answer to the superficially uncomplicated question "what makes good furniture design?" to be a simple equation.

The equation would consist of two words like "form" and "function" with a plus sign fixed between them, holding them together in beautiful symbiosis. Yes, Form + Function = Good Furniture Design.

While I would still contend that the formula isn't too far off the mark, I've since learned that it is, in practice, untenably abstract; that the apparent simplicity of the formula obscures the vast complexities already unearthed and laid bare by centuries of study, and is thus, as an answer to the question, entirely inadequate.

Theory of Furniture

In attempting to lay down the groundwork for this article, I found myself confronting an entire *Theory of Furniture* I had not previously known existed, in which *aesthetics* (form?) is constantly defined and re-defined by things like *culture* (as, say, with the appropriation of "Oriental" or "Occidental" style following the fad for colonial expansionism) and *society* (social status and mobility). *Usability* (function?) is considered within parameters of *ecology* (materials, availability and sustainability) and *economy* (production, cost-benefit).

Historically, Le Corbusier, in the book *L'Art Decoratif d'aujourd'hui* (1925), had even gone so far as to describe a type of furniture he called "human-limb objects" ("Extensions of our limbs and adapted to human functions"), while Berglund, in *General ergonomic requirements* (1976), had presented specific recommendations for, say, office chairs ("Shoulders must be free to move"; "Top and bottom edges of the backrest must be comfortable – no sharp edges"; etc.). Later, Sparke (in *Furniture: Twentieth-century design*, 1986) wrote: "Up until the 1960s, the major furniture breakthroughs of this century all depended, in one way or another, upon technological advances."

"Breakthrough" was not a word I would previously have considered relevant to the idea of furniture (which had, to my mind at the time, done little more than literally lie around the house), but now I find it entirely apt. Consider the chair currently engaged in supporting my weight, thus allowing me to forget it, relegating – to an external physical object made of plastic, metal and fabric – the problem of posture and position that might otherwise preoccupy me and prevent me from concentrating on the "higher work" of writing this article. Furniture is a technology. It is itself a breakthrough; but, in addition, taking this fact into consideration, the adjective "good" in the phrase "good furniture design", implies and/or necessitates continued "breaking through."

Praxis

But if, as Sparke wrote, the 60s marked the end of furniture breakthroughs driven by technological advances, what drives breakthroughs in furniture design today?

Steven Wong, Sales & Marketing Director of BJ Cabinet Enterprise, said he has been in the furniture business for more than 10 years, but it was only recently that he realized it was necessary to "provide something new and different" – and that the way to do that was in furniture design.

Around 2007, he says, he was assigned the responsibility of managing the company's export team. Participating in overseas furniture fairs provided him with inspiration, leading him to realize that "to lead our company to a higher level," he said, "it must step into the design field."

Otherwise, he realized, the company would be left behind.

Initially, he said, he figured that good furniture design was all about creating something "new, special and attractive"; personal experience tempered this view. "Some of my customers will say 'wow' this is a 'good design'; however, it is unable to sell." Therefore, he said, if a design is not "sellable", then it can't really be called a "good" design.

Good furniture design, then, for Mr. Wong, requires an intuitive reading of the interplay between the "new and different" and some of the more practical aspects of the market.

"I define 'good furniture design' as a design that has provided a 'surprising' effect when people look at it," he said. "However, I feel that 'good furniture design' must be able to fulfill the two most important criteria: it should be able to provide a solution to consumers and makes consumers feel value for their money."

"Changing of market trends and public tastes influence us when we do design," he continued. "When we create a new design, we should consider external factors ...if a product does not fulfill public taste or is not accepted by the consumer, it cannot be declared 'good furniture design'."

There are, of course, more specific, technical criteria to consider – the specifications of design, among which are things like size, functionality, color, suitability, structure, and safety. Mr. Wong offers one of their company's own product lines – Gordon – as an example of well-designed furniture.

Gordon, he said, is "well designed" in terms of these specifications – sized following international standards, with functionality built into a design of a color and structure suited to the target consumer; the line has received the Furniture Excellence Award – Children's Furniture Category by the Malaysian International Furniture Fair (MIFF).

Ralph Ong, Managing Director, Oasis Furniture

Industries Sdn Bhd, has similarly consumer-oriented ideas about design.

"I believe that furniture design should benefit people, giving people better living," he said. "It can provide people solutions for their daily activities."

That means, among other things: helping people sleep, helping them save energy and space, providing storage solutions; all in the form of healthy, ergonomic solutions.

Good design, Mr. Ong said, can benefit clients and – perhaps crucially – change the way they live.

The 'Good' in 'good design'

Are we, then, to ascribe a moral/ethical dimension to the qualitative phrase "good furniture design"? Even amidst the obvious influence of predominantly materialistic market forces?

Well, why not. The aesthetic dimension can't be said to really add anything to life. If anyone asks how, say, the Mona Lisa ever made anyone's life better, what would you say?

But what if you added function, made it an integral part of – or even a source of – the beauty in form?

In that case, well-designed furniture surely has, in some sense, the potential to transcend even the greatest works of art to help people enjoy better lives. What isn't moral or ethical about that?

Steven Wong



This is the first in a series of four articles in Furnish Now to inspire better furniture design in Malaysia.

PHI

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Home Furniture

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POH HUAT FURNITURE INDUSTRIES (M) SDN. BHD. (5019242108-A)

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@pohuat.com / homeoffice@pohuat.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.

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Fax : +84-650-3729102

E-mail : mkt_vn@pohuat.com

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E-mail : phi-sa@pohuat.com

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Tel : +27-21-5554056

Fifty Years And Going – and Growing

Looking back over half a century in the business, Len Cheong shares lessons learned

By Majella Gomes
Furnish Now writer



Cheryl Fong

Most industry players would agree that the Malaysian furniture industry is nowhere as old as the European or Chinese ones, which span several centuries. Malaysian manufacturers are relatively young; the industry itself did not get up and running until the second half of the 20th century although skill and raw materials were quite easily obtained.

Most furniture producers here started very, very small, and it is a tribute to their creativity, innovation and sheer tenacity that they flourish today. The furniture industry has never been easy, but it is fair to say that Malaysian furniture can be seen in practically every market in the world.

One such success story is Len Cheong Furniture Sdn Bhd. Originating as Syarikat Lian Cheong Industrial in 1962, it is today a wholly-owned subsidiary of Len Cheong Holding Bhd, a Second Board-listed Malaysian company. It started in Kuala Lumpur, making small wooden items by hand, using mostly manually-operated machines. Today, it focuses on bedroom, dining room and living room furniture, and operates from 45,000 square metres of space in the industrial area of Senawang outside Seremban, about 60km from Kuala Lumpur. Len Cheong operates three factories and provides jobs for more than 700 workers.

Cheryl Fong of Len Cheong gives some insights into what has made the company great:

Furnish Now (FN): Len Cheong has been in the furniture business for 50 years. What are its strong points?

Cheryl Fong (CF): "To be the best in our field" is our vision! From the beginning, it's been about good quality products. We understand that a good reputation has to be earned, so we've been consistent, and we continue this until today, to ensure that our products remain

competitive. Technology plays a big part in our business today, but we've always been quite forward-thinking. We were the first company in Malaysia to use Computerised Numerical Control Router (CNC) equipment for furniture production. This helped us to expand our export markets.

FN: Taste in furniture is subjective. How do you identify what kind of furniture is saleable?

CF: We do our due diligence, proper research and thoroughly understand the market. Our products are contemporary and are also designed to be transitional. This suits many current trends. Also, we determine what sells and what doesn't through many years of experience, so we are able to recommend to different customers from different countries. Being able to do so helps them to get value for money, and in return, bring back what is saleable to their respective markets.

FN: How do you keep up-to-date on market developments?

CF: Nowadays, there are many ways, especially via the Internet. But there is still legwork to be done, through general market surveys, participating in shows in various countries, looking at Web sites, etc. We also take note of customers' feedback and comments. These are important to us.

FN: How have furniture industry trends changed in the past 20 years, and what do you do to keep up?

CF: Our business is based on target markets and specific customers which we focus on each year. Currently, our biggest markets are the U.S. and Australia, so we develop products we feel are suitable and market them accordingly.

Over the years there have been little modifications, such as changes in colour or profiling, or specific details requested by customers. We usually develop a product, then offer it in a choice of colours per year. It is worth noting that Len Cheong was originally doing carpentry, then moved into special production for Japanese markets. Over the years, we have put a lot of effort into changing our products from set-up construction to mass production and DIY. Today, we do business in more than 30 countries worldwide, and are looking to expand to Central and South America, Africa and India.

FN: Do you have products that are consistently successful?

CF: Yes, we do. There are two or three products that have proven to be really popular with our customers. These are fairly successful items, accounting for 60%-70% of our turnover annually. In contrast, our new products usually make up only about 30%-40% of our sales.

FN: In contrast, have you developed products which were not as successful as you hoped?

CF: Definitely! You can't have success if you don't know what failure is. That's part of doing business. Sometimes, out of the ten or so products we develop, only three or four will be really well received, and achieve good turnover. When we gauge customer response to our new items, we will then decide whether specific products are worth keeping or should be discarded. There is a budget allocation for R&D, and since we track trends quite diligently, we know what sells and what doesn't, and we are experienced enough to know when we should pull a product from the market, or when we can leave it in the lineup without making too big of a loss.




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.
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Website : www.asiatube.com.my



Simple, Stylish Socialite



This easy-to-assemble wall piece made with quality Thailand particle board sits well in the living room as well as the bedroom. Available in three colours – oak, beech and teak – the Socialite is one of Furn & Deco World's top-selling export pieces worldwide. With strong emphasis on quality control and workmanship, the company spares no detail in product research, manufacturing or even in the packing process.

Company Name: Furn & Deco World Sdn Bhd
Booth No.: B12 Hall: B Venue: MECC
Contact: Ahmed Amod Tel: +603-4147 1977
Email: fdw@streamyx.com Website: www.furndeco.com



Mama Mia, Melamine!

Sleek, clean and stylish, melamine laminated furniture is a hot choice among the young and the young-at-heart! With more than 50 colours and a choice of moisture resistant or non-moisture resistant particle boards, Lendecor Panels offer attractive selections for discerning furniture manufacturers who focus on contemporary-style pieces.

Company Name: Lendecor Panel Sdn Bhd
Booth No.: 4D01 Hall: 4D Venue: PWTC
Contact: Lee Kent Tat
Tel: +606-761 8668
Email: info@lendecor.com.my Website: www.lendecor.com.my



Igniting Bedroom Romance

Company Name: Chin Fon Furniture Industries Sdn Bhd
Booth No.: 116 Hall: 1 Venue: PWTC
Contact: Ely Tio
Tel: +603-3342 0918
Email: ely@chinfurniture.com
Website: www.chinfurniture.com

Chin Fon's latest Kayla Collection that is made of solid rubberwood exudes luxury, style and comfort, with a natural, brushed wood appearance and texture that any home owner will find irresistible!



Company Name: Lanouva (Sin Lian Lee Manufacturing Sdn Bhd)
Booth No.: A03 Hall: A Venue: MECC
Contact: Alan Low Tel: +603-7846 8777
Email: sl@lanouva.com Website: www.lanouva.com

Convertible Cribs Can Be Used for Life



Company Name: Vistawood Industries Sdn Bhd
Booth No.: 139 Hall: 1 Venue: PWTC
Contact: Ivy Chew
Tel: +606-986 5050
Email: ivy@vistawood.com
Website: www.vistawood.com

Forget about baby cots that your babies will outgrow. Vistawood's innovative 3-in-1 contemporary-styled convertible starts off as a baby cot and can be later converted into a toddler's crib and eventually into a sofa as your child grows.

Designed with solid bed rails that comply to Australia and New Zealand safety standards, the 3-in-1 is the only piece of furniture you will ever need in your child's room.

Global Boost for Malaysian Rubberwood

Company Name: Elk Furniture Industries Sdn Bhd
Booth No.: 108 Hall: 1 Venue: PWTC
Contact: Teo Tiong Nam
Tel: +603-3290 1288
Email: export@elkfurniture.com.my
Website: www.elkfurniture.com.my



Malaysian rubberwood is making the country proud, especially with evergreen furniture design concepts that are universally popular. Lightweight, durable and fungus-resistant, Elk's rubberwood selections are made from rubberwood veneer and shaded in warm Bali oak for a polished, luxuriant feel.

Ferri-ed Away on a Musical Journey

Italian-inspired Lanouva sofas are not just sofas; they give a focus to your home design, become conversation pieces during social events, and are representative of your style and personality.

What's best is that Lanouva sofas integrate innovative technologies with cutting-edge designs, giving you creative sofa designs that promise the ultimate enjoyment. The latest release – the futuristic and ergonomic Ferri – merges a built-in MP3 player into your sofa set, where you can chill out while enjoying your favorite music – sans wires, gadgets or devices!



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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

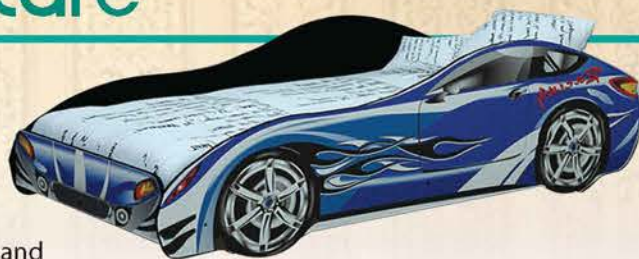
HALL 3, Booth 317

www.shh.com.my



The Batmobile Is Good for a Nap Too

MG Furniture Sdn Bhd prides itself on designing and manufacturing kids' space-saving furniture that is EN747 certified. Custom-made pieces like this eye-catching Batman-car-inspired bed are crafted to perfection to suit the modern home. Founded in 2010, MG Furniture accepts tailor-made orders for various bed types – workstation bunk, double decker, single bed and cabin bed.



Company Name: MG Furniture Sdn Bhd
Booth No: 4A19, Hall 4A, PTWC
Contact: Eunice Thang
Tel: +604-593 9133
Email: eunice@mgfurniture.com.my
Website: www.mgfurniture.blogspot.com



Classy Sleeping as Important as Classy Living

With over two decades of experience, Johor-based manufacturer SHH offers one of the finest lines of high-quality wood-based furniture ranging from bedroom to dining suites. New pieces are constantly added to its vast collection of furniture. The latest additions include cherry-, birch- and ash-veneer-plated furniture such as this classic style bed.

Company Name: SHH Furniture Industries Sdn Bhd
Booth No: 317, Hall 3, PWTC
Contact: Patrick Lim
Tel: +606-973 6601
Email: patrick@shh.com.my
Website: www.shh.com.my

For a Cafeteria —or Family Garden



Company Name: Wolclass Sdn Bhd
Booth No: 4B18, Hall 4B, PWTC
Contact: Serena Goh
Tel: +603-3291 5036
Email: wolclass@gmail.com
Website: N.A.

Looking for space-saving furniture? Wolclass's innovative range of space-saving furniture like the Centipede Folding Table is not to be missed. Its compact and versatile set-up mechanism enables it to fit into any space – cafeteria, restaurant or even a family garden. With over two decades of experience, Wolclass also offers OEM manufacturing services backed up by a stellar team of design experts.

A Cushy Dining Set

Yeu Hong's latest simple, visually appealing dining set, SINA-U, is designed with total comfort in mind. Enjoy its deep padded seat and cushioned back. Plus, it's made of solid rubberwood, which adds a hint of elegance into any modern home. Apart from the dining set, the 28-year-old manufacturer also offers top-notch display cabinets, magazine racks and coffee tables.



Company Name: Yeu Hong Furniture Industries Sdn Bhd
Booth No: 211, Hall 2, PWTC
Contact: Ang Kian Chai
Tel: +606-987 2200
Email: yeuhong@yeuhong.com
Website: www.yeuhong.com



Relax and Unwind

It is hardly surprising that JB Wood's star brand, DOME, reminds you of a coffee chain. The DOME range of entertainment units and bedroom sets incorporates the latest features such as swiveling mounted screens and pop-up mechanisms to enhance your home interior. Lean back, relax...and have a cup of Joe.

Company Name: JB Wood Industries Sdn Bhd
Booth No: 2B09, Hall 2B, PWTC
Contact: Ivan Leong
Tel: +603-3122 7977
Email: jbwood@dome.com.my
Website: www.dome.com.my

Don't Break Your Back; Sit Here Instead

Company Name: Oasis Furniture Industries Sdn Bhd
Booth No: 2B23, Hall 2, PWTC
Contact: Ralph Ong
Tel: +607-773 3282
Email: ralphong@oasis.com.my
Website: www.oasis.com.my

What's not to love about Oasis's latest product, Achievor? Created with the consumer's health in mind under renowned Malaysian ergonomist, Dr. Jalaluddin Dahalan, the adjustable seat height offers excellent support for the natural S-curve of your spine. Since its establishment in 1998, Oasis' design team has bagged various international Good Design Awards and has exported to more than 50 countries worldwide.



The 'Transformers' of Furniture

Company Name: Furnilife Sdn Bhd
Booth No: 122, Hall 1, PWTC
Contact: Frankie Lim
Tel: +606-231 2887
Email: FrankieLim@furnilife.com
Website: www.furnilife.com

Innovation is Furnilife's expertise. The furniture supplier, with warehouses based in Malaysia and China, offers more than 9 years of experience in transforming conventional or modern design into highly sought-after commercial products. Due to its attention to detail, Furnilife made a name for itself as one of the leading OEM & ODM product developers.

A Good, German Night's Sleep

Company Name: Worldmill Corporation Sdn Bhd
Booth No: 4A15A, Hall 4A, PWTC
Contact: Neil Foo
Tel: +603-8076 7790
Email: neil@worldmillcorp.com
Website: www.endorsement2010.blogspot.com



Dreaming of a good night sleep? Worldmill's solid wood beds offer more than just comfort. The creative manufacturer of contemporary furniture like this Soft Bed pays great attention to customer needs. Equipped with an elegant head pole and built-in lamp that allows reading pleasure before sleep, Worldmill's Soft Beds are manufactured according to the German QC certification.

See us at PWTC Hall 1 Booth 139

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** **SGS**

The Chalkboard



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



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

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!

MIFF 2012 EVENT HIGHLIGHTS

Buyers' Night

This night is not to be missed!

Good food. Good drinks.

Fun Entertainment. And...

A series of lucky draws to be won!

starting at 6:00p.m.,

Wednesday, 7 March 2012

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

* Please collect your invitation card at the International Buyers' Lounge (IBL) at Level 3, PWTC, from 6-7 March 2012. Tickets are limited and are provided on a first-come-first-serve basis.

Prize Presentation Ceremony



2:30p.m., Thursday, 8 March 2012

Pacific Ballroom, Seri Pacific Ballroom

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

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

MIFF 2012 Official Opening Ceremony
9:30p.m., Tuesday, 6 March 2012
Pacific Ballroom, Seri Pacific Ballroom



Chong Soon Kim, Assistant Manager, DPS Resources Berhad, nervously catches the MIFF Angry Bird.



RUBY KHOR, MARKETING OFFICER OF DEE NOON CORPORATION SDN BHD, SLAMS A GLASS DOOR ON THE MIFF ANGRY BIRD...AS IF THAT WOULD STOP HIM. HE SOON ESCAPED.

A Red Angry Bird has apparently been attracted by MIFF's red logo. Beware buyers and exhibitors! The Angry MIFF Bird is on a rampage!



See the Angry MIFF Bird fly into MIFF to register as a visitor! Scan here on your smartphone to watch now.



Mohd Herdy, Head of R&D for Aik Chee Furniture Sdn Bhd, gasps as he spots the Angry MIFF Bird perched outside his booth's window.



Sou Kok Fei, IT Executive of DPS Resources Berhad, awaits his doom.



Vincent Lee, General Manager of LNM Marketing (S.E.A.) Sdn Bhd, can't hide from the Angry MIFF Bird.



Binod Napali, an installer working for Bristol Technologies Sdn Bhd, is stalked by the Angry MIFF Bird.



Motfoz Khan, a production worker for SHH Furniture Industries Sdn Bhd, tries without luck to wrestle his piggy bank away from the Angry MIFF Bird.



May Yang, Sales Executive of Xianyou Baofeng Steel Wood Furniture Co Ltd, catches the Angry MIFF Bird by surprise while he is caught in some clutter.



Terry Ho, Senior Marketing Executive, Ken Yik Furniture Industry Sdn Bhd, fears for her life even with the Angry MIFF Bird temporarily caged.



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



EDITORIAL TEAM
Editorial & Publisher
Project Manager
Designers
Writers

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

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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



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

