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## HIGHLIGHTS

**4** Two seminars, two countries – see what you missed!



**6** It's MAD: Spotlight on young designers



**8** Revealed... what buyers are saying about MIFF 2019



# furnish now

The official show news of the Malaysian International Furniture Fair  
08 – 11 March, 0930 – 1800 hrs | MITEC & PWTC, KL, Malaysia

ISSUE **4** 11 MAR 2019

## MIFF FURNITURE DESIGN COMPETITION

## Winning Collaborations with Young Designers

by Chow Ee-Tan

Young furniture designers, including previous Furniture Design Competition (FDC) finalists took home some of the highest accolades at the Malaysian International Furniture Fair's (MIFF) 2019 Design Awards.

Some of the top award winners were the result of collaborations between local manufacturers and young designers, proving that Malaysian talent abounds in furniture design.

The biggest winner was Oasis Furniture Industries, which bagged both the Platinum and Gold Furniture Excellence Awards in the Office Furniture Category, with their 'Laborra' and 'Habitue' collections – both of which were collaborations with local designers.

Platinum winner Laborra is a modular space solution by designer Sujak Hasbollah, while Habitue is the brainchild of former FDC winner and finalist Lim Bo Qiang and Jasper Lee.

For the Household Furniture Category, the Platinum Award went to Kian Swee Seng Industries, which was the 2017 Gold award winner in the same category. The winning product is a Scandinavian-inspired sofa/daybed called 'Sarah,' which is named after its designer, USM product design student Sarah Moi.

'The Able' by BSL Furniture was the pick for the Judges Commendation Award. The functional breakfast table with stools was the 2017 FDC winning design by Victoria Pamela Yap Wei. Continuing their collaborations, a second generation of the prototype has been manufactured and marketed by BSL Furniture.

From rethinking workspaces for millennials to creating innovative new designs, the three international panels of judges had to make difficult decisions to pick the award winners, under the three main categories: the Furniture Design Competition (FDC), Best Presentation Award (BPA) and the Furniture Excellence Award (FEA).

The list of winners was announced at a packed award presentation ceremony yesterday afternoon at the Malaysia International Trade and Exhibition Centre (MITEC). Datuk Wan Latiff Wan Musa, CEO of Malaysia External Trade Development Corporation (MATRADE), presented prizes to the winners, while Dato' Dr Tan Chin Huat, MIFF founder and chairman, and Mr M.Gandhi, group managing director, ASEAN Business, UBM Asia, were also present.



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HACXSTÅ



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DELE



**YEAP WEI TING**  
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## HOTSHOT



Hanging out with the *Furnish Now* editorial team is a blast, but walking the halls of MIFF to find great new furniture is even better. See you in 2020!

cont. on page 3 >>

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&gt;&gt; cont. from page 1

Datuk Wan Latiff congratulated MIFF for its concerted effort to nurture and grow a talent pool for the local furniture industry and said the fair serves as a catalyst towards design excellence in the furniture industry.

The BPA award winners were selected based on booth design, creativity, construction and product presentation. In this category, Johann & Joann Concept clinched the Bare Space Booth award, while Wysen Industry eclipsed the competition for the Shell Scheme Booth award. Kintex (KL) was recognised as the Non-Furniture Booth winner.

With the theme 'The Millennials Workspace Furniture', partitions were in vogue in this year's FDC and made a clean sweep of the top three places.

The coveted first prize went to Timothy Long Tianjie, a 21-year-old student interior architecture student from Taylor's University Lakeside Campus. His winning design 'HACXSTÅ' is a board game inspired partition with sound-absorbing panels that can be adjusted to provide privacy or a seamless workspace.

This is the 10th edition of the FDC and this year the competition received 218 entries submitted by 20 design institutions and five working designers, which were then trimmed to 19 finalists. Two new recognition awards, the Best Institution and Best Mentor awards, were added this year.

"This year's entries were more creative compared to the previous year in terms of usage and function. The designers were able to show that they understand the market needs," said FDC chief judge Dr Eric Leong, noting that next year they plan to foster more designs using green and technological elements.

## MIFF FURNITURE DESIGN COMPETITION

BEST INSTITUTION AWARD  
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LAKESIDE CAMPUS

BEST MENTOR AWARD  
VANESSA SERBASTIAN  
KDU PENANG UNIVERSITY COLLEGE



# FURNITURE EXCELLENCE AWARD

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## HOUSEHOLD FURNITURE CATEGORY

### PLATINUM AWARD



KIAN SWEE SENG INDUSTRIES  
Booth M221A, MITEC Hall 2  
SARAH

### GOLD AWARD



ALUSTIL  
Booth M315, MITEC Hall 3  
ALUSTIL KITCHEN/ STORAGE  
SYSTEM-HURACAN

### SILVER AWARD



INSPIWOOD FURNITURE  
Booth 4A30, PWTC Hall 4A  
EDT107A72/ CURVE (1+4)

## OFFICE FURNITURE CATEGORY

### PLATINUM AWARD



OASIS FURNITURE INDUSTRIES  
Booth 2B23, PWTC Hall 2B  
LABORRA

### GOLD AWARD



OASIS FURNITURE INDUSTRIES  
Booth 2B23, PWTC Hall 2B  
HABITUE COLLECTION

### SILVER AWARD



SUNDESK VENTURE  
Booth 2B30, PWTC Hall 2B  
SD304-DM-H SLEEVE / ERGO WORKSTATION

"I am very excited and proud of the designers who work with us. Their innovation in design solutions have been recognised by international judges. I urge our manufacturers to support local designers and collaborate with them so our industry will have a bright future."

— Mr Ralph Ong, managing director, Oasis Furniture Industries, FEA Platinum and Gold Award winner (Office Furniture Category)

## JUDGES' COMMENDATION AWARD



BSL FURNITURE  
Booth M201, MITEC Hall 2  
THE-ABLE

"I am very grateful to have been given this opportunity by Mr Ng (managing director of KSS). I started collaborating with them, working as an intern, and I feel very touched that they have decided to name the product after me!"

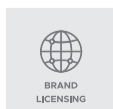
— Miss Sarah Moi, furniture designer at Kian Swee Seng Industries, FEA Platinum Award winner (Household Furniture Category)



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# BEST PRESENTATION AWARD

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## BARE SPACE BOOTH



**JOHANN & JOANN CONCEPT**  
Booth M608, MITEC Hall 6



**INCEPTION DESIGN AND TRADING**  
Booth M802, MITEC Hall 8



**FLORENCE BED**  
Booth M812, MITEC Hall 8



**STEP FURNITURE MANUFACTURER**  
Booth M703, MITEC Hall 7



**KIAN SWEE SENG INDUSTRIES**  
Booth M221A, MITEC Hall 2

## SHELL SCHEME BOOTH



**WYSEN INDUSTRY**  
Booth 2B32, PWTC Hall 2B



**HUP BEH FURNITURE**  
Booth 126, PWTC Hall 1



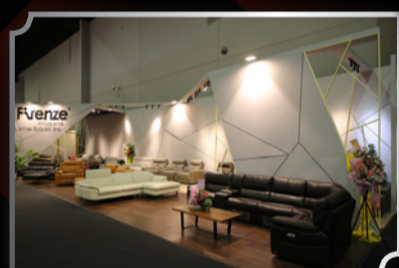
**C. K. BAN SOON LEE INDUSTRIES**  
Booth 4A08, PWTC Hall 4A

## NON-FURNITURE BOOTH



**KINTEX**  
Booth M1110F, MITEC Hall 11

## MERIT AWARD



**ANNEX SOFA**  
Booth M1001, MITEC Hall 10



**CHINFON FURNITURE INDUSTRIES**  
Booth M1015, MITEC Hall 10



**EUCALY FURNITURE**  
Booth 206, PWTC Hall 2



**ISELLA SOFA DESIGN**  
Booth M1008, MITEC Hall 10



**L LIVING FURNITURE INDUSTRIES**  
Booth 237, PWTC Hall 2



**LORENZO (UHIN SOFA)**  
Booth M1002, MITEC Hall 10



**OMEGA SOFA**  
Booth M909B, MITEC Hall 9



**VISTAWOOD INDUSTRIES**  
Booth M801, MITEC Hall 8



**VITALITY**  
Booth M1017, MITEC Hall 10

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# The Impressive Work of the Interior Designers of Canada

by Tan Sher Lynn

In the panel discussion entitled "We are IDC!", five Canadian designers presented their interior design projects and introduced their national advocacy body – the Interior Designers of Canada (IDC).

Ms Sally Mills, IDC president and principal of Kasian Architecture Interior Design and Planning, explained that IDC represents more than 5,000 members, including fully qualified interior designers, interns, students and retired members. "IDC is globally involved in areas like corporate, commercial, institutional, retail, hospitality, healthcare and residential design."

"Our mission is to advocate the profession of interior design nationally and internationally. The reason we're here today is to tell you how we, as designers in Canada, work, and hopefully build relationships in Malaysia," she said.

Meanwhile, IDC's Manager of Industry Partnerships Ms Barbora Krsiakova, said that IDC has over 200 members who are manufacturers and suppliers across Canada. "We have over 20 national partners, over 30 regional partners and 150 local partners. Industry partners have direct access to target markets. IDC provides professional training courses to help our members grow their business and stay abreast with industry trends," she explained.

Ms Mills continued to say that IDC works to provide quality professional development opportunities, promote IDC's brand internationally, engage members in events and networking, support strong regulatory bodies, educate the public about the value of interior designers and deliver quality programmes and services to its members.

Third panellist Krista Paine, a multiple award-winning residential designer, described one of her residential renovation projects. "A male client working from his home in West Kelowna, British Columbia, wanted to make his home very modern and minimalistic. And most importantly, he wanted to make sure that every bedroom had a view of beautiful Lake Okanagan" she said.

So, her team created a design with a lot of open windows and glass panels, which allowed for amazing views of the lake. "In a lot of our designs, we try to create the designs from the inside out. We took the same materials used in the interior and brought them outside, so that made the living spaces even larger."

Meanwhile, fourth panellist Kara MacGregor, principal and owner of MAC interior design, which focuses on hospitality design, shared details about her various projects.

"We fully renovated an outdated mid-range hotel built in the 1970s in Dartmouth, the City of Lakes, into a 174-room contemporary corporate-class hotel. It was a complicated structure with low ceilings and big columns that her team needed to work around."

"Hotel design is about telling the story of a locality. An important culture in the City of Lakes is canoeing and paddling. So we used this as our design theme. We created a whole new reception area with wood waves on the ceiling that flow down to the walls. The waves are calmer at the middle of the room and become more rippled at the edge, which is the reception area. Meanwhile, the columns and walls of the hotel feature digitally printed kayak skeletal designs," she said.

The hotel ultimately won the HVS Most Impressive Hotel Repositioning Award from the Hotel Association of Canada (HAC).

The last panellist was IDC member Rebecca Genik from Kindrachuk Agrey Architecture who shared about the work her company did in various areas of the Saskatoon John G. Diefenbaker International Airport, including the Air Canada VIP lounge, valet lounge, a few restaurants, the check-in area of the departure hall and the arrival terminal.

"The expansion of the award-winning Saskatoon airport was to enhance customers' comfort and experience. Simplicity and clarity are the key design elements, and we aim to provide a calm and stress-free experience."

"A predominant feature is a large piece of fabric emulating the jet stream which extends from the terminal building to the gates. This feature is accentuated by clerestory windows which allow natural light to penetrate deep within the space and flood the whole terminal."

She also shared about the work done at Refuel, a restaurant in the Saskatoon airport. "We did our best to create a unique dining experience. We felt this was the ideal place to celebrate aviation. Deriving from this theme, we put aircraft construction sketches on the wall, created flooring that emulated the tarmac runway, and incorporated salvaged aircraft pieces into the walls, seating and bar."



From left to right: Sally Mills, Krista Paine, Rebecca Genik, Barbora Krsiakova & Kara MacGregor



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# Romania: An Emerging Region for Potential Partnerships



by Shantini Harriet

As one of the fastest growing economies in the EU, and with an increase in foreign investments, Romania has earned the distinction of becoming the single largest investment destination in South eastern and Central Europe. Though Romania has a centuries-old history in furniture manufacturing, it has somehow become the backyard factory of European high quality exports. With its abundance of forests, Romania has a rich supply of various species of wood.

To support and encourage the growth of the industry, two interesting, and internationally active initiatives support local Romanian companies in this effort: the Romanian Wood Craft (RWC) initiative, which is a Swiss-Romanian joint initiative co-financed by the Swiss government to help small- and medium-sized companies find out if they would be successful in certain foreign markets; and the Cluster Mobilier Transylvania (CMT), which is an efficient model for the furniture industry and one of the most active business model clusters in Romania.

Mr Zilahi Imre, a RWC advisor, gave an overview on how the programme has benefitted Romanian SMEs, which otherwise would have had limited chances in making their brands known when competing with the established big-boys of the Romanian furniture industry.

The RWC started a year and a half ago, with the aim of helping Romanian SMEs find their place in the international market. When smaller companies consider venturing into exports, they should follow certain steps to reach this goal. First, they need to prepare and define the production facilities available in their manufacturing plants. Next, they should decide who their target clients are and where to find them. Then, they need to determine what kind of furniture to make and how they will market it.

In this process, the RWC has helped a selection of 40 companies (that met specific criteria), to answer question like: "How am I getting organised to do proper development?" and "Am I selecting the right paths?" and "What kind of marketing tools do I need when I have a finished product and want to offer it to the market?"

This part of the programme has been tremendously helpful to these companies, especially for those SMEs who struggle to gather the answers to these questions on their own.

Under the RWC, the Integrated Export Services for Romanian SMEs was created. Through this programme, Romanian manufacturers received a series of training sessions and were provided opportunities to take part in international furniture exhibitions and fairs like HomeDesign Budapest (Hungary), IMOB Istanbul (Turkey) and MIFF, which gives them access to foreign markets.

Meanwhile, the northern Transylvanian region of Romania accounts for 40 percent of Romania's furniture exports, with a staggering 25,000 employees working in the furniture industry and related services.



To finish off the presentation, Mr Ciprian Morcan described the role of the CMT in the development of the Romanian furniture industry, which brings together SMEs and larger companies, as well as organisations dedicated to R & D, training and education, government and public administrations, and marketing and communications. Starting with 22 companies seven years ago, it's now an open cluster that has expanded to 80 members. The CMT aims to enhance economic competitiveness among domestic and global market companies through quality, innovation and sustainable development.

Within the cluster, and in a two-year period, the members spearheaded 10 projects, including furniture capacity products and R&D projects, which were developed in partnership with a local university with a budget of €12 million.

During the next phase – the International Innovative Cluster & Start Up Hub of 2016-2020 – the project development, in partnership between the cluster representation entity (a non-profit organisation), members and other partners in the regional, national and global innovation ecosystem, was allocated a budget of €8.5 million for:

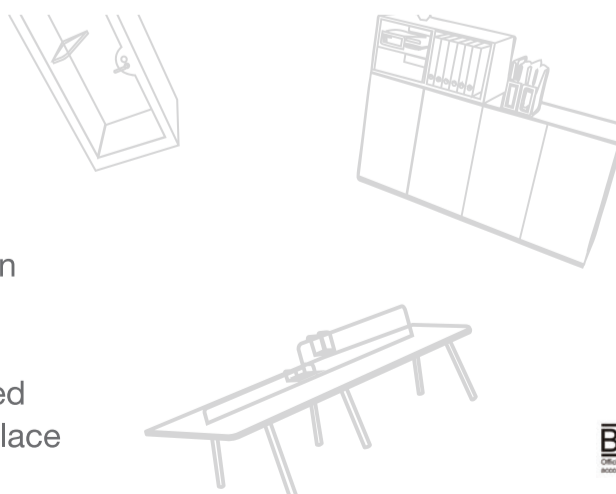
- the development of open R&D infrastructure using open innovation model;
- support services for the development of new member companies' products and services via a competence centre;
- an internationalisation centre for organising worldwide company missions, participation in trade fairs and matchmaking events;
- supporting niche start-ups by mentoring, training and dedicated services; and
- promoting the cluster as an alternative policy proposals body.

Both speakers emphasised that the 32-strong delegation to MIFF 2019 is not only here to learn from the Malaysian market, but more importantly to find ways to collaborate. In addition, the group is seeking Asian manufacturing partners to jointly develop a long-term program to support trade in the furniture industry between European and Asian companies.



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# An Incubator for Young Designers

by Khaw Chia Hui

Millennials@Design **MAD**

Over the last few years, there have been many reports on Malaysia's ongoing 'brain drain'. As a nation, we've been losing our precious talent to other countries that can offer more opportunities for professional development.

The creative industry is among many affected by this brain drain. As an effort to stem the drain and to nurture young design talent, MIFF created the Millennials@Design (MAD) showcase in collaboration with designer groups Pattern Banyak, TANGGAM by the Malaysian Timber Industry Board (MTIB), Sarawak Timber Industry Development Corporation (STIDC), FDC in Action, as well as with other individual designers.

This specially curated gallery aims to promote emerging creative talents and to increase global visibility of young Malaysian designers, with the goal of helping them build valuable connections in international markets.

This year, the showcase is located at the Malaysian International Trade and Exhibition Centre (MITEC), Hall 9, Level 3.

## FDC in Action

The MAD showcase includes FDC in Action, where past MIFF Furniture Design Competition winners work with local manufacturers to exhibit their product designs. Two past winners are now collaborating with manufacturers and exhibiting their products at MIFF 2019.

Victoria Pamela Yap Wei, who won the FDC in 2017, said the competition has opened doors for her to meet manufacturers, suppliers and other partners. "The MAD showcase has helped us attract more buyers and gain international attention," she said. "MIFF has allowed us to pursue our passion outside of our regular jobs."

For Lim Bo Qiang, who won the FDC in 2016, winning FDC has also provided opportunities for him to work with established manufacturers who are open to sharing their knowledge.

"Our furniture is a medium to understand human sociology – for example, the chair's basic function is to provide seating, so we look at how to make it more comfortable, instead of adding on things that don't support that."



TANGGAM by MTIB

Known as the TANGGAM Design Centre (TDC), this initiative by MTIB provides design services (powered by young designers) and is a hub for industry players, designers, students and design studio members.

MTIB's Economic Affairs Officer Norazlin Othman said the TDC was set up in 2012 to push more local designs into the export market.

"We have so far invested up to RM4 million in the TANGGAM programme," he said. "Our young designers are very keen to exhibit at MIFF every year. It provides the designers exposure and experience in marketing their own products directly to buyers."

MTIB hopes TDC will be able to help catalyse the Malaysian furniture industry to move from being an OEM (original equipment manufacturer) to an ODM (original design manufacturer). This will allow Malaysian manufacturers to move up in the value chain and contribute to the industry's continued growth.

## STIDC

This year, STIDC brought five finalists from the PUSAKA-UNIMAS Furniture Design Competition (2018).

The competition is part of Kursi PUSAKA – a collaboration between STIDC and University Sarawak Malaysia's Institute of Design and Innovation. Kursi PUSAKA is a research and development fund for furniture design programmes, with an emphasis on local motifs, Sarawak culture and the use of STIDC's one-million-hectare acacia mangium-planted forest.

"Sarawak is known for supplying raw materials, but we are lacking in our very own furniture industry. STIDC hopes that through Kursi PUSAKA and by participating at MIFF, our young designers will be energised to develop the Sarawak furniture industry," said Omar Ali Sepian, head of entrepreneurial development for STIDC.

And it doesn't stop there – students in Kursi PUSAKA are also shortlisted to join POYOD (pool of young designers), a two-year training programme funded by STIDC which includes one year in Sarawak and one year at the Bandung Institute of Technology in Indonesia.

Meanwhile, the five finalists in this group brought very interesting pieces of furniture made from acacia, including study tables, console tables, stools and chairs to MIFF 2019.



Pattern Banyak

Meanwhile, Pattern Banyak is a private design incubator led by Element Furniture Owner and lecturer Mr Walter Tan. He handpicked a few former students who possess both a great eye for design and a good work ethic. Four of these designers are exhibiting at MIFF, bringing an extended collection from their exhibits last year.

"Design is always a work in progress. What you see this year is a continuation of the design process," said Mr Tan. In this showcase, the collections are split into two categories: Nusantara and neo-oriental.

"Nusantara inspired pieces often have traditional motifs or patterns while neo-oriental pieces are influenced by Japanese minimalism," explained Mr Tan.

He said that young designers struggle to have a platform to showcase their ideas – but on the other hand, they also don't have an in-depth understanding of the manufacturing process beyond their drawings.

"To make a prototype is costly and young designers often do not have the means to make their own. So, at Pattern Banyak I can help them to do so," shared Mr Tan.

In fact, MIFF sought Mr Tan's help to set up their first showcase highlighting young designers. Now, under the MAD banner, it's become a consolidated area where the setup and booths stand out from the other exhibitors.

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by Brooke Herron

As the Malaysian International Furniture Fair's (MIFF) 2019 exhibition comes to a close – and in one last hurrah for its 25th anniversary – we look back and reminisce over highlights from years past.

Located in MITEC, Level 3, a special area was set aside for the MIFF Anniversary Gallery. Here, photos, quotes from participants and a timeline revealed the event's history – which has been a driving force in boosting the Malaysian furniture industry for more than two decades.

Over the years, MIFF has hit many milestones. Some of these include: the strategic alliances with UBM in 2012 and the Muar Furniture Association (MFA) in 2013, as well as the launch of the MIFF Office in 2017. In 2018, MIFF added MITEC as a second venue (increasing floor space by 25 percent) and launched the MIFF Timber Mart.

In a message from the organiser, they said that “it would be hard to imagine a tomorrow without our beloved visitors; they helped us grow into a force to be reckoned with on the global stage. And with that, we thank you.”

Through the expertise and commitment from its invaluable supporters, MIFF has gained worldwide visibility, recognition and success. Some of these supporters, like Mr Helmut Merkel from *Mobelmarkt*, Germany, have attended the event since its early years.

“It's hard to believe: This year, I'm visiting MIFF for the 20th consecutive time,” said Mr Merkel. When remembering his first visit to MIFF, he said that before MIFF, he'd rarely attended a trade show that was so strongly characterised by sales negotiations.

“In general, I had a very good feeling when I finished my first visit to MIFF. But back then, I had no idea that KL would become one of my favourite places in the world, that MIFF would grow into the biggest furniture trade fair in Southeast Asia – and that the strong person behind MIFF, Dato' Tan Chin Huat, would become one of my best friends,” he shared, joking that one thing hasn't changed since his first visit – walking around PWTC is still confusing.

Another MIFF-veteran is Mr Zilahi Imre, the editor-in-chief of *MagMob* furniture magazine, Romania. Remarking on his 10 years of attendance, he said: “It's not only the overwhelming kindness of the hosts that makes me come back to MIFF every March ... and it's not just the amazing atmosphere of Kuala Lumpur that makes me feel good being here again. [MIFF] is the most important spot on the map for the furniture business in Southeast Asia, and that gives me more reasons to keep both professional and personal contact with the people gathered around MIFF, making it internationally relevant.”

Mr Zilahi added that he's found many bright ideas visiting the exhibitors at MIFF. “Hopefully I'll be here in the next 10 years,” he said.

And as MIFF 2019 comes to a close, we look forward to next year's event – and if history is any indication, next year's event will be bigger and brighter than ever before.

Mark your calendars for



During a dinner on the first night of the Malaysian International Furniture Fair (MIFF), several people were honoured for their support and contributions, all of which have helped make MIFF what it is today – a 25-year-old young adult.

In terms of exhibitors (600!) and floor space (100,000-square-metres!), MIFF is the biggest fair in the ASEAN region. Although with anything – including MIFF – there is always room for improvement. I expect the quantity and quality to improve even more as MIFF writes its next chapter – especially with a state-of-the-art venue like MITEC.

During the first two days of MIFF, I judged the 'best booth' competition, together with professionals from five countries. We awarded 10 companies that made a significant effort to create good visibility in the construction, decoration, layout of their booth, as well in the colours used – all to make their furniture showcase as attractive as possible.

Together, we found out that a majority of exhibitors are mainly focusing on the creation and the sales of their furniture. They often display their products on a simple carpet, without any decoration, floorplan or colour.

MIFF attracts furniture retailers who attend fairs around the world. Everyday, they think of how to tempt end-users by making their shops attractive,

FOCUS



PRESENTATION

to Increase Potential at MIFF

by showing commercials on TV, and by being active on social media. They need to ensure that their communication is in line with their products and they want consumers' expectations to be fulfilled. Nowadays, buying furniture has to be an experience, just like wine tasting ... or like staying in a boutique hotel and discovering a refined restaurant.

In their journey to find suitable furniture, buyers are similar to consumers. They also are tempted by creative displays, colours and inspiring decoration. They are more likely to buy a piece of furniture, when it is displayed in the right way.

That's why the hundreds of exhibitors have an enormous opportunity at MIFF. They are excellent furniture makers – and they have a gigantic potential to sell even more and at better prices, by giving more attention to the presentation at their booth ... to create an atmosphere and surrounding the furniture with smart and appealing items.

By presenting furniture in a better way and by branding products, MIFF can even attract more exhibitors and visitors in the future. They can cooperate with talented architects or designers. Malaysia is gifted with a lot of young creatives who are willing to search for added value. That is why the future looks bright. I wish MIFF and its exhibitors good luck for the next decade.

**Editor's Note: Patrick Ledoux is the Editor-in-Chief of *Meubihome* magazine, Belgium.**



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**MIFF 2019 Venue**

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Hall 2 M220A, M220B & M220C**





BUYER



“I’ve been coming to MIFF for 10 years. Initially we were buying more particle board furniture but lately we are more interested in solid wood pieces. Malaysian furniture is popular in the UAE. The MIFF venues are also easy to navigate, making it manageable for visitors to see all the booths. I also love to visit KL whenever I’m here.”

**Anuranj Thomas**  
Aelikia Furniture,  
UAE

BUYER



“It’s our second time here and we are keen on home furniture, especially dining sets and sofas. So far, we have seen a lot of great products and designs. The booths are also beautifully set up. We will definitely be back next year.”

**Aruna and K Jayavel**  
Aruna Furnitures,  
India

BUYER



“This year I’m hoping to secure some suppliers for my business. I like the bustling nature of MIFF, so it’s always exciting to visit. Malaysian exhibitors also have a wide variety of beautiful products. The designs are modern and fit into Dubai’s cosmopolitan style. Price-wise, Malaysian furniture products are still within a reasonable range.”

**Apurv Bhatnagar**  
Fiona Environs,  
UAE

BUYER



“This is my first time here at MIFF. I came after hearing about it from a friend. I’m looking for wood-based home furniture and I prefer furniture with the modern look. I will come back next year for sure.”

**Jatupon Yoiam**  
Click Furniture,  
Thailand

BUYER



“This is my second time to MIFF in 15 years. I’m from the education industry and am here looking for furniture for international schools all over India. I’m looking for furniture for classrooms, offices and hostels, in preferably wood, metal and plastics. I have met some good Malaysian and Chinese manufacturers. The show is nicely organised and I like that at MITEC, the same furniture styles can be found on the same floor.”

**Prashant Jain**  
Sarila Holdings,  
India

EXHIBITOR



“We specialise in dining sets and have been exhibiting at MIFF for more than 10 years. MIFF is the biggest furniture fair in the region, so it is a must for us to exhibit here each year. MIFF reinforces our position in the furniture industry and brings us customers with buying power. Compared to other fairs, there are more visitors to our booth at MIFF. We obtain many new buyers from various countries here as well.”

**Emily Sow Mei Chet**  
Executive Director,  
Shantawood,  
Malaysia

EXHIBITOR



“The exhibition is excellent. Initially, our main objective was to find partners in Southeast Asia, but we are pleasantly surprised that we can find partners from whole world at MIFF! From New Zealand to Sweden, and even islands like Fiji and Mauritius are here. It’s incredible!”

**Andre Soares**  
VP of Sales Europe,  
Colmol,  
Portugal

EXHIBITOR



“Our company has been with MIFF from the very beginning and is still going strong. This year, we’ve had quality buyers ordering in bulk - even more than the year before. The venue is equipped with good facilities and the security is good. There are many food stalls around with sufficient food for everyone and the arrangement of the exhibitors’ booth is targeted. Everything is so well-organised. Thumbs up for MIFF!”

**Amos Tan**  
Marketing Executive,  
Sern Kou Furniture  
Industries, Malaysia

EXHIBITOR



“We are really happy to exhibit at MIFF. Over the past few days, we have received many buyers and orders from all over the world. The environment at MITEC is great as well - sufficiently equipped, modern, and very comfortable. Of course, we plan to have a booth here every year!”

**P Y Lim**  
Marketing Executive,  
Sin Wee Seng  
Industries, Malaysia

BUYER



“I’m looking for all kinds of wood, particle board and chip board furniture with simple designs for the expat market in the UAE because that is what they like. I’ve been coming to MIFF for the last nine years. For sofas I prefer PVC and leather. I’ve met old and new suppliers and every time I come here, I go to Muar and Penang to visit their factories. I prefer the quality of Malaysian products more than China’s. Even more, I get what I order.”

**Noushad OS**  
Lulu Group  
International,  
UAE



UBM Malaysia

Suite 5-01, Level 5, Sunway VISIO Tower,  
Lingkaran SV, Sunway Velocity,  
55100 Kuala Lumpur, Malaysia.

Tel : +603 9771 2688

Fax: +603 9771 2799

Email: [info@miff.com.my](mailto:info@miff.com.my)Website: [www.miff.com.my](http://www.miff.com.my)

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## EDITORIAL TEAM

Creative Content Director: Matt Young

Chief Editor : Gloria D. Gamat

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Writers : Chow Ee-Tan, Khaw Chia Hui, Shantini Harriet, Tan Sher-Lynn

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Media MICE Pte. Ltd.

6001 Beach Road, #19-06  
Golden Mile Tower, Singapore 199589  
Tel: +65 8186 7677 Fax: +65 6298 6316  
Email: [enquiry@mediamice.com](mailto:enquiry@mediamice.com)  
[www.mediamic.com](http://www.mediamic.com)

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