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smiles at Buyer's
Night



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

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2019



Step into the Future... Now

By Shantini Harriet

How can the furniture industry prepare for the future? This was the very question discussed during the "Future Design Challenge" forum.



Mr Tul Lekutai

led by esteemed panellists Dr Eric Leong from One Academy, Malaysia; Mr Tul Lekutai from Deco Moda Studio, Thailand; and Puan Hamidah Abdullah from Malaysian Timber Council; the forum encouraged those in the furniture industry to start thinking ahead.

So, what does the future hold for designers? Some might find difficulties in adopting new technology and trends in this ever-changing atmosphere. Others might fall short by failing to study the future of the market, which helps mould strategies for marketing and design. But it's not all bad news! If designers understand their end-user's needs, while considering future generations, their products can stand the test of time and remain relevant.

Of course, a main challenge in designing wares for the future, is determining the wants and needs of customers from

different generations. So, who are these generations who will dictate how the furniture industry advances? The future will see Generation X ageing, while Millennials (or

Generation Y) will continue to be tech savvy... but perhaps not as much their successors Generation Z, who were born with technology at their fingertips and devour information online at a rapid pace.

Each of these generations has its own characteristics. This includes the needs of changing lifestyles and dependence on technology that determines their choices – from what to buy or where to get their information from in the first place. Both Generations Y and Z, with their laptops, smartphones and tablets, have different levels of dependence on technology – and these preferences will be reflected in their choice of furniture.

According to Dr Leong, the younger the generation, the more preference is given to technology. Meanwhile, Mr Lekutai, an architect and visual storyteller, feels

cont. on next page >>

Check out who won big at MIFF 2019!

What : Prize Presentation Ceremony
Who : YBhg Dato' Wan Latiff Wan Musa, CEO, Malaysia External Trade Development Corporation
Date : 10 March 2019 (Sunday)
When : 2:30 p.m.
Where : The Stage, Level 2 (MITEC)

Don't miss Sunday's Two Industry Seminars!

#1: Panel discussion with Interior Designers of Canada (IDC) from 11 to 11:45 a.m.

#2: Zihali Imre (RWC, Romania): A Swiss-Romanian project guiding the first steps of SMEs on the international market; and Ciprian Morcan (CMT, Romania): Transylvanian Furniture Cluster – a New Business Model, from 11:45 a.m. to 12:30 p.m.

Both Industry Seminars take place at The Stage, Level 2 (MITEC)

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>> cont. from page 1

that Generation X will need smart designs for smart ageing. Their respective research finds that younger generations are almost always on social media and use it as their main platform to connect with the world, while the ageing generation needs products that will make living a little easier, as physical and emotional health, and well-being become their main concerns.

The future will also be more environmentally conscious. And not only do we need to endeavour to reduce our carbon footprint, we need to be more aware of our 'water footprint' too. The more water we use to produce a product, the more impact it will have on the environment. Moreover, the panel agreed that in the future, space will become more expensive and limited, so upcoming products will have to be multi-functional and made from mixed materials.

Puan Hamidah, as an expert on wood technology, further clarifies that design can be elevated through using sustainable timber, as the allure of wood products is not



Puan Hamidah

going to change any time soon. Malaysia is rich with various species of timber, though it's only now that the industry is realising that rubberwood can be replaced by other kinds of timber.

Malaysia has also become more environmentally conscious of its forests and manages its timber well, and though demand outweighs supply, the possibilities of sustainable timber are limitless. Many schemes have been introduced in various countries to encourage forest farming and to lower deforestation. As forest farming is more of a long-term investment, it would make sense for designers to switch to mixed materials and engineered timber products to further reduce the onus on our forests and the environment.

The three panellists ended the session with reminders to love wood – as it is sustainable – and to do things that create happiness. When planning for the future, designers should consider the sustainability of their raw materials and the environment and incorporate elements into their designs that show that they love what they do . . . and as a result, this will make their customers happy and content.



“For interior designers or manufacturers, it's very important to actually understand the market, because without this understanding it is quite risky for you to produce a new series.”

– Dr Eric Leong

The Price of Good Design



“Design is inherently a complex process. One needs to spend at least one to two weeks on research and gathering information on market intelligence.”

– Mr Walter Tan

by Khaw Chia Hui

When viewing a finished product, most people don't consider the time and effort it takes to transform an idea into a beautiful and functional piece of furniture.

However, it's this time and effort that is the differentiating factor between good and mediocre designs. And it's this pre-production work that is at the core of both Mr Walter Tan's and Ms Kok Wen Yee's industry seminars at MIFF 2019.

Under his company Element Furniture, Mr Tan has designed and developed a

variety of furniture products for markets all over the world. He is also a mentor to young designers in the Pattern Banyak showcase, who are displaying their work in the Millennials@Design showcase for the second time at MIFF.

“Design is inherently a complex process. One needs to spend at least one to two weeks on research and gathering information on market intelligence,” said Mr Tan. “A designer will also have to take into consideration the materials, fabrics and finishings. Other factors in play include cost, marketability and so on.”

He also said that a single piece of furniture goes through a number of iterations before making it to the prototype department. And from there, he said: “Prototypes have to go through several testing processes to ensure they're stable, durable and ergonomically sound.”

Mr Tan added that people outside of the industry often don't understand the work of designers. This misconception can hurt the development of young talent. “Being a designer is as challenging as being an engineer, lawyer, accountant or doctor, and just as noble,” added Mr Tan. “They should know the value of their designs.”

Meanwhile, Ms Kok is an interior designer with a keen interest in furniture. “From my experience working in the West, many of us from the East look up to professionals in those countries. For example, the Milan show doesn't only showcase products, but presents them in the form of art installations . . . this is something I feel we can adopt.”

She said that designers should tell a story and present their work differently to

clients – otherwise it's just another chair or table: “In Southeast Asia we have a strong culture, vibrant patterns and authenticity. We shouldn't just emulate others, but leverage our own strengths, too,” adding that designers should draw inspiration from the local culture and work it into their designs to improve existing products.

According to Ms Kok, products with strong cultural and ethnic influences are immensely popular in the West. “This is because those products stand out among the sea of European style designs,” she explained.

“Our ethnic patterns are able to tell traditional stories. It gives designers from the East another layer of authenticity and that sets them apart from the crowd,” she said.

Designers are also able to help popularise Asian culture and provide work to craftsmen, while simultaneously preserving it – and through these efforts, designers can bring together art, business and culture, as well as their own personal stories.

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From *Appearance* to *Content*

An Evolution of Interior Design

by Chow Ee-Tan



Today's interior design trends involve more than aesthetics and appearances. Now, a holistic – or more sustainable – approach is being embraced in the industry.

Mr Enrico G Cleva, a MIFF seminar speaker for the past five years, presented an industry seminar yesterday on this topic: "From Appearance to Content: An

Evolution of Interior Design".

"Interior design has changed much in the last five years, from an emphasis on beauty, harmony, balance in form and a focus on appearance and functionality to new ideals in sustainability and the relationship between humans and nature," said Mr Cleva.

He said that during his seminar at MIFF 2015, he talked about the combination of contemporary design and traditional spaces. "Back then, it was about building spaces to enhance health and well-being," he said, adding that this trend led to the introduction of the WELL Building Standard – a performance-based system for measuring, certifying and monitoring features of the design environment that impact human health, through air, water, nourishment, light, fitness, comfort and mind.

In 2017, the concept of sustainability began to take off – and this trend is even more relevant today, as more

consumers and corporations embrace environmentally friendly practices.

Therefore, at MIFF 2019, Mr Cleva focused on four important aspects of interior design today, namely: well-being, sustainability, nature and inclusion. He said that his company aims to incorporate each of these elements into every project.

"A design practice that values the relationship [between humans and nature] leads to spaces where people feel a natural sense of well-being – and these environments are strongly linked with sustainability," he explained.

Mr Cleva said that the element of 'inclusion' means that interior design should cater to everyone, from healthy individuals to the elderly or physically/mentally disabled.

In addition, each of these four aspects include additional elements. For example, in well-being, things like comfort, how the mind perceives the interior, air quality, lighting and water consumption should also be considered.

Those who attended the seminar were treated with renderings illustrating these concepts. He also described how each is incorporated into project phases (renovation, furniture, accessories and maintenance); and how to apply them to functional spaces, namely living rooms, bedrooms, bathrooms and kitchens.

"In each of the different project phases, designers can apply these four elements and their values in different ways," said Mr Cleva. "A blend of these approaches will enrich the content of the design and have a positive impact on the inhabitants . . . as well as the planet."

"As interior designers, we want to advocate a holistic approach to living," said Mr Cleva. He stressed the importance of using natural and recyclable materials in furniture and accessories, as well as promoting features that save energy, and improving air and water quality in kitchen maintenance.

In a prime example of 'practising what you preach', he then shared a recent project from his company ec&co. Completed in Milan, Italy it prominently featured each of these four aspects – it was a modern and aesthetically pleasing space, offering both visual and physical comfort; it included furniture made with sustainable materials; and had many green and nature-inspired motifs to help decrease stress.



Working for A Safer World

by Sher Lynn Tan

Navigating today's global market is riskier and more complex than ever before, according to Michael O'Hara, global furniture director of UL Environment & Sustainability. He explored this topic in a presentation titled "Understanding Supply Chain and Regulatory Risks for Furniture Manufacturers and How to Minimise Them" on the second day of MIFF 2019.

"The furniture industry is facing a lot of challenges, especially in the US, where furniture must meet EPA formaldehyde and CARB requirements. Chemical regulations are increasing globally, and governments are investigating and punishing non-compliant products. So, brand owners risk fines and brand damage if they do not meet regulations. Moreover, product recalls are costly and can cause brand damage," he explained, adding that in terms of health and safety, consumers are also increasingly concerned about the risk of exposure to chemicals.



According to Mr O'Hara, in the past two years in the US, more than 37 million residential products were recalled. "There are also more than 140,000 chemicals in commerce today and UL detects 50 new chemicals a week. So, do you know what chemicals are in your products? And what will they cost you?" he asked.

He proceeded to explain that companies face high costs when products are recalled – especially when there are lawsuits and settlements.

Partnering with UL to test and verify that products meet furniture regulations and standards will help to avoid these issues. "UL has various ways to help companies, including implementing and designing risk-based testing and inspection programmes and UL certification programmes; performing lab evaluations and site certification; as well as measuring, demonstrating and communicating sustainability and health achievements."



Mr O'Hara noted that in the US, health is increasingly a concern in residences. Indoor air quality is two-to-five-times more polluted than outside air because of the chemicals emitted from VOCs (volatile organic sources), including furniture. Today, people are staying indoors most of the time and offices have become very sealed up in the past 30 to 40 years.

"From our surveys, we know that 47 percent of people want to buy products that have an indoor air quality certification. UL's Greenguard is a rigorous, third-party certification that verifies that a product has low chemical emissions. Established in 2001, it is among the most stringent standards for product emissions in the world. There are more than 45,000 products certified from more than 860 brands. The certification is recognised and referenced in more than 400 building programmes, standards and specifications around the world," he said.

Since 1894, UL has reached more than 1 billion global consumers, and the UL mark has appeared on more than 22 billion products globally. UL is also involved in the verification of furniture stability, such as ensuring the safety of children's dressers, which cause many cases of injury and casualties to children in the US.

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The Strength of Simple Designs

Tube Home's 'Jho Lo' bed reminds us that simplicity and practicality lend support to functionality. Made from solid Malaysian rubberwood and metal side rails for strength, the Jho Lo super bed framework comes equipped with six storage drawers (three per side) and an anti-rust cast aluminium netting design on the headboard.

Established in 1976, Tube Home's 'racks' to riches story from a humble manufacturer of kitchen racks to an international furniture supplier to major sporting events like the Olympic and Commonwealth Games, has made it one of MIFF's loyal exhibitors for the last 25 years.

Tube Home

PWTC, Hall 4A, Booth 4A29
www.tubehomefurniture.com



Framing Success with Green Mindedness

If a picture says a thousand words, then mirrors reflect our inner truths – and getting the right frame can either enhance the subject matter or cause it to fall flat. Intco Malaysia understands this fine distinction, with more 1,000 moulded designs for recycled, yet fashionable wall décor.

With two factories in Shanghai and Shandong, China, and with 29 sales offices around the world (including Malaysia), Intco has specialised in collecting, recycling and reusing EPS waste foam for more than 10 years. All of these waste materials are reused to produce polystyrene moulding and framing products with a wood-like appearance, which make a great replacement for traditional wood. Intco is among the biggest frame moulders in China, and owns the biggest frame mould collection.

Intco Malaysia

PWTC, Hall 1, Booth 120
www.intco.com.cn

White Marble Beauty

The right dining table can add both beauty and style to your home. For a classic and grand look, Yang Guang has created an elegant dining table with a ceramic top and walnut veneer, featuring a glossy white finish that brightens up any setting. Additionally, the complete set offers the option of a matching dining and display cabinet. The set is easy to assemble and comes with comfortable, matching high-back chairs. Simply put, the colour combination and simple classic design would appeal to any discerning homeowner.

Yang Guang Furniture International, which has gained international recognition through its quality and stylish furniture products, specialises in manufacturing hall cabinets, coffee tables and more. The company is known for good quality designs, competitive pricing, prompt

delivery and flexible mix-and-match combinations from its large array of product selections.

Yang Guang Furniture International

PWTC, Hall 1, Booth 113
www.yangguangfurniture.com



Capitalising on Contemporary Design

The influence of art deco is moving to the forefront of furniture design this year, as well as the innovative use of mixed materials. Capitalising on this, Ivorie International has launched the 'Jensen' dining set. This beautiful set is made from ash veneer and solid rubberwood, with an oval glass top that

adds a minimalist touch. The clever use of powder blue fabric makes it easy on the eye, while this trendy colour adds tranquility to any living space.

Ivorie International

MITEC, Hall 2, Booth M213
www.ivorieinternational.com

Embracing the Natural Look

One furniture design trend for 2019 is the use of more natural-looking materials as an antithesis to the tech-obsessed world we live in. Recognising this, Mobilia Design has launched a collection of marble tables that look right at home with furnishings in rich hues.

These engineered marble tabletops are available in round and rectangular shapes, come in different sizes and can be paired with a variety of modern support structures. As well as having a non-porous surface, the marble is highly durable and scratch and heat resistant – making it effortless to maintain and clean. Plus, it's affordable, which allows for easy market penetration across the world.

Mobilia Design

MITEC, Hall 8, Booth M806
www.mobiliainternational.com



Luxe Headboards are Always 'In'

Exhibitors like Chuan Yie Furniture know that MIFF is one of the best platforms for furniture-makers to showcase their products globally. Therefore, the company never misses an opportunity to attend. This year, Chuan Yie introduces a bed – called Mia – with a gorgeous (and luxurious) headboard. Aesthetically pleasing, the headboard is upholstered in tufted velvet, and is available in soft colours – plus it's also embellished with metal studs . . . adding to its luxe appeal. Incidentally, velvet headboards are one of the hottest trends this year – and we can see why – as they allow each user to sleep peacefully in the lap of luxury.

Chuan Yie Furniture Industries

MITEC, Hall 4, Booth M406
www.rodas.com.my



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Rockabye Baby

Rocking chairs are not only for kids – adults need, and sometimes even long for them, too. With the promise of gentle movement and relaxation, a well-designed rocking chair can be a source of comfort in trying times. This simple and chic chair from Anji Weiyu Furniture has a curved base made from durable birchwood, while the seat is made from Holland velvet for a luxurious feel and added comfort. And even though its legs have a slim design (for a modern look), rest assured that it's completely stable and secure. Moreover, it comes in a variety of colours. So, take your pick, relax and rock yourself to sweet sleep.

Anji Weiyu Furniture
MITEC, Hall 9, Booth M902B
www.anjifurniture.com

Graceful Glass Cabinets

Living up to its name, Taiwan Mirror Glass (TMG) Enterprise's newest collection includes a series of glass cabinets. Visitors to their booth will find a large range of display cabinets, in various shapes and sizes, featuring clear and frosted tempered glass, with frames made from metal with powder coating. These classy and elegant cabinets are perfect for discerning homeowners, and are suitable for the living, dining or bedroom.



Founded in 1943, TMG has grown from manufacturing mirrors for dressing and bathrooms to become one of the biggest suppliers of glass and manufacturers of glass furniture

Taiwan Mirror Glass Enterprise
PWTC, Level 4, Booth 4B06
www.tmg.com.tw

Under the Sea

Fancy your bedroom furniture in the unusual shade of Ocean Blue? If so, good news: A new 8-piece bedroom collection by Seow Buck Sen Furniture, features this new colour from Germany that casts different calming shades oceanic blue in different lighting.

The contemporary set is designed with functionality in mind and incorporates roomy storage spaces. The TV cabinet has a sliding door and door with profile design, while tapered wooden legs provide a contrasting look. Plus, the colour-paper lamination on particle board, gives it the appearance of spray paint, making this simple design extra trendy. The set includes a bed, nightstands, dressing table, wardrobe, TV cabinet, coffee table and chest of drawers – which can be retailed separately.



Seow Buck Sen Furniture
PWTC, Hall 2, Booth 226
www.seowexport.com.my

Sit Down to Dynamic Furniture

Sometimes size does matter – especially in selecting furniture for the little ones. Therefore, TCT Nanotech from Taiwan created the G6+XS Adjustable Gas Lift Workstation with exactly this in mind. Designed for those aged from 2- to 17-years-old, this product can be raised or lowered to the perfect height with a flick of a finger. Plus, it's durable – so it can be used for years as children grow, and it's easy to use without the need for cranks or buttons. In addition, with a soft return, the table top can be tilted to an angle of 70 degrees. Using German and Austrian technology, it's easy to clean and it's as light as a feather for convenient mobility. So, let your little geniuses play, write, read, draw or just daydream at this workstation. They will thank you for it!

TCT Nanotech
PWTC, Hall 4B, Booth 4B08
www.kid2youth.com.tw/en/



Smarten up your Home

In the age of high-tech security, technology plays a very important role in ensuring safety. As such, smart homes are becoming increasingly relevant . . . and the Well Shin Technology mantra says it best: "No matter what devices you have in your house, we can smart it."

As masters of the whole smart home eco-system, Well Shin's IP Camera Smart Hub utilises wireless technology for surveillance of its surroundings and communicates with all your devices, lighting and fixtures. You can automate your whole house and control your environment while keeping tabs on your kids and pets.

Well Shin Technology
PWTC, Hall 4B, Booth 4B13
www.wellshin.com.tw



Mix-and-Match Magic

Buddha Sheng International has given a whole new meaning to LEGO®. Using the same concept, Buddha Sheng uses LEGO-like assembly and installation to create simple yet diverse designs with its +MOFA living and office furniture.

Using recyclable plastic board and steel for its base and framework, their designs are lightweight, non-corrosive, rust and mould resistant, and very, very strong. Armrests and cushions are made from pocket springs and foam can be added and mixed-and-matched according to your own taste. Mix the colours or just change one part at a time if you like. Focused on durability, this handmade product that means 'magic' in Mandarin lets you change your mind on a whim.

Buddha Sheng International
PWTC, Hall 4B, Booth 4B15
www.plus-mofa.com.tw



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A few weeks ago, during another business trip, I was staying in a very trendy boutique hotel, far away from Malaysia. Everything there was designed to surprise hotel guests, in quite an informal, yet stylish way.

With concrete floors and ceilings, the interior showcased the most fashionable materials and décor, combined with colourful occasional pieces (that made the interior cozy and warm). For the bathroom, there was a shower cabin in the middle of the room and a toilet in the wardrobe (!) – with the light turning on automatically when the door was opened (exactly as it should work for a wardrobe). One could say that this is a fun and creative way to interpret micro-living and smart home global trends – and to make a long story short, the room's interior was beyond any expectation.

But somehow, starting from the very beginning when I was checking-in, and until being 'released' from that cleverly arranged interior space — I felt that something important was missing. In that very special and unique hotel environment, I didn't feel completely comfortable.

Was it about how the staff approached me — was it their attitude, or some coldness in communication? Perhaps. But why?

Was I laughing too loudly? Well, I often do . . . or was my hair too long? In fact, it's now shorter than ever. Or maybe the nationality written on my passport was the cause of neglect?

Whatever it was, I suddenly realized that the interior itself, even though it was perfectly designed, wasn't enough. People, who work or who live in such an interior, do matter. And at the very end, the a real human emotion behind those trendy interiors that makes it all work.

Imagine you have an office (no need to imagine if you already have one) fully equipped with the latest technology and the most trendy, well-designed office furniture. Let's say, it's furnished by products of your

own trademark. The interior is wonderful, ergonomically designed, sophisticated and so advanced! Then you invite a potential customer to negotiate in this office — but you refuse to shake his hand when he arrives. How likely is it that negotiations would conclude successfully?

Design and people are always connected – just like our attitude is connected to our business – regardless of where we come from, or what particular culture we belong to, especially when our business is international.

And I am very pleased to say that people at MIFF, and people in Malaysia, always share their most positive and warmest attitude with me when I visit the show year after year. It is, I believe, an essential ingredient of the exhibition's ongoing success because, like in business, real human emotions and connections make everything work.

Going back to that flash hotel's trendy design . . . honestly, the idea of putting a motion sensor in the toilet to control the light automatically was a very unlucky design solution. Many people in this world (including me) prefer to use toilet in the dark during the night because the light wakes us up. The inability to control that sensor made me really sad!

It seems that when it comes to interior design, the line between being smart and not-smart is very thin. However, and fortunately, by placing people and not technology at the heart of your design, it's much easier to look smarter.

Editor's Note: Artem V Vasiliev is the Chairman of the International Alliance of Furnishing Publications (IAFP) and Head of Development and Business Affairs of *Mebelny Biznes* magazine, Russia

MEDIA COMMENTS



"It's been five years since my first visit – for me, coming to MIFF is always a magical time. MIFF is unique, not only because the quality of the exhibits, but also because of its great organising skills. I've always received such a nice welcome from the friendly and very professional team. This counts – especially when you're far from home."

Philippe Mechin, Mobilium News, France



"My MIFF experience started in 2014 as exploratory travel . . . to see a show on the other side of the world as a speaker on Italian design. It's now carved in my calendar as an event I can't miss, year-by-year. What I've learned as a guest, has always been much more than what I am giving through my seminars. MIFF is not only an important show on a global scale, it is a place to do great business and a community where designers, buyers and manufacturers get together for incredibly valuable professional enrichment."

Enrico Cleva, ec&co, Italy



"My first visit to MIFF was in 2011, and my personal experience with the fair has always been idyllic. I have had the opportunity of sharing the "MIFF spirit" in full – something that stems from the courteous hospitality of the staff and the very nature of the Malaysian people. I'm constantly looking forward to returning to KL again to meet professionals who through the years have become real friends."

Franz Rivoira, Italian Consulting, Italy



"Each year, I'm very surprised with MIFF's progress. First of all, there are always highly qualified exhibitors, and secondly, every service during the show exudes hospitality. Finally, we can't forget about kind and friendly support by MIFF team. MIFF isn't just an exhibition for purchasing, but a place to exchange information and search new trends."

Ikuzo Abeno, Tokyo Furniture Research, Japan



"I have vivid memories of my very first visit to MIFF. I expected it to be different than the European shows, but beyond that, I had no idea. I was truly astonished by the sheer efficiency, the friendliness and warmth of the organisers. The exhilarating 'can do' spirit of Dato' Tan Chin Huat, Karen Goi and their team was an eye opener. My love affair with MIFF started then and continues still. And despite its subsequent massive growth it has never lost its beating heart."

Ian Hughes, Home Goods Retailer, South Africa



"It's been 15 years since my first visit to MIFF – and it's a pleasure to see the growth and development of MIFF . . . its evolution. Each year has been a full of surprises, ideas, designs and experiences. MIFF is one of the few exhibitions in the world where I feel most comfortable, with its atmosphere of hospitality and friendship."

Francisco Barrera, Porte, Mexico



"I had the opportunity to join MIFF as one of the judges for Best Presentation Awards in 2011. With the main objective to promote Malaysian, as well as international, furniture design and creativity to the world, MIFF also provides opportunities for local enterprises to increase international exchanges and cooperation. In addition, there is always improvement each year from the organiser and exhibitors."

Iko In, In Publisher, Malaysia

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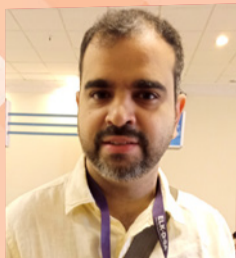
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Anil Amarnani
Philippines



BUYER

“ I’ve been coming to MIFF for 14 years to buy home and office furniture and to source wood and particle board. I only arrived yesterday, but I’ve already met with some old suppliers and I’ve met some new ones, as well. The show is so well-organised that it does not feel overcrowded, making it easy to walk around. ”



Cynthia Bao & Jack Ying
Welland Industries, USA



BUYER

“ This is our first time here at MIFF. We are attending this year because we need to find suppliers from other Asian countries as China-US trade has been affected recently. We prefer eco-friendly materials and designs to suit our organic and rustic brand. So far, we have seen a few interesting items. ”



Benitah Nyonjo
Nina Interiors, Uganda



BUYER

“ I have been coming here for just five years, but my boss has attended MIFF for the last 20 years to look for wood-based office and home furniture. And while this year, we couldn’t find one of our oldest suppliers, we’ve found new ones to consider. I will also check out MITEC for more exhibitors. ”



Pradeep Kumar
Sobha Highrise Ventures, India



BUYER

“ For the last six years I’ve been visiting shows at least four times a year in both Malaysia and China. This year, MIFF seems even better than before, and as venue MITEC is really nice. I normally get about 80 percent of what I’m looking for from this exhibition. Plus, in MITEC, I met some Malaysian vendors with many interesting products. ”

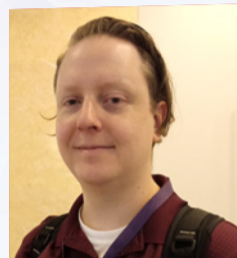


Mero Magdalena
PT Gatra Mapan, (Melody Furniture), Indonesia



BUYER

“ MIFF is a meeting place for me, my customers and partners. This is my fifth visit to MIFF, and it feels very familiar to me. Malaysian manufacturers are very competitive in solid rubberwood furniture, and at MIFF, we’re able to understand and get more information about these products. I also feel there is a market in Indonesia for Malaysian products – but personally, I’d like to see more colour options. Lastly, the MIFF team has always been very welcoming, which is great. ”



Kevin Dreger
CorLiving Distribution, Canada



BUYER

“ Personally, this is my first time at MIFF, but my company sends representatives here every year. We usually fill our need for mid-range home and office furniture here and MIFF exhibitors have a good variety of products and display them well. Overall the MIFF team has been very helpful and has done a good job in organising the show. ”

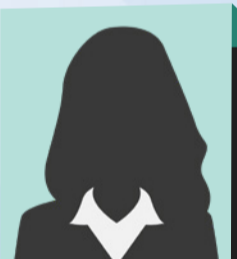


Faye Teo
Owner, Seni Daya Woods Industries, Malaysia



EXHIBITOR

“ On the first day of the show itself, the number and quality of visitors were really good. We received a lot of potential buyers, mostly from Algeria, the US and Chile. They are happy with our products, especially in terms of functionality and trendiness. We have been with MIFF for 25 years, ever since the very first MIFF fair, and we will continue to support MIFF because compared with other fairs, MIFF brings us a lot of quality buyers, not only those who are just window shopping. ”



Hau Siew Yeap
Marketing Manager, Yeo Aik Wood, Malaysia



EXHIBITOR

“ In the past two days, we’ve seen many quality buyers, which is great. We’ve exhibited at MIFF for the past few years and we always manage to reach our objectives. This year, we have a bigger booth. The exhibition is becoming better and better each year and it’s very well-organised. We plan to continue to exhibit in MIFF in the future, as it’s the most important event to help us achieve our targets. ”



Albert Hsueh
Sales Manager, RTA Corporation, Malaysia



EXHIBITOR

“ This year, we’re seeing more customers compared to last year, especially those from the US. We’ve been with MIFF for the past 25 years and exhibiting here really helps our business. This year we’re showcasing Malaysian-made mattresses for the first time and we are targeting US buyers. Due to the additional tax imposed on China-made mattresses, people in the US are looking for other options. So, it’s really great that we are able to meet so many potential buyers from the US at MIFF. We will definitely be back next year. ”



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MIFF 2019 Venue

**MALAYSIAN INTERNATIONAL
M · I · T · E · C
TRADE & EXHIBITION CENTRE**

8th - 11th March 2019
Hall 2 M220A, M220B & M220C





MITEC's MARVELLOUS BUYERS' NIGHT



by Chow Ee-Tan

Buyers' Night has always been a highlight at MIFF – but this year, it was even more exciting and special. Not only was it the 25th anniversary celebration of the exhibition, the event moved from Sunway Putra Hotel to the swanky Malaysian International Trade and Exhibition Centre (MITEC) for the first time.

It was also the biggest party organised by MIFF yet, with close to 1,000 international buyers who turned out in full force for the celebratory cocktail reception and banquet.

Minister of Primary Industries YB Teresa Kok, who officiated the opening of MIFF 2019 on Friday morning, was the guest-of-honour at Buyers' Night. Other VIPs were also in attendance, including MIFF Founder and Chairman Dato' Dr Tan Chin Huat; Group Managing Director

for ASEAN Business, UBM Asia, Mr M Gandhi; and representatives of local and international furniture associations.

In addition, well-known Malaysian artist Master Zhong Zheng Chuan, whose exhibition 'Ink from the East' is showcased at MITEC, demonstrated his artistic dexterity with a Chinese ink painting that he drew on the spot, attracting the attention of many guests who surrounded the stage outside the ballroom to watch him work.

All About the Buyers

Attendees like brothers Joe and Mario Falcone from Coast to Coast Furnishings in Canada, said that they never miss a Buyers' Night, as it gives them the opportunity to catch up with old friends made at MIFFs past.

The Falcone brothers have been

coming to MIFF for 13 consecutive years and they only have positive things to say about the exhibition.

"It has become more interesting over the years and we really like MITEC – it's a beautiful exhibition venue," said Mr Joe Falcone.

Another buyer Rajendranath Maraj, who came from Trinidad & Tobago, has been to the show five times. "MIFF gets more interesting each year . . . and I've seen a lot of new furniture this year," he said.

"I enjoy coming to Buyers' Night because I get to meet many people. I also love to watch the cultural shows, and on top of that, the lucky prize drawings are always great," he quipped.

MIFF General Manager Ms Karen Goi said 'thank you' to the buyers for their support in 15 languages. According to

her, over the past 25 years MIFF has seen the impressive participation of more than 140,000 international buyers from no less than 140 countries.

In her speech, YB Teresa Kok said she was impressed by the vibrant atmosphere of the party, which served as a testimony to the vitality of the Malaysian furniture industry. She is confident that the industry will grow to RM12 billion in export earnings by next year.

"I would like to express my thanks to all the buyers for their confidence in this industry, it is a privilege for Malaysia to service the global community and positively impact business with good quality products from Malaysian manufacturers," said YB Teresa Kok.



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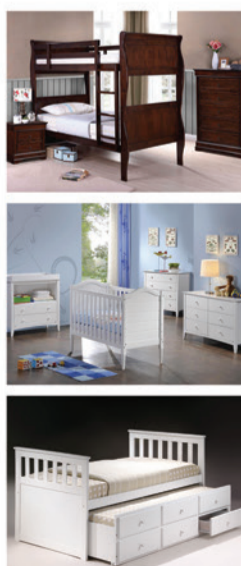
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