

# furnish now

05 – 09 March | 0930 – 1800 hrs  
PWTC & MECC

The official show news of the Malaysian International Furniture Fair

## WHAT'S NEWS

Check out the winners of MIFF's awards and what the judges had to say about this year's awards and competition.

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## HIGHLIGHTS

What were the hottest items in town at MIFF 2013? Find out what the buyers and exhibitors had to say.



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Designers and people in the creative field are divided into different categories. Where do you stand?



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MIFF Buyers' Night once again thrills the crowd with a spectacular show!

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By Chin Pei Ling  
Furnish Now writer

With bated breath and awestruck faces, the female participants swept up all the prizes at the MIFF Furniture Design Competition (FDC) 2013 themed "A Tribute to the Shapes and Colours of Malaysia". It was a historical moment not just for the participants but for the judges, who were so impressed with the FDC 2013 entries that they declared two winners for the First Prize.

Taylor's University interior design student, Kok Wen Yee, 21, won the First Prize together with Universiti Sains Malaysia product design student, Emmy Kong Pek Kei, 22. The third prize went to Kong's junior, Priscilla Lok Ai Fang, 22, from the same university. They each walked away with cash prizes worth RM10,000 and RM2,500 respectively.

"The winners and the

presented results show maturity. The designers have shown great understanding of what is expected from them and have created real products for the real world," said Chief Judge of MIFF FDC 2013, German designer Klaus Kummer.

The three winners' winning entries were functional without compromising aesthetics. Kok's 'Jemore Board' entry of a clothes hanger that serves as a decorative piece was inspired by the traditional papan (wooden) houses of Malaysia and lauded by the judges for its functionality.

Fellow first prize winner Kong won for the aesthetic value of her 'Unity Table'. Using materials like traditional rattan, glass and steel, Kong drew her inspiration from gasing, the Malay traditional spinning top and the traditional drum, gendang. Third prize winner Lok's winning entry 'Ketupat Table' boasts inspiration from the ketupat, the Malay

traditional rice dumpling.

"The MIFF FDC is more than just an award for budding talents. It helps to groom design talent for the future of the vibrant furniture industry in Malaysia. This competition definitely serves as a platform for aspiring and young designers to showcase their talent and innovativeness in furniture design," said Chairman of MATRADE, Dato' Mah Siew Keong who presented the prizes to the winners.

To Kummer, the atmosphere

of the competition was a glimmer of hope for the furniture industry. "We can sense a level of excitement, which we have not seen before."

For the Best Presentation Award, SJY Furniture (M) Sdn Bhd (Bare Space Booth), Gaoya Furniture Industries Sdn Bhd (Shell Scheme Booth) and Premier Weavers Sdn Bhd (Non-furniture Booth) came out tops in their respective categories.

Platinum awards for the Furniture Excellence Award went to Resinas Olot SL (Household Furniture), Oasis Furniture Industries Sdn Bhd (Office Furniture) and Sin Lian Lee Manufacturing Sdn Bhd (Judges' Commendation Awards) in their respective categories. View the full list of winners in the following pages!

## FAST FACTS

### La Gran Feria

It means "The Great Fair" in Spanish, and the term recently was used by Mexican media to describe MIFF. See print media coverage of MIFF from 22 countries at Media Highlights, Level 3, PWTC.



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## Trophy Room

Day 4 | 8 March 2013  
PWTC & MECC



**MALAYSIAN  
INTERNATIONAL  
FURNITURE  
FAIR 2013**

# MIFF 2013 FURNITURE EXCELLENCE AWARD

It was not easy to do our job this year. Firstly, we could see an improvement in quality. Of course, not all exhibitors presented high standards as in the past years, but there were more companies which improved their quality and standards, for example in better finishings or better material usage. Secondly, there was a bigger variety in design. Although a lot of companies did the same in the past, in general this year's visitors and buyers could find more variety in design, for example, Scandinavian designs. Thirdly, the judges found a bigger variety of materials in the Malaysian furniture industry, such as ash, birch or acacia. We hope and wish that Malaysian manufacturers understand the lessons they have learnt and will be more successful in the future.

~ Helmut Merkel ~  
Chief Judge,  
MIFF 2013 Furniture Excellence Award



Company Name: RESINAS OLOT SL  
Booth No.: 2B40, Hall 2B, PWTC  
Model: BEEKAT CHAIR AND ARMCHAIR (01531)

### HOUSEHOLD FURNITURE CATEGORY



Company Name: HIN LIM FURNITURE  
MANUFACTURER SDN BHD  
Booth No.: 216, Hall 2, PWTC  
Model: CHANEL MEETS NEO



Company Name: SJY FURNITURE (M) SDN BHD  
Booth No.: D02 & D03, Hall D, MECC  
Model: PARADISE



Company Name: OASIS FURNITURE INDUSTRIES SDN BHD  
Booth No.: 2B23, Hall 2B, PWTC  
Model: BRACCA

### OFFICE FURNITURE CATEGORY



Company Name: NCOMPAS ASIA (MALAYSIA) SDN BHD  
Booth No.: 2A19, Hall 2A, PWTC  
Model: NCOMPAS HUB POWER HUB  
DESK SYSTEM



Company Name: TISISIT CORPORATION (M) SDN BHD  
Booth No.: 2C22, Hall 2C, PWTC  
Model: I SPACE



Company Name: SIN LIAN LEE MANUFACTURING SDN BHD  
Booth No.: 110, Hall 1, PWTC  
Model: BONERA (M756)

### JUDGES' COMMENDATION AWARD



Company Name: SJY FURNITURE (M) SDN BHD  
Booth No.: D02 & D03, Hall D, MECC  
Model: RATTAN CHAIR (LR151)



Company Name: KOREA TECH & ART CO LTD  
Booth No.: B18, Hall B, MECC  
Model: C702



Visit us at:  
PWTC  
Booth No. 2C25

**EXCELFURN SDN. BHD.** (715684-H)  
8,3,2-, Jalan Prima E, U13/E, Bandar Setia Alam,  
40170 Shah Alam, Selangor Darul Ehsan, Malaysia.  
Tel: +603-3344 2067 Fax: +603-3344 1902  
Email: malaysia@excelfurn.com.my

**PUNCAK FURNITURE**

Visit us at:  
PWTC  
Booth No. 2C19

**PUNCAK BUMI UTAMA SDN. BHD.** (561684-P)  
S-10, Lorong Kendi 1, Kawasan Industri MARA,  
14100 Simpang Ampat, Seberang Perai Selatan,  
Pulau Pinang, Malaysia.  
Tel: +604-5873073 Fax: +604-5874540  
Email: puncakbumi@yahoo.com www.puncakbumi.com

**edu**

Visit us at:  
PWTC Booth no 2C27

**EDU WORLD SERVICES SDN BHD**  
Lot 2141C, Jalan Welfare, Kampung Baru Sungai Buloh,  
47000 Sungai Buloh, Selangor Darul Ehsan, Malaysia.  
Tel: +603 6157 9612 / +603614 04 749  
Fax: +603 6157 3460  
Email: sales@ews.com.my





## Trophy Room

# MIFF 2013 BEST PRESENTATION AWARD

for best booth creativity and product display  
(Jointly organised by UBM Malaysia & Malaysian Timber Council)

## BARE SPACE BOOTH



**SJY FURNITURE (M) SDN BHD**  
BOOTH NO.: D02 & D03, Hall D, MECC



**HIN LIM FURNITURE MANUFACTURER SDN BHD**  
BOOTH NO.: 216, Hall 2, PWTC



**BJ CABINET ENTERPRISE SDN BHD**  
BOOTH NO.: 115, Hall 1, PWTC



**ZENITH PROJECTS TECHNOLOGY SDN BHD**  
BOOTH NO.: 2A22, Hall 2A, PWTC



**DELANO FURNITURE INDUSTRIES (M) SDN BHD**  
BOOTH NO.: 2A07, Hall 2A, PWTC



**HOME UPHOLSTERY INDUSTRIES SDN BHD**  
BOOTH NO.: E10, Hall E, MECC



**OMEGA SOFA (M) SDN BHD**  
BOOTH NO.: 118A, Hall 1, PWTC

“We are pleased to see evidence of value for design excellence through strong concept and imagery, articulate placement of products, effective circulation and strategic deco enhancement.”

~ Ezlina Adnan ~  
Chief Judge,  
MIFF 2013  
Best Presentation Award

## MERIT AWARD



**SIN LIAN LEE MANUFACTURING SDN BHD**  
BOOTH NO.: 110, Hall 1, PWTC

## NON - FURNITURE BOOTH



**PREMIER WEAVERS SDN BHD**  
BOOTH NO.: 4B09, Hall 4B, PWTC



**MIECO MANUFACTURING SDN BHD**  
BOOTH NO.: 2A25, Hall 2A, PWTC



**LINAK ACTUATORS SDN BHD**  
BOOTH NO.: 2C16, Hall 2C, PWTC



**TAISHI-TECH MARKETING SDN BHD**  
BOOTH NO.: 4B26, Hall 4B, PWTC



**SPACEWEISS SOLUTIONS (M) SDN BHD**  
BOOTH NO.: 4D29 & 4D42, Hall 4D, PWTC



**SIN WEE SENG INDUSTRIES SDN BHD**  
BOOTH NO.: E06, Hall E, MECC



**LIFESTYLE INTERNATIONAL SDN BHD**  
BOOTH NO.: A02, Hall A, MECC





# MIFF 2013 FURNITURE DESIGN COMPETITION

“

After being organised for a few years now, the competition seems to have developed a format that is comparable to other international competitions. I have to commend both the designers and the supporting industry players for their efforts and seriousness in making this competition a showcase of what can actually be achieved. The manufacturers picked up and understood the ideas, and created prototypes of very high quality that are almost ready for production, marketing and sales. As judges and professional designers ourselves, we are very pleased to see that we could contribute to this development and see a new generation of young talents being taken seriously. I look forward to future competitions and more events in our field.

”

~ Klaus Kummer ~

Chief Judge,  
MIFF 2013

Furniture Design Competition

**EMMY  
KONG PEK KEI**

UNITY TABLE

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T & H STAINLESS STEEL  
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RM10, 000  
+ Trophy + Certificate**KOK WEN YEE**

JEMORE BOARD

Prototyped by:  
BJ CABINET ENTERPRISE  
SDN BHD1st Prize  
RM10, 000  
+ Trophy + Certificate**PRISCILLA  
LOK AI FANG**

KETUPAT

Prototyped by:  
LEN CHEONG  
FURNITURE SDN BHD3rd Prize  
RM2, 500  
+ Trophy + Certificate**BEST  
PROTOTYPE  
MAKER****LEN CHEONG  
FURNITURE  
SDN BHD**  
(GIFT + CERTIFICATE)

## ASIA TUBE

Please visit us at  
MIFF 2013  
PWTC Hall 2  
Booth 225**OFFICE & FACTORY**Lot Ptd 34297, Jalan Wawasan 7, Kawasan Perindustrian Sri Gading, 83300 Batu Pahat, Johor, Malaysia.  
Tel : 607 - 455 8855 (Hunting Line) Fax : 607 - 455 6755 / 455 6955Email : [asiatube@asiatube.com.my](mailto:asiatube@asiatube.com.my)  
Website : [www.asiatube.com.my](http://www.asiatube.com.my)



## It's a deal!

By Alexandra Wong  
Furnish Now writer

### OUR BEST-SELLERS

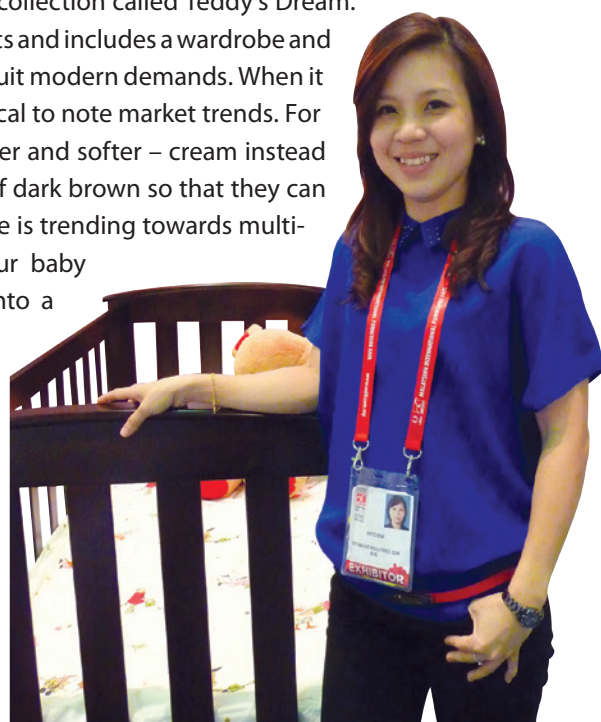
Exhibitors share their best-selling products during MIFF 2013:



"This year, we're launching Bracca, a sectional seating system at MIFF 2013. Even though it's new, we are already getting a lot of inquiries, particularly from developed markets such as UAE and Singapore, which have a high concentration of international corporate offices and headquarters. In these markets, there is greater emphasis on the worker's productivity, creativity and knowledge - and our latest products promote these desirable qualities. Bracca's vibrant and interactive design, inspired by the concept of a playground, makes the work-place productive yet fun. One customer commented that they had never seen office furniture like it! In developing our products, we try to anticipate both current and future needs, so some of our products can be described as products you didn't know you needed until you see or experience it for yourself. We also refine and improve on existing products. For example, we added a table this year to our best-seller Infinito, a range of lightweight conference chairs."

**Jane Lee**  
Marketing & Brand Executive,  
Oasis Furniture Industries Sdn Bhd

"Our most popular item is our latest collection called Teddy's Dream. It's an expansion from individual baby cots and includes a wardrobe and dresser for a more complete lifestyle to suit modern demands. When it comes to product development, it's critical to note market trends. For example, we've made the colours warmer and softer - cream instead of stark white, medium brown instead of dark brown so that they can be fitted easily into any setting. Furniture is trending towards multi-functional, even for baby furniture. Our baby cot can be extended and converted into a bed or sofa, and the top-changer can be converted into a mirror. There is a high demand for our products from Korea and Japan where hygiene is important as living space is limited. So they don't hoard baby chairs or pass it down, but replace them for every newborn. I've got a Korean customer who buys up to 3-4 containers a month - that's 1,000 baby chairs per container!"



**Ivy Chew**  
Marketing Manager, Vistawood Industries Sdn Bhd

"Compared to the past eight years that I've been here, MIFF 2013 is exceptional. I'm particularly intrigued by the presence of privacy furniture and play-around furniture. I'm talking about interactive, configurable furniture that you can play around with to keep the workplace fun and exciting. With such furniture, you create a setting. The companies have blended global trends dictated by the market with good critical thinking and come up with unique products. As a specialist in office furniture, case-goods, and associated accessories, I'm always looking out for unique products to offer our clientele. In terms of office furniture, we're spoilt for choice this year. The sizable presence of outside exhibitors, China especially, has clearly benefited the skills of the Malaysians as I'm seeing more inventive and ergonomic designs, without severely impacting pricing. This year, the colourful items also caught my eye. For office furniture, we are used to more sombre colours like black, blue and earth tones. The colour element has been around for a long time, but I'm seeing vivid red and lime green - fancy colours we rarely see for corporate settings. You've got dual-coloured chairs, the likes of which you'd never see on office furniture. Going by what we're seeing at MIFF 2013, these are exciting times for executive furniture."

**Ashraff Alli Ebrahim**  
Gani's Imports, Republic of South Africa



### OUR BEST BUYS

Two delighted buyers share their prized finds at MIFF 2013:

"From our 30 years of experience, we've learnt that to stay competitive, you must always try to update your lines and models. That is why we love visiting fairs like MIFF. We found several good suppliers at MIFF that we're happy to work with. This will help us to be competitive in a market like Middle East, which is huge but also difficult to penetrate. At the moment, we've found about four Malaysian companies that specialise in this niche. If the organiser can put even more focus on this segment and bring in more new baby product makers, MIFF will definitely attract more companies. The baby product market is a goldmine."

**Mulhasm Al-Meri**  
AMSM Trading Est, Saudi Arabia



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## The singing sofa

Frustrated with having your music players entangled or stuffed inside the sofa?

**Omega Sofa's** latest Divo Recliner Sofa may be just what you need. Equipped with a complete iPhone, BT, USB, SD, Aux-in interface by your side and powerful speakers to rock your home, Divo saves you the trouble of taking your music player with you on lazy Sunday afternoons.



Company Name: Omega Sofa (M) Sdn Bhd  
Booth No.: 118A, Hall 1, PWTC  
Contact: Mr. Harry Chew  
Telephone: 604-508 4232  
E-mail: harry@omegasofa.com  
Website: www.omegasofa.com

## Home sweet home

Your furniture can make a great difference in how you feel about your home.

**BS Furniture's** wide range of bedroom and dining sets made of solid rubberwood and MDF board offers you a wide range of well-crafted pieces that welcomes you home at the end of each long tiring day. "We offer contemporary designs and comfortable pieces that suits any home environment," says Jason Loo Kiat Hoo, Export Manager of BS Furniture.



Company Name: BS Furniture Industries  
Booth No.: C25, Hall C, MECC  
Contact: Mr. Jason Loo Kiat Hoo  
Telephone : 606-985 8685  
Email: jason@bsfurniture.com  
Website: www.bsfurniture.com

## The new old

The latest of its nesting tables, Emirates Nesting Table is **CS Elegance's** proud new product with classically crafted legs. With its antique distressed finishing in dark brown colour, the solid rubberwood table radiates an elegant atmosphere to the home. Reasonably priced, anyone who loves space-saving furniture and an antique look to their homes will appreciate Emirates as a delicate find!



Company Name: CS Elegance Sdn Bhd  
Booth No.: 139, Hall 1, PWTC  
Contact: Mr. Kelvin Toh  
Telephone: 606-981 5106  
Email: kelvin@csmuar.com

## Storyteller sofa

Once upon a time ago, fairy tales were found only in story books. But today, stories are told in bedrooms and the cosiest kind of sofas. **Yee Guan's** wooden sofa wrapped with chenille fabric makes one never want to stop telling stories or grow up. Oozing soft and childlike tones, this is the sofa you would want to keep for generations... to keep the stories coming!



Company Name: Yee Guan Furniture  
Manufacturing Sdn Bhd  
Booth No.: 123, Hall 1, PWTC  
Contact: Ms. Cindy Lim  
Telephone: 606-985 7890  
Email: cindy\_marketing@yeeguan.com  
Website: www.yeeguan.com

## Enjoy great dinner conversations

Some companies like to splash their brand name around, whereas others prefer to make silent, stealthy moves to gain ground. One fine example of the latter is Johor-based **LF Furniture**, whose dining sets now adorn dining rooms across ASEAN, South America, Middle East, and Europe. Established in 1999, LF Furniture's fine dining sets are great conversation pieces among dinner guests.



Company Name: LF Furniture  
Industries Sdn Bhd  
Booth No.: C18, Hall C, MECC  
Contact: Mr. Ng Hock Chye  
Telephone: 606-986 8802  
Email: lf@lffurniture.com  
Website: www.lffurniture.com

## A touch of Zen

The furniture world is increasingly competitive, but **SJY Furniture** remains unfazed. To stay ahead from the pack, the company uses natural materials such as rattan, wood, banana leaf, and rattan skin, while clean, simple designs provide a minimalistic feel to any home space or office environment. SJY's well-loved products are exported worldwide to people who love natural elements.



Company Name: SJY Furniture (M) Sdn Bhd  
Booth No.: D02 & D03, Hall D, MECC  
Contact: Dr Lee Teoh Keng  
Telephone : 606-985 8789  
Email: sjy@sjy.net  
Website: www.sjy.net

## Beyond the ordinary

After much hard-work and research, **Zhejiang Qianglong Seating** proudly introduces its newly-designed office workstation series, themed 'Going Beyond'. Radiating a bright cherry wood colour, it was no easy task to research and design the tables' stylish triangular legs with the right colour mix. With a workstation like this, you know you can go beyond yourself to achieve your best!



Company Name: Zhejiang  
Qianglong Seating Co Ltd  
Booth No: 137A, Hall 1, PWTC  
Contact: Mr. Richard Huang  
Telephone : 86-138-6826 5125  
E-mail: Richard@qlongseating.com  
Website: www.cnqianglong.com

## Toastmasters' delight



Public speaking can be quite daunting, but what if even the rostrum helps you impress the crowd? Specialising in tempered glass furniture, **Foshan City Shunde Longjiang Lihui Furn Factory's** LH-141" rostrum model is an elegant piece that is much lighter than the usual rostrum. With little room to cover the speaker, this model also helps you relax and feel more confident in front of the crowd!

Company Name: Foshan City Shunde  
Longjiang Lihui Furn Factory  
Booth No.: 1M06, Hall 1M, PWTC  
Contact: Ms. Huang Shaoyi  
Telephone : 86-757-2387 5771  
E-mail: fslihui@126.com  
Website: www.fs-lihui.com





## Simply fantastic!

**CF Fantastic's** collections of upholstery bedroom sets are nothing short of outstanding. Every piece is carefully designed and crafted with a combination of cutting-edge technology and the finest grade materials. CF Furniture's products also go through stringent quality control, while its strong team of R&D ensures that every collection exudes a sense of coziness in any living space.



Company Name: CF Fantastic Industries Sdn Bhd  
Booth No.: E08, Hall E, MECC  
Contact: Ms. Sharon Lim  
Telephone: 6016-336 4007  
Email: sharon@cffantastic.com  
Website: www.cffantastic.com

## Hot choice!

Backed by 16 years of expertise, **Hotwin** products stand out in terms of craftsmanship and design. Their team of creative designers is committed to provide designs that meet high market expectations. Stylish yet functional, customers have a choice of hot-selling products such as dining sets, bed frames, buffet tables and hutches.



Company Name: Hotwin Furniture Creative Sdn Bhd  
Booth No.: D05, Hall D, MECC  
Contact: Mr. Benjamin Shang  
Telephone: 603-8941 0695  
Email: info@hotwinfurniture.com  
Website: www.hotwinfurniture.com

## Outdoor furniture experts



No one knows the ins and outs of the outdoor furniture business better than **Muar Industries**. According to Business Development Manager Charlotte Huang, the 34-year-old manufacturer produces high quality furniture using the best rubberwood – Golden Teak and Red Meranti. "Most importantly, we use woods harvested only from well-managed and sustainable forests," she added. Muar Industries' high quality products are well-received in the US and European markets.

Company Name: Muar Industries Sdn Bhd  
Booth No.: C09 & C10, Hall C, MECC  
Contact: Ms. Charlotte Huang  
Telephone: 606-987 5200  
Email: charlotte@mindfurniture.com.my  
Website: www.mindfurniture.com.my

## Solid classics

Travel back to the glory of the European classical period with this bedroom set offered by **HKT(Malaysia)**. Made from a large percentage of imported wood integrated with local rubberwood, these furniture exudes an antique feel that is solid, refined and luxurious.



Company Name: HKT (Malaysia) Sdn Bhd  
Booth No.: B06, Hall B, MECC  
Contact: Mr. Peter Lew  
Telephone: 607-599 1889 (Ext. 305)  
Email: plew@hktmal.com  
Website: www.hktmal.com

## Mix and match

Whether you have a big or small home, your dream kitchen is just a purchase away. **Glorybiz's** latest Mix & Match Kitchen Cabinet has detachable counters and cabinets that can be customised to your kitchen size. Believing that great kitchen is not just for big homes, the glossy red kitchen cabinet is made from 100% MDF board. If red is too loud for you, you can choose other colours, from oak, solid colours and more!

Company Name: Glorybiz Sdn Bhd  
Booth No.: 231, Hall 2, PWTC  
Contact: Ms. Evelyn Lim  
Telephone: 606-976 2436  
E-mail: evelyn@glorybiz.net  
Website: www.myglorybiz.net



## Not Just Furniture



Furniture is not really furniture unless they serve a function – and the more the merrier! **JustFurn's** rubberwood queen-sized bed with 2 drawers (Model J8023Q2D) is a real winner among buyers at MIFF 2013 because of its lustrous design and multi-functionality. With two drawers integrated in the footboard, the best part is not just the extra storage space. The drawers are even interchangeable with other brands of beds with 2 drawers if you would like to have some fun with designs!

Company Name: JustFurn Sdn Bhd  
Booth No.: 227, HALL 2, PWTC  
Contact: Ms. Joryner Kuek  
Telephone: 606-954 5255  
E-mail: marketing@justfurn.com  
Website: www.justfurn.com

## Real-liable bar

Create your own mini bar at home with **Reliable Trend's** latest offering – the Norfolk Pub Set. Big on space-saving, Norfolk comes equipped with multiple storage space for wine bottles and glasses on the counter. It gives you the flexibility and convenience of serving your guests (or yourself!) at your own ease where everything is within reach.



Company Name: Reliable Trend Sdn Bhd  
Booth No.: 229, Hall 2, PWTC  
Contact: Mr. Mark  
Telephone: 607-428 7889  
E-mail: sales@reliabletrend.com.my  
Website: www.reliabletrend.com.my

## Lull yourself to sleep

Serenade yourself to sleep with music by your bed. **Foshan Golden Furniture** offers signature beds that comes with built-in phone holder and speakers that can be connected to any device with Bluetooth, including iphone and Android phones. Even when it is not bedtime, you can still enjoy your favourite tunes at any area of your home (within 30m radius).



Company Name: Foshan Golden Furniture Co Ltd  
Booth No.: B08, Hall B, MECC  
Contact: Mr. Zhong Shijun  
Telephone: 86-133-2283-8538  
Email: golden001@grdfurniture.com  
Website: www.grdfurniture.com



# Design in the driver's seat

## The new Malaysian advantage



By Tan Sher Lynn  
Furnish Now writer

Where are designers headed? Philip Yap, industry expert and founder of Philip Yap Design, shares about capitalising on the strength of Malaysia to achieve global success in his talk titled "The New Malaysian Advantage – Letting Design take the Lead" on 7 March.

He began with a brief overview of the country, stating that Malaysia was the focal point of Asia back in 1957. This was attributed to a number of factors - language ability, cultural diversity, political stability, and infrastructure, mostly British legacies.

"Back in 60-70s, Malaysians built world-class brands such as the Shangri-la Hotel (a prominent global hotel chain

well-known especially in China)," he said, citing other examples such as fashion brand British India, pewter manufacturer Royal Selangor and celebrity shoemaker Jimmy Choo.

"But in the 80s, things changed. We had vision but not a strong foundation. In the end, we only created 'heroes' within the country. This is sad because we lost the advantage we once had."

Yap noted that design is different before and after the Internet era. "The role of designers has changed before and after the World Wide Web, thus it is important for designers to reinvent yourselves. Designers today have access to information in seconds. But furniture design is about touch and feel, so if designers can't touch what they design, they are losing something."

He also laid out the different roles of designers. "A young designer designs for his company. It involves reality because he does it for a living. The next level is the Design Manager. The core competence in this role is responsibility because he is managing other designers. The following role is the Design Director who provides direction in design. He needs to have a broad mind, an open heart and the ability to think out of the box."

The last role Yap described is the Design Leader, which is a new term to him. "A Design Leader repositions brands.

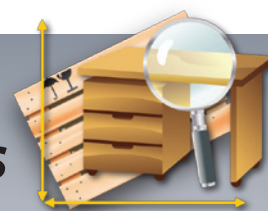
He needs to be intelligent in the sense of timing, design, people, and investment. We need to know the different categories of designers in order to retrieve our past glory."

Yap then laid out the process a country goes through to become a famous design nation, which begins with imitating and following trends. As industry players mature, they are able to blend into existing trends, finally coming of age by leading the pack. Examples cited to support his point include international brands ZARA and Donna Karen.

"In order to make a product successful, you need integration – cross-disciplinary collaboration in design, content and technology. Design in itself is weak; you need to work with other disciplines in order to be successful," he stressed.

"Forget about slogans. Aim high but work from the ground up. Think big – One world, One Market, but Different Taste. Don't be afraid that we won't have a market without a true identity," he concludes.

### 5 Furniture Buying Tips



According to the American Furniture Manufacturers' Association, more than 80 percent of those who bought furniture - had no idea what kind of quality they were buying although it is the third most expensive purchase people make. Here are some tips:

- 1 Check the manufacturer's credibility. Pay for quality, not just appearance
- 2 Brush up furniture knowledge to avoid overpaying.
- 3 When buying sofas, check on the frame, spring system, cushions and tailoring.
- 4 Check if the manufacturer provides a warranty for wood products.
- 5 Watch the descriptions: leather match or leather-like is not leather and should not be priced as leather.

Source: [www.bankrate.com](http://www.bankrate.com)



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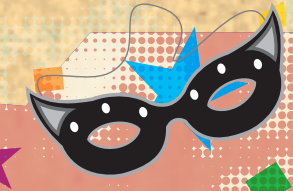


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# A Cultural Feast at MIFF 2013

By Alexandra Wong  
Furnish Now writer

When it comes to wowing guests, MIFF wins hands down. The high-anticipated Buyer's Night presented a high-octane show packed with surprises – including a segment that literally got our very own Dato' Dr Tan Chin Huat into the act.

The show kicked off in high gear as a fleet of dancers strutted onto stage wearing neon-lit costumes. A non-stop parade of energetic performances ensued, while the guests enjoyed a sumptuous nine-course Chinese dinner.

In keeping with the 'World Culture' theme, every performance was inspired by a specific nation. High-kicking dancers in can-can skirts represented France; performers in graceful flowing costumes evoked Malaysia's legendary Puteri Gunung Ledang; and funky dancers paid tribute to Korea's Gangnam Style. Emcee David Chew fuelled the excitement by playing a guess-the-nation game with the audience.

MIFF stalwarts Dato' Dr Tan Chin Huat, Jimé Essink (UBM Asia President & CEO), Ruca Chien (Chairman of Taiwan Furniture Manufacturers' Association), M. Gandhi (Managing Director, ASEAN Business, UBM Asia) and Dato' Seri Yong Seng Yeow (Managing Director, Mico Chipboard), took their positions behind traditional Chinese drums on stage, and launched into a boisterous mini-performance. Only then did it dawn on the audience that they were witnessing the "traditional" preview launch of MIFF 2014 (March 4-8), with a twist!

The night of merry-making concluded with renditions from popular four-piece band Mad Sally and velvet-voiced chanteuse Lakshmi. Their energetic repertoire of current hits, evergreens and uber-creative mashups (The Wonder Girls meets Gloria Gaynor, anyone?) brought the house down, capping an evening of stellar entertainment.

Throughout the night, more than 30 prizes, ranging from holiday packages to Canon cameras and Samsung handphones, were given out as lucky draws. The grand prize, a 13-inch MacBook Air, was won by Kumiko Iwata from Japan.





## BUYERS



MIFF is definitely catching on in popularity because it features so many interesting items. This is my second visit to MIFF. Other than existing Malaysian factories that we work with, we have also found new partners from other companies. We source for dining sets and kitchen furniture, both of which are big segments.

Rinyeri Victoria,  
Felice Furniture, Russia



It's been very interesting and very good. I've been here for more than 10 years and will absolutely return to MIFF next year.

Ken Stevenson, Islander Imports  
Pty Ltd, Australia



I'm based in Dubai since 1992. We are a wholesaler and importer and source many items from Malaysia. We've been buying from MIFF for 15 years. We come to MIFF to source new furniture that can change the taste of our customers. I am happy to see lots of exciting new items particularly in the office and bedroom segments. Just sitting here in this booth, I have bought four containers of executive office chairs!

Muhammad Kashif, Asghar  
Furniture Trading C/L, UAE

MIFF is a five-star event. We love the effort MIFF puts into making us visitors feel comfortable. I love the International Buyers Lounge. You can continue networking, you can continue your work. Can we have more IBL next year? It should also be highlighted more clearly because not all the buyers know it's there.

Fedai Kojak, AMSM Trading Est,  
Saudi Arabia



Chychykalova Natallia,  
Laguna The Trading House,  
Belarus

It is such an eye-opener to be here at MIFF 2013. The place is so well-managed and I am very happy with the range of products exhibited at the show. Can't wait to check out the rest of the products at every booth.

It's my second year at MIFF this time. I think it's good and well-organised. There is a range of good products at the fair. The price (of the furniture) has been maintained from last year which is good news for me and everyone else.

Liberty Razunguzwa, Pelhams  
Limited, Zimbabwe



It's my 10th year at MIFF. I'm looking for solid wood furniture for dining room and bedroom. I'll definitely return next year.

Mahomed E Mahomedy  
(with wife), Mahomedys Ext  
2000 Pty Ltd, South Africa



Riho Purje (with wife), Baltic  
Distribution Partner, Estonia

This is my first time here at MIFF. You've got some good contacts here. I am looking for some specific furniture like office chairs. I've been to fairs in China and wonder why your exhibitors do not participate there.

## Exhibitors

It's been very good so far. Good service from the organisers. We've been here for five to six years. We will definitely come back next year."

Ms. Eileen Wen, Uni-range  
Office System Sdn Bhd,  
Malaysia



This exhibition has satisfied our expectations. We had many buyers as well as transactions done. This is the 3rd time we exhibited here and we had the same location as last year.

Arief Rachman Amin, PT. Cahaya  
Sakti Furintraco, Indonesia



The crowd is very diversified, (and) we had a lot of foreign visitors; people from South America, North America, the Mediterranean and many more. We are very happy with our location as well. We will probably be coming again next year!

Michael Zhou, Sammega  
Furniture Materials Co. Ltd.,  
Taiwan





# MIFF In Brief

## TRANSPORTATION

**SHUTTLE TRANSFER**  
**PWTC** ↔ **MECC**

**Time** : 9:30 am - 5:30 pm

**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
- Renaissance KL
- Sheraton Imperial

## FOOD & BEVERAGE

@  
**Opposite Hall 2A, level 2**  
Riverside Restaurant – International Buffet Lunch

**Entrance of Hall 2B, Level 2**  
Hall 2B Savoury Counter – Snacks & Beverages

**Linkway from Hall 3 to Hall 2, Hall 1 & Hall 1M, Level 3**  
Hall 3 Savoury Counter – Snacks & Beverages

**@ MECC**

**Hall B**  
Trader's Cafe

**DAILY EVENING  
HOTEL TRANSFER**

**Time** : 6:00 - 7:00 pm

**Pick up Points** : PWTC – Main Entrance,  
Level 2 (Bus Bay)  
MECC – Hall B, Ground Floor

**MECC ↔ Official Hotels**

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

## MIFF FURNITURE DESIGN COMPETITION SHOWCASE

**5 March - 9 March 2013**

Design Showcase @ Hall B, MECC

## EVENT HIGHLIGHTS

FRIDAY  
(Day 4)  
8 march 2013

## INDUSTRY SEMINARS

### Status of Green Technology Application In The Asean Furniture Industry

**11 am - 12:30 pm**

**Speaker:** Dr. Jegatheswaran Ratnasingam,  
Universiti Putra Malaysia

**Venue:** Perhentian Room  
LEVEL 3, PWTC

## INDUSTRY SEMINARS

## IP Strategy for Furniture Industry In The AFTA Era

**14:30 pm - 16:00 pm**

**Speaker:** Mr. Lok Choon Hong, IP Pintas, Malaysia

**Venue:** Perhentian Room  
LEVEL 3, PWTC

## Exhibition Floorplan





**SUN SAFES MFG CO KOREA**

Booth No: 2B16, Hall 2B, PWTC  
Featuring: Ms. Bunny Kim, Marketing Manager  
Star Product: Lucell Safe

**SAFARI OFFICE SYSTEM SDN BHD**

Booth No: 2B05, Hall 2B, PWTC  
Featuring: Mr. Forest Ng, Account Manager  
Star Product: FIT Series Office Chair

**MOEM HOLDINGS SDN BHD**

Booth No: 2A23, Hall 2A, PWTC  
Featuring: Mr. Eric Chong, General Manager  
Star Product: High Density Mobile Storage Systems

**NEXUS OFFICE SYSTEM SDN BHD**

Booth No: 2B39, Hall 2B, PWTC  
Featuring: Ms. Mun Choong Ho, Export Manager  
Star Product: Lounge Chair from Nexus Collection

**CHEA-EE INDUSTRIES SDN BHD**

Booth No: 2B42, Hall 2B, PWTC  
Featuring: Mr. Woo Chin Chea, Manager  
Star Product: Executive Table Set

**NCOMPAS ASIA (MALAYSIA) SDN BHD**

Booth No: 2A19, Hall 2A, PWTC  
Featuring: Mr. Lim Meng Keong, Business Development Manager and Mr. Nick Wong, R&D Manager  
Star Product: Technology Mounting Wiring Plus Power Solution

**EURO CHAIRS MANUFACTURER (M) SDN BHD**

Booth No: 2B03, Hall 2B, PWTC  
Featuring: Mr. Melvin Chay, Export Manager  
Star Product: Space Saver

# Signature:

## Office Furniture

These exhibitors are excited to share their signature office products with you. Be sure to visit their booths!

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MIFF 2013

Venue : Putra World Trade Centre (PWTC)  
Hall : 4B, Booth No : 4B05

