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The official magazine of the  
Malaysian International Furniture Fair

COVER STORY

## MIFF 2025

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## Dear Readers,

As we approach the end of another vibrant year, the team at **MIFF** is delighted to present our **Furnish Now** December 2024 edition, filled with inspiration, innovation, and insights that celebrate the beauty of furniture design and the thriving industry that creates it (**In Focus**, page 4).

This issue coincides with the anticipation of the Malaysian International Furniture Fair (MIFF) 2025, a monumental event in the global furniture calendar. From showcasing cutting-edge furniture designs to fostering international collaborations, MIFF continues to elevate the industry by blending creativity, commerce, and sustainability (**Fabulous Furniture**, page 22). We delve into what makes this event a must-attend, exploring its **special programmes line-up onsite**, its **sustainability initiatives** through virtual tree-planting campaigns, and its nurturing of emerging talent through the **MIFF Furniture Design Competition & xOrdinary Project** (MIFF Update, page 35).

Design takes centre stage as we highlight the inaugural KL iDesign Week, a groundbreaking celebration of Asian creativity and craftsmanship (**Spotlight**, page 18). This event promises to redefine global perceptions of Asian aesthetics, showcasing the region's ability to blend tradition with modernity seamlessly. In collaboration with Guangzhou Design Week, KL iDesign Week aims to inspire innovation, foster professional growth and promote a deeper appreciation for cultural diversity in design.

Additionally, we spotlight the prestigious My Favourite International Design (MFID) Awards, which recognise excellence in design while championing sustainability and cultural authenticity. With the theme, Design with Purpose, the MFID Awards challenge creatives to think beyond aesthetics, crafting meaningful solutions that address real-world challenges (**Special Report**, page 20).

Throughout this issue, you'll find a tapestry of stories from our partners, exhibitors, and **key stakeholders** throughout the years, who together at MIFF 2025 are ready to showcase the best their companies have to offer— from emerging trends and innovative product highlights to insights from industry leaders. Whether you're a designer seeking inspiration, a business professional exploring opportunities, or an enthusiast passionate about beautiful living spaces, this issue is a sneak peek of what's in store for you at the upcoming MIFF 2025 that will surely fuel your creativity and aspirations (**Now & Then**, page 8).

As always, we extend our gratitude to our readers, contributors and the vibrant community of designers, manufacturers, and innovators who make **Furnish Now** and MIFF the trusted voice in the **global furniture market** (**Cover Story**, page 12).

Here's to a year of growth, discovery, and success! We look forward to welcoming you to Malaysia for MIFF 2025!



*Warm regards,*

**Kelie Lim**  
General Manager  
MIFF

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# Showcasing Innovation and Excellence at MIFF 2025

by Chow Ee-Tan

*Award-winning exhibitors at MIFF emphasise that innovation and marketability go hand in hand in crafting successful furniture designs and presentations. They highlight the importance of blending functionality with aesthetics to meet modern consumer demands for stylish yet practical solutions. By aligning their creations with consumer trends like sustainability, customisation, and ergonomic features, these exhibitors effectively transform visionary ideas into commercially viable, standout products.*

As the largest furniture exhibition in Southeast Asia, the Malaysian International Furniture Fair (MIFF) is a vibrant stage for celebrating the exceptional creativity and ground-breaking innovations that redefine the world of furniture design. Among the event's top highlights, the annual MIFF awards, the Furniture Excellence Awards (FEA) and the Best Presentation Awards (BPA) garner much attention. The trendsetting and innovative product designs and eye-catching and creative display of booths represent works that transcend mere aesthetics to encapsulate functionality, sustainability and storytelling.

These winners are trailblazers who not only set benchmarks for design ingenuity

but also inject fresh energy into MIFF, drawing global buyers eager to witness their latest offerings. As MIFF 2025 approaches, anticipation is building for the trends and transformative ideas these visionaries are preparing to unveil—products and booth concepts that would inspire, elevate, and welcome visitors into the future of furniture.

## Creativity drives competitiveness

### Zenith Projects (ZenPro)

FEA 2024 – Gold Award (Office Category)  
FEA 2017 – Silver Award (Office Category)  
BPA 2015 – Merit Award  
BPA 2013 – 2nd Prize (Shell Scheme)

One of MIFF's multiple-award winners is Zenith Projects (ZenPro), a group of companies that focuses on the design and development (including R&D) that provides workspace solutions. They include workstations, collaboration seating, privacy, and semi-privacy furniture (office phone booth, work-pods, etc.) When asked to share their thoughts as past winners of both FEA and BPA, ZenPro's Managing Director, Emily Wong, shared that their concept and inspiration

all boil down to the passion and hard work of all team members.

"It is important that our team understands the bigger environment and also the unique personal experience that each client may require for aesthetically designed as well as functional workspace. The satisfaction of the users and clients and the decision makers will be the ultimate motivation for our team," Emily said. "A lot of time spent in understanding the corporate cultures geographically will lead us to the creation of unique solutions which eventually become the standard for that particular country," she added.

According to Emily, innovation and creativity are the main push factors for the whole furniture industry in the trying economy. ZenPro's 20-year journey has accumulated its resilience and experience in providing the best solution for various corporate clients and working relentlessly to localise solutions for dealers all over the world.

"We will have to continue to innovate and create products that suit the environment. With the continuous advancement of technology, we find that time and creativity will be the essence to stay competitive while not sacrificing the product's uniqueness that enhances the overall image of the corporate companies as well as ZenPro," said Emily.

Staying vigilant and creative and at the same time understanding your target market are some advice she would give to newer exhibitors to ensure their furniture designs are trendy, functional, and marketable.

The MIFF Best Presentation Award (BPA) celebrates the art of captivating audiences and driving engagement. It recognises exhibitors who excel in booth design, creativity, craftsmanship, and product presentation. This prestigious award encourages participants to think innovatively and employ imaginative strategies to distinguish themselves from the competition.





Johann&amp;Joann®

Established to honour innovation and quality in furniture design, the MIFF Furniture Excellence Award (FEA) inspires designers to create pieces that are original, aesthetically pleasing, and visionary. With a distinguished panel of judges setting a high standard, this prestigious accolade not only elevates creativity but also garners significant attention from the entire industry.

"In the coming MFF, we would like to choose a different path to showcase our products but we can't disclose as of now. We shall also be updating our new product launch in January. We look forward to seeing other exhibitors and meeting buyers in the coming MIFF," she said.

## Customer support and marketability

### Johann & Joann

BPA 2024 – 1st Prize  
BPA 2023 – 2nd Prize  
BPA 2019 – 1st Prize

Johann & Joann have long been known for their signature clean-line booth designs, consistently paired with creative elements that captivate visitors year after year. In 2024, they elevated their presentation by showcasing a Fiat 500 by GUCCI at the booth entrance—a striking centrepiece that drew significant attention while reinforcing their message of enhancing timeless, evergreen design. It's no surprise that Johann & Joann have become multiple-time recipients of MIFF's prestigious Best Presentation Award in recent years.

Giovanni Quek, the Founder and Design Lead of Johann & Joann since its establishment in 2016, has steered the company to remarkable success, earning over 20 prestigious design awards. What began as a modest venture offering just a bed and bedroom set has since evolved into a comprehensive collection of conceptual household furniture. When asked about the inspiration behind his

designs, Giovanni shared, "I design what I personally love. I enjoy shopping and often draw inspiration from retail displays and merchandise, especially in fashion." He added, "I appreciate simplicity with elegance, always focusing on the details. I constantly strive to create something new and distinct from what's already in the market."

The company's philosophy is based on the trust and support of the customers. "We work very closely with all our customers and we try to listen to what their needs are. When our customers ask for something different from our competitors, that's when we always try our best to create something unique yet market-driven and fit the needs of our customers," he explained.

To Giovanni, the marketability of furniture is always the first intention. "We can try to create something new but sometimes we don't have the sales data for reference. So I think I won't take the risk to create something different before we know the result. We would try to understand our customers' needs and preferences and share with them the design ideas as well as listen to the feedback. When you

present your products, with all homework done, customers appreciate your efforts," he shared.

## Forward-looking innovation

### Sinhuiwan Furniture

FEA 2024 – Gold Award  
(Household Category)

Sinhuiwan Furniture, the proud recipient of the 2024 FEA Gold Award (Household Category), offers a bold perspective on design and innovation.

"We can't predict the future, but we can invent it. Trends may be uncertain, but imagination and creativity have no limits. Since furniture is integral to our daily lives, inspiration often lies within our everyday experiences," shared Director Toh Kah Chat.



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The company firmly believes in the business value of creativity and innovation. "Creativity and innovation can drive competitive advantages by establishing unique selling points and differentiating the brand," Toh explained. He also emphasised their practical impact, adding, "We provide case studies and examples that demonstrate how innovative designs translate into increased sales, greater market share, and enhanced brand recognition."

Based in Muar, Sinhuiwan Furniture is a prominent furniture manufacturer and exporter established in 2004. Specialising in bedroom, sofa, and living furniture, the company offers products that can be customised to meet specific customer requirements.

Toh highlights the growing importance of innovation in furniture design, driven by evolving consumer preferences. "Today's consumers are more design-conscious than ever, seeking furniture that goes beyond functionality to offer visual appeal and uniqueness," he noted.

"Innovation allows companies to create products that stand out in a crowded market, offering something new and exciting that resonates with the modern consumer's desire for individuality and style," he added.

Reflecting on their award-winning product from last year, Toh shared that the design was deeply rooted in the philosophy of minimalism and functionality. "We prioritised functionality, focusing on multi-purpose furniture that saves space and adapts to diverse needs. While aesthetics play an important role, our main focus is always on comfort. Ergonomics is a key consideration, especially in our chair designs," he explained.

Looking ahead to MIFF's upcoming show in 2025, Sinhuiwan is brimming with enthusiasm. "As one of MIFF's loyal exhibitors, we've expanded our booth and invested significant time, effort, and resources into perfecting our presentation. The larger space and creatively designed layout will showcase our products more effectively. But for now, we're keeping the details under wraps—we want to surprise everyone," Toh playfully shared.

## Sustainability, wellness, and comfort

### Luxury Sleep

BPA 2024 – 3rd Prize

The 2024 3rd Prize BPA winner, Luxury Sleep, stands out for its unwavering commitment to sustainability, natural elements, and innovation—principles that are deeply woven into both their mattress designs and booth presentations.

"Our booth design reflects our sustainability goals. We've intentionally reduced the use of traditional wood, opting instead for recycled materials like metal frames, repurposed panels, and biodegradable elements," explained Assistant Sales Manager, Zoe Liew. "These choices align with our mission to minimise environmental impact while delivering a visually engaging experience." Luxury Sleep's thoughtful approach demonstrates how eco-conscious design can seamlessly integrate with creativity and functionality.

Founded in 1973 and headquartered in Sungai Buloh, Luxury Sleep is a leading Malaysian mattress manufacturer with a fully integrated 300,000-square-foot facility. The company is setting new standards for quality and sustainability in the mattress industry.

"Our mattress design incorporates natural textures and earthy tones to evoke a sense of tranquillity and harmony and we use materials like organic cotton, bamboo fabrics, etc. These are not only environmentally sustainable but also gentle on the skin and enhance breathability for a comfortable sleep experience," said Zoe and added that today's demands call for the company to address trends like smart mattresses and sustainable production while delivering unmatched comfort and wellness.


Zoe noted that newer exhibitors should focus on understanding market trends and consumer needs to create furniture that balances style, functionality, and

marketability. Companies should start by researching popular lifestyle shifts, such as compact living, sustainability, and multifunctional designs.

She disclosed that for MIFF 2025, Luxury Sleep will be creating an immersive and memorable experience that highlights its commitment to innovation and sustainability.

"Our booth design will feature eco-friendly materials like recycled and upcycled elements, reflecting our brand's dedication to environmental responsibility. We're also introducing interactive displays, such as live demonstrations of our advanced mattress technologies, including cooling layers, pressure-relieving foams, and sustainably sourced materials like organic cotton and bamboo fabrics.

"To stand out, we will leverage storytelling to communicate the journey behind each product, emphasising our focus on enhancing sleep quality and wellness. Engaging visuals, expert consultations, and a welcoming ambiance will ensure our presence is impactful and resonates with visitors," Zoe explained.

At MIFF 2025, Luxury Sleep will unveil its latest innovation: a sustainable hybrid mattress crafted from bamboo fabrics and eco-friendly materials. Designed for exceptional comfort and breathability, this mattress offers health-conscious solutions that cater to modern lifestyles. The company aims to establish a premium mattress market that not only showcases its cutting-edge innovation but also underscores its dedication to customer well-being and environmental responsibility. With this new product, Luxury Sleep continues to prioritise both sustainability and quality, creating a restful sleep experience that aligns with the evolving needs of today's mindful consumers. 



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# Unlocking Global Furniture Opportunities

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## Through MIFF by Chow Ee-Tan

**T**he Malaysian furniture industry is at a pivotal moment, capitalising on its reputation for quality craftsmanship and innovation to capture global attention. At the heart of this success is the Malaysian International Furniture Fair (MIFF), a flagship event renowned as the go-to platform for global furniture buyers to gain access to premium quality Malaysian-made furniture. With a strong legacy of connecting international buyers and manufacturers, MIFF continues to redefine the furniture trade, solidifying Malaysia's position as a central hub for global furniture commerce.

At the same time, MIFF has been a concerted platform providing strategic competitive opportunities for its industry allies including government institutions and private associations. Their collaboration drives the robust furniture industry in Malaysia through pivotal import-export policies, efforts to strengthen trade ties, and programmes fostering sustainable manufacturing practices.

MIFF, working together with its industry partners exemplifies the vision of a vibrant

marketplace that showcases Malaysian furniture ingenuity, elevates the country's profile, and offers a blueprint for success on the global furniture stage.

### Forest Research Institute Malaysia (FRIM)



Forest Research Institute Malaysia (better known as FRIM) has been a key supporting agency for MIFF since its inception in 1995. Their

collaboration is rooted in mutual goals for advancing sustainable practices and innovations within Malaysia's furniture industry that enable FRIM to showcase its research and products, often centred around eco-friendly materials such as sustainable bamboo and other green wood sources.

"FRIM promotes quality enhancement services for furniture through the Furniture Testing Laboratory (FTL) alongside other testing services. One of FRIM's annual contributions to MIFF includes awarding furniture testing

vouchers to winners of MIFF-organised competitions," said FRIM Director-General, Dato' Dr. Ismail Parlan.

FRIM's commitment to the use of plantation-grown wood from species like Acacia, rubberwood, and bamboo not only helps conserve Malaysia's forests but also ensures a reliable, eco-friendly supply of raw materials for furniture production. The development of eco-friendly wood treatments not only enhances the sustainability of Malaysia's furniture but also results in products that meet international environmental standards.

Dato' Dr. Ismail emphasised that FRIM and MIFF are working together to advance sustainability in Malaysia's furniture industry by promoting eco-friendly practices, fostering innovation, and supporting certifications that meet global green standards. This ongoing collaboration offers the furniture industry access to valuable research, testing services, and guidance on sustainable practices, thus supporting Malaysia's transition towards a greener furniture market.



“Through MIFF, FRIM promotes its Product Certification Services (PCS), which support local manufacturers in meeting international standards for furniture products.”

- Dato' Dr. Ismail Parlan

“FRIM has also been instrumental in the services of testing laboratory and product certification services, both of which are designed to help local furniture manufacturers adhere to international standards,” he added.

“Our involvement in these initiatives underscores its commitment to sustainability and industry support, helping Malaysian furniture makers meet international expectations while promoting eco-friendly practices,” he explained.

In MIFF 2024, FRIM played the role of a solution provider for the furniture industry and showcased environmentally friendly products, including sustainable wooden beds, and innovative telephone booth designs. It highlighted the services of FRIM's testing laboratory and product certification services, both of which are designed to help local furniture manufacturers adhere to international standards

“A significant part of FRIM's role at MIFF includes educating and assisting local furniture companies in adopting sustainable practices and obtaining certification, which enhances their competitiveness globally,” said Dato' Dr. Ismail. “During MIFF events in recent years, FRIM has highlighted eco-friendly furniture prototypes and materials developed from sustainable resources, emphasising their potential to minimise environmental impact.”

FRIM has conducted workshops, seminars and forums, sharing insights

on sustainable forestry, eco-design and alternative materials during the exhibition to empower manufacturers to make sustainable choices, strengthening Malaysia's image as a source for responsibly sourced, innovative furniture.

“Through FRIM's presence at MIFF, we bridge research and industry practice, positioning Malaysian furniture as one of the global leaders in

sustainability. With 2025 being the final year for the 12th Malaysia Plan, FRIM would like to encourage the furniture industry to fully utilise the special offer on green furniture certification,” he said.

### Malaysian Timber Industry Board (MTIB)



Another government institution that has been partnering with MIFF since the start of the exhibition is the Malaysian Timber Industry Board (MTIB),

a Federal Statutory Body under the Ministry of Plantation and Commodities responsible for leading and developing the country's timber industry.

“MTIB and MIFF have had a good relationship since 1995, we have never failed to support MIFF in ensuring that the furniture industry continues to grow well,” shared MTIB Director General, Saiful Bahri Salleh. “MIFF has established itself as a vital platform for furniture manufacturers, suppliers, designers and buyers from around the world to connect, collaborate and conduct business, and to advance the furniture industry in Malaysia.”

According to Saiful, MTIB recognises human resource development as a key factor in enhancing the productivity, efficiency, and quality of the timber industry, while fostering the creation of value-added products. To achieve this, MTIB focuses on accelerating technology transfer and advancing the processing of value-added wood products, such as furniture, joinery, and mouldings. A major priority is the development of industry-specific skills and technical training, particularly targeting youth, to ensure a sustainable workforce capable of driving growth and innovation in the timber and furniture sectors. This approach is essential for fostering long-term success and competitiveness in the industry.

A prominent key initiative by MTIB is TANGGAM Design Centre (TDC) which was created to foster innovation, creativity, and competitive strength in Malaysia's furniture industry. The primary goal of TDC is to elevate Malaysian furniture design and manufacturing, creating opportunities for local designers to bring unique, high-quality, and marketable products to both domestic and global markets.

The mission of TDC directly impacts the industry's growth in several ways, noted Saiful. First and foremost, it aims to build and enhance a recognisable Malaysian brand in the furniture market, making **Made in Malaysia** synonymous with quality and innovation. By doing so, it helps increase the economic contribution of the furniture sector, fostering job creation and supporting the growth of local enterprises through industry-focused programmes and collaborations.



“In essence, TDC is creating a robust ecosystem that aligns with national goals to transform Malaysia's furniture sector into a high-value and globally competitive industry.”

- Saiful Bahri Salleh

Saiful reckons that as timber is widely demanded from the construction industry as well as household consumption, the industry has also faced growing scrutiny due to its environmental impact, necessitating a shift towards sustainable practices.

In collaboration with MIFF, he shared that MTIB will continue to promote green and sustainable furniture that fits consumer preferences, reduce environmental impact, and add a unique aesthetic value to interiors.

"Together with MIFF, we would strengthen efforts to promote sustainable furniture by integrating innovative and eco-friendly materials into the sector. Initiatives through the Fibre and Biocomposite Centre (FIDEC) exemplify this commitment, such as the development of wood panels and biocomposites from Oil Palm Trunks (OPT), bamboo and industry wood waste such as sawdust, offcut, and others."

"These materials serve as alternatives to traditional wood, reducing dependency on natural forests and supporting circular economy practices and they are prominently showcased at MIFF to highlight their potential to international buyers," he said.

## Muar Furniture Association (MFA)



A special exhibition area in MIFF has been dedicated to Malaysia's premier furniture

manufacturing hub Muar, which is represented by the Muar Furniture Association (MFA). Muar was officially designated the **Furniture City of Malaysia** in 2018 by the Malaysian government, marking its pivotal role in representing and advocating for Malaysia's furniture industry. As furniture exports grew, MFA evolved to serve as a vital link between local manufacturers and global markets by organising events, trade delegations and fostering partnerships, as well as providing valuable resources and information to keep their members competitive.

MFA President, Steve Ong noted that the collaboration between MFA and MIFF would drive the growth of Malaysia's furniture industry both domestically and internationally in promoting exports

and market access, business development and networking, industry advocacy, branding and capacity building, and innovation.

"The growth presents significant potential and opportunities for Malaysian furniture exporters

to diversify and enhance their market share to give access to global consumers, improve cost efficiency in markets entries, flexible scalability, and also the opportunities to enter niche markets," explained Steve.

Steve believes that MFA can help promote the industry's shift toward sustainability through close collaboration with MIFF in various ways, such as providing training on environmental knowledge and technologies to enhance companies' awareness and technical capabilities in environmental protection, thereby accelerating the green transformation of the Muar furniture manufacturing industry.

"To expand green markets and customer resources, we plan to help companies access broader international markets and enhance the global brand recognition of Malaysian furniture in the field of sustainability. We are also thinking of organising green design competitions and innovation incentives to stimulate industry innovation, boosting the image and competitiveness of Malaysian furniture in international markets," he said.

Furthermore, Steve added that they are confident that this collaborative model with MIFF will pave a new path for the sustainable development of Malaysia's furniture industry while strengthening its influence and competitiveness in the global market.

"Given the current global economic challenges and increasingly intense market competition, Malaysia's furniture export industry needs to adopt flexible and innovative strategies to navigate difficulties. We need to enhance production efficiency by strengthening the



“Cross-border e-commerce is rapidly transforming global trade dynamics, including the furniture industry.”

- Steve Ong

digital market via e-commerce platforms and to reinforce sustainability and ESG compliance to meet the expectations of more global buyers," he said.

MFA's plans for 2025 include further enhancing the position of the Muar furniture industry in the international market, promoting sustainable development and diversifying export channels.

"This includes organising participation in international exhibitions, facilitating international business matchmaking, and expanding cross-border e-commerce. Member companies will be encouraged to collaborate with international e-commerce platforms (e.g. Amazon, Alibaba, Wayfair) to boost online sales channels," he added.

Economic and geopolitical factors also play an influential role where tariffs are creating uncertainties in the global supply chain and diversification of manufacturing locations will be essential.

"The growth of smart furniture is driven by trends such as remote work and smart home adoption, the integration of technology into furniture (e.g. built-in charging ports, IoT-enabled controls, and ergonomic designs) will continue to expand. Furniture manufacturers will increasingly rely on automation and artificial intelligence to optimise production, reduce waste, and enhance efficiency," said Steve.

He looks forward to MIFF 2025 as a valuable platform that will provide furniture manufacturers with numerous opportunities to address the challenges they face and drive growth in the industry. 



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### Few words

### OUR ACHIEVEMENTS

**ECOMATE SDN. BHD. is a furniture manufacturer and exporter based in Muar in the state of Johor, Malaysia.**

We are principally engaged in the production of ready-to-assemble furniture products, made of chipboard and/or MDF board. We offer wide range of furniture products ranging from living room furniture, bedroom furniture and dining room furniture as well as other types of furniture, which may be tailored to our customer's specifications.

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Our in-house QC team has in place quality control procedures at various stages during our production process to ensure each component of our furniture products meets our predefined quality standards. In 2020, Ecomate was certified compliant to ISO 9001:2015 by VE International Certification Group of Companies for the scope of manufacture of furniture. In 2021, Ecomate was also certified compliant to ISO 9001:2015 by ACM-CCAS Limited for the scope of manufacturing of furniture.



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# MIFF 2025

## Navigating Diversity *in the* Evolving Global Market Landscape

by Khor Hui-Min

The global furniture industry has demonstrated impressive resilience over the past few years, steadily recovering and evolving to meet the ever-changing demands and expectations of the times. This evolution has reshaped the industry landscape, solidifying MIFF as an essential sourcing platform for global buyers.

At MIFF 2025, industry professionals and buyers can look forward to discovering the latest trends and innovations, with a spotlight on functional, ergonomic, and eco-friendly designs.

Let's explore what MIFF exhibitors have in store for you!

### Ecomate

For nearly a decade, Ecomate has been a trusted name in the global furniture industry, catering to a diverse clientele across the United States, the Middle East,

Australia, Europe, Africa, and Asia. By prioritising customer needs, the company ensures its products consistently align with the expectations of a diverse market.

"One of our strengths lies in customisation. We offer tailor-made furniture solutions, providing flexibility for customers worldwide. We welcome collaborations with customers from all corners of the globe," said Jason Koh, Managing Director of Ecomate.

For MIFF 2025, Ecomate proudly presents the **Yuma Series**, a sleek collection with a simple, modern design aimed at creating tidy, enjoyable living spaces. The standout feature is its special sliding door design, which offers expanded storage while keeping rooms clean and dust-free—a perfect blend of practicality and aesthetics.

To remain competitive, the company continuously enhances its processes and



Shantawood

designs. By automating production, they have reduced labour costs and improved quality, ensuring their furniture aligns with the latest trends.

"Since embarking on our global trade journey in 2016, we've established a strong presence at MIFF since 2017 to connect with buyers worldwide and expand our footprint," said Koh Cheng Huat, Executive Director of Ecomate.

### LB Furniture

Having more than three decades of experience in the global furniture industry, LB Furniture has established itself as a trusted name worldwide. While the company serves a broad international market, the U.S. remains its largest and



LB Furniture



most significant focus. The strong demand for high-quality, well-designed furniture from this region aligns perfectly with LB Furniture's strengths, making it a strategic priority for growth.

For MIFF 2025, LB Furniture is excited to introduce its latest product series, which combines aesthetic appeal with practicality. These innovative designs feature trendy colours and contemporary styles that cater to modern consumer preferences. A standout feature is their flexibility—these products can be easily converted into various bed configurations, optimising space and accommodating diverse lifestyle needs. With this series, LB Furniture aims to offer a perfect blend of design, functionality, and versatility,

resonating strongly with customers worldwide.

LB Furniture has been participating in the MIFF shows since its inception. They value MIFF as an essential platform to showcase innovations, strengthen partnerships, and explore new opportunities in the evolving global market.

### Merryfair Chair System

With 50 years of experience in the furniture industry, Merryfair has become a trusted name in delivering quality and innovative products worldwide. The company's export focus spans Europe, North America, the Middle East, and Asia. By offering a diverse range of products, Merryfair meets the evolving trends and unique needs of these regions. At the forefront of Merryfair's innovation are four new chair models tailored to various market segments, Zenit, Aire, Boba, and Fila.

Merryfair's success is driven by its adaptability and commitment to innovation. The company invests heavily in research and development to create cutting-edge products while diversifying its offerings to meet a broader range of customer preferences. By focusing on exceptional customer service and tailored solutions, Merryfair fosters trust and builds lasting relationships with its clients.

"For the past decade, Merryfair has been a regular exhibitor at MIFF. This platform has been instrumental in helping us to foster



Merryfair Chair System

partnerships, gain valuable insights, and showcase our evolving product line-up," said Roy Rentap, Business Development Assistant Manager of Merryfair Chair System.

### Shantawood

With over 25 years of experience in the global furniture trade and a steadfast presence at MIFF, Shantawood is dedicated to establishing Malaysian-made furniture as a leading choice in international markets. Known for its durable materials and innovative designs, the company aims to export high-quality, stylish, and affordable furniture worldwide.

Focusing on the U S, European, Asian, and Middle Eastern markets, the company is tapping into the growing demand for well-designed and sustainable furniture. Their goal is to cater to the diverse needs of global customers while upholding Malaysia's reputation for quality craftsmanship.

At the upcoming MIFF show, the company will unveil a new series of modern, eco-friendly furniture. In collaboration with **Panasonic**, they are incorporating **Palm Loop Board**, a sustainable material made from waste palm in Malaysia, into their designs. This innovative material not only reduces CO<sub>2</sub> emissions but also aligns with the increasing demand for environmentally conscious products.

"Our new designs will feature multifunctional elements, such as space-saving solutions and customisable pieces, catering to diverse living spaces. These offerings highlight our commitment to blending style with sustainability, appealing to customers seeking high-quality, eco-friendly furniture," said Emily Sow, Managing Director of Shantawood.

"Our journey at MIFF and beyond reflects our dedication to crafting furniture that combines quality, style, and environmental responsibility," Emily added.

## Sweet Home Furniture

The global furniture market offers vast opportunities. For more than 16 years, Sweet Home Furniture has thrived through its understanding of regional buying behaviours. For example, the U.S. markets value accessibility and aesthetics, while the U.K. designers focus on complete sets for remote workspaces. This market intelligence drives innovation and enhances customer satisfaction.

To stay competitive, Sweet Home has leveraged its unique strengths and focused on multifunctional designs, sustainable materials, and customer-specific needs, as it is important for businesses to create products that remain relevant in a fast-changing market.

"Since 2008, MIFF has been a valuable platform for Sweet Home Furniture to build global connections, fostering partnerships and industry growth. As we look to the future, we remain committed to sustainability and collaboration, aiming to leave a lasting impact on the global market," said Eamon Low, Product Development Manager of Sweet Home.

## Triswift Designs

Triswift Designs is focusing its market on regions such as the United States and South America as these areas have a strong demand for high-quality, modern furniture. The U.S., for example, has a large, diverse market with growing interest in stylish, durable, and sustainable furniture. By targeting these markets, they aim to expand internationally and cater to customers who value both modern design and quality furniture.

At the upcoming MIFF show, Triswift Designs will be highlighting their TS Rancho Series. This new collection features modern designs with marble tabletops, combining elegance and functionality. They are excited to present this collection, which they believe will attract buyers looking for both elegance and quality furniture.

"Triswift Designs was established in 2001, and our company has more than 20 years of experience in exporting furniture. We

began collaborating with MIFF over 10 years ago, and it has greatly benefited our company. This is why we always choose MIFF as our first-choice furniture show in Malaysia. I believe MIFF will help the Malaysian furniture industry advance and allow more international buyers to recognise that Malaysian furniture can be better than those from other countries," said Jia Hao, Marketing Executive of Triswift Designs.

## WA Cushion

WA Cushion primarily exports to North America, focusing on Canada and the U.S. These markets are key for them because there is a strong demand for affordable yet well-designed furniture that meets the needs of a diverse consumer base.

WA Cushion will be launching a new collection of furniture, including living room sets, dining room sets, and bedroom sets at MIFF 2025. Each piece will blend various elements and showcase the company's commitment to innovative, functional design.

"What sets us apart is our ability to create furniture that incorporates different elements tailored to our customers' specifications. We provide innovative products at competitive prices, without compromising on quality or customer service," said Toh Seng Hui, CEO of WA Cushion.

He added that WA Cushion has been a key player in the global furniture market for 10 years. Throughout this time, the company has consistently participated in MIFF, leveraging the platform to connect with international buyers, and showcase its innovative products.

"The journey has been both challenging and fulfilling and MIFF has served as an important platform for us to engage with global customers and industry leaders," said Toh Seng Hui.

Looking ahead, Toh is optimistic about the future, particularly with the recent U.S. interest rate cut. He believes this will stimulate economic growth, boost consumer confidence, and lead to increased spending—factors that could significantly drive demand for their products, especially in the third quarter of 2025.



Triswift Designs



Sweet Home Furniture



WA Cushion



TTRacing

## TTRacing

TTRacing is a global brand committed to making its ergonomic products accessible worldwide, targeting both established and emerging markets. The company seeks distribution partners who share its vision of delivering innovative ergonomic solutions that prioritise comfort, productivity and well-being.

"We have exciting plans for the coming year, including the launch of new intellectual property (IP) collaboration products, additional ergonomic chairs, and motorised adjustable desks. These innovations reflect our commitment to evolving our product range to meet growing demand," said Henry Ting, CEO of TTRacing.



With seven years of global experience, TTRacing has expanded its reach and continuously improved its offerings to meet the evolving needs of its customer base. They look forward to participating in the upcoming MIFF show to expand its global presence, connect with industry leaders, and showcase its high-quality ergonomic furniture. The company aims to build partnerships that will help make its products accessible to markets worldwide.

## VS Concept

With over 30 years in the global furniture industry and 25 years at MIFF, VS Concept continues to redefine homes worldwide with high-quality, stylish, and functional furniture. Catering to both developed and emerging markets, the company emphasises modern design, affordability, and durability to meet diverse customer needs.



VS Concept

At the upcoming MIFF, VS Concept will debut its **2025 Home Series Yearly Collection**, featuring contemporary furniture with retro flair. This range includes living room, bedroom, and dining sets, alongside innovative, lightweight and multifunctional designs suited for compact spaces and e-commerce. Safety remains a top priority, with features like rounded corners to enhance usability in family-friendly environments.

To stay competitive, the company prioritises product diversification, adopting a customer-centric approach and a commitment to sustainability. The company has invested in eco-friendly materials, greener manufacturing, and solar energy solutions to align with global sustainability trends and needs.

"MIFF has been offering unparalleled opportunities for business networking and industry insights. Even during challenging times, we have remained steadfast in our support for the fair, recognising its role in fostering global connections," said J H Lim, Marketing and Business Development Executive of VS Concept.

VS Concept views MIFF as a crucial platform for industry insights, international networking, and new opportunities. The company anticipates MIFF will continue to enhance its global presence and growth while supporting visibility and engagement through well-positioned booths. VS Concept looks forward to thriving alongside MIFF as it continues to showcase excellence in the global furniture industry.

## Stellar Limited

With 21 years in the international market and 17 years of participation at MIFF, Stellar Limited has established itself as a leader in delivering innovative and sustainable furniture solutions. The company's focus lies in catering to key markets such as Europe, Australia, and the United States regions known for their demand for high-quality and certified products.

In recent years, Stellar has prioritised manufacturing advancements, securing international certifications like **BIFMA** and **EN Standards** to meet global quality benchmarks. The company has also pushed for the use of substantial raw materials, emphasising sustainability in its production processes.



DD Furniture



SB Furniture

A key highlight is the development of new chair moulds crafted from recyclable materials and unique furniture designs, offering something never before seen in the industry. These advancements reflect Stellar's dedication to delivering distinctive and sustainable solutions.

"Our journey at MIFF has been largely successful, yielding commercial gains and valuable connections. We remain optimistic about leveraging MIFF as a platform to showcase our latest range and designs while advocating for improvements to enhance visitor engagement," said CEO of Stellar Limited, Arihant Nahar.

## Henglin Home Furnishings

Henglin Home Furnishings has its sights set on key global markets, with America leading the way as its largest and most promising focus. In 2025, the company aims to expand its reach to Japan and Europe, thus aligning its designs with the latest trends and consumer demands.

"One of Henglin's standout innovations is our new functional base, designed with health and comfort in mind. We plan to introduce more designs featuring massage functionality, emphasising wellness and modern living," said the Director of Henglin, Ada Yu.



Stellar Limited

Henglin's success is driven by three core strategies. Firstly, the company prioritises research and development to maintain its leadership in design and technology. Secondly, having a worldwide manufacturing network supports their growth and strategic goals. Thirdly, Henglin's fully integrated supply chain ensures cost control and consistent quality, solidifying its reputation as a reliable partner.

With more than 26 years of experience in the office furniture trade and a decade

of exhibiting at MIFF, Henglin continues to leverage industry insights. While the company values its MIFF experience, they look forward to receiving more professional buyers and large purchasing groups in MIFF 2025.

## DD Furniture

A leading Thai furniture producer, DD Furniture Industry views MIFF as a key opportunity for global expansion, especially in the Middle Eastern and Asian markets. The company has consistently attracted buyers from countries like Saudi Arabia, the UAE, Oman, Japan, and the Philippines.

"These markets are our primary focus," shared Chokchai Ongkamongkol, Managing Director of DD Furniture. "Buyers from these regions trust MIFF to connect them with high-potential furniture producers who meet their exact needs. It's why we've been a part of this prestigious event for years."

For the upcoming MIFF 2025, DD Furniture is set to unveil an impressive line-up of new products and designs. These will include the **Perfect Bedroom Series**, a standout collection featuring large wardrobes equipped with aluminum-profile doors and built-in LED lighting—offering an elegant alternative to costly, time-consuming custom-built furniture. Adding to the appeal are the trendy new shades of gray and beige, carefully selected for the 2025 design trends.

"Consumers today want quality and convenience without compromising on

aesthetics or functionality," said Chokchai. "Our Perfect Bedroom Series meets those demands, making it a perfect fit for modern homes."

DD Furniture began exporting its products in 2007 and has since expanded its reach through participation in international furniture exhibitions in Thailand, the UAE, Myanmar, Cambodia, and Malaysia. With over five successful appearances at MIFF, the company continues to invest in the event's reputation as a hub for quality products and discerning buyers.

"Our confidence in MIFF and its visitors remains unwavering," said Chokchai. "It's the perfect platform to showcase our innovations and connect with buyers who value quality and style."

## SB Furniture

With over 30 years of experience in the global furniture trade, SB Furniture specialises in eco-friendly, sustainable furniture that meets the demands of environmentally conscious consumers. By focusing on regions such as North America, Europe, the Gulf countries, Japan, and South Korea, the company aligns with markets emphasising health, sustainability, and strict indoor air quality regulations. Their particle board furniture, featuring reduced formaldehyde, reflects their commitment to providing safer, healthier living spaces while minimising environmental impact.

For its first-time exhibition at MIFF, the company is set to debut several standout collections, which are the Quinn and

Lavique Collections, Konzept Play Series, and Disney Collection Furniture.

"Having previously attended MIFF as visitors, we were inspired by the fair's potential to connect with international buyers. Now, as first-time exhibitors, we aim to introduce our brand, forge new business relationships, and expand our global presence. Visitors can look forward to an engaging booth experience with interactive displays, thematic design, and live demonstrations," said Executive Vice President of SB Furniture, Phidet Chawaldit.


## Guangdong Dapeng Furniture

With nearly 20 years of experience in global trade, Guangdong Dapeng Furniture has firmly established itself in the international furniture market. Known for its export-oriented approach, the company caters to diverse markets by focusing on innovative designs and premium materials.

Their latest products emphasise colour combinations and comfort, utilising materials such as memory foam, latex, silicone foam, high-density foams, and scientifically engineered springs. These choices reflect the company's commitment to meeting the varied preferences of customers worldwide.

Guangdong Dapeng has been a consistent presence at MIFF for 12 years. By participating in MIFF, they connect with international buyers, gain insights into market trends, and refine its offerings to meet global demands.

Looking ahead, Guangdong Dapeng Furniture aims to expand its product range and sales channels while embracing innovation to stay competitive. "The future will undoubtedly belong to enterprises that prioritise innovation and adaptability," shared General Manager, Zhou, underscoring the company's vision for continued growth and success.

As a premier hub for furniture trade, MIFF continues to connect buyers with top-tier suppliers, showcasing innovative designs, sustainable solutions, and diverse product offerings. With its commitment to excellence and adaptability to market trends, MIFF plays a pivotal role in driving growth and fostering international collaborations within the global furniture industry. 



Henglin Home Furnishing

Guangdong Dapeng Furniture




- **Lighting Pavilion:** Featuring indoor and outdoor lighting solutions tailored for urban planning.
- **VIP Matchmaking Lounge:** A creative space designed for networking and relaxation.

## Shaping the Future

The organisers envision KL iDesign Week as a global platform for design and business, aiming to leave a legacy within both Asian and international design communities.

"I hope that KL iDesign Week will serve as a forward-thinking, international platform for design and business," said Zhang. "My vision is for it to become an annual gathering for Asian designers and a globally influential event in the design industry."

KL iDesign Week is not merely an event; it is a movement to spotlight Asian creativity and establish Kuala Lumpur as a hub for design excellence. With its well-planned collaborations and global aspirations, KL iDesign Week is set to redefine the way the world perceives Asian design. 

# KL iDesign Week

## A Celebration of Asian Creativity

### on the Global Stage

by Tan Sher Lynn

Set to take place from March 1 – 4, 2025 at the prestigious Malaysian International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, the inaugural KL iDesign Week marks a significant milestone in elevating Asian design onto the global stage.

### The Rise of Asian Aesthetic in Modern Living

Asian design has become a powerful influence in the global furniture industry, blending traditional craftsmanship with innovative, minimalist aesthetics. Renowned for integrating natural materials like bamboo, rattan, and teak with modern, functional forms, Asian furniture brands are influencing trends worldwide. Driving the evolution is the KL iDesign Week – the first Asian stop of the **City Design Week series**. This landmark event serves as a vital platform for global buyers, and designers to explore the cutting-edge trends that define contemporary living spaces.

### Collaboration for Innovation

A collaboration between the **Guangzhou Design Week** and the **Malaysian International Furniture Fair (MIFF)**, the KL iDesign Week is not just a showcase but a dynamic platform aimed at encouraging innovation and promoting collaboration among designers and brands across Asia.

"The main goal is to provide a platform for Asian designers to inspire creativity, fostering professional growth, and encourage networking through exhibitions, awards, forums, study tours and other activities," said Co-Founder of Guangzhou Design Week, Tony Zhang.

### Unifying forces: MIFF and Guangzhou Design Week

The partnership between MIFF and Guangzhou Design Week plays a pivotal role in attracting diverse global audiences to KL iDesign Week. MIFF connects professional buyers and distributors in the furniture industry, while Guangzhou Design Week brings in designers, interior design project owners and contractors, with a strong focus on the ASEAN region and China. Together, these two powerhouses create a synergistic platform that bridges cultures and enriches the event's appeal.

### Notable Highlights

KL iDesign Week promises an extraordinary experience, with its main attractions centred on world-class exhibitions and designer-centric activities.

- **Materials Pavilion:** Showcasing contemporary living aesthetics, including cutting-edge materials and technologies for home systems.
- **Home Pavilion:** Dedicated to smart home systems, furniture, textiles, and decorative art.

## About the Contributor



### Tony Zhang Wei Ping

**Chairman,** Guangzhou Wenchuang CITIEXPO

**Co-Founder,** Guangzhou Design Week

**Founder and CEO,** ZENS

**President,** Guangzhou Cultural Creative Industry Association

Tony Zhang Wei Ping has been a prominent figure in the exhibition industry since 1995, significantly advancing the design and creative sectors. He established Guangzhou Design Week in 2006, which has become Asia's leading design event, showcasing innovation and excellence.

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# The MFID Awards

## Celebrating Innovation, Cultural Diversity, and Sustainability in Global Design

by Tan Sher Lynn

**T**he **My Favourite International Design (MFID) Awards** is a prestigious celebration of creativity, innovation, and design excellence that has been inspiring the global design community since its inception over a decade ago. As Malaysia's first and only international design award, it shines a spotlight on groundbreaking projects in interior design and architecture that blend functionality with cultural richness and sustainability.

### Redefining Asian design in the global marketplace

"The MFID awards were created to celebrate creativity and innovation in design, particularly in the Asia-Pacific region. Our vision has expanded to foster a global design community that promotes cultural exchange and sustainability," explained MFID Founder Iko In.

Over the years MFID's mission has evolved to not only highlight the region's

talent and contribute to a larger dialogue around design as a cultural bridge. "We aim to inspire appreciation for cultural diversity and to foster a more inclusive understanding of design worldwide," he noted. This encourages global designers to connect, collaborate, and learn from each other—building an interconnected design community.

"By showcasing diverse design perspectives, MFID highlights Asia's cultural heritage and positions Asian design as a leader, blending tradition and modernity," Iko said.

### Embracing cultural authenticity

One of the unique aspects of MFID is its emphasis on cultural authenticity, aligning with Iko's personal design philosophy. "I believe in designs that respect history while looking to the future, celebrating innovative designs grounded in meaningful cultural roots," he shared.

This philosophy resonates in Malaysia, known for its cultural diversity. "Malaysia's mix of cultures makes it ideal for celebrating cultural fusion, showing how diversity enriches design and shows that harmonious blending of traditions can lead to impactful creations," Iko noted. By showcasing the beauty and depth that comes from cultural interweaving, MFID inspires designers worldwide to incorporate cultural respect into their work.

### Design with Purpose: Get Ready for MIFF 2025!

In 2025, the Malaysian International Furniture Fair (MIFF) will once again collaborate with MFID. This partnership underscores MIFF's commitment to showcasing award-winning designs, innovative solutions, and extraordinary artistry in furniture.

The theme, "Design with Purpose," highlights how design can craft meaningful experiences, tackle real-world challenges, and contribute positively to society. This synergy between innovation, sustainability, and functionality reflects global trends and the increasing demand for purpose-driven creations.

In 2025, MFID awards categories will be divided into the residential and commercial sections.

The residential categories include the International Best Cultural Fusion Luxury Design, International Best Luxury

Penthouse Design, International Best Luxury Villa Design, International Best Sustainable Luxury Home Design, International Best Luxury Mansion Design, Prestigious Honorary Design Award, and more. Meanwhile, the commercial categories are Retail Design, Hospitality Design, Office/Workplace Design, Public & Cultural Spaces Design, Green & Sustainable Design, and Exhibition/Event Space Design.

Awards such as Best Cultural Fusion celebrate designs that blend elements from different cultures, while the Sustainable Luxury Home Design category looks for designs that integrate environmental consciousness with elegance, supporting a balanced approach to sustainability.

MFID's judging process is rigorous and holistic, focusing on four key aspects: creativity, functionality, cultural relevance, and sustainability. "With a diverse panel of judges, we ensure projects are fairly evaluated based on their unique contexts rather than a single design standard," Iko explained.

Join us at MIFF 2025 to explore an inspiring showcase of award-winning designs and purposeful projects!

## Collaborating for greater impact

A recent milestone for MFID is its collaboration with the Malaysian International Furniture Fair (MIFF), the largest furniture trade fair in Southeast Asia. According to Iko, this collaboration allowed MFID to tap into MIFF's international platform, reaching beyond the traditional design community to engage more foreign designers and architects.

“We aim to inspire appreciation for cultural diversity and to foster a more inclusive understanding of design worldwide,”

- Iko In, MFID Awards Founder

"This collaboration aligns with MIFF's direction to engage a wider community of interior designers and architects," he explained. Hosting the MFID prize-giving ceremony as part of the MIFF show enriches the experience for attendees and offers designers a unique opportunity for recognition.


"I believe that by combining our strengths, we can significantly increase our visibility across Asia and beyond," Iko stated. This partnership amplifies the influence of both MFID and MIFF, creating a platform where the design community can engage with furniture trade professionals, fostering a cross-industry dialogue that is both dynamic and enriching.

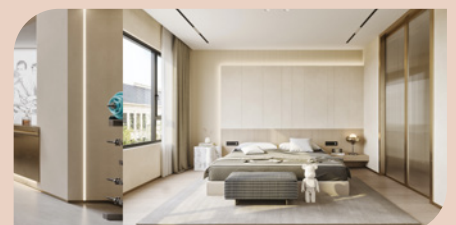
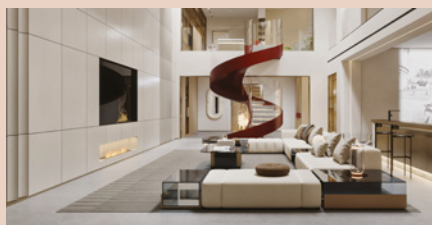
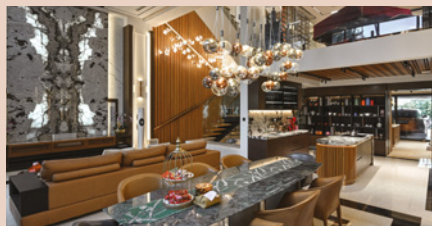
## Shaping tomorrow's design

Reflecting on the challenges and rewards of his role, Iko admitted that managing the diverse visions and expectations of designers is not always easy. However, he saw each challenge as an opportunity for growth. "A rewarding moment has been seeing MFID grow to positively influence the design community," he said.



Looking ahead, Iko has ambitious plans for MFID to expand in both geographical reach and award categories. "We envision new categories like adaptive reuse and designs for wellness," he stated. This expansion aims to increase MFID's footprint across the Asia Pacific, especially in South Asia and the Middle East, addressing contemporary issues such as environmental impact and well-being in design.

In essence, the MFID Awards are more than just a recognition platform. They are a movement towards a more inclusive, culturally aware, and sustainable global design community. With Iko In's leadership and the partnership with MIFF, MFID continues to inspire designers worldwide, reinforcing that great design is not just about aesthetics but also about purpose, cultural relevance, and social responsibility. 



# A Showcase of Fabulous Furniture at MIFF 2025

Embracing Diverse Lifestyles Where Variety Meets Quality



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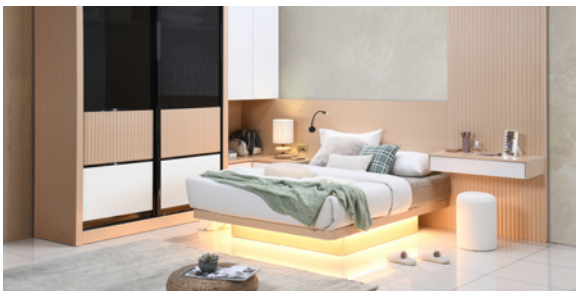
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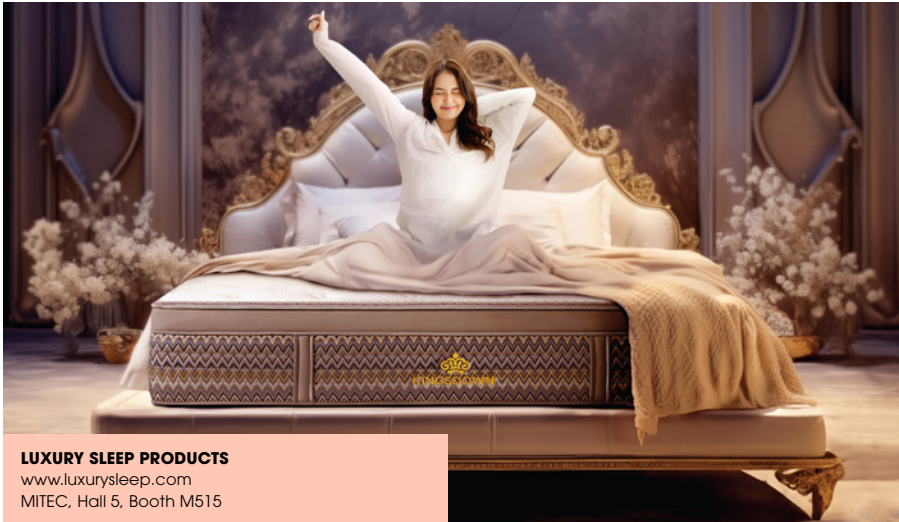
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MITEC, Hall 6, Booth M603B



**GUANGDONG DAPENG FURNITURE**  
www.gddapeng.com  
MITEC, Hall 10, Booth M1001



**LUXURY SLEEP PRODUCTS**  
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MITEC, Hall 5, Booth M515



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www.s-easyfurniture.com  
WTCKL, Hall 2A



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www.dkeoffice.com  
MITEC, Hall 9



**FAIR PRODUCTION**  
www.fairpsb.com  
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**AOKE MALAYSIA**  
www.nbaoke.com  
WTCKL, Hall 2B, Booth 2B22



**FOSHAN KEZHIMEI FURNITURE**  
www.sihoo.com/en  
MITEC, Hall 11, Booth M1106F



**FRAME R**  
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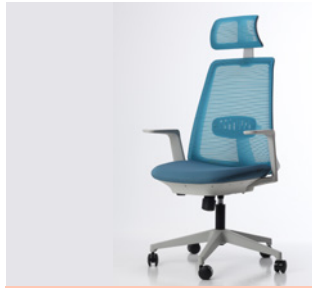


**HENG LIN HOME FURNISHING**  
www.henglin.com  
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www.imfurnitech.com  
WTCKL, Hall 2B, Booth 2B20



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www.kinsha.com.my  
WTCKL, Hall 2B, Booth 2B26



**KYN MARKETING**

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WTCKL, Hall 2B, Booth 2B01G



**MERRYFAIR CHAIR SYSTEM**

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WTCKL, Hall 2, Booth 2B02



**MYRTA**

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**STELLAR LIMITED**

www.stellaglobal.com  
WTCKL, Hall 2, Booth 2A01A



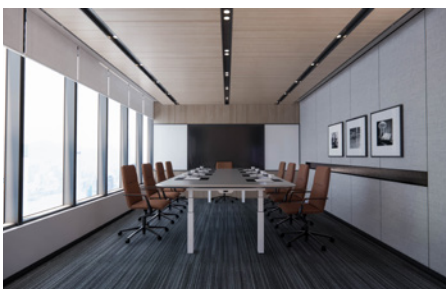
**TIMOTION TECHNOLOGY**

www.timotion.com  
WTCKL, Hall 2B, Booth 2B13



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www.ttracing.co  
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**SUNDESK VENTURE**

www.sundeskventure.com  
WTCKL, Hall 2B, Booth 2B47



**ZHEJIANG JIECANG LINEAR MOTION TECHNOLOGY**

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WTCKL, Hall 2A



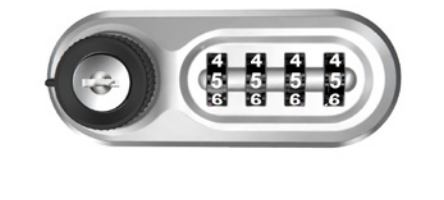
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www.goodwillsafes.com  
WTCKL, Hall 2B, Booth 2B38A



**ZENITH PROJECTS TECHNOLOGY**

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WTCKL, Hall 2C, Booth 2C20



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MITEC, Hall 11



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MITEC, Hall 4, Booth M402



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www.montesofa.com  
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**GLORIUOS FURNITURE**

www.easternsmart.com  
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**GOLDEN HOME ELEGANCE**

www.homeelegance.com  
MITEC, Hall 6, Booth M606



**INFINITY FURNITURE INDUSTRY**

www.infinityfurniture.com.my  
MITEC, Hall 4, Booth M418



**MEDLEY HALLMARK**

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**NOVA CHAIR**

www.novachair.com  
MITEC, Hall 9



**YEW HOONG SOFA PRODUCTS**

www.hugosofa.com  
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**ZHEJIANG LIXING FURNITURE**

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**HOUSE AND HOME**

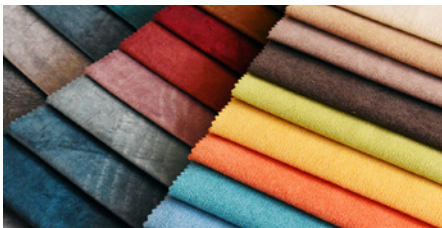
MITEC, Hall 7, Booth M716

The Adam Black Twin Full Bunk Bed from House & Home features modern aesthetics combined with practical design. Its two-tone metal frame includes a customisable mesh guardrail, making it ideal for children or compact spaces, while providing durability, style, and functionality for guest rooms or dorms.



**INTER SOFA INDUSTRIES**

www.intersofafurniture.com  
MITEC, Hall 5, Booth M517



**HEAP HENG LEONG**

www.hhlsb.com  
MITEC, Hall 6, Booth M607



**MEDITEX INDUSTRIES**

www.meditex.com  
MITEC, Hall 1, Booth M110K



**ACME FINE FURNISHINGS**  
www.acmecorp.com  
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MITEC, Hall 2, Booth M221B



**ECOMATE**  
www.ecomate.com.my  
WTCKL, Hall 3, Booths 308 & 313



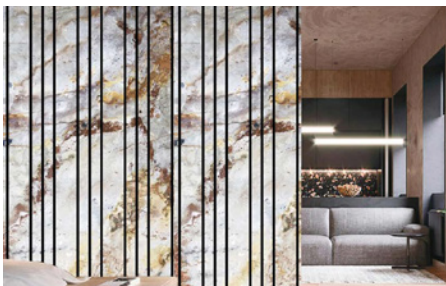
**EURO DOME**  
www.eurodomefurniture.com  
MITEC, Hall 6, Booth M603



**BAN YI YEE FURNITURE**  
www.banyiyee.com  
WTCKL, Hall 2C, Booth 2C19



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www.gptoparts.com  
MITEC, Hall 11, Booth M1112



**DECORCERA PORCELAIN**  
www.decorcera.com  
MITEC, Hall 10, Booth M1005C



**FURNIZONE INDUSTRIES**  
www.furnizone.com  
WTCKL, Hall 2C, Booth 2C15



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www.chuanheng.net  
MITEC, Hall 7, Booth M715



**HOME BEST ENTERPRISE CORPORATION**  
www.homebest.com  
MITEC, Hall 6, Booth M611



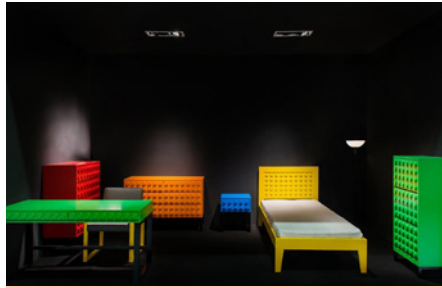
**ACME UPHOLSTERY MANUFACTURING**  
www.acmefurniture.com.my  
MITEC, Hall 4, Booth M424



**JIAN GIAN INDUSTRIES**  
www.jgianindustries.com.my  
MITEC, Hall 4, Booth M406B



**HUANG FAH FURNITURE INDUSTRIES**  
www.huangfah.com  
MITEC, Hall 2, Booth M224



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www.jnjconcept.com  
MITEC, Hall 6, Booth M602



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WTCKL, Hall 3, Booth 330



**SEOW BUCK SEN FURNITURE**  
www.seowexport.com.my  
WTCKL, Hall 2C, Booths 2C10 & 2C18

Established in 1985, Seow Buck Sen Furniture is a leading manufacturer of high-quality KD particle board furniture. Specialising in stylish solutions for living, bedroom, and office spaces, they also offer innovative ready-stock collections and customised OEM projects to meet diverse client needs globally.



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**DOMICA FURNITURE INDUSTRIES**  
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WTCKL, Hall 4B, Booth 4B13A



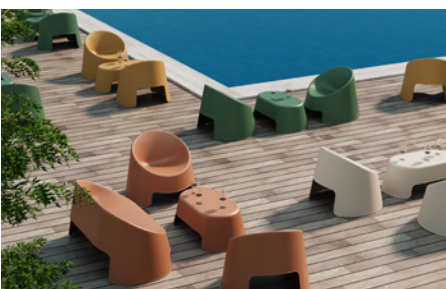
**SOON HER SING INDUSTRIES**  
www.acmi.net  
WTCKL, Hall 2B, Booth 2B08



**WANG HENG LEONG FURNITURE TRADING**  
www.whlfurniture.com  
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**TAIWAN MIRROR GLASS ENTERPRISE**  
www.fmg.com.tw  
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**TIANJIN FORMAN FURNITURE IMPORT&EXPORT TRADE**  
www.formanfurniture.com  
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WTCKL, Hall 3, Booth 323



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www.bowlmanfurn.com  
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**EASE FURNITURE**  
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MITEC, Hall 11, Booth M1118



**GRADGOLD**  
[www.gradgold.com.my](http://www.gradgold.com.my)  
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**ESTAY FURNITURE**  
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**GAMMA WOOD**  
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MITEC, Hall 10



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[www.ivorieinternational.com](http://www.ivorieinternational.com)  
MITEC, Hall 2, Booth M210



**INFURNEX RESOURCES**  
[www.infurnex.com](http://www.infurnex.com)  
MITEC, Hall 6, Booth M617



**COSMINES**  
[www.cosmines.com](http://www.cosmines.com)  
MITEC, Hall 5, Booth M510



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MITEC, Hall 2, Booth M204A



**C. S. ELEGANCE**  
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WTCKL, Hall 4A, Booth 4A35



**HOON YUEN FURNITURE INDUSTRIES**  
www.hoonyuenfurniture.com.my  
MITEC, Hall 10, Booth M1015

**KF FURNITURE EXPORT**  
www.kffurnitureexport.com  
WTCKL, Hall 3, Booth 316

Based in Muar, KF Furniture Export designs and manufactures a wide range of household furniture, including wooden dining sets, coffee tables, and beds. Committed to quality and affordability, they aim to build lasting relationships with customers, catering to diverse international market requirements.



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www.inspiwood.com  
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**KG GLOBAL FURNITURE**  
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MITEC, Hall 2, Booth M204B



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**SINHUIWAN FURNITURE**  
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WTCKL, Hall 4B, Booth 4B12



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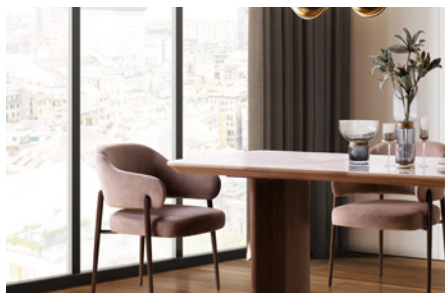
**MOK HIN FURNITURE**  
www.mokhin.com  
MITEC, Hall 3, Booth M307A



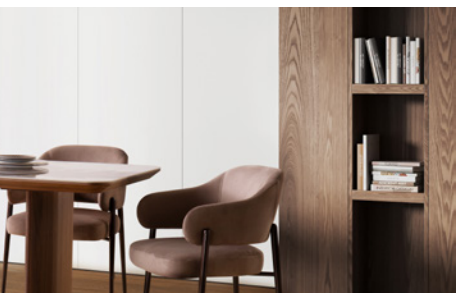
**POH KEONG INDUSTRIES**  
www.pohkeongfurniture.com  
MITEC, Hall 3, Booth M301



**PT CIPTA PRIMA**  
www.tjipta.com  
WTCKL, Hall 4B, Booth 4B17A



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MITEC, Hall 11, Booth M1101A





**QUALITY FURNITURE**  
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**SHANTAWOOD**  
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**SIMEWOOD PRODUCT**  
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MITEC, Hall 2, Booth M213



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WTCKL, Hall 4B, Booth 4B03



**PT SUFELINDO DAMAI SEJAHTERA**  
WTCKL, Hall 4B, Booth 4B17C



**SYNERGY WOOD PRODUCTS**  
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MITEC, Hall 4, Booth M406A



**TKY FURNITURE INDUSTRIES**  
[www.tkyfurniture.com](http://www.tkyfurniture.com)  
WTCKL, Hall 3, Booth 317



**TRISWIFT DESIGNS SDN BHD**  
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MITEC, Hall 8, Booth M807



**TSS FURNITURE INDUSTRIES**  
[www.tssfurniture.com](http://www.tssfurniture.com)  
MITEC, Hall 2, Booth M214



**UNIQUE DESIGN FURNITURE**  
[www.uniquedesignfurn.com](http://www.uniquedesignfurn.com)  
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**WINMARK FURNITURE**  
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WTCKL, Hall 4B, Booth 4B02A



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[www.yeuhong.com](http://www.yeuhong.com)  
WTCKL, Hall 3, Booth 328



**XIANG YI ENTERPRISE**  
www.xiangyienterprise.com  
MITEC, Hall 11, Booth M1115



**YEE GUAN FURNITURE MANUFACTURING**  
www.yeeguan.com  
WTCKL, Hall 3, Booth 318



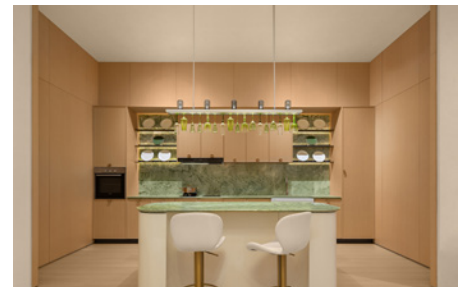
**YANG GUANG FURNITURE INTERNATIONAL**  
www.yangguangfurniture.com  
WTCKL, Hall 3, Booth 325A



**YOMA FURNITURE**  
www.porani.my  
MITEC, Hall 5, Booth M519



**KIAH SOON FURNITURE**  
www.kiahsoon.com  
WTCKL, Hall 2C, Booth 2C12



**ARTIDES FURNITURE & HARDWARE**  
www.artideshome.com  
MITEC, Hall 5, Booth M511



**YUN MING WOOD INDUSTRIES**  
www.yunming.com  
MITEC, Hall 11, Booth M1111



**IKAGU FURNITURE**  
www.ikagufurniture.com.my  
MITEC, Hall 4, Booth M412



**JIE LIAN FURNITURE**  
jielian.en.taiwantrade.com  
MITEC, Hall 10, Booth M1012K



**POH HUAT FURNITURE INDUSTRIES**  
www.pohhuat.com  
MITEC, Hall 7, Booth M703



**UNIQUE HOUSE**  
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**AODA DYNAMIC**  
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MITEC, Hall 1, Booth M107B



**PREMIER WOODPROFILE**  
www.premwood.com  
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www.qfitsb.com  
WTCKL, Hall 2B, Booth 2B45

# MIFF & YOU

## Setting the Stage for a Global Furniture Industry Gathering

Mark your calendars for the Malaysian International Furniture Fair (MIFF) 2025, from **March 1 to 4**. This year's 31st edition introduces the innovative **"One Fair, Two Venues"** concept, transforming the Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) into a vibrant hub of creativity and connection. With **100,000 sqm** showcasing contemporary furniture and cutting-edge designs across **17 exhibition halls**, MIFF 2025 invites you to immerse yourself in an inspiring experience. Enjoy seamless access between venues with our **complimentary shuttle service**.

### What MIFF Has Done Prior to 2025

In the lead-up to MIFF 2025, we have focused on strengthening connections within the furniture industry through several key initiatives:

#### 1 MIFF Tree Planting Campaign in Sabah

Expanding our commitment to sustainability, we're planting real trees in Sabah with support from sponsors like the Muar Furniture Association (MFA).

#### 2 "Come Dine with MIFF" Events

Exclusive networking dinners in Kuala Lumpur and Seoul have brought together diplomatic heads and industry leaders to foster valuable relationships.

#### 3 Celebrating Excellence

We proudly recognise Datuk Dr Tan Chin Huat for receiving the **Lifetime Achievement Award** from MACEOS, honouring his significant contributions to the industry.

### Featured Highlights at MIFF 2025

Get ready for an exhilarating experience featuring highlights that will captivate trade buyers:

- **Muar Hall:** Discover innovative wooden furniture from top



manufacturers in Malaysia's Furniture City, Muar.


- **MIFF OFFICE:** Explore Southeast Asia's largest office furniture with stylish and functional solutions.
- **International Hall:** Engage with global exhibitors showcasing cutting-edge design trends.
- **KL iDesign Week:** Collaborate with Guangzhou Design Week to foster creativity among Asian designers.
- **My Favourite International Design (MFID) Awards:** Celebrate exceptional talent in architecture and interior design.
- **MIFF Furniture Design Competition (MIFF FDC):** Witness fresh concepts under the theme "The Fashion Inspired Furniture."
- **xOrdinary Showcase:** Experience "PLAY"—out-of-the-box concepts from emerging designers.
- **MIFF Digital Offerings:** Navigate effortlessly with our MIFF portal and Furniverse App for an enhanced buying experience.

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MIFF is a vibrant hub for connection and collaboration. Here's what you can look forward to:

- **International Buyers' Lounge & MIFF Elite Lounge**  
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- **Buyers' Night Gala**  
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### Be Part of the Excitement at MIFF 2025!

Register now as visitor before **14 February 2025** to redeem your free admission pass at [www.miff.com.my](http://www.miff.com.my). We look forward to seeing you there! 

Visit us at WTCKL  
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