

furnish now

The official show news of the Malaysian International Furniture Fair

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

What's News



Award-winning companies show how to wear the proverbial blue ribbon, and thus, sell more.

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Special Report

MIFF Judges weigh in with their perspective of what separates well-designed wheat from chaff.



Page 3



Seni Daya Woods Industries shares **hard-earned tips** from making baby cots.

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Our furniture **just keeps getting better** – and here's the proof.

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The Chalkboard

Everything you didn't learn in school – but need to know now – about MIFF!

Page 7



(From L-R): Jime Essink, Dato' Tan Chin Huat, Tan Sri Bernard Giluk Dompok

MIFF Pushes For Transformation

By Majella Gomes
Furnish Now writer

The Malaysian International Furniture Fair (MIFF) is growing beyond its wildest dreams, expanding with important alliances, and helping to usher in a new era for Malaysia's economy.

These were three key messages relayed yesterday by leaders of the Opening Ceremony of the 18th edition of MIFF.

"Today marks another milestone for the Malaysian furniture manufacturing industry," said Dato' Dr. Tan Chin Huat, Chairman of MIFF, during the opening. "We started in 1995 with just 152 exhibitors and buyers from 50 countries." Today, MIFF boasts 500 exhibitors and thousands of visitors who throng

the exhibition daily. Last year alone, more than 20,000 people came to see what Southeast Asia's premier furniture showcase had to offer, in addition to 6,800 buyers from 140 countries.

Remarking that the past decade had been one of tremendous growth, Dato' Tan said that MIFF was now one of the world's top ten furniture trade shows, and in recent years had expanded to markets in the Middle East and South America, besides widening its niches in several Asian markets as well. But more than that, "MIFF has become the springboard to acquiring new furniture sources and clients in the ASEAN region and the rest of Asia," he added.

MIFF's success has attracted international attention. United Business Media (UBM), one of the world's largest trade event organisers, recently announced a tie-up with MIFF, further boosting its profile.

"This tie-up will optimise synergies, including cross-visitor promotion, and enable both parties to leverage on databases," said UBM Asia President & CEO Jime Essink. "With the incorporation of MIFF, UBM has become the biggest trade fair organiser in Malaysia."

Such collaborative efforts impact not only on the furniture industry but on the country's MICE facilities as well, Dato' Tan said.

Acknowledging that MIFF is a premier showcase for made-in-Malaysia products, Guest of Honour YB Tan Sri Bernard Giluk Dompok, the Minister of Plantation Industries & Commodities, complimented MIFF on its success over the past 18 years.

"Events like these complement the Government's efforts at developing Malaysian industries into global players," he said. "In 2011, furniture earned RM6.4 billion in export revenue for the country. The Government is in the midst of an economic transformation programme but in order to achieve its high-income economy aims, we need to move to higher-value markets. The days of cheap, mass-produced goods are over. Global markets are dynamic; we need to transform our businesses to capture new markets and remain competitive in this region and worldwide."

HotShot



Curious Chicken usually lights up the room. As Chicken of the Board, he can be taken a little too seriously. Follow the rest of his half-lamp/half chicken journey at MIFF on Page 8.

IS HEALTH IMPORTANT TO YOU ?

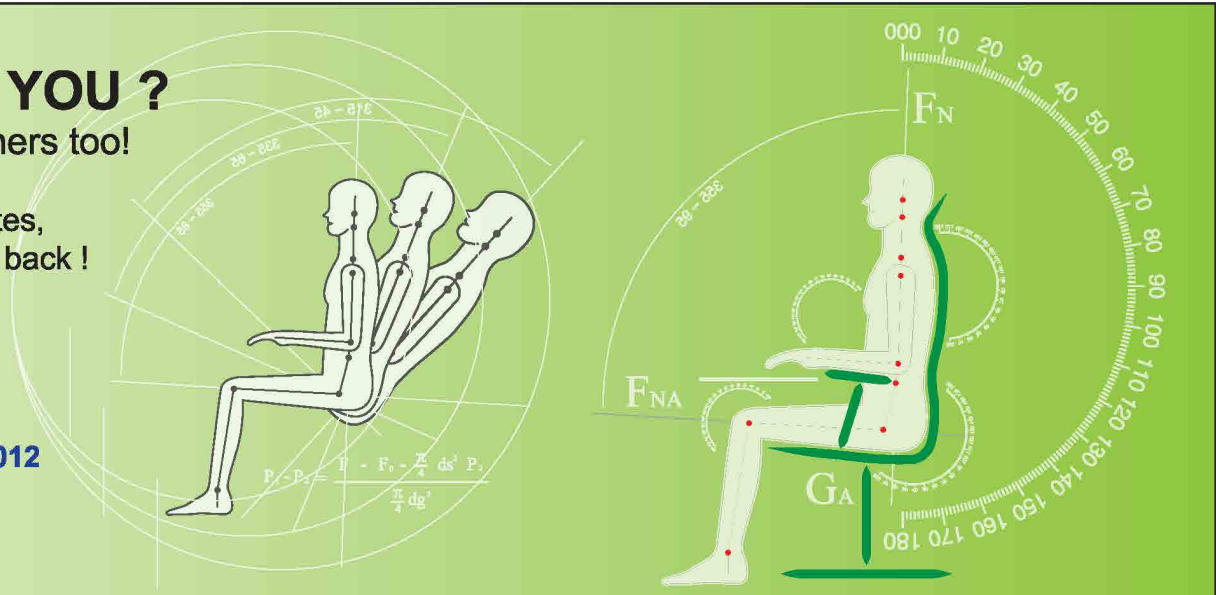
If yes, It is equally important to your customers too!

Just visit us at Hall 2B-23, only 6 steps in 10 minutes,
We assure you of a very fruitful and rewarding trip back !



Health & Wellness Design Group

MIFF 2012 at PWTC 6th - 10th Mar 2012
www.oasis.com.my



Forget the Cold Call; Win an Award Instead

By Yeo Li Shian
Furnish Now writer



Seminar: Green Technology in Furniture Manufacturing



Join this thought-provoking session with Dr. Jegatheswaran Ratnasingam at 2 pm on 8 March as he provides an insight into current green technology practices adopted in the Malaysian furniture manufacturing industry.

Furniture manufacturers and students from the industry will learn about the dos and don'ts of green technology in the furniture business from this award-winning furniture researcher.

His research, conducted on manufacturers who have adopted green practices and benefited from it, is believed to be first of its kind. It is now available worldwide and was published by the International Trade Centre in Geneva.

An Associate Professor from the Faculty of Forestry of Universiti Putra Malaysia UPM), Dr. Jegatheswaran has written more than 460 articles related to the wood products sector. In 2010, he was appointed the Honorary Professor of Furniture Design and Technology at the U.K.-based Brunel University.

This seminar will be held at Perhentian Room, Level 3, Putra World Trade Centre (PWTC).

VISITOR COUNT

Day	International	Local	Total
1	2,770	1,767	4,537

The hard sell can be just that—hard.

But many Malaysian International Furniture Fair (MIFF) exhibitors are finding that they are able to soft-sell their products quite well by winning a show-related award, which helps raise company awareness and ultimately profits.

MIFF's Furniture Excellence Award, for instance, has been a real brand booster.

"It was hard work paid off," said Alicia Lai Li Hsia, Assistant Business Development Manager of TAZ Corporation Sdn Bhd. "More importantly, the award has definitely made a positive marketing effect on TAZ as we had received a lot of enquiries on our products."

TAZ Corporation was one of the two joint winners of the prestigious Gold Award of last year's Furniture Excellence Award category. According to Ms. Hsia, the recognition has also spurred the team to improve on their product designs and overall performance for MIFF 2012. The team started brainstorming for this year's show as soon as MIFF 2011 ended.

"After winning two years in a row, the attention is there," Ms. Hsia Said. "We definitely have to shoulder heavier responsibility now. But hopefully, visitors or potential clients will see something different from us at MIFF this year."

Meanwhile, Steven Wong, Sales and Marketing Director of BJ Cabinet Enterprise Sdn Bhd, feels that the award has lifted company confidence in presenting designs to clients. The first time winner thinks that the recognition has pushed the company's image to the next level.

"The award certainly motivates our design team to be more objective, aggressive and adventurous in our design without compromising on our business purpose," Mr. Wong explained. "And the good news is, it has increased our sales!"

MIFF Awards At A Glance

Ideation Award

Held for the 3rd consecutive year, the Ideation Award aims at discovering new young creative talents for the industry. Selected entries will then be produced into prototypes with the generous sponsorship from supportive local manufacturers. Entries are evaluated according to basic criteria such as aesthetic values, originality, creativity and functionality.



Best Presentation Award

Divided into two categories—shell scheme booth and bare space booth, this award is presented to the most outstanding booth during the 5-day event. Entries are judged according to best presentation, construction techniques and knowledgeable staff.

Furniture Excellence Award

Composed of two main categories—Household and Office, this award is presented to the Top 3 outstanding pieces with top-notch qualities. Entries will be judged by a panel of seven local and international judges with Helmut Merkel, Chief Editor of Germany-based Mobelmarkt leading the team as this year's Chief Judge. Assessment is based on functionality, aesthetic values and innovativeness. A special Judges Commendation Award will also be presented to non-participating exhibitors with notable furniture.



Creativity & Innovation

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Booth No : 4A06
(PWTC)



Design Is Like the Sphinx: Hard to Decipher

By Chan Li Jin
Furnish Now writer

Defining design is as hard as ever, but creating individual pieces with finesse can be done

Good art, as we know it, is subjective. What one man may find appealing may look like total nonsense to another. The question now is: does the same apply to furniture design?

No, say industry experts.

While it is true that artistic and aesthetic elements play a major role in good design, furniture is ultimately a functional object. After all, early humans easily survived sitting, eating, working and sleeping on the ground (if not on a rock). Furniture would be relegated to the likes of decorative items if they were not as functional as they were pretty.

But even thousands of years in the making, a comprehensive definition of design eludes us all, including Jennifer Curtis, the Group Managing Editor of Australia's FB Mag (or Furniture and Bedding Magazine) and a former judge in the Ideation Awards.

"Honestly, if I could synthesize exactly what good design is, I would be very rich indeed," she said. "The whole problem is that it is really difficult to express exactly what good design is. You can look at an object and say that is good design but it is really hard to put your finger on exactly why."

As the scope of furniture can be very wide, Ms. Curtis said that key design elements would depend on the furniture piece in question—a sofa, table, chair, etc. - as it varies from piece to piece.

How about cost and details such as colour, size, shape or materials then? Do these have any impact on design?

"I would say cost is irrelevant and colour of minimal importance as long as it suits the piece," said Ms. Curtis, naming IKEA as a brand that revolutionized the furniture world by producing high-grade furniture at low prices.

A herculean task for the to-do list

The mission may be near impossible to fathom—at first—but getting on with accomplishing superior design is a must for titans of industry.

Unfortunately, even a stable furniture business is no indication of good design in the works.

So, when is good business bad design news?

When the business becomes so good that the business owner no longer feels the need to innovate, said Hani Ali, Design Director of Lain Furniture & Object, who is one of the judges for the Ideation Awards 2012.

Ms. Ali believes that the main reason for deteriorating design standards is because "mass produced furniture are dominating the industry; therefore we are no longer in desire to challenge ourselves unless the budget for making mould and big orders are in."

Ms. Ali shared her experience of being a judge for two consecutive years, describing how this year's Ideation criteria of using timber as a compulsory material for the production of prototypes threw participating manufacturers off their feet.

"Our local manufacturers mainly focus on OEM and mass produced pieces to be exported overseas," she explained. "So they have restrictions when it comes to pure bespoke furniture," she said, adding that "competitions like Ideation awards help them to think beyond their limitations and hopefully open doors for creativity in the industry."

She feels that the main problems are a lack of experience and knowledge in materials and processes.

"We are missing the core of design," she said. "As a designer, our complete package is knowledge, experience and passion."

Mr. Chen says understanding industrial practices help in design creation

Chen Neng Xin, Founder and Chief Designer of China-based Ason Design Studio, concurred, stating that designers must also understand industrial practices. From experience, he

knows that many manufacturers now want designs that are practical, cost-effective, convenient, utilise materials optimally and are environmentally-friendly.

Mr. Chen, who also is one of the judges for the Ideation Award 2012, remains optimistic about the future of Malaysian designers. He noted that the participating students displayed careful observation of life, expression of diversity, creativity and unrestrained passion in their work, which are good indicators of better things to come.



Left: Hani Ali, Design Director of Lain Furniture & Object
Right: Chen Neng Xin, Founder and Chief Designer of China-based Ason Design Studio

Hani's Double Rocker epitomises a perfect blend of functional and aesthetic excellence



Benithem's designs portray a sleek, clean, contemporary feel



Ben Teo, Managing Director and Chief Designer of Benithem, challenges the norm with this power seat for women

What works, what doesn't

Ask Ben Teo, Managing Director and Chief Designer of leading office furniture manufacturer Benithem, about good design and he will rattle off a series of answers. That comes as no surprise, as Benithem has been the gold award winner of MIFF's Best Presentation Award almost every year since the awards began.

"We believe that R&D is a must," Mr. Teo said. "If we don't go to overseas furniture fairs, we cannot know what are the new trends. It also depends on your market, and what type of design you are looking at," said the seasoned designer who has been in the business for the last 20 years.

He cites the theme for his booth in 2011, 'Going Green,' as an example.

"We are still very slow here in Malaysia, but in the Western countries where we export our products, their demands are very high," Mr. Teo said. "The local market is still into elaborate designs that draw attention at the first glance. But Westerners prefer designs that are clean, streamlined, functional, ergonomic and use materials that are sustainable. Those designs have a lasting kind of beauty. But they are actually harder to make."

Ultimately, all experts agree that good design ought to include considerations such as cultural elements, a target market and good choice of materials. What matters most now is making design a priority in furniture-making.

It may cost more in terms of R&D, hiring professionals, using optimal materials and investing time, but the long-term rewards in the form of brand recognition are surely worth it. After all, what else could possibly be a better long-term investment in a Malaysian furniture business than brand recognition for superior design?

Think about one word before you answer that question: IKEA.



www.pohhuat.com

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			<p>CAPE TOWN BRANCH : - Unit B, Zanello Park, - No.5 Signal Crescent, - Montague Gardens, Minerton, - Cape Town, 7441. Tel : +27-21-5554056</p>



Alan Teo

Baby Steps to Better Furniture Building

By Jaya Prakash and Khaw Chia Hui
Furnish Now writers

was a very challenging journey but the experience gained was very satisfying.

FN: Was there any episode that you remember fondly and does it still bear relevance to present times and ways of doing business?

AT: There was once when we were in the midst of delivering some finished goods, our lorry broke down leaving our employees stranded in the middle of the night. I had just reached home after a long day's work when my sister broke the news to me. Fearing for the safety of our employees, I immediately called my brother, who happened to be nearby to pick up them up instead of having them wait until the next morning for backup. After all, we have to ensure the safety of our employees.

We had not gotten any sleep that night but the effort was worth it as our employees were safe and our goods were delivered on time. The client was very impressed and happy with us. They told us that if we were to keep up such commitment and service, we would go a long way. This advice has stayed with me all these years and keeps me motivated during my bad days.

FN: Do you have any business ethos or a value that is worth emulating, so far as business practices are concerned?

AT: To me, business is not just about maximising profit margins. There are things more important than high profits, such as our commitment and promises to our clients which are always a priority.

FN: What are your on challenges of operating in the Malaysian furniture market?

AT: There is always room for improvement in the furniture industry in Malaysia with the right support from the government and the relevant authorities. This includes reducing high levy and tax rates

for foreign workers as high operation costs make it very difficult for us to expand and diversify our markets.

FN: There must be greater challenges than taxes...what are they?

AT: One of the greatest we face is pricing. Furniture from China, Vietnam and other countries are very competitive in terms of pricing and mass production to cater to the American and European market. We try to distinguish and brand ourselves by the quality of our furniture which is also available at a reasonable price.

FN: Do you think if all the furniture manufacturers and retailers in Malaysia were to consolidate and form a single bloc, such an entity would become a formidable force in world markets?

AT: This is unlikely to happen in the near future as every company's manufacturing culture is different. Some are conservative while others are not. Some are ambitious while others are passionate. But with the vast evolution in the industry and the increasing level of competitiveness in the world market, it's not easy to gauge how the Malaysian market will operate in time to come.

Visit *Seni Daya Woods Industries (M) Sdn Bhd* at Booth No. 307, Hall 3, PWTC.

You might think that infants and children are easy furniture customers.

They're not.

Designing furniture for this demographic is never easy.

Apart from quality materials and finishing, safety is of high concern. The product has to conform to a plethora of regulations set in each country. The United States and European Union particularly have strict guidelines on infant-related products.

As one of the few Malaysian International Furniture Fair (MIFF) exhibitors specialising in this field for more than 15 years, Seni Daya Woods Industries (M) Sdn Bhd's manufacturing practices have stood the test of time.

That reveals something about the solid character of Seni Daya's people, like the company's marketing manager, Alan Teo. Recently, Mr. Teo spoke with *Furnish Now* about his early working years, learning to show compassion for his employees, and – now all grown up as an industry leader – how he views commitment to customers and challenges ahead.

Furnish Now (FN): Could you give a background of your early days and its challenging moments?

Alan Teo (AT): I started from the bottom and worked my way up. I learnt the ropes of the industry – how the end product is made from raw materials. I designed, selected the materials, sawed, drilled, coated, painted and assembled them. I was clocking 12 hours a day, seven days a week. It



Production factory in Seremban, Negeri Sembilan



Owners: Mr. Teo Kim Siang & Mrs. Teo Yeo Ai Hwa




ASIA TUBE



Please visit us at
MIFF 2012
PWTC Hall 2
Booth 225



OFFICE & FACTORY

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Keeping It Simple

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Email: amoslee@unifurn.com.my
Website: www.unifurn.com.my

Using the perennial rubberwood, Unifurn's beds are minimalist in design and presentation. Its range of frames and headboards are durable and easy to care for. As a company, Unifurn strives to provide affordable products while maintaining good quality. Unifurn has a presence in some 20 countries.



For the Young'uns

Space is a big consideration for buyers as homes are getting more compact in developing countries. With that in mind, AFA furniture has introduced the Cosmos Youth Bunk Bed. Sporting happy colours, the collection would certainly brighten up the room and its inhabitants.

Company Name: AFA Furniture Dot Com
Booth No.: 4B03, Hall 4B, PWTC
Contact: Cherly Chan
Tel: +606-951 3669
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Website: www.afafurniture.com

Company Name: Tube Home (M) Sdn Bhd
Booth No.: 4A25, Hall 4A, PWTC
Contact: Tan Loo Mei
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Email: LMtubehome@myjaring.net
Website: www.tubehomefurniture.com

Variety Is the Name of the Game

Shantawood is continuing its foray in classic and clean silhouettes for its home furniture. You can expect the use of rubberwood and popular wood veneer such as white, oak, cherry and walnut. With a wide catalogue of goods, Shantawood is able to serve different market demands.

Company Name: Shantawood Manufacturing Sdn Bhd
Booth No.: 332, Hall 3, PWTC
Contact: Emily Sow
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Email: info@shantawood.com.my
Website: www.shantawood.com.my



Sweet Home Alabama

Company Name: Hup Chong Furniture Sdn Bhd
Booth No.: 4A06, Hall 4A, PWTC
Contact: Chua Chun Chai
Tel: +603-3291 5001
Email: info@hupchongfurniture.com
Website: N.A.

Inspired by its namesake, this bedroom set embodies a country-like arched headboard, mirror panel and footboard. The Alabama collection is crafted of hardwood solids with cherry veneers and lightly distressed in an aged oak finish. Matching pieces are accented with aged charcoal finish.

Delicate Designers

Pairing wood and metal accents in bedroom pieces proved to be a successful formula for Asia Tube. Metal adds a whimsical touch to the products with floral-like tendrils on headboards, dressers and side tables, which wood cannot provide. The company has presence in Europe, Australia and Middle East.

Company Name: Asia Tube Industries Sdn Bhd
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All Systems Go



Hooking up a home theatre system and its relevant support unit can be a daunting task for some. IGO Audio's latest rack combines a television stand, speaker system and amplifier in one package and reduces packaging materials.

Company Name: (IGO Audio) Formosa Prosonic Ind Berhad
Booth: 4D10, Hall 4D, PWTC
Contact: Yow Siew Wei
Tel: +603-3176 2700
Email: swyow@fp-group.com
Website: www.igoaudio.com

Star of the Show

Making the most out of your room, the Star Bunk series espouses economic use of space. With a nifty move or two, the bottom section of the bed can be turned into a study table while the product has two big drawers to store your belongings. The SB-555 and SB-666 are made from rubberwood; SB-111 is made from metal tubes and resin headboards and SB-333 is made from metal tubes.



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Exclusive Design, Superb Finishing

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Renowned for its exclusive design and superb finishing, Golden Tech offers a winning combination of product quality and competitive pricing. With a dazzling array of rubberwood-based products, the company concentrates mainly on the export market. Its range includes dining and living sets, as well as individual pieces like coffee and lamp tables, consoles and nesting tables.

Sofas, the Old-Fashioned Way

What could be more iconic than a Chesterfield sofa? Every single sofa is made by hand, and backed by two decades' worth of design and manufacturing experience. Magnificently overstuffed, with distinctive rolled arms, a high back and elegant wings, every piece is classic Chesterfield. High quality leather and deep, fully-tufted buttons end-to-end give each sofa that rich, quintessentially English Chesterfield character. Hand-polished leather creates tones that just improve with age. If you're planning a home with a vintage look, you can't go wrong with a Chesterfield.



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Website: www.aachesterfield.com



Made in Malaysia, Sold Worldwide

Southern Furniture's many collections have been well received on almost every continent, and there's no limit to how far this feisty company, which specialises in wooden and metal bedroom sets, can go. Collaborating with many small factories in China, the company has increased both outreach and expertise, allowing it to develop and manufacture products that are contemporary in design while being competitively priced. Its 2012 Collection incorporates mixed classic and modern bedroom sets, and is already selling well in the Middle East, Europe, Africa and Asia. Southern Furniture builds its long-term partnerships on trust, good quality and design.

Company Name: Southern Furniture Sdn Bhd
Booth No.: 240 & 4A05, Hall 2 & 4A, PWTC
Contact: Teo Cheng Tai
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Email: export@tubeway.com.my
Website: www.tubeway.com



Interchangeable Innovation

One of Malaysia's leading office system innovators, Safari Office has made extensive investments in R&D to optimise stationary, operable and movable workspace partitions that effectively address the problem of space in today's work place. Specifically designed to enhance valuable floor space, seating, desking and partition solutions incorporate interchangeable components without compromising privacy, collaboration, productivity, performance and aesthetics. Cable management, safety features and partition solutions come together seamlessly to deliver quality, strength, durability, and modern design.



Company Name: Safari Office System Sdn Bhd
Booth No.: 2B05, Hall 2B, PWTC
Contact: David Kiew
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Email: export@safariofficesystem.com
Website: www.safariofficesystem.com

Winning Strategy: R&D

Company Name: Greenberg Furniture System (M) Sdn Bhd
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Email: export@greenberg.com.my
Website: www.greenberg.com.my

You can tell that a company is a firm believer of investing in R&D by their designs. Greenberg, an award-winning office furnishing manufacturer is a clear example. "Our furniture is ergonomically designed, so they reduce pain and injury, increase productivity, improve morale, and decrease complaints," said Mervin Maran, Managing Director, Greenberg Group of Companies. Another plus point is the adjustable components where users can modify their workstations to accommodate different physical dimensions and the requirements of the job.

For Modern or Classical, Rubberwood Is Suitable

Aik Chee's Trilium dining set may be futuristically named, but design is rooted in the contemporary and practical. At counter height, this dining set is a stylish, elegant addition to any home. Crafted from solid rubberwood, Trilium's ash veneer table top heightens interest and provides a sturdy platform while its understated cinnamon/charcoal/teal colour scheme adds a sleek touch to any formal or non-formal dining area in the home. Trilium's beauty and utility would be matched only by the magnificence of a meal!



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See us at **PWTC Hall 1 Booth 139**

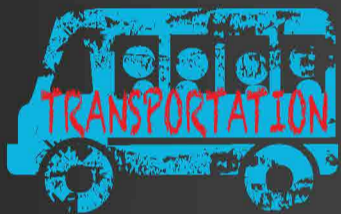
Make your littles smile...

CLV VISTAWOOD Industries Sdn. Bhd.
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STANDARDS Australia **FIRA** **SGS**

The Chalkboard



SHUTTLE TRANSFER

PWTC ↔ MECC

Time: 9:30a.m. - 5:30p.m.

Pick up Points :

PWTC - Main Entrance, Level 2 (Bus Bay)

MECC - Hall B, Ground Floor

DAILY EVENING HOTEL TRANSFER

Time: 6:00p.m. - 7:00p.m.

Pick up Points :

PWTC - Main Entrance, Level 2 (Bus Bay)

MECC - Hall B, Ground Floor

PWTC ↔ Official Hotels

- Dorsett Regency Hotel
- JW Marriott
- The Ritz-Carlton
- Vistana Hotel
- G Towel Hotel
- Sheraton Imperial

MECC ↔ Official Hotels

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



INTERNATIONAL BUYERS' LOUNGE

International buyers are welcome to enjoy some refreshments in the Lounge and use the facilities available there including PC, Internet, photocopy and fax.

-Level 3, PWTC

NETWORKING COCKTAIL - Don't Worry, Be Happy Hour

Head to the Matrade Exhibition & Convention Centre (MECC) on 8 March 2012, from 4:00p.m. to 8:00p.m., to enjoy not just food and fanfare, not just fun and excitement... but pure HAPPINESS at the Don't Worry, Be Happy Hour!

FOOD & BEVERAGE

PWTC

1. Riverside Restaurant (Opposite Hall 2A, Level 2)
2. Hall 2B Savoury Counter (Entrance of HALL 2B, Level 2)
3. Hall 3 Savoury Counter (Linkway from Hall 3 to Hall 2, Hall 1 & Hall 1M, Level 3)
4. Garden Restaurant (Hall 4B, Level 4)
5. Hall 1 Cafeteria (Hall 1, Level 1)

MECC

1. Traders Cafe (HALL B)
2. Burger King (Hall B)
3. Pizza Hut (Outside of Hall A)

Ideation Award 2012
7 March - 10 March 2012
Design Showcase @ Hall B,
Ground Floor, MECC

MIFF 2012 EVENT HIGHLIGHTS

Buyers' Night

This night is not to be missed!
Good food. Good drinks.
Fun Entertainment. And....
A series of lucky draws to be won!
starting at 6:00p.m.,
Wednesday, 7 March 2012

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

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

Prize Presentation Ceremony

Furniture Excellence Award

Best Presentation Award

Ideation Award

2:30p.m., Thursday, 8 March 2012
Pacific Ballroom,
Seri Pacific Hotel



Industry Seminars - Bilik Perhentian, Level 3, PWTC

Design Drivers for
The Malaysian Furniture
Manufacturing Industries
by Klaus Kummer, Thailand,
RDT International Co Ltd
10:00a.m. - 12:00p.m.,
8 March 2012

Green Technology in
Furniture Manufacturing
by Dr. Jegatheswaran
Ratnasingam, Malaysia
Universiti Putra Malaysia
2:00p.m. - 4:00p.m.,
8 March 2012

设计师与企业家
的共生关系
(Mandarin Session)
Designer & Entrepreneur
by Chen Neng Xin, China,
Ason Design Studio
10:00a.m. - 12:00p.m.,
9 March 2012

MTC's Furniture Promotion
Programme for 2012/2013
by Madam Noraihan, Malaysia,
Malaysian Timber Council
2:00p.m. - 3:00p.m.,
9 March 2012



Do you know what the truth is about cats & chickens? Offman Bin Kamarudin, Assistant Manager of Human Resources, Hume Furniture Industries Sdn Bhd, knows. But he's not telling. Haha.



JANE LEE, MARKETING EXECUTIVE, OASIS FURNITURE INDUSTRIES SDN BHD, IS SURPRISED BY CURIOUS CHICKEN'S NEW FRIEND.

Chickens aren't the best fliers. So, Curious Chicken decided to fly first class to MIFF 2012. Why? Because he's half chicken, and half lamp...and everyone knows MIFF has the best table tops to light up



Larry Choh, Sales Executive, Safari Office Furniture Sdn Bhd, helps Curious Chicken sharpen his typing skills.



Wong Hui Shan, Marketing Executive, Benithem Sdn Bhd, plays hard to peck.



Benson Lim, Operations Manager, Evergreen Fibreboard Berhad, walks Curious Chicken in circles.



Curious Chicken visits the water cooler with Wong Sin Foo, Sales Executive, Southern Furniture Sdn Bhd.



Chong Chaw Peng, Assistant Accounts Manager, Len Cheong Furniture Sdn Bhd, found out Curious Chicken is worth more dead than alive. She tried to strangle him in his sleep.



Cynthia Khoo dresses in traditional Taiwanese cultural dress. Curious Chicken felt more than curious around her.



Curious Chicken and Roger K.T. Chai, Furniture Designer, Kinheng Furniture Sdn Bhd, take a snack break.



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