

What's News



Things of beauty are a joy forever. We wish there was more room to feature all the beautiful pieces that graced MIFF 2012!

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Your feedback is invaluable to us. Exhibitors and buyers give their

takes on MIFF 2012.

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Early birds sign up for MIFF 2013

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By Khaw Chia Hui
Furnish Now writer

It was like a meeting of old friends over the course of five days at the Malaysian International Furniture Fair (MIFF) as buyers and exhibitors gathered here to talk business.

The buyers came from near and far to see, touch and feel what the Malaysian and greater Asia-Pacific region has to offer.

"The attendance for this year's international visitors was increased compared to last year," said Dato' Dr. Tan Chin Huat.

"Day 1 this year recorded 2,770 international visitors while Day 1 of last year was 2,461. By Day 3 this year, we have recorded more than 5,000. I would say the concentration of quality and serious buyers were more this year."

Meanwhile, exhibitors took away individual experiences from MIFF, and those that exhibited new products tended to fare well, Dato' Tan said.

"You can actually see for yourself that booths or companies that exhibit new products tend to have high visitors and receive good business," Dato' Tan said. "As for those who exhibit the same products each year, they will have fewer business opportunities."

He also noted that the Ideation Award competition is relevant

and important for manufacturers to participate in.

"This way they can discover young blood who can bring in fresh ideas and concepts," Dato' Tan said. "The companies can tap their talent and save on fees paid to professional designers."

The Ideation Award competition once again allowed young talents to show their chops, only this time it was to create 'My Favourite Chair'. Ten finalists were chosen out of 178 entries and finally, the prize came down to a unique seat that is truly inspired by Malaysian culture. Meanwhile, exhibitors were rewarded for their innovation and hard work during the Furniture Excellence Award and Best Presentation Award competitions.

"So far, I think shell scheme booths should put in more effort to display their products to make vital features more prominent," Dato' Tan added. "If the presentation is cluttered, it is difficult to spot the gem of your company."

This year the message is clear: MIFF continues to be a hot, internationally recognized event, but even so, manufacturers have to work hard to woo buyers with good functional designs and attractive presentations. MIFF 2013 may seem like a year away, but the work to take advantage of the global opportunity it provides starts now.

So keep the ideas bubbling, and we'll see you at MIFF 2013.

Special Thanks



We walked into your booths uninvited. We interrupted your buying and selling to talk and take pictures – (like the one here at the Poh Huat Furniture Ind (M) Sdn Bhd display).

We generally were nosy reporters, and we liked what we got.

Thank you very much – buyers, exhibitors and other MIFF visitors – for letting us carry on with our coverage of MIFF 2012.

Remember, *Furnish Now* is a magazine year-round. Contact us at enquiry@mediamice.com if you're interested to have your furniture featured.

Special thanks to MIFF and UBM for supporting our coverage. Thank you Kelly, Yap, Jeffrey, C.H., and Jackie for making our photos jump off the page. Last but not least, thank you PWTC F&B staff for feeding us.



Move Over Couch Potato, and Be a Bed Potato Instead!

Television beds are the new craze, more so now when people discover how much space they actually save from not needing a TV cabinet. The TV and all connecting wires stay neatly hidden under the foot rest. Just one click on the remote and you can enjoy theatre-like ambience complete with 3D sound effects.



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Work in Style

Workplace organization is crucial for staff efficiency. Cluster cubicles, with minimal paneling, encourage communication between colleagues and expedite good workflow. Artmatrix IF workstations are configured in a linear format so that future office expansions can be facilitated with minimal downtime. The latest Artmatrix IF revolving system is a revolutionary workstation that is ideal for the small office/home office (SOHO), where space-saving and aesthetics are top priorities.

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Made for the New Millennium

This new millennium is all about spaces – or the lack thereof, that is. This philosophy forms the inspiration behind Décor Suria's furniture; wherever possible, every piece serves more than one function. Expect to find creative innovations such as LED lights attached to glass fittings, extensions to coffee tables and desks for mobile devices.



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Floored by the Quality

Quality laminate flooring injects elegance, texture and character, literally transforming an otherwise boring space into a Zen zone. KRONOLOC laminate floorings are not just durable and termite-resistant, they are strengthened with 0.6 mm wood veneer and protective overlay. Chamwood, the latest waterproof edition, is even suitable for high moisture areas such as the wet kitchen and bathrooms. KRONOLOC double laminate

flooring is the 1st in the world to have its innovative technology patented for floor panels.

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Mix-and-match Cabinet Concepts

Small, big, bigger – you decide. Who needs built-in cabinets when Glorybiz's cabinets allow you the flexibility of mixing and matching your pieces? From a small stand-alone to a fully-integrated combination of cabinets, Glorybiz selections provide clients the opportunity to expand kitchen or bedroom cabinets as their homes and families grow. Apart from freedom of selection, you get fresh and exciting designs all the time!



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Enjoying Woody Wonders

There's something about wood products that give an earthy, wholesome feel – almost as if you have brought a piece of Mother Nature right into your home. That's how Bowlman Furniture bowls you over; their extensive range of wood-based indoor furniture consists of dining sets, bedroom sets, and buffet and hutches that appeal to your sense of place in nature.

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Rustic Cottage Charm

High headboards, Victorian-period detailing, regency-styled posts and finials easily differentiate Len Cheong products from others in this day and age. Ornate and lofty, Len Cheong furniture exudes a luxurious, simple bygone era when craftsmen ruled the day. With many furniture makers gearing towards contemporary designs, Len Cheong still stands by the adage that 'old is gold' for the benefit of discerning clients who crave the stability of tried and tested designs.

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VISITOR		COUNT	
Day	International	Local	Total
1	2,770	1,767	4,537
2	1,257	1,388	2,645
3	1,202	1,656	2,858
4	1,013	1,228	2,241
TOTAL	6,242	6,039	12,281

The BUYERS' Report

Q: What are you looking for at MIFF?



I'm here for the first time; I want to look around and if the prospects are good, maybe I will exhibit here next year. I always hear people saying Malaysia has good wood products and it is true. Now I can see it for myself.



I mainly look for home furniture that is modern and contemporary because those are popular in South Africa. [MIFF] has been interesting for me and I was surprised to see better quality products this year.



This is my first time [at MIFF] but my company has been sending representatives here every year. Usually I go to the fair in China. I decided to try a new experience this year by doing the furniture fair tour around Malaysia, China and Vietnam and others. I feel it's more organized here than China; the settings of the exhibition makes it easier to walk around.



I always look for wood-based furniture as Canadians love it. The quality, design and price are good compared to China. Although prices have gone up, I will still come back to MIFF to have a look around. I have been here since the first year. As for trends in Canada, they are going for contemporary looks that have cleaner lines.



We visit furniture fairs all over the world to get new stocks for our company and have been coming to MIFF for the last 12 years. We like MIFF very much because there is always something new every year. The trend in Trinidad now is more towards high end furniture, designs that are more unusual, and we always manage to find it here in Malaysia.



I've been coming to MIFF for the last 5 years to look at the different kind of furniture here. My customers in India are very confident about Malaysian products, so much so that some China furniture is disguising itself as Malaysian furniture. But I can tell the difference because I have been in the furniture business for the past 15 years.

The EXHIBITORS' Report

Q: How has your experience at MIFF been?

It is our second time here. We have seen a lot of serious buyers who negotiate business with us as compared to last year. We also met more buyers from Europe. It is the market we are trying to reach.



It is our first time in MIFF. Our first day was a little slow but there were more enquiries as the days passed. We're here mostly to connect with existing customers while hoping to get new ones by showing our new products.



We are here for the fourth time but this year is the first time we are taking two booths. We specialize in storage space and systems furniture and we usually lump them together in one space. This year we have separated them into different booths to get more exposure. The response is satisfactory so far, because we have many new products this year and customers are very interested.



The buyer profiles are different this year. We have more new buyers from the Philippines, Australia and Thailand, so kudos go to the organisers for bringing in new markets. I also feel that the standard is better this year in terms of design. Generally the booth layouts are also upgraded.



NOTICE TO MIFF 2012 EXHIBITORS

Please pick up your Move-Out Forms from the Exhibitor's Service Counter or the Organiser's Office. All forms must be endorsed by the Organiser from Saturday 10 March from 3 p.m. onwards. Please follow your moving-out procedures according to your booth venue.

VENUE	HALL	LOCATION
PWTC	1, 1M & 2	Exhibitors' Service Counter 1 (Level 1)
	2A, 2B, 2C, 3, 4A, 4B, 4C, 4D & 5	Organiser's Office (Level 2)
		Exhibitors' Service Counter 2 (Level 3)
MECC	A & B	Exhibitors' Service Counter, Hall B (Ground Level)

- Exhibits can only be removed from exhibition halls from **6:30 p.m. to 9:00 p.m. on Saturday March 10** and from **9:00 a.m. to 5:00 p.m. on Sunday March 11**.
- Remain at your booth until all your exhibits are moved out, if you are moving out on **Saturday March 10**.
- Notify the Organiser if the exhibits are not fully removed on **Saturday March 10**.
- Submit the Move-Out Form to the Security at the exit gate for inspection of the exhibits removed.
- Exhibits not removed by **5:00 pm on Sunday March 11** will be disposed at the Organiser's discretion and the exhibitor will bear the cost of disposal.
- No removal of exhibits will be allowed unless and until all conditions are complied with.
- The Organiser is not responsible for any loss or damage to any exhibit.



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