

# furnis

The official show news of the Malaysian International Furniture Fair



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

Day 1

05 March 2013

## WHAT'S NEWS

Sail through MIFF 2013 with our comprehensive guide around PWTC & MECC, a whopping 80,000 sq metres of exhibition space.

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## HIGHLIGHTS



Lots of exciting events at MIFF 2013. Mark your dates and time!

Page 2



MIFF takes a bite of the Big Apple.

Page 4

Have a star product to shout about? Flash it in our new Signature page! Come and see us at the Editorial Office, Bilik Terengganu, Room 12, Level 3, PWTC if you have a product that shines.

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# MIFF 2013: Ready, Set, GO!

By Majella Gomes  
Furnish Now writer

The Malaysian International Furniture Fair (MIFF) is all grown up.

Since its beginning in 1995, the annual event that has put Malaysia on the international furniture exhibition map has grown from strength to strength, never failing to offer something fresh and new every year.

After almost two decades in what is acknowledged as a dynamic and devilishly difficult field, MIFF kicks off its 2013 offerings with a show that's 25% bigger than last year.

"Buyers can expect an even bigger range of products this year," said M. Gandhi, Managing Director of UBM Malaysia, organisers of MIFF.

On 21 December 2012, MIFF announced a strategic alliance

with Muar Furniture Association (MFA), one of the most prominent furniture industry groups in Malaysia.

"Muar is one of the country's leading furniture-producing areas, with a long and established history of manufacturing furniture that goes back at least four decades," Mr. Gandhi said.

MFA has about 500 manufacturers in its stable, including eight public-listed companies. This powerful group has committed to participating exclusively in MIFF, making it the single biggest platform for Malaysian furniture. It is worth noting that manufacturers associated with MFA are known primarily for their hardwood products, hence exhibitors to MIFF 2013 will have the opportunity to view some of the region's best.

At least 100 exhibitors will be showcasing their products at the MFA Hall at the MATRADE Exhibition & Convention Centre (MECC) from 5 to 9 March this year. This extra space, which is expected to increase the total area of the MIFF exhibition area from the usual 75,000 square metres to more than 80,000 square metres, will comfortably display more sofas, wooden dining sets and bedroom furniture.

MIFF has long been considered a premier destination for both buyers and exhibitors from around the world. Statistics have shown an uptrend, even in recession years. In 2011, total export sales generated by the fair topped US\$778 million. Last year, total export sales hit the US\$830 million mark. While more than 21% of visitors came from the ASEAN region, interest from the Far East and Europe were not far behind. Even African (9.4%) and South American (2.1%) buyers make it a point to shop at MIFF. About 15% of the 500 exhibitors at MIFF 2013 will be first-timers, and this year, total import sales business generated are expected to exceed US\$850 million.

With this in mind, Dato' Dr. Tan Chin Huat, MIFF founder and Malaysian furniture industry luminary, has this advice for those who want to stay competitive at the show and beyond: "Emphasise on design. Create a Malaysian identity and strengthen your use of local materials, such as rubberwood. Ensure consistent quality and workmanship, and keep abreast of the latest designs and market trends."

## FAST FACTS

**25% more floor space at MIFF 2013 for even more products to view**

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YOU ARE INVITED

### Don't miss the Opening Ceremony

Join us at the official opening of the 2013 Malaysian International Furniture Fair (MIFF) to rub shoulders with dignitaries, industry leaders, foreign buyers and more! Find out more about the latest trends and governmental policies from guest-of-honour Yang Berhormat Tan Sri Bernard Dompok, Minister of the Plantation Industries and Commodities Ministry.

Date: 5 March (Day 1)

Time: 9: 30 a.m.

Venue: Pacific Ballroom, Seri Pacific Hotel Kuala Lumpur

### Muar Furniture Association arrives

MIFF extends a warm welcome to delegates from the Muar Furniture Association (MFA), one of Malaysia's leading furniture industry groups! The 500-strong manufacturers who are MFA's members account for more than 45% of Malaysia's furniture exports, making them a force to be reckoned with. Visit the **Muar Hall** at the **MATRADE Exhibition & Convention Centre (MECC)** from 5-9 March 2013 to view more furniture and furnishings as well as several first-time exhibitors.

### A world-class Welcome Reception

This networking event is specially planned for the media and invited guests such as the judges of the MIFF Furniture Design Competition and speakers of the industry seminars. Considering that it is the first day of MIFF 2013 and many foreign journalists, judges and speakers have travelled long distances to get here, the Welcome Reception serves as the perfect opportunity to relax and unwind, and gear up for an adrenalin-charged week ahead!

Date: 5 March (Day 1)

Time: 6:30 p.m.

Venue: Tanjung Lounge, Level 2, PWTC

### All hail Buyer's Night

Everyone's favourite event of the year returns, this time with more surprises in store. Don't miss the excitement, free-flow drinks, fabulous food, entertainment and lucky draw at the highlight of MIFF 2013. Themed 'World Culture', this year's Buyer's Night promises more glitz and glam than ever before, with a wide repertoire of music and dance from around the globe. You could be one of the ten lucky visitors to walk away with attractive gifts such as the iPad mini, Samsung tablet, digital cameras, iMac, laptops and more from the lucky draw! It is also the perfect opportunity to meet other buyers from around the region and world and let your hair down.

Date: 6 March (Day 2)

Time: 6:30 p.m.

Venue: Grand Ballroom, Level 9, Sunway Putra Hotel



**Klaus Kummer**  
KDT International  
GERMANY & THAILAND

**Philip Yap**  
Philip Yap Design  
CHINA & MALAYSIA

**Klaus Kummer**  
Universiti Putra Malaysia  
MALAYSIA

**Lok Choon Hong**  
IP Pintas  
MALAYSIA

## Thought-Provoking Industry Seminars

Gain valuable insight from the experts at the MIFF Industry Seminars. Registration is on first-come-first-served basis. Check out the details on Page 7!

## See who comes out on top at the Prize Presentation Ceremony

Be electrified at the MIFF 2013 Prize Presentation Ceremony as outstanding exhibitors get recognised for their time and efforts in creating innovative furniture pieces or booth displays that capture the imagination and attention of judges and visitors alike! The event, which will be officiated by Dato' Mah Siew Keong, Chairman of Malaysia External Trade Development Corporation (MATRADE), will present:

### • FURNITURE EXCELLENCE AWARD

Awarded to furniture design that is original, creative, visionary and innovative, the award recognises and rewards designers with the guts to think out of the box. Prizes are divided into three categories: Home Furniture, Office Furniture, and Judges' Recommendation. Winning entries not only get lucrative rebates off their booth price but also qualify for a free session of furniture testing sponsored by the Forest Reserve Institute Malaysia (FRIM).

### • BEST PRESENTATION AWARD

This annual award that is jointly organised by the Malaysian Timber Council (MTC) and MIFF rewards the efforts and creativity of exhibitors who pull out all stops to make their booths outstanding. Participants are categorised into three: Shell Scheme, Bare Space, and Non-Furniture. Proud winners will receive cash rebates off their booth price and a trophy to add to their bragging rights.

### • MIFF FURNITURE DESIGN COMPETITION (FDC)

The newly launched competition themed 'A Tribute to the Shapes and Colours of Malaysia' generated close to 200 entries from budding designers since its launch in October 2012. As the competition draws to a close, find out who will potentially win attractive cash prizes worth RM10,000, RM5,000 and RM2,500!

The prototypes of the top 10 entries can be viewed from 5-9 March 2013 from 9:30 a.m. to 6 p.m. at Hall B, MATRADE Exhibition & Convention Centre (MECC).

Date: 7 March (Day 3)

Time: 2:30 p.m.

Venue: Pacific Ballroom, Seri Pacific Hotel Kuala Lumpur

Visit us at:  
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1.8 x 1.0 Cm Rect. Chunky Set

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Pulau Pinang, Malaysia.  
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47000 Sungai Buloh, Selangor Darul Ehsan, Malaysia.  
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Fax: +603 6157 3460  
Email: sales@ews.com.my



## Guide To MIFF

### GETTING AROUND

With 80,000 square metres of exhibition space spread over two sprawling venues, MIFF can be overwhelming for the first-timer.

MIFF's venues at Putra World Trade Centre (PWTC) and the MATRADE Exhibition and Convention Centre (MECC).

With that in mind, we have developed some useful tips for navigating around

Follow this guide to move around:

#### PWTC

#### LUGGAGE COUNTER, TRAVEL INFORMATION

Directions within the exhibition venues are strategically located to ensure hassle-free navigation. For guests who have just landed, you can store your luggage at the LUGGAGE COUNTER just behind the registration counter.

You can book your air tickets and even sign up for a local tour at the TRAVEL INFORMATION COUNTER.

#### BRIDGE

PWTC is probably the only "riverine" MICE venue in town. To get to Halls 1, 2 and 1M, you need to walk across a LINKWAY BRIDGE to cross the river. The river below is actually a convergence of Gombak River (one of the two rivers where Kuala Lumpur was founded) and Batu River. Yes, at MIFF you don't just build bridges, you literally get to walk on one. Look out for the SNACK COUNTER in Hall 3, where the bridge starts.

#### HOME FURNITURE

Ride the escalator one level up to Hall 3, where the world's top HOME FURNITURE companies are gathered. You'll notice that the ESCALATORS are centralised and link all the floors. So if for some reason you get lost, just make this your meeting point.

#### MAIN ENTRANCE, SHUTTLE SERVICE & REGISTRATION

Guests of the Seri Pacific Hotel can enter through an adjoining entrance, where you can register straightaway and hit the ground running. The main REGISTRATION COUNTER is just next to the escalator.

If you came by public transport, chances are you would enter from the entrance next to the SHUTTLE TO MECC pick-up/drop-off point.

Shuttle service between PWTC-MECC is available from 9.30 am - 5.30 pm.

#### OFFICE FURNITURE

The sections at MIFF are categorised by themes to make navigation a breeze. Level 2, which consists of Halls 2A, 2B and 2C, is dedicated entirely to OFFICE FURNITURE.

#### LOUNGE

After all that walking, head back to Hall 3 over the bridge and pamper your feet with some foot REFLEXOLOGY at the INTERNATIONAL BUYERS' LOUNGE (IBL) with spa, exclusively available for international buyers. You can also catch up on your emails using our free WIFI or simply kick back and enjoy the free flow DRINKS and snacks.

#### MORE FURNITURE, MORE FUN!

Feeling refreshed after that foot massage? Good! Because there's more: Hall 4C showcases TAIWAN furniture companies, while Hall 4D has all the FURNITURE FITTINGS, COMPONENTS AND PARTS to match your furniture. Oh, there's also a GARDEN RESTAURANT at the end of Hall 4B, so you'll never go hungry at MIFF!

#### CHINA

Traditionally, CHINA exhibitors form a large delegation, and this year is no different. The whole 1M Hall is dedicated to ground-breaking trends from the world's most populous nation. Meanwhile, feast on more good-looking home furniture in Halls 1 & 2.

#### SEMINARS

Don't forget to drop by Bilik Perhentian, just next to IBL, to know the schedule for MIFF's SEMINAR series. From 6-8 March, renowned local and international speakers will share insights into the global furniture industry. Book your seat early; registration is on a first-come-first-served basis. See Page 7 for seminar details.

#### MECC

#### NEW EXHIBITION SPACE

Thanks to you, MIFF 2012 generated record-high sales of US\$830 million! To thank you for your support, we've added a 25% ADDITIONAL FLOOR SPACE with an additional 100 exhibitors at MECC, to give you more bang for your buck. That means even more varieties of quality home, OUTDOOR and SOFA furniture on display.

#### SHUTTLE

To get here, board the shuttle from PWTC at the transfer point. A ten-minute ride takes you to MECC. This iconic landmark is instantly recognisable from afar with its unique archway. The shuttle will drop you off at the MAIN REGISTRATION COUNTER & EXHIBITOR'S SERVICE CENTRE in Hall B. Take note; the PICK-UP POINT back to PWTC is located at the lane between Halls A and B. If for some reason you can't find it, just ask for the Starbucks' counter - the pick-up point is on the same stretch.

#### MUAR FURNITURE ASSOCIATION

For the first time, the MUAR FURNITURE ASSOCIATION is participating, with Halls D & E being designated as 'MUAR HALL'. We doubled up exhibition space at MECC to accommodate all the additional exhibitors from Malaysia's famous furniture town.

#### MIFF FURNITURE DESIGN COMPETITION SHOWCASE

There's lots of exciting activity at MECC besides furniture-shopping. At Hall B, check out which Malaysian furniture rock star is about to take the world by storm: the ten design prototypes from finalists of the FURNITURE DESIGN COMPETITION (FDC) 2013 will be showcased here. This year's challenge is to build a lifestyle creation inspired by the shapes, patterns and colours of Malaysia.

#### LOUNGE

As your comfort is always at the top of our minds, ANOTHER INTERNATIONAL BUYERS' LOUNGE was custom-created in Hall E for you to relax and rejuvenate. Nearby, Western food specialist CHEF & BREW of Victoria Station fame will be dishing out breakfast, lunch and tea combo sets.

### THE END

That's it, folks. We've pulled out all the stops to make your visit as rewarding, productive and comfortable as possible. Get ready to be swept up in the most exciting furniture trade show of the region!



# Signs of the Times

By Majella Gomes  
Furnish Now writer

MIFF appears in all the right places, and New York is no exception.

MIFF wasn't just anywhere in the Big Apple but right smack in the middle of Times Square!

MIFF and Poh Huat Furniture Industries, one of Malaysia's top furniture manufacturers, made their billboard debut on 14-15 January 2013, as part of UBM's international promotional efforts.

Carried on a UBM PR Newswire digital billboard, the ads were part of UBM's "Thank You" to Poh Huat's Managing Director Tay Kim Huat, for his support of the MIFF Furniture Design Competition (MIFF FDC) and the company's Diamond Sponsorship.

The MIFF FDC aims to discover and encourage young furniture designers – the industry's future. Of course, UBM also took this opportunity to raise awareness about MIFF, with giant displays in Times Square inviting buyers to visit MIFF 2013 in March. But why go all the way to the other side of the world just for a one-day promo? M. Gandhi, UBM Malaysia's Managing Director, was quick to point out that the exercise wasn't just for show.



"It's a way of bringing more value to MIFF and our stakeholders," he said. "Currently, MIFF is promoted in 150 countries, in more than ten languages. Our outreach enables us to establish and nurture invaluable partnerships between thousands of buyers and manufacturers across the globe. The US is the biggest export destination for Malaysian furniture, so it certainly makes sense to advertise here."

At present, a little more than six percent of MIFF's visitors annually come from North America, so the organiser's investment may go a long way to increase attendance from this part of the world.

The Times Square billboard space is owned by PR Newswire – a UBM company. The ad space demonstrates additional MIFF value passed along to exhibitors through UBM's network and resources.

Besides New York, ads featuring MIFF and Poh Huat also appeared in Las Vegas, where UBM PR Newswire owns billboards as well. Seasoned buyers and manufacturers know that Las Vegas is the venue of one of the largest furniture fairs in North America. This high-profile exposure is part of the overall strategy to grow awareness of MIFF and increase the number of visitors and buyers from North America every year.



## After MIFF, Get Ready for SEAFIE!



By Majella Gomes  
Furnish Now writer

What is SEAFIE?

It's the acronym of the Southeast Asia Furniture & Interiors Import-Export Exhibition, the first-ever furniture and interiors show to be staged in the region.

SEAFIE 2013 will be held at the Putra World Trade Centre from September 13th to 16th 2013, providing new import and export opportunities. This exciting new show will be huge; about 45,000 square metres of exhibition space are already open for booking, and it is anticipated that the event will appeal particularly to international mid- and high-end brands of home and office furniture, interior design products, and soft furnishings.

There are many reasons to undertake another show of the magnitude of SEAFIE, barely six months after MIFF.

"SEAFIE will complement MIFF and other industry shows, especially Furniture China, and India's Index Fairs, as well as UK Interiors," said Dato' Dr. Tan Chin Huat, Chairman of MIFF. "Research indicates that September is an important second buying season for furniture and interiors, worldwide."

In addition, the environment for furniture and interiors itself is changing, particularly when it comes to tastes, trends, and buying power in the Asian and Southeast Asian regions.

Southeast Asia alone has a population of more than 600 million, and a rapidly expanding middle class with a growing disposable income. Greater exposure to worldwide trends and tastes, and greater sophistication also shaped opinions

about furniture and furnishings among this demographic. There is no doubt that furniture exports from Southeast Asia have been on the rise, but it is interesting to note that imports to the region have risen similarly in recent years. The demand for branded high-quality lifestyle products is set to soar.

SEAFIE expects about 300 international exhibitors and 20,000 buyers from all over the world, over its four-day run. SEAFIE is organised by the same professional team which runs MIFF, so the same high standards of service can be expected since the team has more than 19 years of experience in the field. MIFF is part of UBM Asia – Asia's leading exhibition organiser and biggest commercial organiser in mainland China, India and Malaysia.

Furniture professionals may note that SEAFIE's date overlaps with Furniture China, the biggest furniture show in China, which is also owned by UBM. Although each event is distinct in itself, SEAFIE is highly complementary to, and can be regarded as a natural extension of the Chinese exhibition, just as it is for MIFF.

After all, where there is furniture, there must be furnishings and interior decorating to bind all these components harmoniously together. SEAFIE looks set to offer a host of exciting possibilities for contract buyers, project managers, and interior decorators. And with a market that constantly demands creativity and innovation, buyers and exhibitors at this event will find everything they need to stay competitive, all in one place.

Visit [www.seafie.com](http://www.seafie.com) for details.




**ASIA TUBE**



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PWTC Hall 2  
Booth 225



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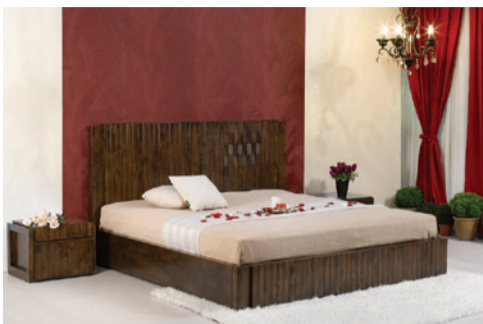
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Email : [asiatube@asiatube.com.my](mailto:asiatube@asiatube.com.my)  
Website : [www.asiatube.com.my](http://www.asiatube.com.my)



## Bedroom glamour to ignite your senses

Looking to get rid of your staid bedroom space? ELK Furniture can add charm to your bedroom with a beautifully designed bed. Made from Malaysian rubberwood, this piece of art truly reflects the talent of competent artisans, combining beauty and strength. This unique design also lends an organised appeal to your bedroom, transforming it into a haven of luxury. The durable frame and overall quality offer you value for money. ELK also offers a wide collection of home furnishings to spruce up the look of your dining and living areas.



**Company Name:** ELK Furniture Sdn Bhd  
**Booth No.:** 108, Hall 1, PWTC  
**Contact:** Mr. Teo Tiong Nam  
**Telephone:** 603-3290 1288  
**Email:** [tnteo@elkfurniture.com.my](mailto:tnteo@elkfurniture.com.my)  
**Website:** [www.elkfurniture.com.my](http://www.elkfurniture.com.my)

## Contemporary dining, your way

Aik Chee furniture appeals to those with distinctive style. All wooden dining sets have been designed keeping in mind international standards and quality. The durability of Aik Chee dining sets stand the test of time. Aik Chee's extensive selection is available in stylish finishes, and offers customers designs to match every desire. This round table design with super comfy chairs and dark finish ensures your home dining never goes out of fashion!



**Company Name:** Aik Chee Furniture Sdn Bhd  
**Booth No.:** 333, Hall 3, PWTC  
**Contact:** Ms. Wekee  
**Telephone:** 606-972 8000  
**Email:** [aikchee6@aikchee.com.my](mailto:aikchee6@aikchee.com.my)  
**Website:** [www.aikchee.com.my](http://www.aikchee.com.my)

## Easy-peasy Do-It-Yourself bedroom



Give a simple facelift to your bedroom with AFA Furniture Dot Com. This easy-to-assemble model from AFA furniture comes with a box frame that makes it an ideal option for small rooms. The knock-down system also comes with an optional nightstand that can be attached to the bed frame. Nifty!

**Company Name:** AFA Furniture Dot Com  
**Booth No.:** 4B05, Hall 4B, PWTC  
**Contact:** Ms. Cheryl Chan  
**Telephone:** 606-951 3669  
**Email:** [cheryl@afafurniture.com](mailto:cheryl@afafurniture.com)  
**Website:** [www.afafurniture.com](http://www.afafurniture.com)

## For secretaries and bosses alike

Uni-Range chairs' easy-to-move features and versatile models make them a perfect fit for any profession, from the receptionist all the way to the chairman. Uni-Range, a contemporary manufacturer of custom made office furniture, offers office seating solutions with excellent cushioning, aesthetic styling and ergonomic design to suit the needs of modern workplaces.

**Company Name:** Uni-Range Office System Sdn Bhd  
**Booth No.:** 2B33A, Hall 2B, PWTC  
**Contact:** Mr. Peh Tiong Hu  
**Telephone:** 603-6157 4989  
**Email:** [unirange@live.com.my](mailto:unirange@live.com.my)  
**Website:** [www.ultegra.com.my](http://www.ultegra.com.my)



## Classic style

This authentic English Chesterfield sofa is akin to a live magnet, drawing attention and conversation. Exquisitely handmade with hand-rubbed finish that amplifies the beauty of your space, this leather piece exudes timeless beauty. If this style hasn't gone out of fashion for the last 300 years, it won't for the next few year either. Metal wheel legs are designed to ensure easy portability.

**Company Name:** A & A Chesterfield Sdn Bhd  
**Booth No.:** B15, Hall B, MECC  
**Contact:** Mr. Alfred Yow  
**Telephone:** 603-3393-3395  
**Email:** [toh@aachesterfield.com](mailto:toh@aachesterfield.com)  
**Website:** [www.aachesterfield.com](http://www.aachesterfield.com)



## Rock solid sophistication

Looking for an affordable and built-to-last iron bed set? Asia Tube presents you with that and more. Asia Tube selections represent a perfect blend of sturdiness and sophistication. Complement it with matching storage solutions to keep yourself sorted, in style.



**Company Name:** Asia Tube Industries Sdn Bhd  
**Booth No.:** 225, Hall 2, PWTC  
**Contact:** Mr. Amos Lee Chee Heng  
**Telephone:** 607-455 8855  
**Email:** [asiatube@asiatube.com.my](mailto:asiatube@asiatube.com.my)  
**Website:** [www.asiatube.com.my](http://www.asiatube.com.my)

## No pain, all gain

This ergonomic computer desk from TCT Nanotec is designed to take the pain away from your work. The intelligent N3K design reduces pressure on the neck, shoulders and wrists to help you manage long working hours better. The quiet sliding of the drawers and adjustable table angle also helps you relax and maintain a natural posture while at work, while an anti-rust treatment ensures the longevity of this unique piece.



**Company Name:** TCT Nanotec Co Ltd  
**Booth No.:** 4C06, Hall 4C, PWTC  
**Contact:** Mr. Tommy Wang  
**Telephone:** 886-4-2359 1666  
**Email:** [tommy@tctnano.com](mailto:tommy@tctnano.com)  
**Website:** [www.tctnano.com/en](http://www.tctnano.com/en)

## Dining in style

Whether to greet guests for a house party or a weekend family feast, this rubberwood dining set graciously provides you with the best dining experience. Select from white oak, cherry, or walnut veneers to get a perfect match for your dining area. Shantawood, one of the largest chair producers in Malaysia, offers beautifully designed dining sets that complement any décor or design genre.



**Company Name:** Shantawood Manufacturing Sdn Bhd  
**Booth No.:** 332, Hall 3, PWTC  
**Contact:** Ms. Emily Sow  
**Telephone:** 606-351 2580  
**Email:** [info@shantawood.com.my](mailto:info@shantawood.com.my)  
**Website:** [www.shantawood.com.my](http://www.shantawood.com.my)



### Mirando's Master Craftsmen



At MIFF 2013, Oasis Furniture features Mirando, a luxurious and intelligent design that incorporates sleek, bold classic lines. Synonymous with elegance and unmatched panache, Mirando's detailed finishing blends seamlessly with a zoned leather-padded seat and design that forms a perfect choice for contemporary meeting rooms, conference rooms, director rooms and board rooms.

**Company Name:** Oasis Furniture Industries Sdn Bhd  
**Booth No.:** 2B23, HALL 2B, PWTC  
**Contact:** Mr. Ralph Ong  
**Telephone:** 607-773 3292  
**Email:** ralphong@oasis.com.my  
**Website:** www.oasis.com.my

### Smart furniture for smart kids

Tables and chairs that can improve learning? Well, that's something new!

Edu-World's sweeping designs are not only pleasing to the eye; they're also pleasing to the learning mind. These comfortable products enhance the learning experience in the classroom with more leg space. You might not have thought about it before, but a comfortable student can perform better academically. The chairs are lightweight and can be easily stacked to save space. Twin seating models are also available.



**Company Name:** Edu-World Services Sdn Bhd  
**Booth No.:** 2C27, HALL 2C, PWTC  
**Contact:** Mr. Syed Habib Bin Syed Imbichi  
**Telephone:** 603-6157 9612  
**Email:** sales@ews.com.my  
**Website:** www.myfurni.com

### For he's a jolly good Fella...!

With over 1000 coordinated fabric designs and over 100 models of sofa sets to choose from, Fella Design's wide range of home furnishing options leaves you spoilt for choice. Yerrington, a L-shaped sofa, represents the company's commitment to customers' increasingly discerning taste. Sofa frames are made from top quality treated wood to ensure sturdiness and extended lifespan, while the seat cushions are made of resilient polyurethane foam for enhanced comfort and durability.

**Company Name:** Fella Design Sdn Bhd  
**Booth No.:** B12, HALL B, MECC  
**Contact:** Mr. Manivanan Madhavan, Operations Manager  
**Telephone:** 603-7846 5433  
**Email:** msmania@fella.com.my  
**Website:** www.fella.com.my



### Sleep tight with green options

**Company Name:** Heveapac Sdn Bhd  
**Booth No.:** 233, Hall 2, PWTC  
**Contact:** Mr. Peh Ju Chai  
**Telephone:** 606-679 3775  
**Email:** marketing@heveapac.com.my  
**Website:** www.heveapac.com.my



HeveaPac, an award-winning company, is a globally-recognised manufacturer that has produced more than 12 million quality units of RTA furniture. Apart from quality, business growth and profitability, the company also focuses on environmental conserving by using eco-friendly wood. Heveapac's beautifully finished bedroom sets provide outstanding attention to detail and make a perfect choice for any bedroom.

### True-blue European flavour



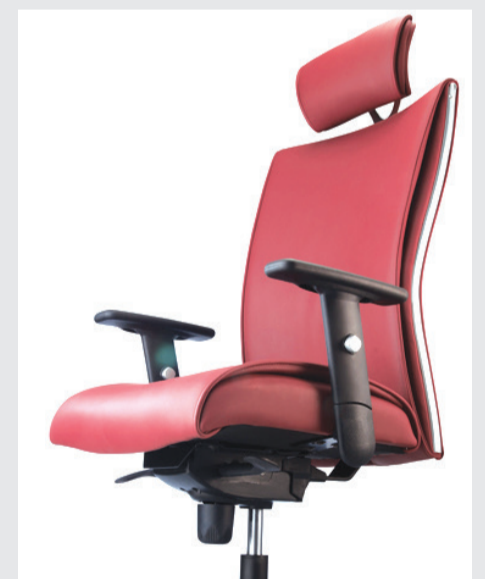
**Company Name:** Safari Office System Sdn Bhd  
**Booth No.:** 2B05, Hall B, PWTC  
**Contact:** Mr. David Kiew  
**Telephone:** 603-6156 6277  
**Email:** export@safariofficesystem.com  
**Website:** www.safariofficesystem.com

Safari showcases Pavillion, an extensive range of classic and contemporary-styled sofa collection that are compatible with any workstation. This masterfully crafted European-style set is available as a single seater, two-seater, or three-seater models. Made of genuine leather, a solid wood chair base and 100% high density polyurethane foam, flame-resistant Pavillion is both comfortable and safe. Pavillion makes a strong impression in reception areas, foyers, executive offices, and any area where a synergistic blend of comfort and style is required.

### Very Innove-active

What comes to mind when you hear the term "Innove"? "Innovation" perhaps? Yes, the aptly named "Innove" range of chairs is designed to provide a revolutionary amount of executive comfort, with a comfortable shape and headrest. The Innove range also comes in a variety of colours to add a little innovation to your executive life.

**Company Name:** Artmatrix Technology Sdn Bhd  
**Booth No.:** 2A01, HALL 2A, PWTC  
**Contact:** Mr. Herbert Koh  
**Telephone:** 603-8962 2286  
**Email:** sales@artmatrix.com.my



## AWARD-WINNING GLOBAL SUPPLIER!

**We are global supplier of Upholstery Fabrics & Synthetic Leather with**

- Phthalate Free 6P (BBP, DEHP, DIDP, DINP, DNOP & DBP)
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- Ultra Violet (UV)
- Anti Cold Crack Properties
- Fire Retardant (US, California, JIS, BS-EN, TUV, AS)
- Marine Grade Properties
- ROHS Compliances
- REACH Compliances
- Water Repellent Treatment

Kintex was incorporated in 1975. Kintex is one of the regional leading supplier of Upholstery Fabrics, PVC & PU Leather, Tarpaulin products, Accessories, Machinery and more. A large number of OEM manufacturers, Interior Decorators, Design Consultants and Refurbishing Experts in this industry have made us their One Stop source for all their requirements. Kintex takes pride in its ongoing strive for excellence in product quality and customer service. Our services include processing of PVC rigid film into flat sheets and slitting of film & sheets. Our forward-looking teams are equipped with skills and experiences, to produce reliable value-added services.

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42, Jalan Tago 2, Taman Perindustrian Tago, Sri Damansara, 52200 Kuala Lumpur, Malaysia.  
Tel: 603-6275 8899 Fax: 603-6275 9988 E-mail: sales@kintex.com.my Website: www.kintex.com.my

# MIFF In Brief

## TRANSPORTATION

### SHUTTLE TRANSFER PWTC ↔ MECC

**Time** : 9:30 am - 5:30 pm  
**Pick up Points** : PWTC – Main Entrance, Level 2 (Bus Bay)  
 MECC – Hall B, Ground Floor

### DAILY EVENING HOTEL TRANSFER

**Time** : 6:00 - 7:00 pm  
**Pick up Points** : PWTC – Main Entrance, Level 2 (Bus Bay)  
 MECC – Hall B, Ground Floor

### PWTC ↔ Official Hotels

- Dorsett Regency Hotel
- JW Marriott
- The Ritz-Carlton
- Vistana Hotel
- Renaissance KL
- Sheraton Imperial

### MECC ↔ Official Hotels

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

## BUYERS' NIGHT

Buyer's Night @ Grand Ballroom, Level 9, Sunway Putra Hotel  
 Get ready to get friendly at Buyer's Night, one of the most fun and memorable events at MIFF.

**Date** : 6 March 2013 (Day 2)  
**Time** : 6:30 pm

Please collect your ticket from the International Buyers' Lounge (IBL), **Level 3, PWTC**. Tickets are limited and are provided on a first-come-first-served basis.

## PRIZE PRESENTATION CEREMONY

**Date** : 7 March 2013 (Day 3)  
**Time** : 2:30 pm

Pacific Ballroom, Seri Pacific Hotel

- MIFF Furniture Design Competition
- Furniture Excellence Award
- Best Presentation Award

## FOOD & BEVERAGE

### @ PWTC

**Opposite Hall 2A, level 2**  
 Riverside Restaurant – International Buffet Lunch  
**Entrance of Hall 2B, Level 2**  
 Hall 2B Savoury Counter – Snacks & Beverages  
**Linkway from Hall 3 to Hall 2, Hall 1 & Hall 1M, Level 3**  
 Hall 3 Savoury Counter – Snacks & Beverages  
**Hall 4B, Level 4**  
 Garden Restaurant – Western Set Lunch; Local Set Lunch  
**Hall 1, Level 1**  
 Hall 1 Cafeteria – Snacks & Beverages

### @ MECC

**Hall B**  
 Trader's Cafe  
**Hall C, Level 1**  
 Cafeteria - Snacks & Beverages

## MIFF FURNITURE DESIGN COMPETITION SHOWCASE

**5 March - 9 March 2013**  
 Design Showcase @ Hall B, MECC

## EVENT HIGHLIGHTS

### TUESDAY (Day 1) 5 March 2013

**MIFF 2013  
OFFICIAL OPENING CEREMONY**  
 9:30 am  
 Pacific Ball, Seri Pacific Hotel

**WELCOME RECEPTION**  
 6:30 pm  
 Tanjung Lounge, Level 2 of PWTC

### WEDNESDAY (Day 2) 6 March 2013

**INDUSTRY SEMINARS**  
**How To Build Identity In Furniture?**  
 11 am - 12:30 pm  
 Speaker: Mr. Klaus Kummer, KDT International Co. Ltd., Thailand  
 Venue: Perhentian Room LEVEL 3, PWTC

**BUYERS' NIGHT**  
 6:00 pm  
 Grand Ballroom, Level 9, Sunway Putra Hotel (formerly as The Legend)

### THURSDAY (Day 3) 7 March 2013

**INDUSTRY SEMINARS**  
**The New Malaysian's Advantage – Letting Design Take The Lead.**  
 11 am - 12:30 pm  
 Speaker: Mr. Philip Yap, Philip Yap Design: PYD, China/Malaysia  
 Venue: Perhentian Room LEVEL 3, PWTC

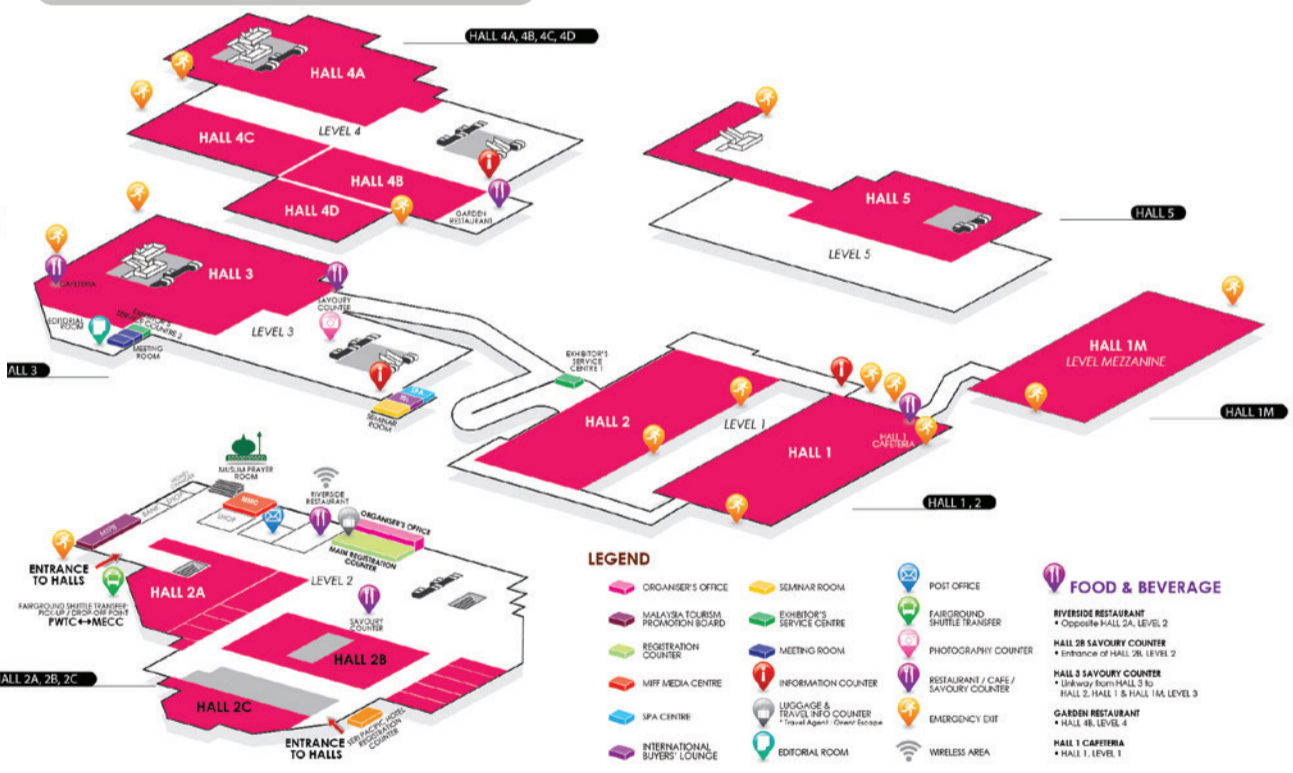
**PRIZE PRESENTATION**  
 2:30 pm  
 Pacific Ballroom, Seri Pacific Hotel Kuala Lumpur

### FRIDAY (Day 4) 8 March 2013

**INDUSTRY SEMINARS**  
**Status of Green Technology Application In The Asean Furniture Industry**  
 11 am - 12:30 pm  
 Speaker: Dr. Jegatheswaran Ratnasingham, Universiti Putra Malaysia  
 Venue: Perhentian Room LEVEL 3, PWTC

**INDUSTRY SEMINARS**  
**IP Strategy for Furniture Industry In The AFTA Era**  
 14:30 pm - 16:00 pm  
 Speaker: Mr. Lok Choon Hong, IP Pintas, Malaysia  
 Venue: Perhentian Room LEVEL 3, PWTC

## Exhibition Floorplan



**1stop**  
 New Markets  
 Coming Your Way



**Mid-to-High End Furniture Brands  
 Spectacular Opportunities  
 Reaching 600 Million People**

**SEAFIE**  
 Southeast Asia Furniture & Interiors Import-Export Exhibition  
 13 - 16 September 2013 | Putra World Trade Centre  
 Kuala Lumpur, Malaysia

[www.seafie.com](http://www.seafie.com)



# Signature

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



**Evergreen Quality Wood Products Sdn Bhd**  
Booth No.: 4A07, Hall 4A, PWTC  
Featuring: Tan Hooi Fong, Sales Coordinator & Lim Moy Ting, Manager  
Signature product: Coat Hangers



**Latitude Tree Furniture Sdn Bhd**  
Booth No.: 327, HALL 3, PWTC  
Featuring: Mr. Dang Thean Chong, R&D Manager  
Signature product: Mummy & Baby Rocking Chair



**SHH Furniture Industries Sdn Bhd**  
Booth No.: 317, HALL 3, PWTC  
Featuring: Ms. Michelle Sia Pai Lan, Marketing Executive; Ms. Lee Peck Keem, Admin Executive  
Signature product: Classic Bedroom Set



**Sarawak Timber Industry Development Corporation**  
Booth No.: 4B15, HALL 4B, PWTC  
Featuring: Fatimawati Abang Abdul Latif, Senior Executive Officer  
Signature product: Minimalist Patio Table Set



**Taishi-Tech Marketing Sdn Bhd**  
Booth No.: 4B26, HALL 4B, PWTC  
Featuring: Mr. Chua Chee Hieng, Managing Director  
Signature product: Naxos Super High Gloss Acrylic Panel



**Taiwan Mirror Glass Enterprise Co Ltd**  
Booth No.: 4B28, HALL 4B, PWTC  
Featuring: Mr Cheng Kuo Ping, Marketing Manager  
Signature product: Glass Coffee Table and Knock Down Tempered Glass



**MG Furniture Sdn Bhd**  
Booth No.: 4A21, HALL 4A, PWTC  
Featuring: Joanne See Toh, Designer  
Signature product: Sweety Children's Workstation Bunk



**Taiwan Glass Gallery**  
Booth No.: 4B28, HALL 4B, PWTC  
Featuring: Mr Chang Jen, Marketing Manager  
Signature product: Crystal Light Art Glass decorative items



**Acme Furniture Industry (Malaysia) Sdn Bhd**  
Booth No.: 4A11, HALL 4A, PWTC  
Featuring: Mr Chen Wei Ng, Marketing & Sourcing Assistant and Mr Kelvin Sow, Quality Control Executive  
Signature product: Chocolate Velvet Patricia Sofa Set



**Decortage Sdn Bhd**  
Booth No.: 509, HALL 5, PWTC  
Featuring: Mr Jeffery Choo, Managing Director  
Signature product: Roma Bedroom Set



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The official show news of the Malaysian International Furniture Fair

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**MIFF 2013**  
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Hall : 4B, Booth No : 4B05