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The official magazine of the  
Malaysian International Furniture Fair

JUNE 2013

# RELAX...

YOUR FURNITURE BUSINESS IS EASY WITH MIFF

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**SPECIAL  
REPORT**

on Post-MIFF  
**BUSINESS  
SUCCESS**

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Exhibition  
**Design Ideas**  
for **Next Year**

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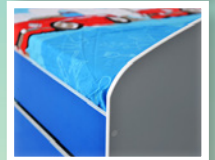
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## MIFF Hits New Milestones, Looks Ahead

The Malaysian International Furniture Fair (MIFF) had a string of successes in 2013, with statistics suggesting we are well on our way to even greater prosperity in 2014.

First, the show was 25% bigger thanks to strong exhibitor support. By the show's conclusion, 70% of these exhibitors already signed up for next year's show. Show sales were up to a new record level—US\$854 million, a US\$24 million increase over 2012. And buyer turnout from emerging regions and traditional markets was strong.

As we look forward to next year, we know that what buyers, exhibitors and designers are doing—right now—will influence their level of success at MIFF 2014, from 4 to 8 March. Hence, we have prepared a very special issue of *Furnish Now* that concentrates on what you can do to have a very successful MIFF 2014, as well as what you can do to continue to reap success from MIFF 2013.

In this issue, for example, we look at who is achieving success at MIFF and why (page 09). We offer up tip after tip about how you can get more out of MIFF 2013, and prepare better for MIFF 2014 (page 18). We also look at some of the best furniture displays at MIFF to help you brainstorm to develop better exhibition designs and showrooms internationally (page 28).

We hope you had an incredibly successful MIFF 2013, and continue to prosper right up through the next show and beyond.

Best Wishes,

**KAREN GOI,**  
GENERAL MANAGER, FURNITURE & INTERIORS,  
UBM MALAYSIA

View the digital issue of *Furnish Now* at MIFF's website: [www.miff.com.my](http://www.miff.com.my)

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## MIFF Explained, by International Buyers and Exhibitors

Forget what organisers of the Malaysian International Furniture Fair (MIFF) have to say about their own show. Listen instead to who matter: buyers that come from a faraway distance just to be at the exhibition and suppliers who attend regularly. Here are their thoughts, straight from their interviews at MIFF 2013.



“ [NEXO is visiting MIFF] to take some new ideas to bring to our country. Everything is interesting here. The exhibition is well set up. I think it's very comfortable. You can find the correct supplier for the market. The organisation is good. I think it's much better than other fairs.. ”

—Diego Vargas de la Vega, NEXO, Chile

## Buyers



“

We are a wholesaler of furniture products throughout Trinidad and Tobago. I was introduced to the trade fair from another fair I went to in Shanghai. I met some manufacturers from Malaysia at that fair so they invited me to this fair. So far I'm finding it very interesting. [I'm looking for] mainly household products for the entire home, patio products and some office furniture. There's a variety here and there's a lot of information. MIFF has been doing a very good job. Keep it up.

”

—Krishna Singh,  
Aneil's Enterprises Ltd.,  
Trinidad and Tobago

## Exhibitors



“ If I'm still around another hundred years, I'll be here [each year at MIFF]. It's not important if you give me a hundred containers or one container [as my customer]. [MIFF is good for] continuing friendships. ”

—Peh Ju Chai, HeveaPac Sdn Bhd, Malaysia

“

I've been here many years but I must say, this year the quality of buyers has improved tremendously. I see many more nationalities compared to previous years. It's definitely an incentive for us to come back and exhibit next year.

”

—Koay Boon Chong, C Son Office Furniture Sdn Bhd,  
Malaysia





“ My company has six shops in Romania. We already work with three producers from Malaysia and now we come directly to see more producers because the products are very good. The fair is very well organised and we find here what we are looking for. ”

-Virgil Luca, Optimus Home Store, Romania



“ It's my fifth visit [to MIFF] to see some supplies. I'm looking for a variety to keep my customers in Australia happy. With cabinets, dining tables, chairs, it's very interesting to see what they're doing. There's a lot here. There's a good variety of wood. The price range is good. It's a great variety all around. Guys you are doing a great job here and I look forward to coming back next year. ”

-Euan Patterson, Starite Distributors, Australia



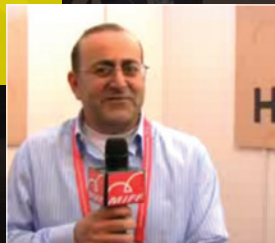
“ We've been coming here since 2005. We like to come here. [This year] we saw a lot of new items. It's a very intelligent fair. Service is perfect, especially with the shuttle bus. Every year [I come back]. ”

-Albert Khadideh, Hodedah Import, New York, United States



“ We come yearly here. This is our fourth time. It is a very interesting fair because there are a lot of factories and companies here. Whoever is in the furniture field, they can find what they need here. Almost everything is here. Even the price is at a competitive price. I think it is a very good idea to come, share some ideas or look for new designs and furniture. ”

-Farid Lachegar, Sarl Clear Road Marking, Algeria



“ We are here every year. And the best thing about being at MIFF 2013 is that we get to meet more than 10 of our existing clients during the whole duration of the show. It's great to be able to show our clients the latest offerings from our brands. ”

-Kim Tae Eun, Sun Safes Mfg Co Korea, South Korea

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

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



# Record Sales Again at MIFF

Statistics Show MIFF Excelled in 2013; 70% already signed up for 2014

The Malaysian International Furniture Fair (MIFF), Southeast Asia's leading industry show, posted record sales of US\$854 million, an increase of US\$24 million over last year.

The 2013 fair attracted 18,397 trade visitors including 6,054 international buyers from 140 countries with a good turnout of strong buyers from emerging regions and the strong traditional markets of Australia, United States and Japan.

MIFF 2013, which was 25% bigger, had 504 exhibitors from Malaysia, Australia, China, Taiwan, Indonesia, Hong Kong, Singapore, South Korea, United States, India, Spain and Turkey.

The 2013 fair covered over 80,000 square metres at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC). It is the biggest furniture fair outside China for global exhibition organiser, UBM.

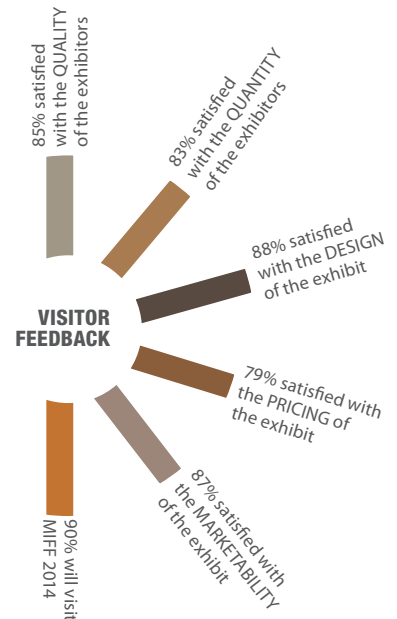
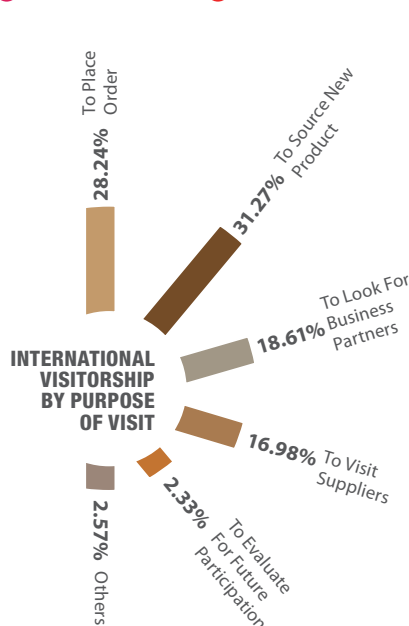
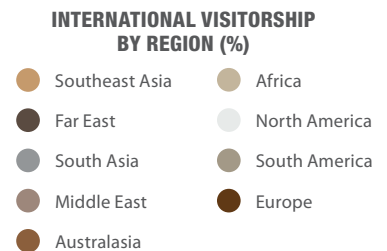
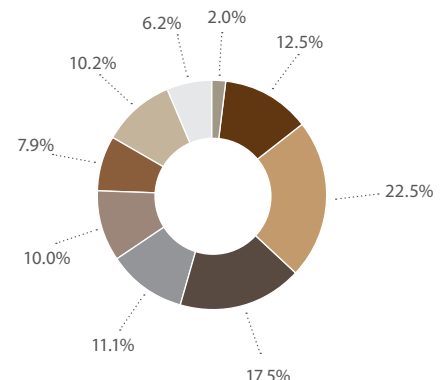
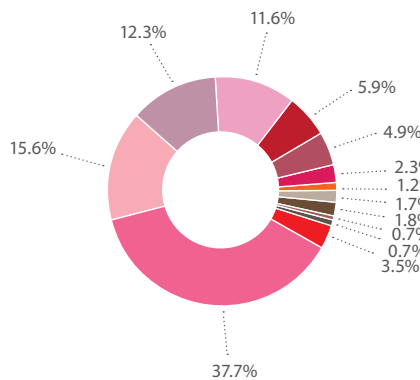
Immediately after the show, a significant 70% of exhibitors confirmed their participation again for the next MIFF scheduled from 4 to 8 March, 2014.

In recent years, MIFF has emerged as a springboard into the fast growing markets of Southeast Asia, Central Asia, Africa, the Middle East, Eastern Europe and South America. Last year, for example, MIFF's US\$830 million in sales represented one-third of Malaysia's total furniture exports that year.

"We are delighted at the sales record because MIFF has delivered yet again despite the global economic uncertainties," said Dato' Dr. Tan Chin Huat, Chairman of MIFF. "This underscores the continuing appeal of MIFF and how it remains relevant in the global furniture market. Another important point I must make is that we are getting more high quality buyers from all over the world. We have very good feedback from the exhibitors who are pleased with their strong order books. This is definitely a big boost for MIFF going into our 20th anniversary next year."

Here's a breakdown of important MIFF 2013 statistics:

<b>Exhibition Size</b>	: 80,000 sqm			
<b>Total Export Sales Generated</b>	: US\$ 854 million			
<b>Number of Exhibitors</b>	<b>Total</b>	<b>Malaysia</b>	<b>International</b>	
	504	343	161 (from 11 countries)	
<b>Number of Visitors</b>	<b>Total</b>	<b>International</b>	<b>Malaysia</b>	<b>Invited Guests</b>
	18,397	6,054 (from 140 countries)	7,105	5,238



# How You Can Feel Like KING of MIFF

Successful Buyers, Exhibitors and Designers  
Are Using MIFF to Their Advantage

By Yeo Li Shian  
Furnish Now writer



Every year, D. Sukhbaatar eagerly awaits for the arrival of March.

One thing he can never miss is the highly anticipated furniture fair of Asia—the Malaysian International Furniture Fair (MIFF).

The General Director of Ulaanbaatar-based Interfurn Co. Ltd booked his ticket, travelled more than 4,700 kilometres and over six hours flight to Kuala Lumpur not

once, but for the 16th time since 1997.

“Yes, this is our 16th time here [at MIFF],” said Mr. Sukhbaatar. “We attend many other international furniture exhibitions around the world once in every two or three years. But MIFF is the only one that we have consistently attended.”

The Malaysian fair, which made its debut in 1995, has been a sourcing haven

for Mr. Sukhbaatar and other buyers because it offers a plethora of eye-opening designs and concepts. The show also has become a cash cow for exhibitors and a place to showcase new talent in the Malaysian furniture design world.

But it only works for MIFF participants willing to travel, think smart and innovate. Here are their stories and secrets to MIFF success.

## MIFF: The Buyer GOLDMINE



“Every year I notice different fresh ideas and products at the fair—so fresh that some suppliers didn’t even know how to quote the price yet on the very first day,” said Mr. Sukhbaatar.

The money spent travelling miles to Malaysia is worth every single cent to source for “headache-free products,” said Mr. Sukhbaatar, the self-proclaimed pursuer of a simple lifestyle.

“I don’t have to worry about quality or design issues,” he said.

By comparison with other products he had sourced worldwide, Malaysian

manufacturers offer some of the finest quality furniture produced using state-of-the-art machineries. Mr. Sukhbaatar, who placed a mammoth amount of mixed orders—dining sets, bedroom sets, children furniture and office furniture—also feels that the standard of the furniture designs are very refreshing and always “going forward.”

There’s more. Malaysian manufacturers’ strong sense of honesty has firmly made a mark in his heart. Mr. Sukhbaatar, who runs one of the top office and home furniture businesses in Mongolia, believes that good business ethics and honesty binds business relationships in the long run.

“Every year, I look forward to come to MIFF to see, shake hands and even hug business associates,” he revealed. “We are missing each other.”

While Mr. Sukhbaatar enjoys the close-knit community at MIFF, Dr. Noohul Basheer Zain Ali who runs Southampton-based Asmimi Limited, feels that attending international trade fairs like MIFF offers other advantages.

While other buyers are content securing orders through a middleman or vendor,



Dr. Noohul, as Managing Director of his children's products and furniture distribution company, enjoys closing deals over face-to-face meetings.

"By removing the hassle of a middle man, we can bring in products and sell them through online channels to our end users at the most affordable price," explained Dr. Noohul, who has visited MIFF twice.

His company had managed to secure two consignments at the show—character-inspired children's beds and work tables for kids from two different exhibitors—one in Malaysia and the other from China.

"What's best is that attending trade

fairs like this enables us to establish better rapport with potential business associates and suppliers," said Dr. Noohul. "Plus, I get to check out the latest developments within the industry as well."

Another happy buyer is Dr. Bhatt M. Mgaywa of Tasece Co. Ltd. who travelled over 7,500 km to visit MIFF for the first time. The Tanzania-based businessman walked home with a satisfied order of 500 units of wooden chairs.

Affordable price could be a huge bonus, he said. For Dr. Bhatt, however, the high quality products made of strong materials like solid wood is definitely a "good catch."

*Home Best Enterprise Corporation's exhibition layout at MIFF 2013*

## MIFF: The Exhibitor CONNECTOR

In a race to emerge winners in the industry, many exhibitors strived to be different.

Tey Lay Hui, Managing Director of Home Best Enterprise Corporation Sdn Bhd pointed out that furniture designs need a makeover, however small, to attract buyers.

Mr. Tey, who has over two decades of experiences in the furniture industry, pointed out that designs that are simple and unique have so far been customers' primary choice.

The minimalist-styled Jeanie dining set, for instance, stands out for its stunning natural look. Apart from that, the Johor-based manufacturer also displayed five-to-six series of products featuring designs that were mainly Mr. Tey's own brainchildren.

"One of our biggest orders came from a South African buyer," Mr. Tey said. "The estimated value of the order is around \$US250,000."

Sharing the same sentiments with Mr. Tey is Quek Kheng Long, Director of Muar-based Lencasa Sdn Bhd.

The award-winning manufacturer's very own Howard bedroom set "is so simple that even young people couldn't resist buying," he said.

"Simple and clear cut furniture designs can never go out of style," explained Mr. Quek.

Officially launched during MIFF, what made its Howard bedroom set so popular, however, is that it is produced by non-finger-jointed Poplar wood. There's no need to worry about uneven colours, and the furniture has a higher level of strength.

"A first time visitor to MIFF has placed an order valued at \$US250,000," Mr. Quek revealed. "And we are very happy that 60 percent of the enquiries we received came from new buyers."

Chua Yee Ting, Marketing Manager of Ivorie International Sdn Bhd agrees that modern and simple furniture designs have become increasingly popular among buyers.

Ivorie International, a 20-year-old Muar-based dining set specialist, specialises in turning disposed rubberwood into visually appealing middle-to-high-end furniture pieces.

"While most of our furniture designs are modern, our buyers also love the use of steel in our designs," explained Ms. Chua. "Steel does not only offer aesthetic value, it is also more environmentally-friendly, highly durable and fireproof."

But according to baby cot specialist Senidaya Woods Industries (M) Sdn Bhd, overall design is not the major driving force for its product marketability.

Instead, the Seremban-based manufacturer focuses on all-time favourite colour trends to attract buyers. This year, Senidaya Woods offered cots in the usual quiet shades of white mixed with a choice of two soft pastel hues—pink and blue.



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- : 700mm (High)
- : 18 X 120 X 1900mm
- : Poplar
- : 1 set / 2 ctn (0.0879m<sup>3</sup>)
- : 20GP 310 sets
- : 40HQ 770 sets

www.lencasa.com

*Lencasa uses an open booth concept to draw visitors in*



**Alan Teo**

Alan Teo, Marketing Manager of Senidaya Woods, explained that customers' main concerns lie in the safety specifications and the quality of its baby cots.

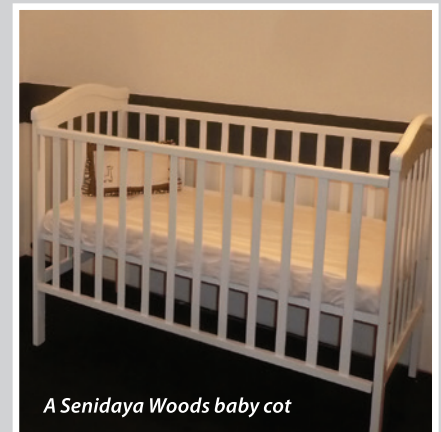
"Our baby cots are compliant with British and European safety standards," Mr. Teo said. "Most of our

new buyers placed two to three containers of orders."

Michelle Wan, Assistant Sales Manager of Len Cheong Furniture Sdn Bhd, said that bedroom and dining sets of European style sold big this year.

"Our bedroom set, for instance, is a combo of two-tone appearance—white and light walnut hues," she explained. "These colour combinations satisfy our Asian buyers, constantly sourcing for European-inspired designs."

While the company's biggest export markets remain Korea, Japan, Australia and New Zealand, its biggest orders this year came from new buyers from Thailand.



*A Senidaya Woods baby cot*

## MIFF: A Place To SHINE

Meanwhile, many exhibitors worked hard to display the best and most creative booths to attract customers. To stand out in the very competitive furniture market, three exhibitors went the extra mile by showcasing masterpiece designs and using smart marketing tactics.

"I believe customers are looking beyond mediocre products," said Dang Thean Chong, R&D Manager of 25-year-old Latitude Tree Furniture Sdn Bhd. "Most return customers come to us for our range of five-to-six types of rocking chairs."

Dang said that the company's very popular and niche rocking chair business helped them garner more than 30 percent of new buyers at MIFF 2013.

"Customers are eager to check out our 2-in-1 Mummy and Baby rocking chair," Dang said. "They can even use the mini baby cot for their pet."

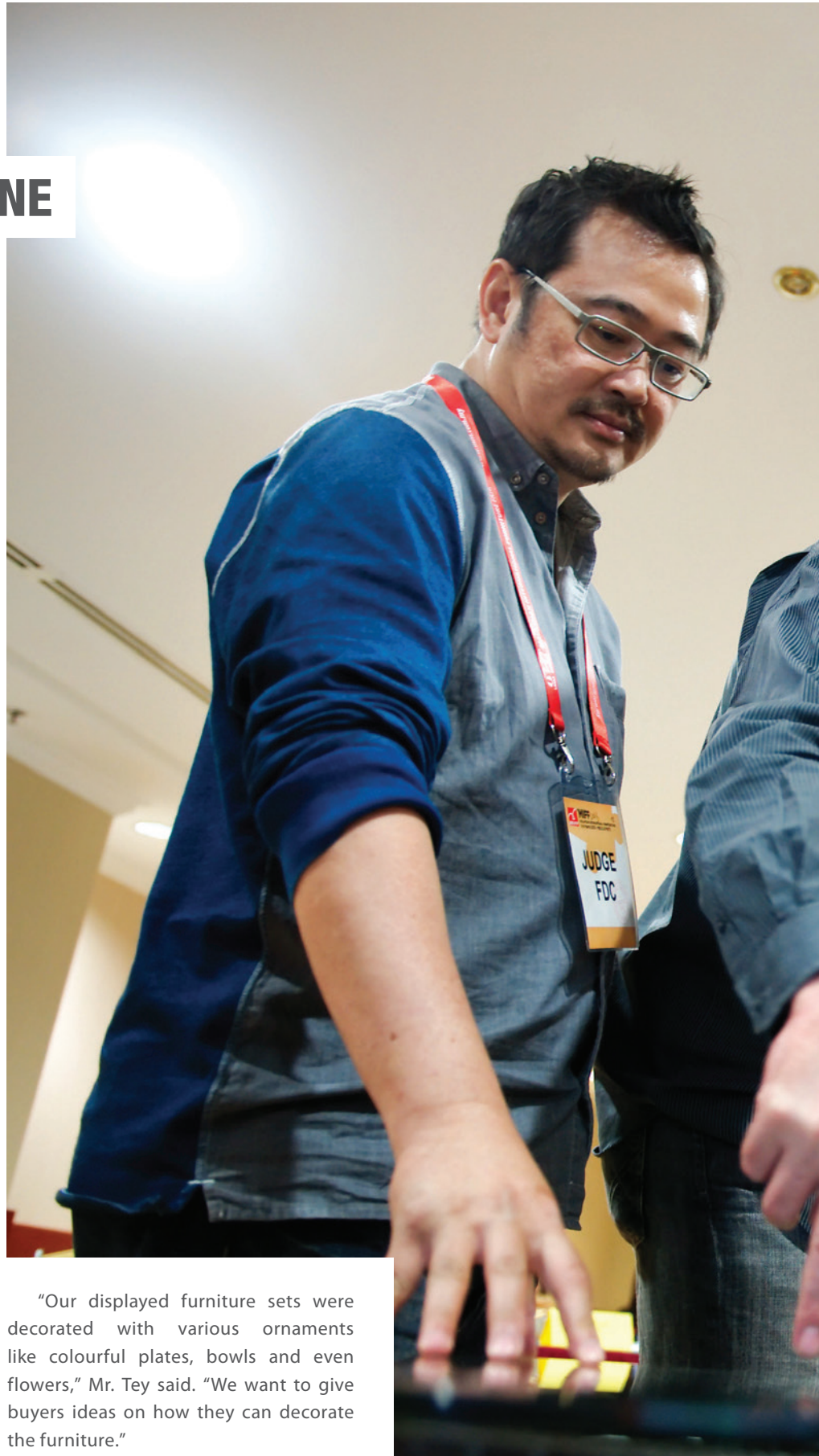
Both Tey Lay Hui, Managing Director of Home Best, and Quek Kheng Long, Director of Lencasa, feel that the crowd was attracted to their booths for one main reason—practicality.

"Yes. Customers want furniture pieces that are not just pretty to look at but are practical," said Mr. Quek, noting that 60 percent of his buyers at MIFF 2013 were new customers.

Over the years, the Muar-based manufacturer has sold over a million beds produced using its signature layered glue method. It's very strong and highly durable, he said.

Home Best's open spaced booth concept was inviting to the curious, keen to check out the company's latest offering.

Importantly, Mr. Tey said that the company paid attention to product decoration this year.



"Our displayed furniture sets were decorated with various ornaments like colourful plates, bowls and even flowers," Mr. Tey said. "We want to give buyers ideas on how they can decorate the furniture."

# MIFF: A Place To BE JUDGED

Apart from the bustling exhibitors booths, one of the main highlights at MIFF is the new MIFF Furniture Design Competition (FDC).

The past MIFF-FDC, themed “A Tribute to Shapes and Colours of Malaysia,” offered a cash prize of RM10,000 in the Young Talent Category and served as a platform for aspiring designers to showcase their talent in furniture design.

Shortlisted participants could even see their designs being prototyped.

Two budding designers, Taylor’s

University student Kok Wen Yee and Universiti Sains Malaysia undergraduate Emmy Kong Pek Kei, shared the winner’s fame as they walked home RM10,000 richer.

Both their designs, the Jemore Board (from Ms. Kok) and Unity Table (from Ms. Kong), “represented what we were looking for,” said Klaus Kummer, the Chief Judge of MIFF-FDC. The Bangkok-based furniture designer explained that the designs showcased two differing significances.

“One showed a highly aesthetical modernisation of a traditional object, which demonstrated a successful transformation from past to future,” he clarified. “The other showed the essence of good design as a meaningful and useful object in the daily life in Malaysia.”

While designs played an important role as a determining factor of the winning pieces, Mr. Kummer said that “the function of

an object should always be the first priority.”

“If the function is not clear or only of decorative value, then the product is superfluous or luxury for a few,” he said. “Aesthetic alone is not a function.”

Another judge, Malaysian-born Guangdong-based designer Philip Yap, shared additional valuable insights.

“MIFF-FDC provides the chance for the industry to promote furniture designs and to inspire as well as encourage more participants to take the industry seriously,” he said.

According to Mr. Yap, Malaysian furniture has flourished far beyond employing local natural resource. As natural resources are limited, he feels that industry players should focus more on big issues—working together to highlight design, branding and services that target a premium market.

He pointed out that while MIFF-FDC helps cultivate design awareness among young designers, young talents should also be groomed with a better understanding on the right aesthetic value, costing and marketing in order to achieve a commercially-feasible product.

“Let’s not forget that Malaysians are good at making mass-produced furniture and buyers will always come back for it,” he said.

Everyone involved at MIFF, from designers to exhibitors that market their visions and buyers that regularly attend, must keep doing their part to create collective success. Many did in 2013, and even more should in 2014.



MIFF judges led by Klaus Kummer were impressed with designs this year

## TOP WAYS To Use MIFF Wisely

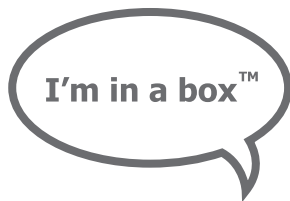
- ▶ Buyers should attend MIFF regularly to build and maintain rapport with suppliers
- ▶ Exhibitors must go the extra mile to showcase their signature products, emphasising furniture and also booth design
- ▶ Young talents should continue to enter designs in MIFF competitions that are functional and aesthetically pleasing, as well as ones that are marketable



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**Product size**

**Headboard Height :** 800mm

**Footboard Height :** 360mm

**Side Rails :** 18 X 110 X 1900mm

**Material :** Poplar

**Packing :** 1 set / 1ctns (0.0400m3)

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# Achieve Post-MIFF Business Success

By Yeo Li Shian, Alexandra Wong, Chin Pei Ling, Tan Sher Lynn and Matt Young  
Furnish Now staff

During five action-packed days in March, the Malaysian International Furniture Fair (MIFF) is home to hundreds of millions of dollars in furniture deals. Then it's over, and right quick. Or so it seems. For smart buyers and exhibitors, the idea of MIFF is never over. There's follow-up, analysis, more deal-making with contacts and, of course, planning for next year.

In other words, there are very important factors contributing to post-MIFF business success. Here, we examine four of them, exploring ways furniture buyers, sellers and dreamers can capitalise on their time up until MIFF 2014.



Visitors walk the halls of MIFF 2013



*Oasis Furniture Industries found a way to keep its products (pictured here) in the minds of buyers post-show*

## I. Build Long-Distance Relationships

Realising the importance of keeping business rapport alive over great distances, Klang-based Oasis Furniture Industries Sdn Bhd went the extra mile by stationing a pretty postwoman at its booth at the recent Malaysian International Furniture Fair (MIFF) 2013.

Clad in an ocean blue uniform with a knee-length skirt, the friendly postwoman went around handing out postcards to buyers.

The initiative had buyers writing and dropping their postcards into a mock post box, which were then mailed to their respective countries.

"We wanted better interaction with our buyers," explained Jane Lee, Marketing & Brand Executive for Oasis. "So, the postcard campaign was a small effort to encourage buyers to experience the warmth and hospitality of our people and country. Plus, it helps build better rapport in the long run."

According to Ms. Lee, more than 80

percent of the postcards were sent out to buyers during the campaign reaching countries as far as the Middle East and South Africa.

Apart from the direct mail method, Ms. Lee explained that one increasingly popular option to encourage 'fruitful interaction' and better sales success was leveraging on digital marketing tools to turn potential visitors into customers and to establish lasting relationships.

Over the years, the ergonomic chair specialist has been sending out e-cards to customers as a way of showing sincere appreciation and not just to enhance business relationships. With businesses spanning across continents, the company now banks on alternative modes of communication like Facebook, Twitter and Skype for information sharing, business invites and problem solving.

"Skype helps us show customers how to get a problem solved faster and more

efficiently in real time, while Facebook keeps buyers updated on our latest progress and activities," Ms. Lee said.

Exhibitions and conference organiser Gregg Parker, and Dr. Noohul Basheer Zain Ali, Managing Director of U.K.-based furniture distributor Asmimi Limited, shared the same sentiments.

"Online channels like email and social media networks such as Facebook are very effective to ensure better communication with long distance clients," Dr. Noohul said.

Mr. Parker clarified that apart from helping sellers and buyers build better rapport, social media is crucial for creating awareness and driving visitors to exhibitions. Working with clients stationed in every corner of the world, Mr. Parker communicates with his clients daily via email and weekly via Skype.

"I often work in the evenings so that we can work in real time to tackle any issues," he added.



### TOP TIPS for Making Ends Meet

- ▶ Acknowledge and appreciate your clients with clever tactics, Thank You notes or e-greeting cards during festive seasons.
- ▶ Digital marketing tools can help turn potential visitors into customers and build better business rapport. They also encourage better brand awareness and increased visitation.
- ▶ Social media, Facebook and Twitter help clients get faster updates on your company's progress and activities.
- ▶ Skype helps sellers and buyers achieve better face-to-face communication and tackle problem solving in real time.

## II. PR Yourself

Are you a PR noob with no clue on how to get your MIFF story into the headlines?

Fear not; anyone can do PR.

It's all about how well you present yourself, follow up, and communicate with people.

Just follow these three golden rules and you'll have a pitch-perfect PR campaign by MIFF 2014!

### ***RULE NO. 1 - Have a story***

Make sure your story is newsworthy.

Pretend you're at a class reunion. Would the people you're with sincerely be interested in your story if they weren't being polite? Look at your most interesting characteristics from a third party perspective and highlight those.

Let's say your company will be introducing a state-of-the-art office chair at MIFF 2014. Is there a story in there? Dig a little and see what value you can offer beyond self-promotion? Sometimes, it requires just a little bit of tweaking.

'Revolutionary office chair proven to reduce back problems by 30% expected to debut at MIFF 2014' ... now that's a story.

### ***RULE NO. 2 - Make it current***

When it comes to news, timing is crucial. It's probably a little too late to pitch a MIFF 2013-post show story, so think about pitching a MIFF 2014 story.

Current issues or popular topics get the pick from editors.

In 2012, ergonomic furniture was a hot topic; what do you think will be all the rage in 2014?

If you're pitching a story to the business media, they want insights into the future of the business. Being in the industry, you have access to tasty insider information that every editor wants. Weave that insight into your story if possible and you'll have eager editors snapping at your heels.

### ***RULE NO. 3 - Be the editor's best friend***

Furnish the editor with everything she needs to run a story—from relevant contact details to choosing professionally shot pictures that do justice to your brand. One sure-fire way to make an editor sit up is to offer a scoop that



*Photographers hustle at MIFF to catch a VIP. You can hustle too to catch the media's attention*

other rival publications can't get their hands on.

Did you just hire a big-name designer to create a cutting-edge exhibition booth? Why not propose an exclusive interview about the challenges and creative solutions? Editors love behind-the-scenes stories—particularly if they're exclusive.

PR is really not all that hard.

It's about understanding (and addressing) your audience's needs. Position yourself confidently, but not arrogantly. Be humble and professional in your approach.



**EDITOR'S Note:**

Jade Wong, Principal Consultant of Malaysia-based Mustard Tree Communications, and David Ong-Yeoh, a former journalist who now works for Malaysia-based WestCoast Communications as a PR consultant, contributed to this report.



*Get friendly with journalists and you also might get your company a good headline*

### III. Rethink Your Exhibition Strategy

If you're an exhibitor at the Malaysian International Furniture Fair (MIFF), you want to set up your exhibition booth, fill it with furniture and wait for buyers to show up, right?

And if you're a buyer, you just need to sign up for the fair, book your flight to Kuala Lumpur, and show up, right?

No, and probably...not.

A simple approach to visiting and exhibiting at the Malaysian International Furniture Fair (MIFF) might work for a few, but one leading expert on exhibition marketing says it's better to refine your tactics and strategy for success.

"You are investing money to take employees, rent a booth, decorate it and then you stand there and watch people go by and that is not as efficient as you could be," said Ruth P. Stevens, New York-based author of *Trade Show And Event Marketing: Plan, Promote And Profit*. "I researched and wrote this book because I noticed business marketers spend 15% to 40% of their marketing budgets on exhibition marketing. That's a pretty big chunk."

With so much financial resource at stake, Ms. Stevens recommends setting objectives well before the show begins.

"If you don't know why you're there you will never be able to declare success," Ms. Stevens said.

Select one primary objective—maybe two—as well as one to two secondary objectives, Ms. Stevens said.

"If you focus, you can line up everything you do there to support those objectives," Ms. Stevens said. "It makes life much clearer and easier."

Barry Siskind, Toronto-based author of *Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences, and Consumer Shows*, agreed.

"These objectives are mainly measured by Return On Investment (ROI)," he said. "But if the exhibitor is there to create

brand awareness or educating public, then measuring ROI is not the relevant method."

Instead, for cases like this, he highlighted that Return On Objectives (ROO) is the right tool to measure the success of participating in a show.

Typical objectives might include generating sales leads, introducing a new product, and finding new distributors.

But, Mr. Siskind said, ROI does not

necessarily be measured during the first attempt (first time exhibiting), as exhibitors need to find a proper baseline.

"For new exhibitors, by all means try all ways to gain the interest of your buyers," Mr. Siskind said. "If things didn't work out, you can always change your exhibiting method in future shows. Only then you have a proper baseline to see if there's any improvement."



SJY Furniture created an inviting booth at MIFF 2013, attracting passersby



### EXTRA TIPS FROM **Ruth Stevens**

- ▶ Give your salespeople at least a couple hours of training on how to greet and engage customers—as well as disengage so they are not wasting their time.
- ▶ A booth that is very open in concept and has no barriers to entry creates an opening and inviting environment for many people to enter. A booth that is more closed is better for creating a private environment to meet with key people you have prior appointments with.
- ▶ Ms. Stevens has many more free downloadable resources on trade show and B-to-B marketing—from white papers to articles and columns—at [www.ruthstevens.com](http://www.ruthstevens.com)

Here's something else to consider: while MIFF organisers are very professional and helpful, don't rely entirely on them to get what you want out of the show.

"It's a good idea to let your customers and prospects know that you are going to be at this exhibition," Ms. Stevens said. "Pre-show promotion is important."

Use email, direct mail, the phone and/or social media to get this job done, she said.

"You want to first, let them know you're going to be there and second, ask them to meet with you," Ms. Stevens said. "Setting up meetings in advance is a real successful

tactic in exhibition marketing. It's one that not that many exhibitors do."

Be clever, Ms. Stevens said. Send a single glove to your contacts before the event with a message like, "Do you want the other one? Come see us."

If a show like MIFF is full of prospects, "go for broke" with marketing tactics in the exhibit as well, Ms. Stevens said. "Use giveaways, games, magicians—whatever it takes to attract passersby."

"One of the most creative ways I have witnessed is to have a shoe shining counter next to the exhibitors' booth," Mr. Siskind said. "This gives the salespeople the chance

to talk to potential buyers."

Finally, after the show, you must follow-up with your contacts.

"The world of business-to-business marketing is populated with un-followed up leads," Ms. Stevens said.

But there's no such thing as a perfect exhibition plan, Mr. Siskind said.

"Changes don't necessarily have to be big," Mr. Siskind said. "Very often, exhibitors do not have huge resources to put everything into their exhibition programme. It is not practical to change everything. Sometimes, effective changes can be in little things."

## IV. Just Be a **Winner**

We all either are or can be furniture industry winners.

So here's some encouragement for winners—and would-be winners—to keep winning. It feels good, you get a lot out of it and it's the right thing to do. Obviously.

### Exhibition Winners On Winning

Resinas Olot, S.L., a Spanish manufacturer of furniture for hospitality and home design,

won the MIFF 2013 Furniture Excellence Platinum Award (Household Furniture Category). It was the company's first time exhibiting in MIFF.

To Resinas Olot's surprise, it turned out to be the company's best ever exhibit in Asia, as visitors were mesmerised by stylishly designed chairs and tables made from polypropylene and fiberglass.

"This exhibition is simply fantastic," said Resinas Olot's Export Area Manager Jordi Ibanez. "Both winning the trophy and garnering so many sales and contacts these few days have been really amazing. Our booth is not very big, but in the first day alone, we have achieved more than 50 sales. Until today [the third day], we have gotten more than 150 new contacts and a new distributor in Malaysia. For winning the award, we have received an RM8000 cheque that can be used if we exhibit at MIFF next year, which we definitely will."

Meanwhile, SJY Furniture (M) Sdn. Bhd. was a double winner, awarded both the Furniture Excellence Award (Silver) in the Household Furniture category and the Best Presentation Award (First Prize) in the Bare Space Booth Category.

"Our furniture involves a lot of handiwork with nature-inspired designs," said Dr. Lee Teoh Keng, Managing Director of SJY Furniture. "The product which won the award is very unique as it can serve as a sofa as well as bed. We are really pleased to receive the awards and believe that they will give our business an edge over the long-run."

Hin Lim Furniture Manufacturer Sdn. Bhd. won two awards as well – a Furniture Excellence Award (Gold) in the Household Furniture category and the Best Presentation Award (2nd Prize) in the Bare Space Booth Category.

"I'm happy because we get recognition from the awards," said Thomas Lim, CEO of Hin Lim. "We are very much into the minimalist concept. This is good encouragement for the designers that we employ to [continue] with their designs and decorations."



*Neo table, by Hin Lim*



*Beekat Chair and Armchair, by Resinas Olot*



*SJY Furniture received the Furniture Excellence Award (Silver) in the Household Furniture category for this sofa set*

### **FDC Winners On Winning**

Although MIFF's Furniture Design Competition (FDC) included a tremendous learning curve for University Sains Malaysia student Emmy Kong Pek Kei, she clinched First Prize together with Taylor's University student Kok Wen Yee.

"It is exciting to see yourself in the news," Ms. Kong said. "To me, the experience of gaining more knowledge

and listening to the opinion of others were the most valuable experience I could ever get. Everything was really fresh and makes me realise how little I know about art and how much more I have to learn and experience."

For fellow First Prize winner Ms. Kok, the myriad of opportunities and feedback she received at MIFF were like dreams come true.

"After MIFF, I received five to six job offers at the same time," Ms. Kok said. "It was really overwhelming and totally unexpected. Moreover, many designers from Thailand, Italy, UK, China and more gave me much good feedback."

Seizing the opportunities that came with winning, Ms. Kok has begun working in an architecture firm in Bangsar as an interior designer. She has also leveraged on her working relationship with the manufacturer of her winning entry.

"I am also freelancing with my furniture manufacturer, BJ Cabinet," she said. "All of these are great exposure for me to get hands-on experience before going to the U.K. this September to further my studies in Interior Architecture."

On the other hand, Ms. Kong would just like to travel the world for now (reckless abandon can come with the territory of winning).



*BJ Cabinet Enterprise, which won a Best Presentation Award at MIFF 2013 for its booth (pictured here), also manufactured the prototype of the winning FDC entry Jemore Board*

"I haven't had any concrete plans for the future," she said. "I have an internship this July to August and hope to gain more insight then. I love fine arts, fashion, jewelry and furniture all the same—so you can see why I am still undecided."

Taking the cue from the world she had seen at MIFF 2013, Ms. Kong confessed that she needs an eye-opening experience before she can spread her wings.

"I plan to travel overseas for a while, to see and experience the art and lifestyle there," she said. "I feel that I need an eye-opening experience as I am still young and inexperienced."

One thing is sure, though: MIFF FDC 2013 leaves a lasting impact for those who succeed.

"It has been a few months, but that doesn't mean the excitement is over," Ms. Kok said. "I am still on track with my work and all ready to further my studies. I have gained a lot of good networking and I am very grateful for that."

Ms. Kong agreed: "The MIFF FDC 2013 was a really good experience and it was huge. Quite mind blowing, I must say. I've always dreamt of making it internationally one day and making one-piece luxury furniture. I hope that would really happen."

It probably will, winner.

Indeed, dreams can come true for furniture designers, sellers and buyers alike. This happens often enough at MIFF, especially for those willing to put in effort to maximize their show success.

“

**AFTER MIFF, I RECEIVED FIVE TO SIX JOB OFFERS AT THE SAME TIME.**

”

- Kok Wen Yee

Check out the MIFF FDC finalist designs at [www.miffdc.com](http://www.miffdc.com)



### Jemore Board

Kok Wen Yee's FDC entry was a clothes hanger that serves as a decorative piece as well. It was inspired by the traditional papan (wooden) houses of Malaysia and lauded by the judges for its functionality. It's also the perfect excuse to air your (dirty?) linen in public.



### Unity Table

Fellow FDC first-prize winner Emmy Kong Pek Kei won for the aesthetic value of her entry. Using materials like traditional rattan, glass and steel, Ms Kong drew her inspiration from gasing, the traditional Malay spinning top and the traditional drum, gendang.





# MIFF Says: Let's All Move Up The Value Chain

By Chan Li Jin  
Furnish Now writer

In the furniture trade, winning now is about placing bigger emphasis on innovation and design elements, which explains MIFF's incessant competitions, workshops and seminars to develop budding designers.

Design is the biggest differentiation factor because people today are looking for something novel and refreshing.

MIFF's efforts at shining a spotlight on design are paying off, with buyers already thrilled at offerings.

"As a specialist in office furniture, case goods and associated accessories, I'm always looking out for unique products to offer our clientele," said furniture buyer

Asharaff Alli Ebrahim of Gani's Exports, South Africa. "In terms of office furniture, we are spoilt for choice this year."

That's because exhibitors are stepping up their game.

Jane Lee, Marketing Executive, Oasis Furniture Industries Sdn Bhd said there was lot of interest from the United Arab Emirates and Singapore for the company's newly launched Bracca sectional seating system which makes the workplace more interactive, productive and fun.

"One customer commented that they had never seen office furniture like this before," Ms. Lee said.

Although MIFF will be celebrating its 20th year anniversary in 2014, preparations are less focused on celebrations and more on how to bring even bigger value to loyal exhibitors, some who have been supporting MIFF for the last 10-20 years. The latest strategy for now is to woo quality buyers to MIFF, who will potentially boost business for exhibitors.

MIFF organisers will be investing heavily in marketing and promotions in emerging furniture markets such as Africa, South America, Eastern Europe, South Asia nations such as India, Sri Lanka and Bangladesh. Meanwhile, promotional efforts will continue

in Japan, Europe and the Americas where MIFF has traditionally been marketing itself.

As the show turns 20, more also will be invested into the long-standing relationships that have been formed over the decades. MIFF continues to provide exhibitors with important market information that reveal crucial buying trends so as to help exhibitors choose ideal display units that will capture the eyes, heart (and pocketbooks) of buyers.

**▶ It's a proven fact:** companies who launch a new product or range are always the ones with the highest business volume at MIFF, the organiser has stated. MIFF will continue to provide reminders and tips to exhibitors on how they can make the most of their time at MIFF to boost sales.

Further, the price factor is no longer very relevant today, as developing countries such as Vietnam produce lower-priced items with their low labour and material costs.

"We invite all MIFF exhibitors to rise above the ordinary and rebrand themselves as design-driven furniture manufacturers," the MIFF organiser said. "After ten to twenty years together, it is time we move on to the next level."



**“ I'M ALWAYS LOOKING OUT FOR  
UNIQUE PRODUCTS TO OFFER  
OUR CLIENTELE. ”**

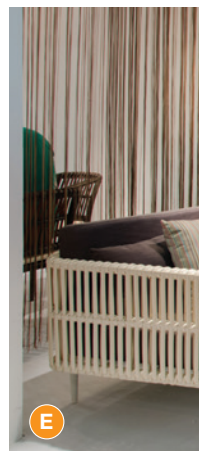
Asharaff Alli Ebrahim of Gani's Exports,  
South Africa

“ I AM A BLANK SLATE Therefore I can create anything I want. ”

- Tobey Maguire, actor

Your exhibition wall is your blank slate. Create anything you want to attract visitors.

- A. Artmatrix Technology checks off product features.
- B. Linak Actuators celebrates city spirit with Kuala Lumpur's Petronas Twin Towers, which appear in the background.
- C. Yee Guan Furniture uses art with natural elements, reflecting furniture of a similar style.
- D. Eastern Smart Furniture delights young football fans.
- E. SJY Furniture exudes Malaysia's tropical feel.
- F. Nexus Office System makes the workplace bubble.
- G. Spurs Industries has seats and drawings of them.
- H. Delano Furniture knows the importance of a nice bookcase and use of space.
- I. Benithem sketches.
- J. Merryfair Chair System explains its chair concept as origami.
- K. Shuter Enterprise advertises more.
- L. Shantawood recognised what it called the "Country Leaders" in the furniture industry from around the world on its booth walls.



# WALL





**“ I SAY ACCESSORIZE,  
ACCESSORIZE, ACCESSORIZE.  
If you don't accessorize,  
someone else will. ”**

- Venus Williams, Tennis Player



# ACCESSORIES



In this industry, furniture is your basic outfit. Add accessories to enhance attraction just like you would with any dress. Here are some popular ones at MIFF.

- A. Yiew Wai fills a kid's room with toy cars, planes, stuffed animals and frames.
- B. Vistawood brings bears and games.
- C. Lifestyle International displays Chinese calligraphy and artwork.
- D. Check out the handbags at Techcential.
- E. Sarawak Timber Industry Development shows off carvings.

- F. Kinheng Furniture tweaks its bed with textured pillows.
- G. BJ Cabinet Enterprise plays with the colour of things.
- H. Furncrest arranges beautiful flowers.
- I. Hin Lim Furniture knows that even urban can be green.
- J. Safari Office System makes the office literally grow.
- K. Taz Corporation mixes things up with apples.
- L. Greenery adds class at Lifestyle Resources.
- M. Plants help make SJY Furniture more vibrant.





“ **SPACE IS AN INSPIRATIONAL CONCEPT** that allows you to dream big. ”

- Peter Diamandis, entrepreneur

The proper use of space, big or small, is essential to making your products look good. Here, MIFF exhibitors demonstrate the effective use of space:

- A. Chairs angled and placed on platforms look like sculpture at Simewood Product.
- B. At Safari Office System, chairs both take to platforms and the floor.
- C. A row of chairs on different platform heights creates the impression of a winners' podium at Euro Chairs Manufacturer.
- D. Home Upholstery Industries uses a large space to show off a remarkable variety of furniture in style and devoid of clutter.
- E-G. Hin Lim Furniture uses shiny white floors, illuminated cityscapes and warm lighting to show how chic the home can be.



# SMILING FACES



“  
**I BELIEVE THAT WHEN YOU PUT A SMILE OUT THERE... you get a smile back.**  
 ”

- Heidi Klum, Model

Smiling is good for business. Walking the halls of MIFF, some exhibitors just seem to smile, interact and engage buyer passersby more than others. Smile with personality and charisma and you might be surprised what happens to the bottom line. There are different ways to do this. Encourage staff to smile and interact with customers. Or hire professional models to do it. Either way, keep the smiles coming. They're just as important as your furniture design.

- A. MIFF Staff warmly suggest to visit new exhibitor halls.
- B. An Anji Benniu Furniture exhibitor greets a visitor.
- C. TMH Furniture Industries know how to welcome guests.
- D. SJY Furniture staff can't contain their happiness.
- E. A 'postwoman' model at Oasis Furniture Industries' booth.
- F. SJY Furniture also received some beautiful help.
- G. Even a mannequin at Yeo Aik Wood can greet and smile—in a Mona Lisa sort of way.
- H. Taiwan Furniture Manufacturers' Association models wear cultural costumes.



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# SEAFIE Set To Soar

By Chan Li Jin  
Furnish Now writer

UBM's latest 'baby', SEAFIE, the Southeast Asia Furniture & Interiors Import-Export Exhibition that will be taking place at the Putra World Trade Centre from 13-16 September 2013, is set to be a trailblazer in the interiors and furnishing import-export business.

As a trade fair targeted at B2B trade, SEAFIE expects to attract 20,000 interested buyers from around the world, specifically contract furnishings, architects, interior designers, property developers, project managers and more.

The idea was mooted last year when the company's think-tank realised that there are no specific trade shows in this region that cater to the needs of importers and exporters of high-end furniture, interiors and furnishings products.

Thus, SEAFIE was born in order to feature international mid- to high-end brands of home and office furniture, interior design products and soft furnishings.

"When we talk about global trade, there is always the call to reach out to as many countries as possible around the world. But we now realise that the Southeast Asia market alone holds huge potential for import-export, considering there are 600 million people living in this region," said Karen Goi, General Manager, Furniture & Furnishings, UBM Malaysia, the same company who runs the annual Malaysian International Furniture Fair (MIFF).

She notes that Malaysian imports and exports of furniture, interiors and furnishings products have been seeing robust growth in the recent decades, with increased buying power and changing trends among younger customers.



Design and innovation appear to be key deciding factors in purchasing, as buyers choose unique products that serve as conversation pieces or fashion statements over functionality or sometimes even comfort.

"Where furnishings and interiors are concerned, there is obviously heavier emphasis on lifestyle elements. People in the past may be concerned about the durability of a product, but the 21st century consumer would not dream of having the same piece of furnishing beyond three years as they want to keep up with the latest trends," explained Ms. Goi.

With high purchasing power among the middle and upper-income consumers in the land of the rising dragons, SEAFIE also promises tremendous potential for Western nations to penetrate the Southeast Asia market.

Since its advertising and promotional efforts began in the beginning of January 2013, visitors and potential buyers from



*SEAFIE will feature international brands of home furniture, interior design products and soft furnishings, like those pictured here*

more than 40 countries have signed up in the online pre-registrations.

To jazz things up, the organisers have planned a contest dubbed 'My Favourite Products', where 100 interior designers will pick their favourite products spotted during SEAFIE.

Seminars, featuring experts in interior decorating and furnishings, are also lined up to enlighten delegates and improve

market standards.

Following the successful execution of MIFF earlier this year, an entire Japanese delegation comprising 6 companies have signed up for SEAFIE.

"We are excited and honoured as this is the first time we have an entire group from Japan joining us. We hope that will serve as a catalyst to other SEA furniture manufacturers to follow suit," Ms. Goi said.

## SEAFIE Fast Facts

### ▶ **WHO** is behind SEAFIE:

The inaugural interiors and furnishings trade fair targeted solely at business and export is organised by UBM Malaysia, the same team behind MIFF, the largest furniture fair in Southeast Asia.

### ▶ **WHAT** is it all about:

SEAFIE is envisioned to be a trade fair like no other. It functions as a focal point for Southeast Asia's furniture, interiors and furnishings fair, providing better access to import-export opportunities for regional business, while offering new pathways for overseas marketers who are keen to penetrate the vibrant SEA market.

### ▶ **WHERE** will it be held:

SEAFIE will be held at the Putra World Trade Centre (PWTC), Kuala Lumpur. Centrally located with easy access to hotels, eateries, places of attraction and public transport, PWTC continues to be the venue of choice for trade and consumer fairs.

### ▶ **WHEN** is this happening:

SEAFIE will be taking place from 13-16 September 2013.

The numbers speak for themselves: Total furniture import into the fast growing markets of Malaysia, Indonesia, Philippines, Thailand, Singapore and Vietnam increased sevenfold in the last decade, reaching a total of US\$3.32 billion in 2011. Southeast Asia is the world's third most populous region, with a population of 600 million and a combined GDP of US\$2 trillion. There is a growing middle class with high purchasing power who demand branded, quality lifestyle products to suit their tastes.

### ▶ **HOW** to register or book a booth:

# SEAFIE

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

For more details on SEAFIE or to book a booth, please visit [www.seafie.com](http://www.seafie.com). Alternatively, you may call +603 2176 8788 or email [info.seafie@ubm.com](mailto:info.seafie@ubm.com) for more details.

# HeveaPac: A Giant Among Giants

By Shantini Harriet  
Furnish Now writer

Some of the world's top retail chain stores—Wal-Mart Stores Inc., Target Corp. and Kmart Corp.—interestingly have had the same supplier in common for ready-to-assemble furniture (RTA): Malaysia's HeveaPac Sdn Bhd.

A dozen years ago as a start-up, HeveaPac understood that with a workforce of only 30 people, it needed to build the company from the ground up, domestically, while keeping an eagle eye on the prize: the corporate chains.

"When we first started out we only had basic machinery and a small inexperienced workforce," said Executive Director Peh Ju Chai, a long-time exhibitor at the Malaysian International Furniture Fair (MIFF).

"Quality-wise, we knew were not

good enough for the overseas market and so we supplied to the domestic market while getting our people trained and familiarised with the machines."

Twelve years down the line, HeveaPac claims it is the largest laminated particleboard shelving ready-to-assemble (RTA) furniture producer in Asia.

Nevertheless, the planning does not stop and neither does the dreaming.

"I only watch the news on TV, but when my family is sitting down to watch dramas, I have no idea what is going on because I'm too busy looking at the furniture trying to identify if it is HeveaPac furniture," Mr. Peh said. "My mission is that every household must have at least one unit of HeveaPac."


## Playing with the Big Boys

Mr Peh reminisces fondly about his early struggles.

"Before starting to supply Kmart in 2002, we had less than 100 workers," Mr. Peh said. "The first order from Kmart was 128 containers in 45 days. We had to work very, very hard then. I remember we had to get raw materials from overseas just to fulfill the order. Nevertheless, we managed to ship on time even though initially we had very basic facilities. Unlike now, we did not even have proper loading bays or warehousing."

Those may not seem like colossal problems, but as everyone knows, it can rain hard in Malaysia.

"There was furniture everywhere and when it rained, everything got wet and we suffered a lot of losses," Mr. Peh



Many HeveaPac products sell at international furniture chains, thanks to hard work by Peh Ju Chai (center) and colleagues

said. "But what to do—we just continue. When Kmart came in, our production capacity was very small and Kmart took up 50% of our capacity. We had to increase our production capacity by hiring more workers and getting more machinery to meet the requirements while concurrently expanding the factory. It was very challenging but interesting and we managed to make it on the dot; not even one container was late."

In the global game of big business, there are ground rules as to how one can form successful alliances with big chain partners like Wal-Mart, Target, and Kmart. Although these chains are the biggest in the world and would surely need many products at a constant rate, they do not buy from everybody. And buying can stop at a moment's notice.

In HeveaPac's experience, firstly it had to ensure that its production capacity could cope with the big chain stores requirements. Secondly, HeveaPac had to produce at their requirements involving packaging, quality and expertise. In addition, these chains look at how knowledgeable you are in the industry and in their market.

Due to a falling out with a Kmart-related agent, HeveaPac decided to stop supplying that company after 5 years even though it would cause a big vacuum in the

company's production and business.

The company plodded on by trying to get Wal-Mart and Target directly. Their efforts paid off when after a year-and-a-half, first Target and then Wal-Mart came in on their first orders. To Mr. Peh, gaining their business was half the fun as he remembers his "Get Target' mission.

"I have a customer in Boston—an agent—and he discouraged me because even though he is just a phone call away, he can't even get his foot in the door [of these companies] whereas I am half way round the world," Mr. Peh said. "I said to him I will try and I did when I went to Minneapolis. When I got my first order for US\$7 million from Target, my customer in Boston could not believe it."

Of course, it was not all-smooth sailing at first.

"It was 30 August 2006 or 2007, and I was in Minneapolis concluding the first order with Target," Mr. Peh explained. "It was a product they were already selling, and I presented the same product as 5kg lighter than what they had on record. Since containers are shipped by weight to the U.S., they wanted me to guarantee the weight discrepancy at US\$500,000 loss to myself if I was wrong. I had to do this by the next day or I would lose the order.

"The whole night I could not sleep thinking about it; Malaysia was already on holiday for National Day. At 2 a.m. I called

my partner to double check and confirm the weight to me. When he confirmed it, I waited until morning and confirmed the order. I also took them to their warehouse and showed them that they had been presenting the weight of the product wrongly all this while. We proved them wrong on other occasions too and as a result their standard of operations (SOP) for these kinds of products were changed to follow our way doing things."

Today, HeveaPac is choosy about who its partners are. These chain giants and more—like IKEA—may be business partners one day and not the next, but these days HeveaPac often is in the decider's seat.

Dangers still lurk: cheaper suppliers, a sudden vacuum in production and a potentially late delivery.

But HeveaPac—one of MIFF's finest exhibitors—has few fears. It takes pride in its reputation for quality and professionalism that has brought the company to a level of success and mindset incomparable to many others. The company's stringent compliance to its own philosophies has stood the test of time and endurance. Respecting and valuing all that come through the supply chain while maintaining transparency and honesty as building blocks with its customers, HeveaPac follows the beat of its own big drum.



#### GOLDEN BUSINESS RULES FROM Mr. Peh:

- ▶ You must gear up from Day 1. Plan from the start where you want to be in 3 years or 5 years. Build on the infrastructure and framework.
- ▶ Quality must be a priority. Even if the customer does not know, it does not matter; you know. You must take pride in that. You do not compromise on your quality standards.
- ▶ Be honest with the customer. Some marketing people and sales people think about taking the order first and if any problems arise later, think about it then. But it is better to be transparent about things from the start than trying to troubleshoot later.
- ▶ Build relationships. The win-win-win situation is important where not only the customer is important, but the suppliers are too along with everyone at the company.

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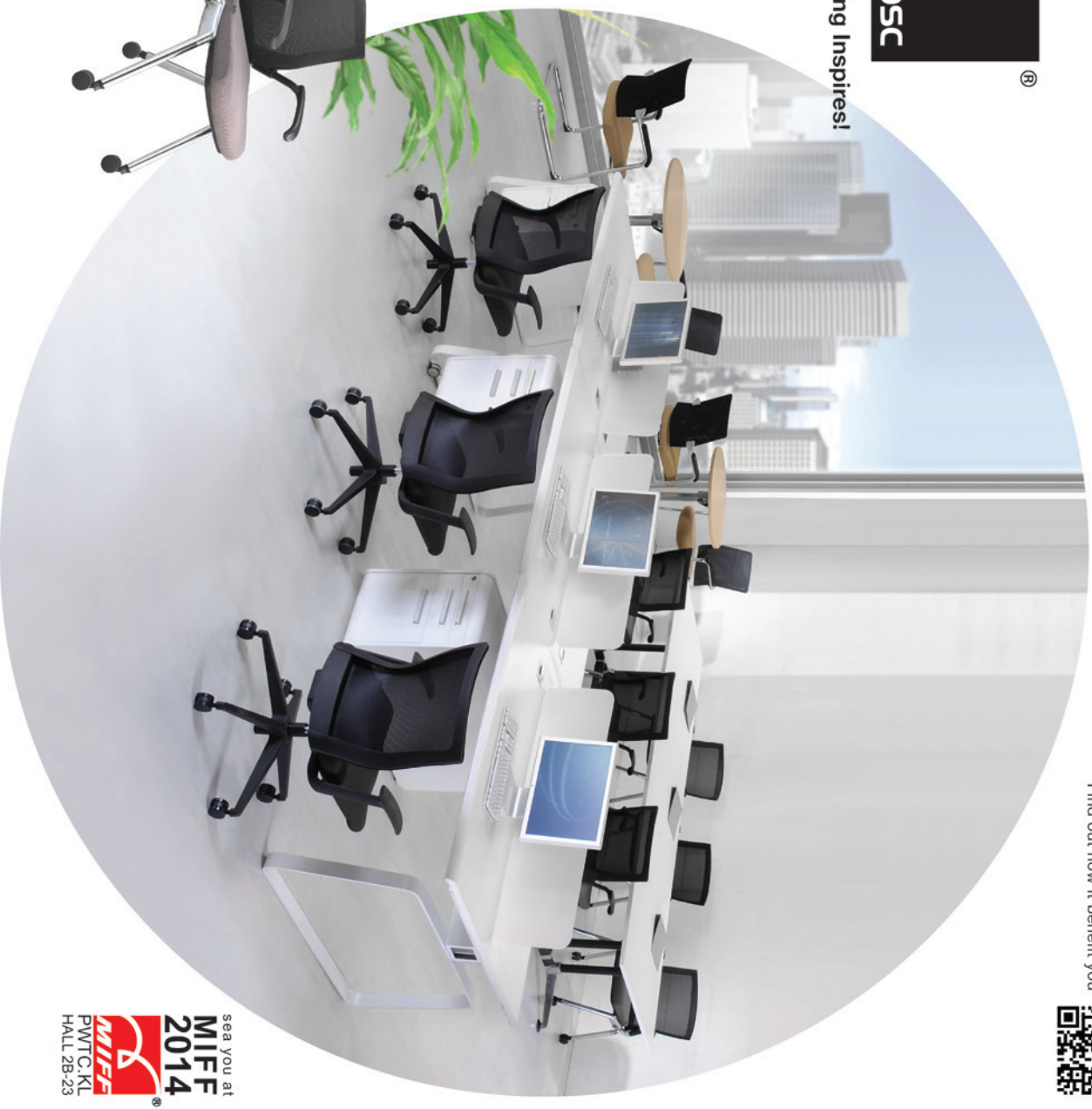
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## Let's Sway Wide & Far

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Both innovation & sustainability of 96% recyclable after use, this light yet stunning mesh chair with BIFMA safety and performance standrad, there is a gentle sway in movement with the INFINITO EVERYWHERE series, blending seamlessly into any work environment!



sea you at  
**MIF 2014**  
PWTC, KL  
HALL 2B-23

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