

## HIGHLIGHTS

page 4 'Hybrid Chic' is seen as a top furniture trend in 2017; find out what it's all about...



page 4 How clients matter in the furniture industry; Zilahi Imre explains why



page 5 MIFF never runs out of fabulous furniture



page 8 MIFF 2017 Opening Ceremony pinpointed the role of research, technology and innovation in the furniture industry



# Muar Hall Continues to Shine at MIFF 2017

by Chow Ee-Tan  
Furnish Now writer

Once again, some of the best Malaysian furniture manufacturers can be found strategically located at the MATRADE Exhibition Convention Centre (MECC) during this year's MIFF.

A total of 76 exhibitors under the banner of the Muar Furniture Association (MFA), a strategic partner of MIFF, are located at Muar Hall of the exhibition centre.

Muar may be a small town in Malaysia but it is a well-known furniture production hub with some 700 factories. Since 1982, the furniture association has been a main driving force behind Malaysia as one of the most outstanding furniture manufacturing nations in the world.

MFA Executive advisor Mr. Desmond Tan said the MFA members include furniture suppliers, manufacturers, retailers, wholesalers as well as material suppliers. Its members account for more than 60 percent of the overall furniture exports in Malaysia.

He said Muar's furniture reputation is well known and many overseas buyers have been looking at Muar furniture manufacturers.

President of MFA, Mr. CK Neo was quoted saying that 2016 had been a good year for furniture exporters, whereby performance has hit 9,529 billion RM last year, an increase of 4.2 percent from 2015.

"Since 2014, MFA has engaged actively with various government agencies to overcome the problem of illegal furniture factories by relocating the latter to a new industrial area," he said.

As a result, he said a new 1,000 acre 'Muar Furniture Industrial Park' will be launched in 2017. This will be the new home for over 200 factories that will be an iconic landmark, and will draw in more buyers from abroad.

This is the fifth year of participation by members of MFA in MUAR Hall at MECC - a strategic collaboration between MFA and MIFF in a marketing strategy to help exhibitors to innovate, create brand awareness and promote Malaysian products in the international arena.

An official MIFF venue in 2018 complementing PWTC, Malaysia International Trade and Exhibition Centre (MITEC), which is instantly recognisable from afar with its unique archway, has a sprawling 45,000 square meters of exhibition hall space. Well equipped with

>> continued on page 2

## HOTSHOT



Gianni Azzara, owner and chairman of Azzara Group, trekked a long way to be at MIFF from his head office in Pordenone, Italy. He takes style seriously, even in the vegetation of Malaysia.

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>> continued from page 1

state-of-the-art technology and WiFi, it is an ideal venue to hold an international furniture exhibition.

Mr. Desmond Tan said that although the overall global furniture market has slowed down, he felt Malaysia is still competitive because of our low cost and currency value. Malaysia is currently the No. 8 furniture export country in the world, and the third in Asia.

He said international exhibition organisers such as MIFF are playing a role in actively promoting local manufacturers to woo international buyers.

“The overall market is still big and there is still room to grow. Malaysia furniture manufacturers are gearing up to improve products in terms of overall presentation. We hope our efforts to attract new buyers and visitors will yield results.”

According to Mr. Tan, they are looking forward to a new milestone in 2018 when MIFF grows 25 percent and will move to the new MITEC, to add to the current PWTC location.

“Based on the pace of rebookings and feedback, MIFF 2017 marks a vigorous push by exhibitors to widen their network of buyers and showcase their products because many of them want bigger exhibition space in 2018,” said Ms Karen Goi, MIFF General Manager.



### BSL Furniture

The aesthetically pretty VIDA series is all about form and flexibility, and caters to different lifestyle needs. A highlight product at the exhibition booth of BSL Furniture this year at MIFF, VIDA is a range that begins with the modular concept of a single pad. From just one single bed, you can add on accessories and furniture to build onto it. So whether it is from a single bed to bunk bed, or from a day bed to a pull-out bed and a loft bed with space underneath, the concept is refreshing and innovative. It all depends on the needs of the users and the room. The furniture is made of solid rubberwood and is finished in two-tone of white and natural wood colours.

MECC, Booth A02  
[www.bslfurniture.com](http://www.bslfurniture.com)

### TMH Furniture Industries

A pioneer exhibitor at MIFF with more than 21 years history of participation, TMH Furniture Industries is not only a furniture manufacturer but a specialist in bend wood technology for chairs manufacturing.

As the company has one of the biggest factories for manufacturing bend wood veneers, it is a supplier to other furniture manufacturers. It is known for its stylist-looking veneer bend wood for dining set. It had also come out with many exclusive in-house designs for exports. Besides chairs and dining sets, it produces stools, bar stools, lounge chairs and has come out with more than 100 various designs.

The manufacturer takes pride in this dining set that has won the Silver prize in Furniture Excellence Award in MIFF 2016 – a dining table with walnut veneer top with bend wood chairs.



MECC, Booth E09  
[www.tmhfurniture.com](http://www.tmhfurniture.com)

### Trent Upholstery Industries

This sofa set has a simple, no-fuss design, albeit with an interesting colour to boot. It is one of the creations by Trent Upholstery, which manufactures sofas in simple colours and forms, without sacrificing style. Made of a mixture of plywood, rubberwood (legs) and PU foam – it can be found as a one-seater, two-seater and three-seater. With firm and spacious seaters, the upholsteries come in a variety of colours and textures. Besides sofas, Trent also manufactures armchairs, reclining chairs and stools among others.

MECC, Booth E07  
[www.trentupholstery.com](http://www.trentupholstery.com)



### Mokenzo Design

Miniature Chic! Mokenzo's compact kitchen concept is definitely good news to homes with limited space. Beautifully designed using a combination of walnut veneer, rubber veneer and MBF board, the kitchen cabinet and breakfast counters feature shelves, cabinets and drawers that are so compact and well made. They may seem too narrow or small for the normal space we are used to, but the warm tone finishes give them aesthetic appeal. This concept and theme have been extended to other parts of the bedrooms as well.

MECC, Booth E03A  
[www.mokenzo.com.my](http://www.mokenzo.com.my)



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### Muar Industries Design

One of the pioneers of Muar furniture manufacturers, Muar Industries Design has been in business since 1979 and took part in MIFF even before MECC days. A specialist in manufacturing dining sets with natural rubberwood, today it boasts in designing a variety of chairs and dining sets in contemporary European styles. The hallmark is tables of a simple and chic line with chairs of mix-and-match colourful upholsteries. There is also the other larger size range for the American market.

MECC, Booth A25A  
[www.mindfurniture.com.my](http://www.mindfurniture.com.my)

### Sin Wee Seng Industries (SWS Sofa)

This eye-catching piece of lime-green L-shaped sofa comes from SWS Sofa, which is well known for their chic design in manufacturing both leather and fabric sofas. As this year's trend turns towards fabric, SWS Sofa has come out with sofa that incorporates a wooden magazine rack at the side.

Modern and somewhat bold in style, this sofa set that comes with black metal legs is both comfortable and functional. Headrests are adjustable and the spacious seats allow for more than 4 to 5 people to snuggle in. There are more than 10 unique colours to suit one's taste.

MECC, Booth E32  
[www.swssofa.com](http://www.swssofa.com)



### Intergo Furniture



A furniture manufacturer known for their wooden sofa and beds, this year, Intergo Furniture has launched its one-stop concept. For a complete no-fuss lifestyle concept, it introduces mix-and-match living, dining and bedroom set of the same theme and concept. As usual, tropical wood is its favourite material. But for interesting effects and aesthetics, it combines both wood and upholstery.

MECC, Booth E10  
[www.intergofurniture.com](http://www.intergofurniture.com)

### Eureka Home

Here is a suave-looking bedhead and bedside tables in dual-materials and colours.

Nicknamed *Diego*, the range of bedroom set from Eureka Home features metal and wood veneer in both its bed frame and side table. Dark wood colour with black metal gives it both a creative and rustic finish. Usually employing both metal and wood, or wood and fabric combination in its bedroom set, the manufacturer also produces other concept beds such as the *Bed in a Box*.

MECC, Booth A16  
[www.eureka.com.my](http://www.eureka.com.my)



### Medley Hallmark

One of the longest participants at MIFF, Medley Harmony has been presenting its variety of sofas and indoor furniture at the show. This year, on top of its usual furniture showcase, the company is showcasing a set of Indonesian teak wood furniture which is considered quite rare. To be used for both indoor and outdoor, the sturdy teak wood frame comes with water resistant cushions. The sofa set comes in single and L-shape configuration, and the cushion covers are available in other colours more than white shades.

MECC, Booth C03A  
[www.medleyhallmark.blogspot.com](http://www.medleyhallmark.blogspot.com)



### Fella Design

Floral classic or contemporary design? One of the oldest and most regular participants of MIFF – Fella Design – is bringing its many trademark ranges of sofa sets to the exhibition. In recent years, the company's design sees a gradual departure from its traditional English floral theme. One of its more popular ranges is the modern contemporary series, which features stripes and warm solid colours rather than just floral motifs. Meanwhile, the classic floral series is still popular and has been enhanced with some new motifs.

MECC, Booth C02  
[www.fella.com.my](http://www.fella.com.my)



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# 'Hybrid Chic' Seen as Top Furniture Trend in 2017



Shinichi Mitsuki



by Hazlin Hassan  
Furnish Now writer

Furniture trends will be all about 'Hybrid Chic' this year, with a focus on combining contrasting materials to create an elegant space where one can relax, in order to seek refuge from today's stressful and busy lifestyles.

The integration and balance of two opposing elements will become key in the latest trends to hit the stores this year, with the combination of refined and sophisticated yet relaxed styles to make an impact.

"In a world with terrorist activities and natural disasters, it is more stressful now," said Shinichi Mitsuki of Mitsui Designtec Co. Ltd. during his seminar on *2017 Design Trends* at the Malaysian International Furniture Fair (MIFF) 2017 on Wednesday.

Mr. Mitsuki is an award-winning designer with over 20 years of experience in a range of fields including space design direction.

A piece of furniture made of wood and hard materials such as glass inserts would be an example of different materials combined in one product.

"The stressful working environment in the city has caused increasing demands for a more relaxed lifestyle. We naturally seek a more relaxing time and privacy from the stress," he said.

"One important keyword is relax. Another keyword is elegant," he added.

Previously, the trend veered towards the casual, he noted.

While the fast-paced evolution in technology has made lifestyles more convenient, people are starting to lose attachment to the real world.

"We want to be closer to nature and more relaxed in our daily lives. This is a human instinct to recover our lives."

According to Mr. Mitsuki, colour trends for interior design this year will be grey and cream beige, creamy pastel colours, and deep colour accents such as plum purple, viridion green and rusted brown. Chemical red with any colour would also be a favourite as well as the bi-colour combination of black with a touch of gold as an accent.

For material trends, there will be an emphasis on hand-made features.

He predicts that repetitive grain patterns, black lacquered and drywood textures would feature prominently for wood trends.

 **IAFP LIVE @ MIFF**  
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## Who is your client?

by Zilahi Imre  
Editor-in-Chief,  
MagMob print+online, Romania

In the past nine years I have been witnessing how the Malaysian International Furniture Fair (MIFF) is investing in the promotion of the DESIGN idea. Many young students had their unique chance to see their drawings transformed in prototypes by local companies. Producers understood the importance of adding value to their products using original ideas. Walking through the stands in PWTC and MECC at MIFF 2017; we can see now evidence of this design-driven thinking, buyers can find truly new products born and

nurtured in Malaysia. Hats off, I have to congratulate the organisers of MIFF and their many partners for making this happen!

Indeed, it is amazing to see that design seeds found fertile soil, but we should not forget an essential aspect: the furniture industry is not only about beautifully furnished interiors. First of all it is a BUSINESS. After solving raw material purchasing problems and buying new technologies to secure high productivity, furniture factory owners and managers must set their focus on an even more important component of the business: the CLIENT. It's great to create furniture with stunning new design, but the frustration will be painful, if nobody will buy that product.

"To whom do you want to sell? Which part of your product range fits what market segment? What are the colour, size, material and functionality expectations in the countries you want to export your furniture? Do you know something about the lifestyle of the end consumer in the specific country where your product should be purchased?" – these are the questions I'm addressing to the decision makers of the Malaysian furniture industry, and I know that most of them have already asked themselves the same. MIFF is a great opportunity to find answers too – the first event of the March trade fair circuit attracts many international buyers to Kuala Lumpur, and they are here to talk business.

The globalisation level of the furniture market will force every player to think fast, produce in a flexible way and to constantly come with innovations to the table. Furniture exporters must be aware that also their clients, the foreign retail companies are facing similar challenges worldwide. Talk to each other, create long-lasting active partnerships, because



only the better teams will prevail.

In the name of the International Alliance of Furnishing Publications (IAFP), comprising top furniture magazines from 19 different countries, I wish you good luck for the good work. We are around this week, ready to give you inputs regarding our home markets.



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## Made to Last

Crafting bistro or cafeteria furniture should be a challenge. Just imagine the wear and tear a table or chair undergoes from the variety of customers. With this in mind, BLH Global Marketing has invented the *Smart Top* – a range of environmentally-friendly tabletops that are resistant to abrasion, moisture and threats of biological degradation. Problems with cigarette and wine stains? Scratches and danger of breakage? They've got it covered with their craftsmanship and technology, coupled with modern, hip designs to add more mileage to your business.

**BLH Global Marketing**  
PWTC, Booth 503  
www.blhglobal.my



## Relaxing Bedroom Retreat

Bedrooms are ought to be cozy, calm and soothing! Even when your day is pure chaos, bedroom is the one place that you will look forward to, to unwind. Give yourself a chance to make the most of your bedroom with this elegant bedroom set from MWF Source. The company combined elegance with the latest trends to amaze everyone with its spectacular beauty. This premium quality bedroom set mimics an elegant décor that will bring you closer to creating restful vibes in your comfy nest.

**MWF Source**  
PWTC, Booth 4B20  
www.mw-furniture.com



## Eclectic Dining Decor

Rian Heng brings *Sabrina* dining set to MIFF 2017. A blend of modern and traditional design elements, *Sabrina* is made up of solid rubberwood frame. It is a combination of modern design and dark brown hues, thereby creating an attractive appeal. The oak finishing with foam cushion offers the perfect solution for those looking to create a stylish and inviting dining room décor. *Sabrina* makes sure that every meal at home is fully enjoyed.

**Rian Heng Wooden Furniture Industries**  
PWTC, Booth 4A12  
www.rianheng.com.my



## Classy Contemporary

A 30-year veteran of the Malaysian furniture industry, Yang Guang Furniture International showcases at MIFF its first line-up for 2017 called the *Gold Series* where rubberwood was combined with MDF veneer materials to take on a contemporary spin on classic living and dining room furnishings. The patchwork appearance plus interplay of dark and light colours on the surface catches the eye. Their comfy chairs made from PU leather is also worth taking a look. Being updated on global trends and designs with its new collection is what makes an old-time exporter like Yang Guang eternally fresh.

**Yang Guang Furniture International**  
PWTC, Booth 505 & 507  
www.yangguangfurniture.com



## Colour Up Your Home

This quirky yet functional Zigozago chair takes its unique design from a leaf. The shape is meant to resemble a leaf as are the stitches on its backrest. An Italian design, it is constructed from plastic and metal, and will breathe new life into your home with its modern funky colours. A contender for the MIFF 2017 Furniture Excellence Award, it is available with armrest and fabric covers if so desired.

**Lagoon International Corp**  
PWTC, Booth 4B19  
www.lagoon.com.tw



## The Space Saving Innovation

Westwood Corporation brings you this intelligently designed *Smart Soho System* that comprises of a wall bed with study table, open bookshelf, and a cabinet. This truly unique and versatile piece is all set to provide a comfortable home office or study for you. Its subtle design and ability to transform effortlessly from one use to another makes it a great addition to any home in need of a space-saving multifunctional furniture. It is ideal for studio apartments, soho offices, guest rooms, and home offices.

**Westwood Corporation**  
PWTC, Booth 2A05  
www.westwood.com.my

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Looking for high-quality comfortable office furniture? Apex provides all your office furniture needs from work stations, steel cabinets, panel systems to chairs. Try out their VIP range of office chairs, with aluminium die-cast back. It has five different locking positions and adjustable lumbar support to ensure a more comfortable seat. You can also adjust the strength of your tilt, height of seat, and height of armrest and angle. Trendy and modern, the chairs come in over 50 different colours of the rainbow to suit your mood.

### Apex Office Furniture Exporter

PWTC, Booth 2B21  
[www.apexof.com.my](http://www.apexof.com.my)



## It's All in the Angle

The right chair can make working in an office environment feel like heaven. Imagine being ensconced in one which follows the contours of the body and adjusts to the human form. Premium chairs in the market are already like this but it doesn't always happen because some are simply uncomfortable. Discomfort is definitely not the case with the *Angle Series* from Classic Chair System. It's so designed to adjust to the user's height, every tilt of the body and with aesthetic considerations even for the armrest. Seat is equipped with high density moulded injection foam and color can be customised according to one's preference or style.

### Classic Chair System

PWTC, Booth 2B19  
[www.classicchair.com.my](http://www.classicchair.com.my)



## Blast from the Past

Welcome to the industrial era with Hommax International's latest designs for dining furniture. Made from solid rubberwood and MDF, the products are enhanced by incorporating industrial motifs to the designs. Imagine giant screws and steel plating, all made from rubberwood yet with finishing that sticks to the authentic look of real steel. Chair seats made from linen with leather-like finish, further gives the products that rugged rustic appearance from days of yore. Located in Muar, in the state of Johor, Hommax pays homage to an era that impelled global changes, but with the warm glow of wood instead of the cold touch of steel.

### Hommax International

PWTC, Booth 125  
[www.hommaxfurniture.com](http://www.hommaxfurniture.com)

## Outdoor Assembly

Auko Furniture is a company from China specialising in ready to assemble furniture meant for the great outdoors. Their products are designed for the do-it-yourself enthusiasts who love the challenge of putting together a table or even a sofa in three to five minutes. The removable, modular parts can be easily packed in a box and stowed in one's car for the next trip to the beach or camping grounds. Except for the foam and cover of the lounge chairs, everything's made from durable resin material which can withstand any kind of weather.

### Auko Furniture

PWTC, Booth 508  
[www.aukofurniture.com](http://www.aukofurniture.com)



## Wine Rack Inspired by Bees

The lovely *Luca* wine rack takes inspiration from the honey bees, creating a storage system designed in a beehive pattern that keeps wine bottles safely while sitting pretty in your home. Made from imported white oak which has been bent to perfection, it also pulls double duty as a room divider and display unit if you wish. Ideal for those who are looking for stylish, comfortable, European-inspired interior décor.

### Mau Sin Bentwood Industry

PWTC, Booth 4A02  
[www.mausin.com.my](http://www.mausin.com.my)



## Healthy and Comfort Seating

Established in 1985, Boston Office Furniture is an ISO certified veteran MIFF participant. Their high quality office furniture is designed for lumbar support and proper posture. Made from soft PVC and fabric, each chair upholstery is handmade to perfection. The company's products are testament to its years of experience as exporter and manufacturer in the industry.

### Boston Office Furniture

PWTC, Booth 2B51  
[www.boston.com.my](http://www.boston.com.my)





## Peace of Mind in the Office

Worried about your personal belongings in the office? Wintech Metal Processing provides all the personal storage your office needs. Made from recyclable metal, it uses soft-closed hinges, and comes with numeral lock and key to secure your items safely. Its mail slot, swing doors and adjustable shelves also make it convenient for users to use. The best part is, you can customise the storage units into any size you wish, and colour you prefer, but subject to a minimum order.

**Wintech Metal Processing**  
PWTC, Booth 2B18  
www.wintech.com.my

## High Gloss Furniture for the Urban Professional

This high gloss *Keyla* bedroom set with its highly-reflective finish and mirror-like shine will suit the young urban professional who appreciates and enjoys ultra-modern lifestyle trends. Yet with its modern looks, there is a touch of retro flavour, combining the best of both worlds. It comes in two colours, black or white, and is scratch-resistant. It comes with matching side table and coffee table if desired.

**Décor Trend Industries**  
PWTC, Booth 302  
www.decortrend.com



## Nature Trails to the Shorelines

When you speak of home furniture with all the warmth and comfort of home, you can always rely on Kinheng Furniture to deliver. Made from wood veneer with solid wood motif, the Agbar collection gets its name from the Agba wood. The collection consists of a bed, two side tables, a dressing table and a mirror. Feel the calm and freshness of nature through the solid wood motif that is reminiscent of driftwood washed along the shore or on the jungle floor.

**Kinheng Furniture**  
PWTC, Booth 316  
www.kinhengfurniture.com



## Wooden Love Affair

MIFF 2014 Furniture Design Competition winner Francis Lye proudly shows his finished products for Bevelch where he's the principal designer. The hip, contemporary look strikes one as European but is probably just a manifestation of Francis' millennial roots. The pieces look so light until one proceeds to lift a chair and is immediately struck by the enormous weight of solid wood. Working on the principle of "enriched simplicity," Bevelch prides itself for its craftsmanship and attention to detail. The company name was derived from the bevelled treatments it applies to the side. It works only with PEFC-certified solid wood materials in line with the company's noble philosophy to use only natural resources in which Malaysia has lots of.

**Mfvio**  
PWTC Hall, Booth 325  
www.bevelch.com

## Audience Participation

We watch concerts, shows and sports events but little do we notice the kind of chairs that make the experience worthwhile. Today's mass seating products are already a marvel like the technology of these times. They already come in these modern colors, shapes and recline as far back as possible. If you want to have a movie theater at home and have the budget of Angelina Jolie, one can even have chairs custom-made to your desires. Established in 1980, Comfyseat Industries has built a niche for itself in the field of auditorium seats. They have the expertise to build seats for coliseums with a capacity of 20,000 to a small conference hall for 200. Common features are moulded armrests, polypropylene cupholders and upholstered seats with polyurethane foam. Installation is by fixing on concrete floor with rawbolts.

**Comfyseat Industries**  
PWTC, Booth 2B07  
www.comfyseat.net



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## Research, Technology and Innovation: Hot Topics at **MIFF 2017** Opening Ceremony

by Annalyn Zoglmann  
Furnish Now writer



Malaysian International Furniture Fair (MIFF) 2017 opened with much anticipation yesterday at the Putra World Trade Centre, with over 20,000 guests from 140 countries projected to visit the booths of 543 exhibitors within the next three days.

With this, the 23rd MIFF establishes itself without a doubt as the leading furniture event in Southeast Asia. Foreign delegations from as far as Europe, Japan and India are either visiting or exhibiting in the show this year. However, MIFF is not resting on its laurels. The biggest news is that MIFF is moving to a much bigger venue next year to accommodate increasing demand.

Delivering the keynote address in yesterday's opening ceremonies at the Seri Pacific Hotel, YB Datuk Seri Mah Siew Keong – Malaysia's Minister of Plantation Industries and Commodities – underscored the important role of MIFF in showcasing Made in Malaysia furniture to the world.

Datuk Seri noted that Malaysian furniture is already exported to over 160 countries. There is strong market presence in the United States, Japan and Australia while growing substantially in the United Kingdom, China, United Arab Emirates and Saudi Arabia.

"In 2016, Malaysia's exports of furniture products increased by 4.2% to RM 9.53 billion, compared to RM 9.14 billion in 2015. This is an indication that furniture trade offers an increasing international business opportunity

and I am optimistic that the export performance will continue to remain resilient over the years," explained Datuk Seri.

While assuring government support for the furniture industry, Datuk Seri stressed that development must be focused on the following key points:

1. Emphasis on research and innovation to deliver value-added furniture products. Companies must "move away from mass production and build their own brands."

2. Prioritising ASEAN countries because the region's over 500 million people, with its increasing purchasing power, has very attractive potential for growth. This should all be taken under the framework of the ASEAN Economic community.

3. Recognising the rise of the "millennial generation", a new breed of consumers expected to shape the demand of the furniture industry. Innovative products must be produced for this growing segment.

4. Taking advantage of the "digital economy" as a business model for selling and marketing furniture products. MIFF has moved towards this end by partnering with Alibaba.com for online-to-offline business.

For his part, MIFF Founder and Chairman, Dato' Dr. Tan Chin Huat, assured that MIFF "as a global sourcing centre is always changing to remain relevant in the market."

"Our exhibitors are investing more and

more in R&D to come up with their own design and new products, creating more value for their business and potential customers. MIFF welcomes this positive approach to stand out in the competition. It brings more variety and adds value to the trade show," Dato' Tan said.

M Gandhi, Managing Director for ASEAN Business of UBM Asia, noted the positive effect of holding MIFF 2017 in Kuala Lumpur which is estimated to bring RM 168 million to local businesses in terms of "spending of international and local exhibitors and buyers on hotels, entertainment, logistics, booth constructions" and other related activities. This is excluding the actual exports and investments from business concluded in the trade show.

The UBM executive revealed that MIFF will be co-held at PWTC and a much-bigger venue in the new Malaysia International Trade and Exhibition Centre (MITEC) next year.

"I am pleased to announce that 85% of the exhibition space have already been booked for MIFF 2018," Gandhi said.

MIFF 2017 highlights include Muar Hall by MIFF strategic partner Muar Furniture Association, China Hall, Taiwan Hall and MIFF Office, the largest office furniture showroom in Southeast Asia featuring 100 companies from Malaysia, China, Taiwan, Korea and Indonesia.

International buyers at MIFF 2017 consist of wholesalers, importers, independent retailers, and e-commerce start-ups, among others.

To further boost Malaysian International Furniture Fair (MIFF) this year, the China Council for the Promotion of International Trade (CCPIT) Guangdong, Guangdong Chamber of International Commerce (GCOIC) and UBM Malaysia, took full advantage of the international platform of MIFF to co-organise the first Guangdong Furniture Accessories and Home Furnishing Expo in the China Pavilion at PWTC Hall 1.

As a creative industry integrating technology and art, the furniture industry is an integral part of the Guangdong

Province, with an annual output of about US\$60 billion and export value of about US\$22 billion.

It is CCPIT Guangdong's Vice Inspector, Ms. Shen Meihong's hope that the 66 exhibitors from various cities in China will be able to explore the international market and promote industrial integration and advancement by satisfying the market demand and establishing brand image.

Through CCPIT Guangdong's continued efforts over the last decade, the

exhibition area for Guangdong exhibitors has increased from 500 sq. metres to 2,000 sq. metres with 60% repeat participation.

The participation of China Pavilion of Guangdong at MIFF 2017 is also venue to the richest variety of finished furniture products, as well as accessories and home furnishing products.

MIFF buyers and visitors alike can check them out in the China Pavilion at PWTC Hall 1.

## CCPIT Launches First Guangdong Expo at **MIFF 2017's** China Pavilion

by Shantini Harriet Ariaratnam  
Furnish Now writer



UBM Malaysia

A-8-1 Hampshire Place Office,  
157 Hampshire, 1 Jalan Mayang Sari  
50450 Kuala Lumpur, Malaysia.

Tel : +603-2176 8788

Fax: +603-2164 8786

Email: [info@miff.com.my](mailto:info@miff.com.my)

Website: [www.miff.com.my](http://www.miff.com.my)

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EDITORIAL TEAM

Creative Content Director: Matt Young  
Chief Editor : Gloria D. Gamat  
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Designers : Winson Chua, Edison Tan  
Writers : Annalyn Zoglmann, Chow Ee-Tan, Shantini Harriet Ariaratnam, Hazlin Hassan

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6001 Beach Road, #19-06  
Golden Mile Tower, Singapore 199589  
Tel: +65 8186 7677 Fax: +65 6298 6316  
Email: [enquiry@mediamice.com](mailto:enquiry@mediamice.com)  
[www.mediaMICE.com](http://www.mediaMICE.com)



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