

Furniture of the *Future*

Change is the only constant thing in the world.
Mobilia talks about today's youth, trends, and
the furniture of the future.

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Get ready for MIFF 2018, where "Design Connects People." Hosted at two venues, with 100,000 square-metres of floor space, MIFF 2018 is the biggest exhibition yet. Event highlights include showcases from MIFF Office, designRena, MIFF Timber Mart, and FDC in Action.

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As a platform that brings together international players, those in the furniture industry know that MIFF is the best place to make business connections. In 2018, look for the return of past exhibitors as well as the entrance of new designers – all hoping to make their mark in the world of furniture.

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The Design Connection**

Collaboration is key for the designers exhibiting in groups at MIFF 2018. From Millennials @ Design, to FDC in Action and TANGGAM by MTIB, look for young and award-winning designers to showcase their innovative and high-quality crafted furniture with international appeal.

Letter to Readers

Every March, hundreds of exhibitors and thousands of attendees descend upon Kuala Lumpur for the Malaysian International Furniture Fair (MIFF) – and MIFF 2018 is going to be the biggest yet. We're excited to co-host the event at both the ultra-modern Malaysia International Trade and Exhibition Centre (MITEC) and the Putra World Trade Centre (PWTC) – giving us more exhibition space than ever before.

With the theme "Design Connects People," MIFF 2018 explores the relationships that form through furniture design. Connecting experience with innovation, seasoned industry pros are mentoring groups of young and award-winning designers – and these teams will exhibit together during MIFF 2018.

Mobilia, gracing the cover story in this issue, talks about today's youth and the future of furniture in the wired world.

We also spoke with returning and new exhibitors about their expectations for MIFF 2018 – many of whom are looking forward to forging international business connections. So, read on for a sneak peek of MIFF 2018 – with can't-miss event highlights and a preview of innovative products from leading designers, this is your go-to-guide for all things in MIFF 2018.

We hope you enjoy this issue!

Best wishes,

KAREN GOI
General Manager, MIFF
UBM Malaysia



furnish
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UBM

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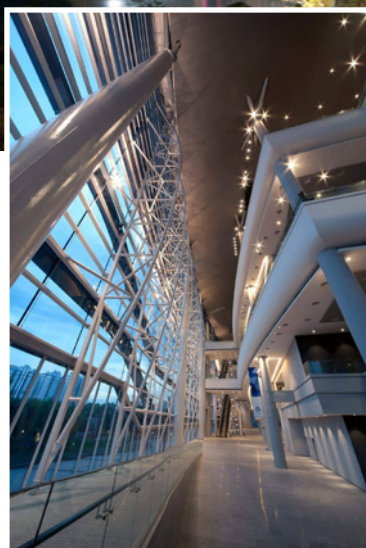
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2018 Design Connects People @ MIFF



“For more than 20 years, MIFF has built a robust reputation for genuine trade in value and quality furniture. In 2018, the key focus is on design and lifestyle-oriented exhibits to recognise and support the trend of companies bringing more launches to MIFF.”

- Ms. Karen GOI
General Manager, MIFF

by Brooke Herron
Furnish Now writer

2018 is set to be a record breaking year for the Malaysian International Furniture Fair – or MIFF, as it’s more commonly known. MIFF, ranked the number one furniture fair in Southeast Asia and among the top 10 fairs worldwide, has been long recognised for the platform it provides for furniture industry professionals to meet, network and collaborate on an international stage.

The theme of MIFF 2018 is “Design Connects People,” an apt name, as this year’s event is set to be the biggest yet, thus providing ample opportunities to make long-lasting connections and business partnerships. Running from March 8-11, the 24th annual exhibition of MIFF will be held at two venues: at the new and ultra-modern Malaysia International Trade and Exhibition Centre (MITEC) and the Putra World Trade Centre (PWTC), in Kuala Lumpur.

According to MIFF General Manager Ms. Karen Goi, sales peaked at \$940 million at MIFF 2017. And this year is shaping up to bring even higher returns: 600 companies and exhibitors from countries from around

the world (including Malaysia, China, Taiwan, Indonesia, Korea, USA, India, Singapore, Japan, Thailand and Turkey) are expected to showcase their products and designs in the 100,000-square-metre exhibition space – making it 25 percent bigger than shows in previous years.

On the show floor, expect new halls, larger showcases, better booth designs and new product launches. In addition, MIFF strategic partner Muar Furniture Association (MFA) – and the driving force behind Malaysia’s furniture industry – has signaled that a larger entourage of member exporters will be participating in MIFF 2018. Long-time attractions China Hall and Taiwan Hall will also return with more exhibitors and a wider variety of products.

“For more than 20 years, MIFF has built a robust reputation for genuine trade in value and quality furniture,” said Ms. Goi. “In 2018, the key focus is on design and lifestyle-oriented exhibits to recognise and support the trend of companies bringing more launches to MIFF.” She noted that the biggest winners in 2017 were suppliers with new and innovative products.



Connecting the people behind the products

Of course, MIFF is much more than an arena to showcase new designs and products – it is an event where connections are made. Show organiser UBM Malaysia has embraced 2018's "Design Connects People" theme and is working to ensure connections are made on the show floor between exhibitors and buyers.

“Exhibitors and buyers are the people at the centre of this business. Delivering a memorable show experience with new products will unlock the doors to more opportunities,” said Ms. Goi.

Because of attractive pricing, high quality and wide range of suppliers for home and commercial furniture, independent businesses, small to mid-size wholesalers and start-ups continue to favour MIFF as the best sourcing ground for products and design.

Forty-eight percent of MIFF trade visitors are furniture manufacturers, interior designers, construction traders and architects, and 62 percents of attendees are from Asia. In addition, leading local exporters, including bedroom, dining, sofa and office furniture suppliers have re-confirmed their participation for MIFF 2018.

The strong momentum for this year's show can be attributed to the success of MIFF 2017. Last year, nearly 20,000 attendees and 550 exhibitors participated in the event, which saw international buyer traffic increase by five percent. More than 20,000 attendees are expected this year from countries in the Asia-Pacific region, the fastest growing area in the global furniture trade.

For more details of MIFF 2018, or to register as a visitor, visit www.miff.com.my.

This year's can't-be-missed highlights include:



MIFF OFFICE With the largest showroom of modern office solutions in Southeast Asia, this segment has attracted more Malaysian and international companies after its profitable debut in 2017. Expect innovative designs in workstations, desks and chairs in this one-stop-shop for office furnishings.



MIFF Timber Mart A new segment in 2018, MIFF Timber Mart will showcase different types of timber and the latest in wood-engineered products. As the ultimate sourcing and trading platform for wood and wood-related products, the MIFF Timber Mart creates opportunities for international timber suppliers to connect with buyers in furniture production and wood-based manufacturing.



designRena With lifestyle products from 80 leading manufacturers, this distinctive showroom displays the best in Malaysian design. Located on the second floor of MITEC, this exhibit covers more than 15,000 square meters and will place the spotlight on aesthetics and design, to promote a strong and diverse celebration of Malaysian creativity.



FDC in Action Young designers collaborate with experienced manufacturers in this project, mentored by Malaysia's China-based designer Phillip Yap. From product design to presentation, attendees can be the first to discover innovative designs from rising new talent in the designRena showcase and in other exhibition halls.



Millennials@Design A new segment presented by young and emerging Malaysian designers: FDC in Action designers, Southeast Asia to World designers led by Walter Tan and TANGGAM designers from MTIB (Malaysian Timber Industry Board). The artworks of the finalists of MIFF Furniture Design Competition (MIFF FDC) 2018 will be displayed in this section too.

Visit us at

MALYSIAN INTERNATIONAL FURNITURE FAIR 2018

Date **8-11 MARCH 2018**

Booth **HALL 8, M823**

Venue **MITEC**

Master Grade Furniture Industries Sdn Bhd

Master Grade Furniture Industries is a young & dynamic company that manufactures & exports bedroom furniture in Malaysia. We are located in district of Muar in Johor State where more than 50% of Malaysian furniture exports are made.

Master Grade Furniture Industries was established in 2012, although still new in the industry the management team that runs the company is all well trained in the craft of furniture manufacturing with years of experience.

Currently, the factory has a workforce of 120 production staff and 60,000 sqft of production area. Still, growth is taking place at a great pace and we are looking to double our capacity from shipping 15 containers a month.

Since establishment, we have achieved significant market recognition as our designs & services has been well received by customers in various regions.

We look forward to work with you & grow together in the furniture business.



MASTER GRADE FURNITURE INDUSTRIES SDN. BHD.

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Bukit Bakri 84200 Muar, Johor, West Malaysia.

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Email : mg.furn.ind@gmail.com (Raymond)

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KUALA LUMPUR
PWTC, Hall 1
Booth No 111

Mobilia Is Wired for Youth, Trends and the Future of Furniture



by Matt Young
Furnish Now editor

Kato & Chloe: A brief captioned story.



Chloe is a horticulturalist.
Kato is a vlogger.

As a young married couple, Kato and Chloe have different decor tastes. But they also know how to compromise.

Not boring. That's how Eric Chua, marketing manager of Mobilia International Sdn Bhd, describes the direction of the business.

Designed well themselves, Mobilia's furniture soak up accessories and true elements of life, as our *Furnish Now* photoshoot design team found out.

"We are targeting the younger generation," he said.

Sometimes Mobilia juxtaposes diverse elements – metal and wood, for example – in the same dining table. And not just any wood. Mobilia makes the look of things the highest grade possible, using a walnut appearance for example, in the dining table we shot.




“Walnut is the highest-grade wood,” Mr. Chua said. “It’s very popular everywhere from Europe to the United States.”

Buyer details also are considered carefully. For example, while the walnut look is appreciated, real wood isn’t ideal.

“European markets prefer MDF rather than solid wood,” Mr. Chua said. “Wood cracks easily. So right now, they prefer everything to be MDF.”

Sometimes, Mobilia opts for simplicity in design, like with very open bookcases.

“You can obviously see everything in there,” he said. “We are not trying to have an elegant look.”

 The dining room is Chloe’s territory. She’s passionate about vegetation, and happily brings it into her home. One person’s bookcase becomes her dominion for plants and framed flowers.



Before heading to the greenhouse for work, Chloe prepares a simple breakfast for herself and Kato. Cereal, fruit, fresh juice, and yogurt – a health nut’s dream for morning eats.



Other times, Mobilia opts for innovation.

“Our chair legs [at times] go put to the chair back,” he said. “They also have arm support, so it’s like an armchair for dining seating.”

That’s a specialty of Mobilia - the dining set.

“But we also produce coffee tables,” he said. “Our concept is that you can buy everything from Mobilia. We have bedrooms, dining, living and even bar sets. We have full collections. This is our vision.”

Mobilia also emphasises quality over quick work. Hence, they do make certain curves that others can’t. Sometimes that comes at a somewhat higher price tag, but then again, customers will pay for quality, unique factors.

Mr. Chua, meanwhile, sees trends emerging.

“The market is starting to change to lighter colors, which bring out the feeling of a young atmosphere,” he said. “Curved edges also prevent children from getting injured. And youngsters always like high-tech environments.”



Neither Chloe nor Kato have a lot of time in the morning, so they eat quickly and head to work.

HUMBLE ROOTS, BOLD VISION

Today, Mobilia is a very different company from what it was 20 years ago. Then, the company was producing an 8-leg sofa, and not much more. Later, the company produced parts for furniture factories doing exports. In 2010, Mobilia formally became an export furniture company.

In a sense, Mr. Chua's own personal history also has seen great leaps and bounds. He once worked in a bank, then moved to garments in a factory, and finally found the furniture industry.

Mr. Chua is a natural furniture design talent, though, and an excellent listener, which soon helped transform Mobilia into the powerhouse that it is today.

"As long as you mix with a lot of foreign buyers, you can get a lot of information from them in terms of what they want" he said. "They have information from the [end] customer as well in terms of preference."

Hence, Mr. Chua is keen on consumer-oriented thinking.

"Now everybody is busy," he said. "When they go to find a piece of furniture, we have to know why they are buying new furniture. Mostly they are moving to a new house. They are thinking to have a design. They prefer to go to one furniture shop rather than 'Today I go here, tomorrow I go there.' That's why we want to provide full collections. Our buyer can buy, then sell it."

Interestingly, Mobilia isn't even focused on specific markets, such as targeting the United States, the United Kingdom, or other regions or countries. The company is essentially targeting the world.

"As long as you mix with a lot of foreign buyers, you can get a lot of information from them in terms of what they want. They have information from the [end] customer as well in terms of preference."

- Mr. Eric Chua, marketing manager,
Mobilia International



While Chloe works down the road, Kato works from home – vlogging by day from comfy quarters. Today he's wearing a banana suit on camera.





Kato makes use of the whole living room for his episodes. Fortunately, his “office space” is as comfortable as his living room – because it is his living room. Notice how rounded the edges of the furniture are also. That’s for future kids, who won’t bump and harm themselves on sharp edges.



“When you are doing competitively priced items that only depends on the single-largest markets like the US, UK or Middle East, when the market goes down, the factory is affected,” he said. “We want to diversify our risk, and we have.”

Mobilia’s direction is solid. From 2010 until today, the company has experienced double-digit growth every year. It appears that focusing not only on solid construction – but on colours, booth design and even the finer booth presentation elements like lighting – has helped Mobilia advance.

In 2018, meanwhile, Mobilia plans to exhibit in Malaysia, China and Germany.

“We are going to build a new factory in the next two years,” he added. “When you build a new factory, you need new capacity. We have to add that now with greater exposure.”

Mobilia Design
www.mobiliainternational.com
 MITEC, Booth M617



Kato is wired, but also organised – to a degree. His bookcase helps keep things tidy, though he likes using post-it notes everywhere!



Come visit us at the

**MALAYSIAN INTERNATIONAL
FURNITURE FAIR 2018**

8 - 11 March 2018

@MITEC KL

Hall 8 Booth No. M802

See you there...



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MITEC, Booth M717



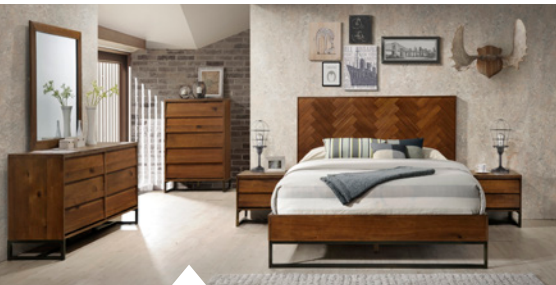
Golden Home Elegance

www.homeelegance.com.my
PWTC, Booth 110



H-Huat Furniture

www.hhuat.com.my
MITEC, M315A



Distinctive Fine Furniture

www.dff.com.my
MITEC, Booth M820



Circle-Square Furniture

www.circlesquare.com.my
MITEC, Booth M621



Mixbox Furniture Industries

www.mixbox.com.my
MITEC, Booth M813



Into the Woods

Never has the outdoors been so at home indoors. From Kinheng Furniture, the exceptionally designed Iroko bedroom set's smooth lines and natural wood grains weave together, producing a warm and modern aesthetic, that is pleasing to the eye and soothing to the mind.

Kinheng Furniture
www.kinhengfurniture.com
PWTC, Booth 316



Oshi Furniture

www.oshifurniture.com
PWTC, Booth 239



MWF Source

www.mw-furniture.com
PWTC, Booth 128



Take Export
www.takeexport.com
 MITEC, Booth M705



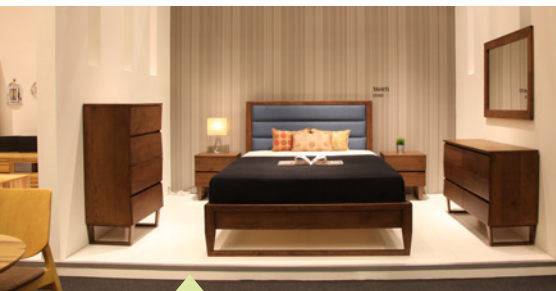
Comfy Factor
www.comfyfactor.com
 MITEC, Booth M302



Sweet Dreams are Made of This

Drift off to dream world in the Hillwood bedroom set from Inception Design & Trading. Handcrafted from solid wood, natural fibers and grains add to its rustic charm, culminating in a design that is beautifully simple, yet tasteful and refined.

Inception Design & Trading
www.idt.my
 MITEC, Booth M802



Chinon Furniture Industries
www.chinonfurniture.com
 PWTC, Booth 118



Decortage
www.decortage.com
 PWTC, Booth 4A06



Gaoya Furniture Industries
www.gy-furniture.com
 PWTC, Booth 117



Favourite Design
www.favouritedesign.com.my
 MITEC, M818



Infinity Furniture Industry
www.infinityfurniture.com.my
 PWTC, Booth 241



Kuek Brothers Furniture
www.kuekbros.com.my
 MITEC, Booth M815



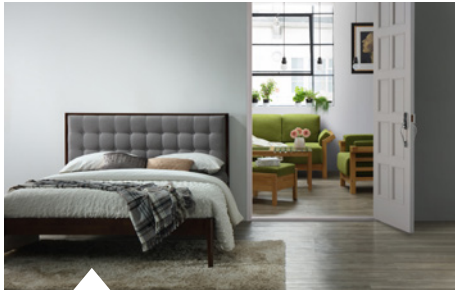
Sleeping Beauty

Transform your bedroom into a serene escape, with this bedroom set from Lifestyle International. Made with hardwood, veneer and brushed nickel hardware, this timeless bedroom set with a cottage-style feel, is not only stylish, but boasts an impressive amount of storage space -- a classic design, that is stylish any time.

Lifestyle International
 PWTC, Booth 112



Titov
www.titov.com.my
 PWTC, Booth 313



Synway Furniture Industries
www.synwayfurniture.com
 PWTC, Booth 335



Step Furniture Manufacturer
www.stepfurniture.com
 MITEC, Booth M703



BSL Furniture
www.bslfurniture.com
 MITEC, Booth M201



Alto Furniture Trading
www.altofurniture.com.my
 MITEC, Booth M706



PT Metropole Purnama Citra
www.metropolefurniture.com
 MITEC, Booth M1102



Florence Bed
www.florencebed.com.my
 MITEC, Booth M812

Best Night's Sleep

Sink into comfortable bliss with this contemporary design from Best-Betek. This fashion-forward bed makes an impression with its dark upholstery and contrasting light base, seamlessly balancing form with functionality to lull you into relaxation and sleep.

Best-Betek Furniture
www.bestbetek.com
 PWTC, Booth 111



HHM Industries
 PWTC, Booth 2A17



Fifty Shades of Grey

Sleep easy in a bed fit for a king (or a queen!). This bed (MG 2278) from Master Grade Furniture adds style to any room, with its simple, yet innovative design. Blending classical and modern styles, the different shades of grey used in the frame and headboard add contrast and create a striking aesthetic, that catches the eye, while drawers under the bed provide a hidden (and convenient) storage space.

Master Grade Furniture Industries
www.mastergradefurniture.com
 MITEC, Booth M823



Alian Trading
www.alianfurniture.com
 MITEC, Booth M416



Sinhuiwan Furniture
www.sinhuiwanfurniture.com
 PWTC, Booth 126



Pure Star Synergy
www.purestarssb.com.my
 PWTC, Booth 337



Southern Furniture
www.tubeway.com
 PWTC, Booth 4A03



Teck Seng Industrial
www.tecksengind.com
 PWTC, Booth 4A09



(Night) Stand by Me

Not all nightstands are created equal ... and the U.D. 1000 from U.D. Panelform is a cut above the rest. Their designs are created from MDF board, and laminated with veneer or PU paper, creating a durable – and sleek – finished product.

U.D. Panelform
 PWTC, Booth 131



Sern Kou Furniture
www.sernkou.com
 PWTC, Booth 322A



Ivorie International
www.ivorieinternational.com
 MITEC, M213A



Aik Chee Furniture
www.aikchee.com.my
 PWTC, Booth 333



Furncrest
www.furncrest.com
 PWTC, Booth 4A01



Golden Tech Furniture Industries
www.goldentechfurniture.com
 PWTC, Booth 119



GF Furniture
www.gffurniture.com.my
 PWTC, Booth 229



Acewood Furniture
 PWTC, Booth 229A



KER Global Furniture
www.kerfurniture.com
 MITEC, Booth M220A



Infurnex Resources
www.infurnex.com
 MITEC, Booth M602



Rian Heng Wooden Furniture Industries
www.rianheng.com.my
 PWTC, Booth 4A12 & 4A16



Wonderful Furniture
www.wonderfulfurniture96.com
 PWTC, Booth 215



Sim Hup Seng Furniture
www.simhupseng.com
 MITEC, Booth M613



Exceeding Great Expectations

Acacia Home Furnishing prides itself on creating truly fine furniture – and this dining set is no exception. Using acacia wood, the company produces full concept products for the dining room, bedroom, and living room. The AHF 1302 dining concept exemplifies the company's high standards – quality, solid wood furniture that exceeds expectations.

Acacia Home Furnishing
www.acaciahome.com.my
 PWTC, Booth 101



KF Furniture Export
www.kffurnitureexport.com
 PWTC, Booth 320



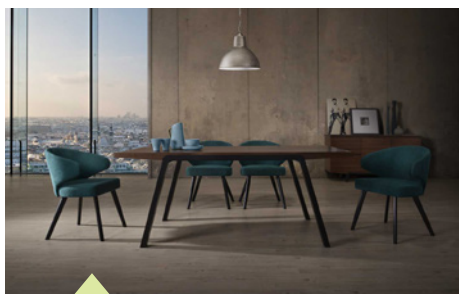
The Dinner Guest

Using only the finest raw materials, Cosmines manufactures high-quality, solid wood indoor furniture at reasonable prices. The Cos-Laura Dining Set exemplifies the company's core standards, using distinctive design and exceptional handicraft techniques to create a dining set that adds style and sophistication to any room.

Cosmines
www.cosmines.com
 PWTC, Booth 213A



Ascent Furniture International
www.ascentfurniture.com
 MITEC, Booth M803



Mobilia Design
www.mobiliainternational.com
 MITEC, Booth M617



Xiang Yi Enterprise
www.xiangyienterprise.com
 PWTC, Booth 321



Yeu Hong Furniture Industries
www.yeuhong.com
 PWTC, Booth 201



Glorybiz
www.myglorybiz.com
 PWTC, Booth 231



Bowlman Furniture
www.bowlmanfurn.com
 PWTC, Booth 207



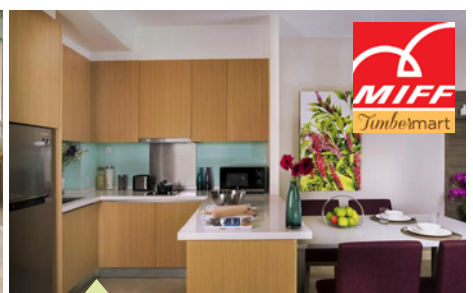
Inspiwood Furniture
www.inspiwood.com
 PWTC, Booth 4A31



Sck Wooden Industries
www.sck.com.my
 MITEC, Booth M612F



Lendecor Panel
www.lendecor.com.my
 MITEC, Booth M612N



Chea-Ee Industries
www.cevo.com.my
 MITEC, Booth M612N



Home Best Enterprise Corp.
www.homebest.com
 PWTC, Booth 217



Windmill Import & Export
www.samson.com.my
 MITEC, Booth M425



Xinhe Furniture
www.xinhefurniture.com
 PWTC, Booth 109



Kenitti Sofa
www.kenittisofa.com
 MITEC, Booth M1017



Klotz International Industries
www.klotzinternational.com
 MITEC, Booth M903



As Good as it Gets

Let the stress of the day melt away in this practical – and ultra-comfortable – sofa from Sin Wee Seng Industries. Designed to provide support and comfort, while its sleek and modern look add style and flair to any room.

Sin Wee Seng Industries
www.swssofa.com
 MITEC, Booth M323



Foshan Aobin Furniture
www.aobinf.com
 PWTC



UD Karya Jati
 MITEC, Booth M1106B



Yee Guan Furniture Manufacturing
www.yeeguan.com
 PWTC, Booth 327



Leatherworld Upholstery
www.leatherworlduph.com
 MITEC, Booth M716



Kian Swee Seng Industries
www.kiansweeseng.com
 MITEC, Booth M221



Piau Chez
www.piauchez.com
 PWTC, Booth 212



Inter Sofa Industries
www.intersofafurniture.com
 PWTC, Booth 336



Lii Hen Furniture
www.liihenfurniture.com
 PWTC, Booth 2B01



Acme Furniture Industry
www.acmecorp.com
 PWTC, Booth 4A11



Annex Sofa
www.firenze.com.my
 MITEC, Booth M1012



SKH Furniture Trading
 MITEC, Booth 307C



Office Space

The Pyramid Leg Workstation from VS Office Furniture, is breaking new ground in its novel and practical design. Geared to meet the needs of the younger generation, function meets freedom in this open workstation – creating open areas to foster creativity and promote collaboration.

VS Office Furniture
www.vsofficefurniture.com
 PWTC, Booth 2B26



Artmatrix Technology
www.artmatrix.com.my
 PWTC, Booth 2A01



Anji Chaoya Furniture
 PWTC



Heshan City Zhunxing Hardware Fittings
 PWTC



Zenith Projects Technology
www.zenpro.com.my
 PWTC, Booth 2C31



Cubo
www.cubofurniture.com
 PWTC, Booth 228



Sundesk Venture
www.sundeskventure.com
 PWTC, Booth 2B30



Zhejiang Jiechang Linear Motion Technology
www.jiechang.com
 PWTC



Top Plus Office Furniture
www.china-topplus.com
 PWTC, Booth 2C10



In Search of Simplicity

The saying "less is more" aptly describes the latest workstation NETZSTATION from Aries Furniture. Simplicity begets efficiency in this workstation – a minimalistic design that keeps everything within arm's reach. In addition, this workstation is available in different configurations to fit any office space – showcasing its simple and brilliant design.

Aries Furniture
www.ariesfurniture.com.my
 PWTC, Booth 2B27



Looking for Support?

Is your current office chair letting you down? Find support – and style – in this design from KINSHA: a newly developed mesh chair series that's as sleek as it is supportive. Eye-catching and ergonomically designed with comfort in mind, it has adjustable lumbar support, a built-in slider plate for seat depth adjustment and a PU-moulded foam seat ... because if you're going to sit in the office, you might as well sit in style.

Kinsha Works
www.kinsha.com.my
 PWTC, Booth 2B22



Linak Actuators
www.linak.com
 PWTC, Booth 2B13



Taiwan Mirror Glass Enterprise
www.tmg.com.tw
 PWTC, Booth 4B01



Dakang Holding
 PWTC



Euro Chairs Manufacturer
www.eurochairs.com
 PWTC, Booth 2B03



Winner Chairs System
www.winnerchairs.com.my
 PWTC, Booth 2B48



Stellar Limited
www.stellarglobal.com
 PWTC, Booth 2A09



The Great Divide

Open-plan spaces are great ... until you need a little privacy. But worry no more, solution has arrived: Cossa, from Oasis Furniture Industries, is a flexible divider that allows designers to create semi-private boundaries for learning, workplace and lounge areas. In addition, the Cossa dividers are made with sound-absorbing material, which helps reduce noise in open-plan environments.

Oasis Furniture Industries
www.oasis.com.my
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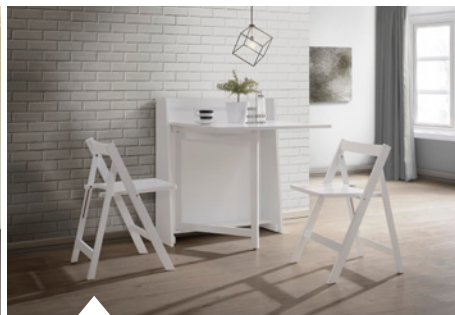
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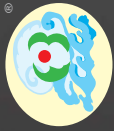
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VISIT US AT MIFF 2018, BOOTH 316

Fresh **New Faces** and **Familiar Names** at **MIFF 2018**

by Hazlin Hassan
Furnish Now writer

The 2018 Malaysian International Furniture Fair (MIFF), which takes place from March 8 - 11, will be the biggest edition of MIFF to date as its going to be 25% bigger, expanding to 100,000 square meters spanning two venues – Malaysia International Trade and Exhibition Centre (MITEC), the newest ultra-modern venue that is purpose-built for commercial events and Putra World Trade Centre, another international trade fair location that has hosted MIFF since its inception in 1995.

Exciting new furniture trends and stylish international collections will be unveiled during MIFF, as 600 diverse exhibitors from all over the world take part, with a mix of fresh new faces and familiar names.

Here's a look at some of them:

Star Furniture, Singapore



After a nine year hiatus, Star Furniture is returning to MIFF in 2018 with a bang. The furniture maker previously exhibited at MIFF from 2003 to 2009 – and although they stopped in 2009, they still attended the annual fair to network and study the latest designs.

In addition to promoting new collections and generating sales, MIFF is an ideal platform for those in the furniture industry to create new business leads. By bringing companies from all over the world together, MIFF also opens channels for international markets and sales.

“Even though we haven't exhibited since 2009, we still visited the fair,” said Ms. Virginia Ng, Star Furniture's international marketing manager. She indicated that it was the expansion of MIFF to the new exhibition centre MITEC that encouraged the company to return as an exhibitor at MIFF 2018.

In their new venue at MITEC, Star will display high-quality panel furniture, including bedroom and living sets. Look for innovative and modern designs, as the company constantly revitalises its collection to keep up with the latest global trends.

A retailer and manufacturer of household furniture since 1981, Star exports to more than 45 countries including Canada, Australia and New Zealand, as well as countries in Europe, Latin America, the Middle East, Africa, Asia-Pacific and the South Pacific islands from their factories in China and Malaysia.

Star Furniture
www.starfurn.com
MITEC, Booth M702A

Lagoon International Corp, Taiwan

As a MIFF exhibitor since 2014, Lagoon isn't a newcomer to the fair. Over the past few years, the company and its LOHAS series have been recognised for their environmentally conscious and innovative designs. Lagoon won third prize in 2015, and in 2016 the company won a Merit Award and a MIFF Best Presentation Award for its booth design. Their Zigozago Design Chair was also chosen as the finalist for the MIFF 2017 Furniture Excellence Award.

As a 2018 MIFF exhibitor, Lagoon looks forward to increasing brand awareness and developing new customer relationships. "We're hoping the exhibition will attract more hotel or commercial space project customers – that would help us reach different types of customers," said Mr. Douglas Yu, who does sales and marketing tasks for Lagoon.

He added that participating in the exhibition will not only increase Lagoon brand awareness in Southeast Asia and Oceania, but it will also strengthen its network in other countries and regions – as he saw happen in 2017. "MIFF 2017 helped Lagoon boost its professional networking ties with several Japanese groups," added Mr. Yu.

Because of MIFF's strategic location in Kuala Lumpur, MIFF succeeds in attracting buyers from all over the world. Making use of this opportunity, Lagoon will display its latest designs and richest collection of exhibits to attract international buyers.

"We've put in a lot of effort into expanding in the Southeast Asian market and to break the bad stereotype that plastic furniture is cheap. We hope to become the number one brand of outdoor leisure furniture," he said. Lagoon's LOHAS series uses high-tech imitation rattan to create quality outdoor furniture. At MIFF 2017, most of Lagoon's exhibits were sold to buyers from the local Malaysian furniture industry.

"The creative design and bold use of color of the Lagoon's products are very much appreciated by the Adviser of State-of-the-art Support Center and the University of Australia Kuala Lumpur Campus. The innovative and colorful furniture helps to inspire students," said Mr. Yu.

Lagoon exports its brand of high-quality furniture products to countries around the world, including Mexico, the U.S.A., Vietnam, Cambodia, Japan and China.

Lagoon International Corp
www.lagoon.com.tw
PWTC, Booth 4B08



"We've put in a lot of effort into expanding in the Southeast Asian market and to break the bad stereotype that plastic furniture is cheap."

- Mr. Douglas Yu

Çilek Mobilya A.S., Turkey

For this family-owned children's furniture designer and manufacturer, MIFF brings enormous value by bringing industry professionals together in the right setting to exhibit their latest products and technologies.

"We've been following MIFF for many years. In the past, we've participated in exhibitions in Singapore and Japan, and we know that the Malaysian market pays attention to this exhibition [MIFF]," said Yahya Onder Zigindere, sales manager for Çilek Mobilya A.S.

"MIFF is the industry's strongest fair with access to the Asian market," he added, pointing out that MIFF hosted thousands of exhibitors and visitors from all over Asia last year. "For companies aiming to be in the forefront of the competitive global market, MIFF presents huge advantages. We already have sales in Malaysia and would like to expand further. We also want to meet with new customers from neighbouring countries." In addition, he added that he will offer Çilek Mobilya A.S.'s franchise system to potential investors.

Mr. Zigindere noted that trade shows – like MIFF – provide exhibitors and attendees with a comprehensive overview of the entire market and industry. "Trade fairs are a very powerful marketing medium. They bring together thousands of international buyers and sellers in one place in a short space of time," he said. "There are many ways to look for products and suppliers, but nothing can beat the benefits that trade fairs offer. They not only gather all the significant industry players, but also enable visitors to see a large variety of products, to evaluate and compare them, to attend demonstrations and to ask detailed questions."

He says that the numbers speak for themselves. "The number of exhibitors and visitors attending every year prove that the fairs are the first choice for industry professionals. From past to present, the fairs have continued to be the meeting point for exhibitors and attendees, and to provide them with access to new markets. This event is unique in that it offers a place to capture qualified clients or leads face-to-face."

Established in 1995, Çilek Mobilya A.S designs, manufactures and sells imaginative and high-quality baby and children's bedroom sets and accessories, with a myriad of creative themes from pirates to royal, spanning a global network of over 70 countries, from the U.S.A. to Australia.

Çilek Mobilya A.S
www.cilek.com
MITEC, Booth M1123





Zhejiang Henglin Chair Industry, China

Over the last decade, participating in MIFF has helped this Chinese chair manufacturer grow its business by leaps and bounds, selling contemporary office chairs, sofas and bar stools to more than 30 countries including Switzerland, the U.S.A. and Japan.

“We’ve been exhibiting at MIFF since 2007, or perhaps even earlier. We’re looking to expand our business globally via multiple channels – and by participating in MIFF we can expand our international business and gain new customers,” said Jake Zeng, director of sales and marketing for Zhejiang Henglin Chair Industry.

“MIFF facilitated the growth of our export business while we were still operating on a small scale. The fair has helped us increase sales and brand exposure, which has resulted in the company playing an important role in the furniture industry,” he said.

MIFF also provides a platform for Zhejiang Henglin to showcase their new products, and to meet with existing customers to strengthen relationships. “Our business in Southeast Asia is still growing, we will continue to participate in MIFF because it’s an effective way for us to develop our business,” added Mr. Zeng.

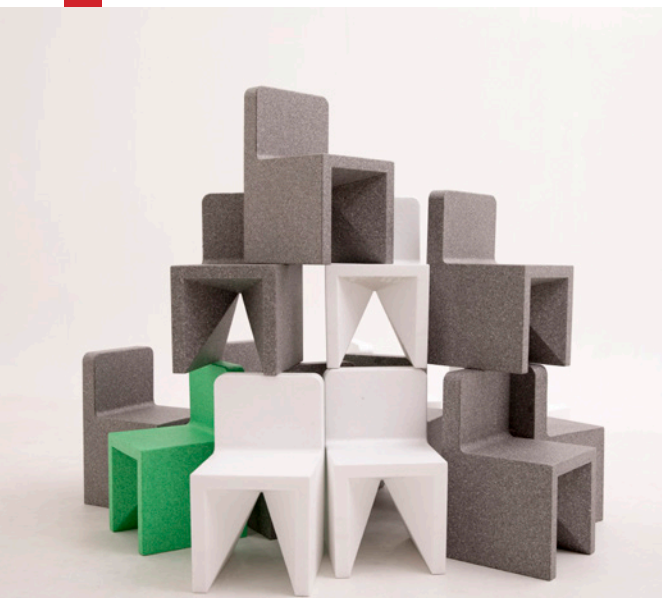
Since 1995, Zhejiang Henglin has specialised in producing various styles of office chairs, leisure chairs, bar stools, sofas, recliners and modern seating. At present, the company exports to countries all over the world, including the U.S.A. Germany, France and Japan, with an annual production capacity of about 3,500,000 sets.

Zhejiang Henglin Chair Industry
www.henglin.com
PWTC

“MIFF facilitated the growth of our export business while we were still operating on a small scale. The fair has helped us increase sales and brand exposure, which has resulted in the company playing an important role in the furniture industry.”

**- Jake Zeng, Director of Sales and Marketing,
Zhejiang Henglin Chair Industry**





Foart
www.foart.co.kr
MITEC, Booth M1105A

Foart, Korea

Buyers of children's furniture – or just those who are young at heart – have a treat in store for them at MIFF 2018. First-time exhibitor Foart will be showcasing their colourful imagination blocks and up-and-coming furniture line. The company has joined MIFF 2018 in an effort to expand into new markets in Southeast Asia.

"We found out that MIFF is the biggest exhibition in Southeast Asia. We have launched in a few countries in Southeast Asia, and we would like to meet and find new customers who wish to do business with our company," said Mr. Woongchan Kim, chief executive officer of Foart. "Most of our products are toys and blocks but we have started to develop furniture."

Foart has created a new design for a chair, manufactured to help children learn in a safe environment. The chair is built with a stable structure and designed to be modern and simple enough to match well with any surrounding interior environment. The company also makes fun and cheerful play areas, classroom furniture and office furniture.

"We found out that MIFF is the biggest exhibition in Southeast Asia. We have launched in a few countries in Southeast Asia, and we would like to meet and find new customers who wish to do business with our company."

- Mr. Woongchan Kim, Chief Executive Officer, Foart

CV Beta Foam Industrial, Indonesia

This metal furniture manufacturer from Java, Indonesia, is no newbie to MIFF, having participated in previous shows before.

Established in 1985, CV Beta Foam Industrial Director Mr. Kurniadi Gunawan first found out about MIFF from existing buyers who told him that MIFF attracts "serious and big buyers." This year the company hopes to gain new buyers and maintain contact with existing customers.

"We might return every year if there are new and serious buyers," said Mr. Gunawan. He added that exhibiting at MIFF has helped him find new customers and achieve higher sales in the past. At MIFF 2018, CV Beta Foam Industrial will showcase sofa beds, folding beds, bunk beds, relaxing chairs, and single couches.

The company is the market leader in minimalist and innovative furniture manufacturing in Indonesia, producing a wide variety of furniture from beds to balcony tables and chairs. CV Beta Foam Industrial has ventured into international markets including Singapore, Korea, Spain, Panama, Kuwait and Canada, and works with prominent customers like Carrefour Indonesia.



CV Beta Foam Industrial
www.betafoam.co.id
MITEC, Booth M1101



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The Design Conn

by Chow Ee-Tan
Furnish Now writer

Groups of young furniture designers are eager to showcase their MIFF 2018 design themes that connect people and the industry...



The tagline of the Malaysian International Furniture Fair (MIFF) 2018 "Design Connects People" speaks volumes about the role of furniture designers in the 21st century. That's because furniture design is more than forms and shapes – it's about the human element too.

That human element and connection between people is illustrated through the different groups of designers and showcases at MIFF 2018. Young designers are working together, with mentors and with other exhibitors to hone their talents and create innovative products. Showcases by Millennials @ Design, as well as the collections displayed in the designRena hall, all echo that common theme.

The Millennials @ Design showcase is comprised of three groups of emerging young Malaysian designers: FDC in Action, Southeast

Asia to the World and Tanggam by MTIB. Artwork from the finalists of 2018's MIFF Furniture Design Competition (MIFF FDC) will also be displayed in this section. In addition, Mr. Phillip Yap, chief judge for the FDC and mentor to the FDC in Action team, will mentor a group of young designers as they collaborate with top Malaysian companies in the designRena hall, a new show floor concept including 80 of the best Malaysian designers.

For these designers, who will exhibit in their groups at MIFF, there is a common design thread that binds them together, and a theme that epitomises what their designs represent. We approached the leaders and spokespersons from some of these groups to learn more about their group's identity, their design aspirations, their future objectives and how their respective design themes will impact the international market at MIFF.



ection

FDC in Action

Mr. Phillip Yap is leading the group FDC in Action at MIFF 2018, which is made up of past winners and finalists of the prestigious MIFF FDC. As an experienced designer and FDC in Action's tutor, Mr. Yap hopes to provide the team with the tools to express their own style, while relating to the industry's needs.

According to Mr. Yap, FDC in Action's mission is not only to connect young designers, but to help them understand the intricacies of the furniture industry, as well as the lifestyle elements involved in furniture design. These young designers are working alongside exhibitors, learning about their products, market and target audience in order to create booth designs for MIFF 2018.

“It's about understanding lifestyle, and the elements that make beautiful homes – and not focusing just on the furniture... While people are interested in new ideas and creations, it's the effort put into the design that connects them.”

- Mr. Phillip Yap, chief judge for the FDC and mentor to the FDC in Action team

“We're not only creating a platform that allows young designers and furniture manufacturers to collaborate, we're also teaching them to understand that before designing anything, they need to enrich their knowledge of the industry,” he shared.

He teaches young designers that we should look at furniture as an integral part of our daily lives – and it should match our lifestyle, current trends and market. “Most Malaysian-made furniture is produced for export, so designers need to have a global perspective and understand ‘world furniture’ style, as well as the demands and trends of a global market,” said Mr. Yap.

To help foster a more global perspective, FDC in Action takes designers overseas on “knowledge enrichment tours” to expose them to international furniture designs. “In Malaysia, we have a small market to support and build our brand,” said Mr. Yap. “Young designers need to see what's happening in the world, this gives them more elements and contents when they conceptualise.”

“It's about understanding lifestyle, and the elements that make beautiful homes – and not focusing just on the furniture,” he continued. “While people are interested in new ideas and creations, it's the effort put into the design that connects them.”

Thus, FDC in Action is not introducing new concepts or ideas, but rather wants to increase awareness of the importance of design fundamentals and the essence of design power.

“For us, it's just about objects – it's about method, management and inspiring designers. We want to light the path that makes designs happen. We want to put up a platform for design, and to create more cohesively and efficiently,” said Mr. Yap. “We can draw from existing inventions to trigger our imagination, and thus, generate new design concepts.”

Mr. Yap says that the FDC designers are in the “incubation stage” in their understanding of industrial requirements. Mr. Yap suggests that experienced designers and industry players should get involved to help them grow.

“More attention should be given to young designers. This will give them the confidence to get involved with the industry, and together they can produce better returns with manufacturers,” said Mr. Yap. “More experienced members could provide clear briefs or directions to help them make the connection between the design and commercial aspects of the industry.”



Southeast Asia to the World

Another group who will showcase their work in the Millennials @ Design area is "Southeast Asia to the World," a team of seven young designers who were formerly architecture students. Led by Walter Tan, a design director for a wooden furniture manufacturer in China (Element Furniture) and a furniture design consultant for a Sydney-based company, his team of designers will represent Southeast Asia design for the commercial market.

"My role is more of an adviser, to encourage their creativity, but also to impart my industry knowledge and experience to help them build confidence in their designs," said Mr. Tan, a third-generation carpenter who grew up in the midst of a wooden furniture factory.

"I have grouped these designers based on the common ground they share. And by common ground, I mean a place that we can gather together to discuss differences, share ideas, find solutions and start creating something together," he explained.

"Practical furniture that solves customers' challenges," is the common thread of their design theme. "The designs will not be too fancy, because while fancy furniture looks good, it doesn't sell well. We're here to design furniture that will bring sales for manufacturers. Numbers play the most important role here, the rest is secondary," he said.

According to Mr. Tan, since Malaysia is located in the heart of Southeast Asia and is a multi-cultural society, the country can play a role of creating the region's common ground.



"My role is more of an adviser, to encourage their creativity, but also to impart my industry knowledge and experience to help them build confidence in their designs."

- Walter Tan, design director, Element Furniture

"In their designs, you will see that some have Borneo Orang Asli elements, some have a Neo Oriental feel, and some have a high-tech, yet elegant look. Their designs represent the diverse cultures in Malaysia, which is an important part of life," said Mr. Tan.

He hopes to empower the group to change the mindset of Malaysian manufacturers – from making mass production furniture (with a slim margin), to more of the higher-value, design-oriented craft furniture.

"I hope this will also attract more buyers to MIFF who look for high-quality crafted furniture. I feel Malaysian manufacturers should pay more attention to original design, and there are many talented Malaysian designers who can be nurtured in order to help add value to the products."

Mr. Tan emphasised that it's his goal for his designers to gain exposure in the international market through his contacts in China, Australia and Indonesia. Besides taking members of the group to furniture exhibitions overseas, they have also been invited by GOFA (Guangdong Outdoor Furniture Association) to showcase their creations at the CIFF 2018. Some of them are also working in international interior design firms, creating projects that follow current trends.

"They [young designers] are still at the learning stage and need more exposure to the international furniture market," said Mr. Tan. "I hope that in the years to come, these designers can break away and become independent designers flying the Malaysian flag for the international market."



Walter Tan

TANGGAM by MTIB

"At TANGGAM, we want to create a portfolio of new exciting designs with an international market appeal and that can be manufactured and marketed by Malaysian furniture manufacturers," said Nik Zuraiyah Nik Mohamad, senior assistant manager for the Malaysian Timber Industry Board (MTIB).

Under the 10th Malaysia Plan, MTIB was allocated a fund to undertake a five-year programme to enhance the quality and promote the design of locally manufactured furniture. The council initiated the Malaysian MOBILI Furniture Design Competition (MOBILI) in May 2012 to select, promote and market

outstanding designs, designers and furniture products internationally.

These winning and shortlisted designers have been exhibiting their prototypes in various furniture exhibitions under the TANGGAM banner of MTIB. And since then, the TANGGAM programme has effectively demonstrated fresh innovations of new furniture designs from young Malaysian designers.

According to Ms. Nik Zuraihah, in 2018, TANGGAM will produce two seasonal collections called TROPIKA and MONSOON. TROPICA will be ready as early as March and MONSOON in October every year.

For MIFF 2018, TANGGAM will introduce its TROPIKA 2018 collection (PAPAN Series) that consists of basic home main furniture: 3 + 1 sofa, side table, shelving, sideboard, chair set and dining table.

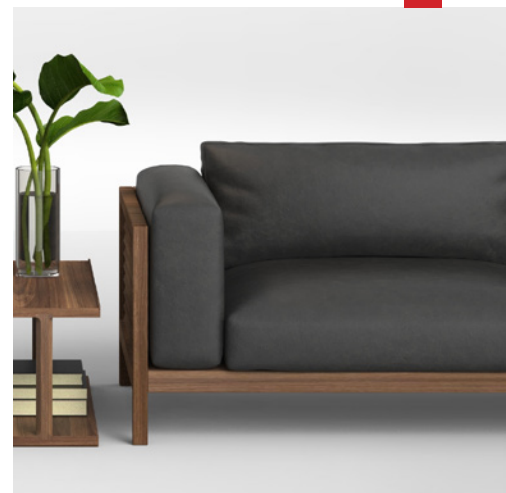
“With our PAPAN Series, TANGGAM is bringing local tradition into a modern setting. We’re always trying to challenge ourselves to create a classic collection for the international market that includes Malaysian identity and local flavor,” said Ms. Nik Zuraihah.

She said the theme adds cultural elements to the design identity, and it focuses on the beauty of simplification and seasonal moods.

“What we discovered in our quest for a new design theme is that we are very interested to market and promote designs with a localised taste of Malaysian seasons, which is close to our heart and to all Malaysians,” said Ms. Nik Zuraihah. “We want to introduce this concept to the international market and promote it as a brand with classic local taste represented in a modern setting.”

To the TANGGAM group, this theme represents a strong base for their team to move forward with a shared cultural identity and heritage.

“We want to position ourselves at the forefront in designing and promoting local identity, and we



believe that we have a strong cultural background to do so,” explained Ms. Nik Zuraihah. “With our strong cultural roots, we are able to place our design group with better standing and market acceptance.”

And while furniture trends constantly change, this group offers a more classical theme to further enhance market selections.

“By exhibiting our furniture design at MIFF 2018, we hope to offer new and potential designs that would flourish in both the local and international markets. We believe that with the design intention, this exhibition will provide us with a good platform to reach to our potential customers and markets.”

TANGGAM's next step is to bring their design theme to the international market, which Ms. Nik Zuraihah believes has great potential to be a benchmark for the international market.

“What we discovered in our quest for a new design theme is that we are very interested to market and promote designs with a localised taste of Malaysian seasons, which is close to our heart and to all Malaysians.”

- Nik Zuraihah Nik Mohamad,
senior assistant manager,
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