

MALAYSIAN INTERNATIONAL



FURNITURE FAIR 2018

KUALA LUMPUR MALAYSIA



furnish now

The official show news of the Malaysian International Furniture Fair
08 - 10 March, 0930 - 1800 hrs | 11 March, 0930 - 1700 hrs

ISSUE 4 | 11 MAR 2018

PWTC & MITEC

HIGHLIGHTS

4 People
Check out what you missed at yesterday's industry seminar sessions.

5&6
MIFF never runs out of Fabulous Furniture. Here are some more that caught our eyes...

7&8

SO FAR SO GOOD... we caught some more interesting insights from MIFF buyers and exhibitors alike!

MARK YOUR CALENDAR FOR MIFF 2019

as MIFF celebrates its 25th Anniversary on March 8 to 11, 2019. Be sure not to miss this huge milestone.



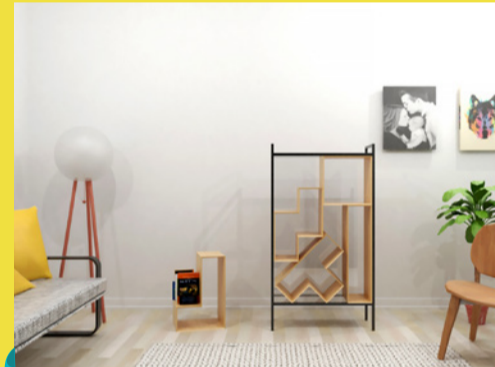
MIFF FURNITURE DESIGN COMPETITION



1st Prize | ONG SZE XIAN
FLOAT



2nd Prize | SHARON WONG SIK DANG
LOLLIPOP WORLD



3rd Prize | TAN SIN YIN
LIFE

Female Designers Dominate FDC 2018

by Hazlin Hassan

Young female designers rocked the Malaysian International Furniture Fair (MIFF) this year, making a clean sweep of the top three awards in the Furniture Design Competition (FDC).

Ong Sze Xian, a student of Product and Furniture Design at First City University College, took top prize, which included a RM6,000 cheque, for her **FLOAT** creation, a free-standing shelf based on the concept of play.

Ms. Ong, 22, who hails from Johor, Malaysia's hub for furniture manufacturing, explained that she came up with the inspiration from children playing on monkey bars.

"Playing is one of the living functions in our life. Children are floating while playing it, so I was inspired by that," she said.

On the other hand, Universiti Teknologi Malaysia student Sharon Wong Sik Dang

took second spot and RM3,000 cash with **LOLLIPOP WORLD**, a colourful coat rack and two side tables. Young working mother Tan Sin Yin won the RM1,000 third prize for **LIFE**, a cabinet inspired by the Tetris tile matching puzzle.

This year's FDC drew 304 entries, a 31% increase from 2017. Many of the 20 finalists presented ideas on space saving solutions and their designs are displayed at the new Millennials@Design (MAD) gallery at MITEC.

Summing up the jury's choice, Mr. Philip Yap, MIFF FDC Chief Judge, said, "**FLOAT** is taking design a step ahead with aesthetics, functionality and modularity. This approach is complete with creative thinking as well as putting users' experience as priorities. **LOLLIPOP WORLD** is an interpretation of a young, free

cont. on next page >>

HOTSHOT



Media MICE Pte. Ltd. is the co-publisher of MIFF's *Furnish Now* magazine and show news since 2011. Congratulations UBM Malaysia for another successful MIFF show. Thank you for making Media MICE a part of the MIFF family!

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HALL 2
BOOTH 233

FURNITURE EXCELLENCE AWARD

for product innovation and quality

>> cover story cont.

and cheerful lifestyle; *LIFE* is an interesting approach to futuristic and contemporary furniture, luxurious yet fanciful, creative and functional."

Three international juries vetted hundreds of entries vying for recognition of design excellence in the FDC and exhibitor categories, the Best Presentation Award (BPA) and Furniture Excellence Award (FEA).

Over 20 winners and merit recipients were awarded at a ceremony held at the Malaysia International Trade and Exhibition Centre (MITEC), on the eve of the closing of the four-day trade show.

Mr. Zilahi Imre, FEA Chief Judge from Romania, urged furniture makers to make bold changes, and "surprise with an attitude," as judges sought original ideas.

"Technological innovations, strong design input, new materials and new functionalities, modularity and innovative thinking – these are the buzzwords for 2018."

Mr. Zeki Yuçel, BPA Chief Judge from Turkey, said that exhibitors "should do something that differentiates them from other exhibitors. It is very clear that your concept, your presentation, your display, your layout, your appearance, and your attractiveness help a lot to meet this goal. It is not surprising that all these concepts constitute the main criteria of MIFF's Best Presentation Award."

Ms. Karen Goi, MIFF General Manager said: "The enthusiastic response from exhibitors and aspiring designers resonates with the new MIFF theme 'Design Connects People'. This is the real success of the awards, to spur greater creativity and bring more excitement and value into the show halls of our trade show."

HOUSEHOLD FURNITURE CATEGORY

PLATINUM AWARD



VISTAWOOD INDUSTRIES
Booth M819, MITEC Hall 8
SUNSHINE COT

GOLD AWARD



ÇILEK MOBILYA A.S.
Booth M1123, MITEC Hall 11
METAL STUDY DESK

SILVER AWARD



GETHA BEDDING
Booth M1015, MITEC Hall 10
DREAM KINGDOM MATTRESS

OFFICE FURNITURE CATEGORY

PLATINUM AWARD



WORK STUDIO SYSTEM
Booth 2B28, PWTC Hall 2B
RETRO SYSTEM

GOLD AWARD



EURO CHAIRS MANUFACTURER
Booth 2B03, PWTC Hall 2B
ELEMENTS

SILVER AWARD



OASIS FURNITURE INDUSTRIES
Booth 2B23, PWTC Hall 2B
RAMMA

JUDGES' COMMENDATION AWARD

PLATINUM AWARD



ACACIA HOME FURNISHING
Booth 101, PWTC Hall 1
AHF 1704



IVORIE

Booth M213A, MITEC, Hall 2



BEST PRESENTATION AWARD

for best booth creativity and product display

BARE SPACE BOOTH



1st Prize SJY FURNITURE
Booth M423, MITEC Hall 4



2nd Prize DEESSE FURNITURE
Booth M406, MITEC Hall 4



3rd Prize WANSERN FOAM INDUSTRY
Booth M718A, MITEC Hall 7



4th Prize KINWOOD DESIGN
Booth M408A, MITEC Hall 4



5th Prize INTERGEO FURNITURE
Booth M402, MITEC Hall 4

SHELL SCHEME BOOTH



1st Prize UNIQUE ADVANCE
Booth 2B29, PWTC Hall 2B



2nd Prize SEOW BUCK SEN FURNITURE
Booth 221, PWTC Hall 2



3rd Prize WYSEN INDUSTRY
Booth 2B45C, PWTC Hall 2B

NON-FURNITURE BOOTH



1st Prize GREEN PANEL PRODUCTS
Booth M612K, MITEC Hall 6

MERIT AWARD



ALUNAJATI
Booth M311A, MITEC Hall 3



BEST-BETECK FURNITURE
Booth 111, PWTC Hall 1



EUCALY FURNITURE
Booth 206, PWTC Hall 2



FELLA DESIGN
Booth M217, MITEC Hall 2



GPSKOREA CO LTD (FOART)
Booth M1105A, MITEC Hall 11



INCEPTION DESIGN
Booth M802, MITEC Hall 8



IVORIE INTERNATIONAL
Booth M213A, MITEC Hall 2



KINHENG FURNITURE
Booth 316, PWTC Hall 3



MODERNSOLID INDUSTRIAL
Booth 4B06, PWTC Hall 4B



TOPMARK FURNITURE
Booth M308, MITEC Hall 3

INFINITY FURNITURE INDUSTRY SDN BHD

Date : 8th-11th March 2018
Booth : 241
Venue : PWTC-HALL 2

MALAYSIA INTERNATIONAL FURNITURE FAIR 2018

Elevating Skilled Craftsmanship

by Chow Ee-Tan

Blue-collar workers have always been less appreciated compared to their white-collar counterparts, although the former is the backbone of an industry.

It's the tinkerers, the crafters and the builders who make the industry great, said Walter Tan of Element Furniture, Hong Kong, a designer who is also



The tinkerers, The amateurs, The crafters, The DIYers and The Builders
WHO MAKES THE INDUSTRY GREAT?

a skilled carpenter with 25 years of industry experience.

His seminar entitled: "White Collar vs Blue Collar. Craft Will Make the Country Great Again!" sought to raise awareness of the importance of the 'blue collar' role in the furniture design industry.

Mr. Tan lamented that there are not many skilled crafters left today in Malaysia, and these include skilled carpenters, metal smiths, builders, porcelain makers and others.

He cited examples of a few countries that value blue-collar workers and are doing well because of the skills of their workers. These include Germany, Japan, China and Switzerland.

"Germany was an agricultural economy but after World War 2, they emerged stronger and became an industrialised country. Germany treated their blue-collar workers well. Both white and blue collar worked hand-in-hand and complement one another," he said.

Mr. Tan said today the country produces at least 2,300 international famous brands, including quality automobiles like Mercedes, BMW and Volkswagen. That speaks volume of their blue-collar workers' quality of skills.

He also gave examples of Japanese crafters. Craftsmanship has been a long time tradition of Japan and today it still thrive. He mentioned a famous carpenter school Akiyama Mokko which offers nine-years of free intensive carpentry course.

In the case of China, it has been a craft-oriented country for 20 years.

There are now more vocational schools in urban China, giving an alternative to students who do not wish to pursue the mainstream education system.

The market is huge given that China is now 'the world's factory', and mass-production results in prices of goods going down.

Meanwhile in Taiwan, the tradition of craftsmanship can still be found as about three per cent of population can do carpentry work, noted Mr. Tan.

In Malaysia, however, there is still a gap between the white collar and blue collar sectors. Most parents are prejudiced and unhappy if their children attend vocational school.

"We have to change the mindset of how people look at blue collar work. It is an important and purposeful work. Imagine if we only have white-collar jobs (i.e. designers) who will be making the products?" asked Mr. Tan.

He then gave examples of some designers overseas who have mastered their crafts and are both designing and creating their own products.

He encouraged young people today to learn a craft, which will be useful and rewarding. "Do whatever you want to do but you should stay focused, and you must do it well," he concluded.

design, actually

by Chow Ee-Tan

What is design? Philip Yap of PYD Associates, China, an award-winning designer with more than 30 years of experience, attempted to explore the different facets of design in a seminar entitled 'Have Fun with Design' at the Malaysian International Furniture Fair (MIFF) yesterday.

Mr. Yap, who is chief judge of the MIFF Furniture Design Competition (FDC) since 2014, emphasised that design always starts with an idea. "A design comes from what you see, digest and think. As a designer, you have to constantly look around and discover things," he said.

He went on to differentiate between the role of a designer and the role of an artiste. While an artiste can take creativity to a different level and think outside of the vision of a community, a designer must make sure his or her product sells.

He said a designer should not directly translate information but think outside the box.

"Never design something and just stop there. Continue to experiment and evolve with it," said Mr. Yap. "As a designer, you also have to be brave enough to kill your design when necessary and start all over again."

He went on to elaborate on what is style, what is element and what is concept, by showing the audience examples of some well-known styles that designers worked with.

They include Scandinavian style that is known for its simple shape, sleek lines and well-proportioned furniture; industrial style that features 'industrial materials' such as metal; and the Neoclassical style that is characterised by elegant and luxurious furniture with lavish fabrics and ornaments.

"When adopting a style, designers should also take into consideration colours and material used," said Mr Yap. "Also, make sure it is both practical and aesthetical."

Speaking on the elements of a design, he said designers should see an object, digest it and then transform it into



another shape. But do not directly take an object and put it into the design.

He said design elements can be taken from various sources, such as elements from architecture, elements of feng shui or elements of engraving.

Mr. Yap said the concept of a design emerges when there is a mix and development of elements together. He said a popular concept can be based on culture, and cultures can be fused such as the mixing of Chinese and Western elements.

He said the concept of cross-cultural design has already existed since the Tang Dynasty of China. Europeans who had travelled to China had been influenced by the grandeur of Chinese culture at that

time, and had used Chinese elements in the architecture and design of their palaces and buildings.

"Designers should have an aim in the development and evolvement of elements into a concept of functionality is important, and so is the design positioning," explained Mr. Yap. "When it is furniture design, one has to think of the surrounding. Furniture does not stand alone, it must be thought of in the context of the space interior."

"I believe that when you put your heart into studying another culture, you can adopt that culture as yours. Always keep your mind open and try to take in new things. These are the attitudes that make a good designer," he concluded.

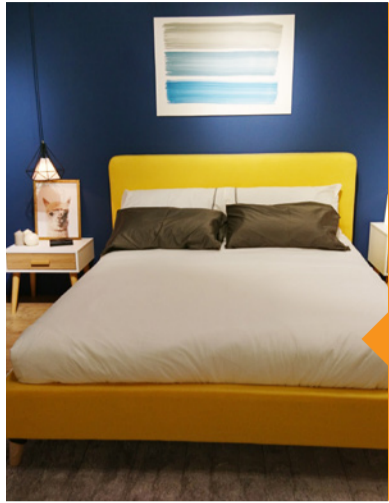


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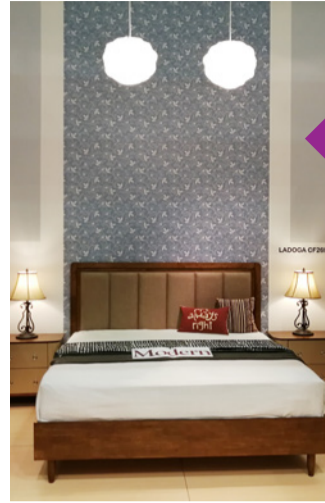
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P.C.G. Soon Lee Furniture
www.pcgfurniture.com
MITEC, Booth M701



Air of Sophistication

When it comes to designing furniture, there is no compromise in terms of quality and appearance for Chinfon Furniture Industries. The company focuses on producing 100% solid wood furniture that is not only durable and highly functional, but elegant and exudes classic appeal as well, making your home look dignified and timeless, yet cozy and homey. With its motto "dare to be different", the Chinfon Furniture Industries constantly seeks to reinvent itself to suit the evolving taste and needs of discerning modern consumers.

Chinfon Furniture Industries
www.chinfonfurniture.com
PWTC, Booth 118

Healthy planet, Healthy Home

Looking for ethically-made and environmentally-sustainable furniture staples for your stylish yet conscious dream home? Johann & Joann offers good quality products made of laminated veneer lumber from Poplar wood. It is a fast-growing eco-friendly material which offers a more durable and high quality product, while not compromising on doing their bit for the environment. Their stylish yet practical designs offer options for those who love Mother Nature, responsible retail, and beautiful, modern designs. Their materials are FSC standard, emphasising their commitment to sustainability and forest conservation. Their unique bed-in-a-box design offers more versatile options for the consumer.

Johann & Joann Concept
www.jnjconcept.com
MITEC, Booth M810



Scandinavian Chic

If you want to wake up feeling like royalty, then an opulent bedroom set from SHH Furniture Industries is just the thing you need. A sumptuous mattress, plush headboard studded with bling and satiny pillows complete the regal experience. Established in 1981, SHH Group specialises in solid wood furniture manufacturing and export, particularly manufacturing bedroom and dining room furniture. SHH supplies its top quality furniture to the international market, including the United States and the Middle East. With over 40 years of experience in the furniture industry, SHH is now a corporation listed on the Main Board of Bursa Malaysia, with an annual revenue exceeding RM120 million.

SHH Furniture Industries
www.shh.com.my
PWTC, Booth 317



Functional Living

Function and aesthetic come hand-in-hand in a modern and practical living room. This sofa from Aurora Haus is made of durable Japanese hi-tech leather with Meranti wood structure. The L-shape three-seater sofa is complemented with Kimwood's coffee table that features veneer and walnut wood with metal legs. This functional coffee table with storage space also comes with matching TV cabinet, chest drawer and console.

Aurora Haus
MITEC, Booth M408B



Innovative and Ergonomic Mounting Solutions

With our modern lives becoming increasingly more digital and with the rise of the Internet of Things, our environment has become populated by many gadgets and fixtures. With ergonomic comfort in mind, MODERNSOLID made its mark as a pioneer in innovation with the introduction of Gas-Spring LCD Monitor Arm LA-01. It accommodates most LCD monitors and offers effortless adjustability for ergonomic comfort. Founded in 1989 in Taichung, Taiwan, MODERNSOLID has grown into a world-leading supplier in all kinds of mounting solutions for LCD monitors, notebooks, large flat panel displays, TVs and projectors, which are designed for use in office, industrial, education and healthcare markets.

MODERNSOLID Industrial
www.modernsolid.com
PWTC, Booth 4B06



Bed for a King

Experience top of the world luxurious comfort and pampering with Getha's 'The Dream Kingdom' series. This beautiful bed that befits a grand mansion towers at 165 centimeters – ergonomically longer, thicker and higher than conventional beds. Thus it comes with two bed stools. The mattress is made of 100% finest and natural ingredients including natural latex, french wool, velour, gold and Mastrotto leather. Every Dream Kingdom is made individually to order entirely by the hands of master craftsmen.

Getha Bedding
getha.com.my
MITEC, Booth M1015



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Lights to Set the Mood

If you need some lighting to set the mood for a relaxing evening or a romantic dinner, drop by Zhuan Hao Enterprise's booth for some fine table, pendant and floor lamps, as well as modern chandeliers. The intricate details and designs are suitable for a wide range of settings, from an intimate lounge to a contemporary living room. A wide range of materials are used to manufacture the lamps, such as crystal, metal, aluminium, copper, ceramic, glass, wood, rattan, bamboo and fabric, to produce interesting textures and effects. To produce interesting surfaces, different types of coating, plating, polishing and oxidation, as well as gold-silver leaf are used.



Zhuan Hao Enterprise
PWTC, Booth 4B11



A Piece of Privacy

This chic privacy pod by Zenith Projects Technology fits into your office seamlessly to provide that little piece of privacy that you need, be it to chat with your spouse, kids or clients, minus the background noise and chatter. The pod is fitted with power supply and USB port so that you can bring your electronics inside; as well as ventilation fan to keep the interior cool and airy. The design and colour of the booth can be customised so that it goes according to your office interior design, becoming a statement piece that makes your office one of the coolest workplaces.

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

Train Your Core as You Work

Fancy a core workout as you sit down and work at your desk? This bar stool from Seat-Well Enterprises offers you just that. Featuring a sleek, modern design, the seat can be tilted to different angles according to the movements of the person sitting on it, thereby engaging your core, stabilising your spine and preventing strains and pain caused by prolonged sitting. You can move the seat to the left, right, front or back and even in circles just as you like! Say goodbye to back pain and hello to a slimmer waistline!

Seat-Well Enterprises
www.seatwell.com
PWTC, Booth 2C06



Putting Living Colour into Your Garden

Want a garden that will make you the talk of the neighbourhood? Designing and installing a landscaped garden is a good way to create a more relaxing living space. Maxly Landscaping's garden furniture, custom-made landscaping and water features will make your garden so attractive, everyone will want it too. At Maxly Landscaping, they understand the need for a better outdoor space, with products that have been proven to withstand time and harsh climates. Offering a comprehensive service that caters to everyone from homeowners to hoteliers, golf courses, theme parks, and shopping malls, you name it, they have the perfect solution for every need.

Maxly Landscape
www.maxly.com.my
MITEC, Booth M610

Stylish Dining, Every Day!

Fancy owning a world-class wood dining set? Look no further! Eurospan has a diverse range of ready-to-assemble and assembled dining sets, produced exclusively for export. Established in 1972 as Sin Bin Furniture, Eurospan Group of Companies presently has three modern manufacturing facilities in Malaysia, all of which adhere to strict environmental, quality and material wastage management systems. All products are put through advance strength and stability testing to attain the quality certifications required for their specific markets. Today, Eurospan is truly a global exporter, supplying furniture to Europe, the United Kingdom, Eastern Europe, Russia, U.S.A., Canada, Central and South America, Australia, New Zealand, Africa, Japan, Korea, Hong Kong, Taiwan, Singapore and the Middle East.

Eurospan Furniture
www.eurospan.com.my
PWTC, Booth 315



Scandinavian Chic

This sleek and stylish four-seater dining set is perfect for small homes. It is part of the MODA range from Reliable Trend that specialises in Scandinavian style dining tables and chairs. Using solid rubberwood and MDF with veneer, the furniture comes in simple shapes of clean lines. It is easy to like this a table with unique legs and the upholstered chair with interesting curves and in natural shades.

Reliable Trend
www.reliabletrend.com.my
MITEC, Booth M817



Take Your Seat

Who wouldn't love sinking into the comfortable chair of the cinema or auditorium? For your ultimate comfort, Comfyseat Industries provides a variety of auditorium chairs made from quality materials and boasting a wide range of designs, sizes and colours. The company also produces other types of chairs as well, namely lecture seats, coach seats and home theatre seats that comes in different variations as well to cater to different needs. Comfyseat Industries exports to many countries and has a market presence of over 30 years.

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



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Website : www.WegmansFurniture.com

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For the Young Ones

If you are looking for bunk beds and furniture for children and teenagers, check out LB Furniture for their beautiful range of furniture. Founded in 1987, LB Furniture specialises in manufacturing wooden furniture mainly futon, bunk bed, bedroom sets, youth furniture, occasional tables and wooden sofa sets. Located in Muar, Johor, Malaysia, LB Furniture exports its products to America, Canada, South America, Europe, Russia, Australia, New Zealand, and the Middle East. The company invests extensively in R&D to improve its products, and places great emphasis on manufacturing high quality furniture products by adhering to stringent quality controls and monitoring system.

LB Furniture
www.lbfurniture.com
PWTC, Booth 213



From Raw to Ready

You name it, they have it! Evergreen Fibreboard is not only a major producer of engineered wood-based products consisting of medium density fibreboard (MDF) and particleboard with an annual production exceeding 1.3 million cubic meters, it is also a manufacturer of a comprehensive range of furniture such as cabinets, sofas, tables, chairs and racks that are sleek and tastefully designed. Moreover, the company has its very own solid rubber wood plantation, which is the source of their solid wood products. Being the material producer as well as the furniture manufacturer allows Evergreen Fibreboard to have full control in its finished products, ensuring consumers the best quality possible.

Evergreen Fibreboard
www.evergreengroup.com.my
PWTC, Booth 208



Safari in the Office

If you are looking for a modern and functional office system for your business, Safari Office Systems might have the answer for you. For more than 30 years, Safari has been providing solutions to companies, from partitions to workstations, chairs and more, around the globe. It offers various contemporary designs, the possibility to mix and match, and even customisation of office furniture. Safari produces more than 1 million pieces of office furniture annually and exports its products to distributors and customers in Europe, United Arab Emirates, USA, Japan, India, Australia, Southeast Asia, Africa, among others. Safari is proud to say that its products are exported to more than 58 countries worldwide.

Safari Office Systems
www.safariofficesystem.com
PWTC, Booth 2B05

Tick Tock

Clocks are more than just to tell you the time; they can be very impressive statement pieces in your house or office. These clocks by Omexey Enterprise are not only classy and stylish, but also the table clocks can chime in more than 10 melodies. Take your pick from classic to retro and contemporary designs to reflect your style and complete your home.

Omexey Enterprise Co. Ltd.
www.omexey.com.tw
PWTC, Booth 4B09



Stack, Sleep, Play

These gigantic blocks are not just for playing! Besides giving kids endless hours of fun creating their castle (or basically anything they can think of), they can also be made into furniture, such as a bed frame which kids can sleep on, chairs to sit on and tables where the entire family can have their meals. Some designs can even be used for storage. Moisture resistant and washable, they are more durable than wooden furniture and free from nasty chemicals like formaldehyde and volatile organic compounds.

GPSKorea Co. Ltd. (FoArt)
www.foart.co.kr
MITEC, Booth M1105A



Springs for Comfort

Established in 1997, Huayang Gas Springs is an ISO 9001-certified company located in Shunde, Foshan, China. The gas springs are fittings for office chairs. With an advanced quality management system and fully automatic testing equipment, Huayang Gas Springs imported Korean production technology as well, to ensure high quality in all its products. Its annual production of gas springs has reached 10 million sets, and the products are exported to America, Europe, the Middle East, Australia, Russia, Hong Kong, Macao, Taiwan and other places around the world.

Foshan Shunde Huayang Gas Springs
www.hy-gsp.com
PWTC, Booth 125

Wanna Race?

Facing issues with your kid refusing to go to bed? Get him this car bed from Cilek Mobilya AS and he would literally jump into it! Meticulously crafted, the 'car' even features 3D tires and rims. The company specialises in kids' furniture and has various designs and colours to suit every kid's taste.

Cilek Mobilya AS
www.cilek.com
MITEC, Booth M1123



www.swssofa.com

BUYER



Louise O'Brien & Michael Harrison
United Kingdom

We think MIFF is a good fair and we have seen a lot of new stuff. We also like the nice new MITEC building – it is very high and modern. Before coming to MITEC, we have already seen the exhibition booths in PWTC. We have come to MITEC to buy bedroom and living room furniture for our company in England.

EXHIBITOR



Louise Tee
Medley Hallmark
Malaysia

We have been participating in MIFF since 2008, and so far so good. But this year is better in terms of location – we like MITEC very much. We can also see many potential customers this year. We hope sales will be good.

BUYER



Youcef Khenfer & Said Boumaali
Tassili Global
Malaysia

This is our 5th time coming to MIFF. We found some of the exhibition booths quite interesting. We like the new MITEC venue and think it much better than the previous year's. We like it that all the booths are in a centralised place in MITEC this year. It is very convenient.

EXHIBITOR



Eric Au
Managing Director
Ascent Furniture
International
Malaysia

We have been exhibiting at MIFF since 2005. This year, our booth is in MITEC, which is new, spacious and well-planned venue. In fact, many of our visitors and customers commented on how wonderful the place is, and that they are very happy with the products displayed. It would be even better if maybe we can have everything in one venue. Exhibiting at MIFF has increased our exposure a lot. We not only met our regular customers here, we also got new customers from continents we don't usually encounter, like Southern and Central America as well as Africa.

EXHIBITOR



Mathew Jimbon
Sarawak Timber
Industry Development
Corporation
Malaysia

The fair has had a positive impact on the Sarawak timber industry as it creates an excellent platform for Sarawak companies to showcase their products to an international audience. This has really uplifted the Sarawak timber industry. The trends showcased in the fair are also up to date.

BUYER



Lee Tsui Ling
Owner
Chong Rong Industrial Co. Ltd.
Taiwan

Everything is great – the prices are cheap, the quality is good, the designs are functional and stylish, and there are so many varieties of furniture to choose from. Moreover, everybody is so friendly and nice!

BUYER



Sarang Waghmarer
Director
Wishful Homes
India

It is my first time here and I find it very nice. There's a huge global presence in the fair and I can clearly see what is going on around the world and in which country, like trends and new technology used in furniture. I came for sofas, beds and dining sets and there's really a huge variety. Coming here has exposed me to many things and I will surely be back next year."

EXHIBITOR



Naomi Tan Mei Xian
Senior Manager
Florence Bed,
Malaysia

Our company has been exhibiting at MIFF for more than 10 years. The fair is one of the largest in the region and it has brought us a lot of customers over the years. I can see that the number of visitors have increased compared to last year and that's really good. This year, we are happy to have our booth at MITEC as this place is ideal for exhibitions. Everything is very clear and it is easy for visitors to navigate."



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The official show news of the Malaysian International Furniture Fair

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