

**MALYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2024**

**30**  
YEARS OF  
GLOBAL  
FURNITURE  
TRADE



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Issue  
March

4

1-3 March, 9.30am - 6.00pm  
4 March, 9.30am - 5.00pm  
MITEC & WTCKL, Malaysia

The Official Show News of the Malaysian International Furniture Fair



**AWARDS CEREMONY**  
MIFF 2024 BEST PRESENTATION AWARD  
MIFF 2024 FURNITURE EXCELLENCE AWARD  
MIFF FURNITURE DESIGN COMPETITION 2024

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3 March 2024 | Malaysia International Trade and Exhibition Centre

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# Honouring *Achievement,* Inspiring *Success*

Every year, Malaysian International Furniture Fair (MIFF) recognises creative excellence among exhibitors and emerging talents in Southeast Asia's largest and most global furniture trade show.

Yesterday, MIFF's annual awards presentation ceremony took place in a packed Gallery at MITEC (Malaysian International Trade & Exhibition Centre) where individuals and companies were honoured with awards in three categories – The Furniture Excellence Award (FEA) for most outstanding products, the Best Presentation Award (BPA) for best booth design and the highly coveted Furniture Design Competition (FDC) for new designer talents.

The prizes were presented to the winners by the chief judge of the respective category, namely Zilahi Imre (FEA), Roberta Mutti (BPA) and Dr Eric Leong (FDC).

This year's MIFF FDC challenge was to reimagine the most essential piece of furniture of all time under the theme "Chair-Volution", in celebration of innovation and design marking MIFF's 30th anniversary.

Freelancer Toh Wei Hang, 26, scooped the RM5,000 top prize for Mu-shi (wood-stone in Chinese) with his Flintstone vibe statement piece, fitting together four slabs of smooth solid wood to resemble

a natural boulder seat. His concept to celebrate the idea of relaxation, resting and "to enjoy the luxury of leisure time in these busy days" won over the panel of international judges.

Coming in second for the RM3,000 prize was Sitti Mehran Yasmine of University of Malaysia Kelantan for "Kumbu Lounge Chair" while the third prize of RM2,000 was bagged by Muhammad Shafitri Aiman of UiTM Melaka Campus Alor Gajah for "Ura Chair", a lounge piece with storage space.

For the first time, a Special Mention award was given out. It went to a whimsical upholstered sofa "Mifor" inspired by the MIFF logo and designed by Ong Chia Yong from Southern University College.

Siti Nurul Diana Sukri of University of Malaysia Kelantan was named the Best Mentor with a RM2,000 prize, while UiTM Melaka Campus Alor Gajah was announced the Best Institution.

The MIFF FDC received strong response again with 203 entries from over 30 design institutions and private design firms. Twenty were shortlisted by the judges for the final round and their works are exhibited at MIFF.

"The judges thoroughly enjoyed themselves, we were very surprised at the designs which were very contemporary and truly a celebration of creativity. I must thank the mentors for guiding their charges, they were more confident in making their presentations before the judges," said Dr Eric Leong who headed the seven-member jury.

On the trading floor, Johann & Joann Concept lifted the Best Presentation Award for their most creative and eye-catching booth and display. In second place was Florence Bed and third, Luxury Sleep Products.

For the Furniture Excellence Award for household furniture, the Platinum Award was bagged by Infab Classics Industries, the Gold Award recipient was Sinhuiwan Furniture and Silver Award to TMH Furniture Industries Sdn Bhd.

In the office furniture category, Oasis Furniture Industries was the proud winner of the Platinum Award while the Gold Award went to Zenith Projects Technology and Silver Award to Foshan Yizhong Furniture. The Judges' Commendation Award was presented to Yun Ming Wood Industries.

All the first prize winners received RM8,000 cash rebate vouchers.

In his speech, Zilahi Imre said while Malaysian furniture producers are continuously improving their production technologies, he encouraged them to take a more bold approach in adopting innovative materials, accessories and construction methods for their furniture.

"Living in our global digital village, the lifestyle models and design inspirations are more or less the same for clients living in around the globe. To achieve a higher level of functionality for the furniture, every producer must prioritise staying connected to the sources of new technologies," he said.

Roberta Mutti commended exhibitors with very interesting booths, paying attention to materials, lighting, and other details.

"They emphasise the products that are most prominent and, overall, convey a highly consistent message. In today's competitive world, a well-designed and attractive booth can make a difference," she said.

Ms Kelie Lim, General Manager of MIFF, congratulated all the winners and said MIFF has always been devoted to supporting creative excellence to inspire exhibitors to stay fresh in the design and innovation of their products. She added that MIFF FDC is also a big part of this because we are investing in the designers of tomorrow for the furniture industry.



# MIFF Furniverse

Official Event App

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and Connect

Explore Now



 furniverse

# Congratulations to All Winners

## MIFF 2024 FURNITURE EXCELLENCE AWARD

### Household Furniture



**PLATINUM AWARD**

**INFAB CLASSICS INDUSTRIES SDN BHD**  
OAHU MODULAR SOFA



**GOLD AWARD**

**SINHUIWAN FURNITURE SDN BHD**  
IRELIA SOFA SET



**SILVER AWARD**

**TMH FURNITURE INDUSTRIES SDN BHD**  
TMH 583-1 + TMH2257SD

**PLATINUM AWARD**

RM 8,000 (cash rebate voucher)  
+ Trophy + Certificate + 1 furniture test at FRIM

**GOLD AWARD**

RM 5,000 (cash rebate voucher)  
+ Trophy + Certificate + 1 furniture test at FRIM

**SILVER AWARD**

RM 3,000 (cash rebate voucher)  
+ Trophy + Certificate + 1 furniture test at FRIM

**JUDGES' COMMENDATION AWARD**

RM 4,000 (cash rebate voucher)  
+ Trophy + Certificate

### Office Furniture



**JUDGES' COMMENDATION AWARD**

**YUN MING WOOD INDUSTRIES SDN BHD**  
CINDI COLLECTION



**PLATINUM AWARD**

**OASIS FURNITURE INDUSTRIES SDN BHD**  
SENNA



**GOLD AWARD**

**ZENITH PROJECTS TECHNOLOGY SDN BHD**  
FLOW V2 WORKPOD



**SILVER AWARD**

**FOSHAN YIZHONG FURNITURE CO LTD**  
SUNSHINE BOY

## MIFF 2024 BEST PRESENTATION AWARD

### 1st Prize



**JOHANN & JOANN CONCEPT SDN BHD**  
M602

### 2nd Prize



**FLORENCE BED SDN BHD**  
M615A

### 3rd Prize



**LUXURY SLEEP PRODUCTS SDN BHD**  
M515

**1ST PRIZE**

RM 8,000 (cash rebate voucher)  
+ Trophy + Certificate

**2ND PRIZE**

RM 6,000 (cash rebate voucher)  
+ Trophy + Certificate

**3RD PRIZE**

RM 4,000 (cash rebate voucher)  
+ Trophy + Certificate

### Merit Award



**BSL FURNITURE SDN BHD**  
M201



**INTER SOFA INDUSTRIES SDN BHD**  
4A32



**IVORIE INTERNATIONAL SDN BHD**  
M210



**TANGGAM DESIGN CENTRE (MT1B)**  
4A10

**Merit Award**

Certificate

**Informa Better Stands**

Certificate

### Informa Better Stands



**HEVEABOARD BERHAD (KANO)**  
2A01



**TIMOTION TECHNOLOGY CO LTD**  
2B13



**VISTAWOOD INDUSTRIES SDN BHD**  
M721



**XINHE FURNITURE INDUSTRIES SDN BHD**  
M801



**ZHIN SHENG FURNITURE SDN BHD**  
4B02



**ZOLANO DESIGN SDN BHD**  
M208



**1st Prize**

**TOH WEI HANG**  
MU-SHI



**2nd Prize**

**SITTI MEHRAN YASMINE**  
KUMBU LOUNGE CHAIR



**3rd Prize**

**MUHAMMAD SHAFITRI AIMAN**  
URA CHAIR



### Chair-Volution

Celebrating 30 Years of Innovation and Design



**Special Mention**

**ONG CHIA YONG**  
MIFOR CHAIR



**Best Mentor Award**

**SITI NURUL DIANA BINTI SUKRI**

**SITI NURUL DIANA BINTI SUKRI**  
UNIVERSITY OF MALAYSIA KELANTAN



**Best Institution Award**

**UITM CAWANGAN MELAKA**

**UITM CAWANGAN MELAKA**  
KAMPUS ALOR GAJAH

**1ST PRIZE**

RM 5,000 + Trophy + Certificate

**2ND PRIZE**

RM 3,000 + Trophy + Certificate

**3RD PRIZE**

RM 2,000 + Trophy + Certificate

**Special Mention**

Certificate

**Best Mentor Award**

RM 2,000 + Certificate

**Best Institution Award**

Certificate

# Showing the Canadian Way



He then passed the time to the presentations by his fellow IDC members who discussed their design perspectives and their respective award-winning interior design projects from the culturally rich and diverse design landscape of Canada.

Abby Aiyelewe spoke on technology platform in interior design. Her company Clavis Studio has vast experience not only in project and product management and design, but also in generating AI and spatial computing to help create an ecosystem for the industry.

"We empower design professionals to design spaces using different types of technology, high quality regulators for client proposals and for client results," she said, adding that Clavis design spaces, render, source products and manage their business from design to marketing, all from within a platform.

The company is focused on collaborating and having an immersive experience for their clients, by having one cloud-based platform that is easily accessible anywhere in the world. She then showcased example of projects that the company created design render on cloud platform.

Meanwhile, Ann Squires Ferguson, who runs an all-women design and construction company, gave the audience an overview of what their company does - a fully integrated commercial interior design + build studio that provides solutions rooted in reality, that accommodate clients' budget and schedule constraints from the outset.

A believer in practising collaborative process, she has been mentoring her team in building a relationship with their clients first and in supporting every phase of the project and that includes immersing themselves in the industry and get to know what their client cares about.

"Unless the client trusts us and lets those ideas move into construction and actualisation, there is no future for design. So it is really about a trusting relationship with our clients," she stressed.

Daniel Meloché, whose company specialises in designing for the hospitality industry, presented to the audience an eclectic variety of interior design works of hotels and restaurants that they had designed.

As a closing remark, all of the speakers said they were impressed and inspired by the exhibitors at MIFF 2024, in particular the diversity and variety of materials that are featured in the exhibition, many which are not found back in Canada.

They were amazed by how Malaysian manufacturers are using their materials in very creative ways, by having modern takes on traditional materials such as wood. They believe that the uniqueness in these designs can inspire what Canadian designers and manufacturers can do with their own materials. They also praised how logistically prepared are the local manufacturers in shipping their products overseas.

An enlightening industry seminar entitled: **'Canadian Perspectives in Interior Design'** was held yesterday featuring a group of interior design professionals from Canada.

Presented by the Interior Designers of Canada (IDC), the seminar was moderated by Enrico Cleva, EC&CO (Italy) and he was joined by Trevor Kruse, CEO of Interior Designers of Canada (IDC), Abby Aiyelewe of Clavis Studio, Daniel Meloché of Danial Meloché Design, and Ann Squires Ferguson from Western Design+Build.

IDC's CEO Trevor Kruse gave the audience some information about the association, which has been in existence since 1972 and represents over 5,000 interior designers and manufacturers in Canada who work in all sectors of hospitality, healthcare, institutional and residential around the world. He said Canadian interior designers are proud and fortunate to be working in one of the most open, welcoming and multicultural countries in the world.

# Buyer's Testimonial

“We've seen some really impressive things so far. It's my first time here, and it's been a great experience so far, very insightful. We're enjoying meeting many people, and the suppliers have been incredibly friendly, open, and welcoming.”

**Mathilde Le Villain**  
Lavillaine  
United Kingdom

“There are an enticing array of creative products that catch my eye at MIFF. From beds to dining tables, the variety is very impressive. I'll definitely return to explore more and to ensure access to fresh, market-ready products for my country.”

**Ayesha**  
SME Trading  
India

“MIFF is crucial for us, especially this year, with a stronger response than ever before. We've seen more visitors from the UK, Japan and India. Our growth has been closely linked with MIFF since day one, and we see it as a platform to showcase our international capabilities. We hope that MIFF can help us continue to grow and attract even more visitors.”

**Emily Wong**  
Zenith Projects Technology  
Malaysia

“MIFF continues to be an essential platform for our global business expansion. Year after year, we attract serious buyers who drive our business growth. MIFF remains our top choice for reaching new customer bases and advancing our business objectives.”

**Mathan Subramaniam**  
Royaloak Incorporation  
India

# Exhibitor's Testimonial


**1-4 MARCH**  
**MITEC & WTCKL**  
*Together, We Plant a Tree for Our Future*  
**MIFF TREE PLANTING CAMPAIGN**

**HOW?**

1. Scan QR at partners' booth
2. Access AR
3. Plant 6 virtual trees
4. Yay, mission accomplished!
5. Get a gift at the VIP counter, WTCKL / MITEC after completing your journey

**Bringing Sustainability to Life!**  
Be part of the community to contribute to real-world tree planting.  
Hunt the TREE in our Sponsors' booth, plant the Virtual Tree and MIFF will plant a real tree when you have completed scanning all SIX (6) TREES located at both MITEC & WTCKL

## VISIT OUR TREE SPONSORS AT MIFF 2024, 1-4 MARCH

**Our Tree Sponsors:**

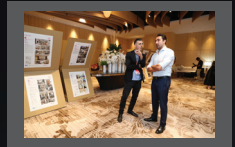
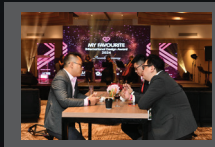
- Ecomate Sdn Bhd** (WTCKL, Hall 2, Booth 309)
- NovaTalent** (MITEC, Hall 9, Booth M509)
- IVORIE** (MITEC, Hall 2, Booth M210)
- HENGLIN** (HengLin Home Furnishings, MITEC, Hall 10, Booth M1012A)
- WASANIAGA** (Wasaniaga Sdn Bhd, MITEC, Hall 9, Booth M716)
- MFA** (Muar Furniture Association (MFA), MITEC, Hall 1, Booth M107)

**Our Partner:**  
All the trees will be planted on Animal Projects & Environmental Education (APE Malaysia) reforestation sites at the Lower Kinabatangan Wildlife Sanctuary, assigned by the Sabah Wildlife Department.

id MY FAVOURITE  
iNternational Design Award

# MIFF - MFID Designer Soirée

Taking place last evening at the Novel Ballroom of MITEC, the MIFF - MFID Designer Soirée was a celebration of innovation and excellence, uniting esteemed interior designers from across the globe.



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In conjunction with  
Malaysian International Furniture Fair 2024,  
1-4 March

## MIFF FDC 2024 Finalist Showcase

1-4 March 2024 | Hall 2 Foyer, MITEC

Organiser:



Supported by:



Media Partners:



Chair-Volution  
Celebrating 30 Years of Innovation and Design



**MU-SHI**  
By Toh Wei Hang  
Freelancer



**JUBILANCE CHAIR**  
By Wong Jie Ming  
The One Academy



**CHRONOCRAFT**  
By Aric Neo Yong Yea  
Kawan Studio



**KERUSI BUJANG**  
By Nabil Bin Mustafa  
Parti Design Awangan



**LIBERTA JOY**  
By Norhazirah Binti Yusoff  
INTI International College Subang



**AMBASSADOR CHAIR**  
By Mostafa Marzouk  
Asia Pacific University



**NORM CHAIR**  
By Noorman Bin Jamal Din  
Sarawak Medical Innovation & Technology Hub



**KUMBU LOUNGE CHAIR**  
By Siti Mehran Yasmine  
Binti Abd. Naddin  
University Of Malaysia Kelantan



**MIFOR CHAIR**  
By Ong Chia Yong  
Southern University College



**THE BOY CHAIR**  
By Wan Amirul Izat Bin Wan  
Mohamed Razali  
Ministry Of Design



**RELIC CHAIR**  
By Yaing Carr Kidd  
The One Academy



**COCOVOGUE**  
By Timothy Hugson Shonyin  
Sunway University



**IRAMA**  
By Adira Nazneen Binti Rezal  
UITM Puncak Alam



**MERICOZY CHAIR**  
By Loo En Yi  
Malaysian Institute of Art



**URA CHAIR**  
By Muhammad Shafitri  
Aiman Bin Shafee  
UITM Cawangan Melaka Kampus Alor Gajah



**FUNIC**  
By Zulhilmi Bin Mokhyidin  
UITM Cawangan Melaka  
Kampus Alor Gajah



**DUCKLING**  
By Siti Mariam Zakirah Binti  
Mohamed Radzwan  
UITM Cawangan Melaka  
Kampus Alor Gajah



**RELAXUS CHAIR**  
By Wong Lile  
Universiti Sains Malaysia



**KRAP**  
By Muhammad Arif Hakimi  
Bin Mohd Zaidi  
UITM Cawangan Melaka  
Kampus Alor Gajah



**TRIMOD**  
By Mona Yoshii  
Universiti Sains Malaysia

**SOUTHEAST  
ASIA'S LARGEST  
FURNITURE  
TRADE SHOW**



**1-4 MARCH**

**MITEC & WTCKL  
KUALA LUMPUR**

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MIFF Official

**TRANSPORTATION**

**Daily Morning Hotel Transfer**

Time: 0915 hrs - 0930 hrs (1-4 March)

**Daily Evening Hotel Transfer**

Time: 1815 hrs - 1830 hrs (1-3 March)  
1715 hrs - 1730 hrs (4 March)

**MITEC & WTCKL to Official Hotels**

- Dorsett Hartamas Kuala Lumpur
- Seri Pacific Hotel Kuala Lumpur
- Sheraton Imperial Kuala Lumpur
- Sofitel Kuala Lumpur Damansara
- Sunway Putra Hotel Kuala Lumpur
- Wedgewood Residences

**Shuttle Transfer WTCKL ↔ MITEC**

Time: 0930hrs - 1800hrs (1-3 March 2024), 0930hrs - 1700hrs (4 March 2024)

**Pick Up Point**

**WTCKL** Main Entrance, Level 2 (Bus Bay)  
**MITEC** South Entrance, Level 1

**Taxi Stand**

**WTCKL** Main Entrance, Level 2  
**MITEC** Level 1 - South Entrance



Organiser: **Informa Markets Malaysia Sdn Bhd**  
Company no. 201101014009

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