

## **PRESS RELEASE**

### **EXPORT FURNITURE EXHIBITION 2015 ...BIGGER, BETTER & MORE EXCITING!**

**KUALA LUMPUR, 4 JULY 2014:** The Export Furniture Exhibition (EFE) drew more buyers and record orders at its 10th anniversary edition held from 5-8 March 2014 at Kuala Lumpur Convention Centre (KLCC).

The four-day show extended another solid year with estimated sales of US\$714 million, an increase of 5% and a 10% jump in attendees to 9,364 visitors including international buyers from 120 countries.

The outcome underscores the continued growth, strength and relevance of EFE as one of the leading and most business results-focused global furniture trade shows in the region. It is demonstrative of the growing interest from global buyers, distributors and planners recognising the value and versatility of Malaysian-produced furniture for commercial and retail use.

Presented by Malaysia Furniture Entrepreneur Association (MFEA) and organized by EFE Expo Sdn Bhd., a wholly owned company of MFEA, Export Furniture Exhibition is an exhibition by the industry for the industry. EFE 2015, the 11th edition of EFE series of exhibitions will debut its second successive appearance at the iconic KLCC, Malaysia's premier convention centre from 4-7 March 2015, occupying 20,000 gross square meters. For the first time, an International Pavilion will be featured with participation from ASEAN countries, China and the region.

With more than 250 international and Malaysian exhibitors across a vast range of products from bedrooms to bathrooms, outdoor to indoor furniture, office to home varieties, outstanding wood furniture, EFE strives to find something for every need. From tracking the latest trends to finding new niches, EFE listens closely to the market to provide what end users want. EFE is uniquely positioned to give immediate and effective access to the best manufacturers under one roof. With a host of excellent exhibitors with good track records and quality products, visitors will find exhibitors demonstrating the highest level of professionalism.

EFE also offers itself as a gateway for international players to penetrate the regional market. Its importance and contribution to the furniture trade is further reflected through a sales exceeding US\$700 million earlier this year in EFE 2014. Over the past 10 years, furniture players big and small gained valuable experience and networks, not to mention plenty of business opportunities.

Exhibitors are also capitalising on EFE's global reach as a gateway into South-East Asia and the swelling buyer traffic from the emerging markets of Africa, South America, South Asia, Middle East and East Europe.

EFE has been praised for the value it brings to exhibitors and visitors alike and is proud to be servicing the Malaysian and global furniture industry for the past 10 years and will continue to do so, and provide even more future business opportunities.

A Gathering Of Furniture Manufacturers Await You ! [www.efe.my](http://www.efe.my)

**EFE Expo Sdn Bhd.**