

## **PRESS RELEASE**

**For Immediate Release**

### **EFE 2014 TAKES ON A DISTINCTIVE & BRAND NEW LOOK !**

**KUALA LUMPUR, March 03, 2014:** Export Furniture Exhibition (EFE) 2014, the premier international furniture fair will take on a distinctive and brand new look from the past exhibitions. Relocated to a new fairground at the Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention facility. The new location will help to facilitate accommodation and travel plans for exhibitors and visitors alike. The event taking place from 5 – 8 March 2014, EFE is a one-stop furniture show not to be missed by industry professionals.

An exhibition by the industry for the industry, over 110 exhibitors will be bringing together an exciting range of furniture from Malaysia and other overseas producers. More than 10,000 buyers and visitors from over 130 countries are expected to visit the exhibition with expected sales of over USD 680 million. Exhibitors and visitors can look forward to an international showcase of high quality and a wide variety of products at great value. To make trade visitors make the most of their four-day event, EFE's warm hospitality awaits them with :-

- VIP Meet and Assist Service at KLIA and LCCT
- Provision of arrival signage for passengers
- Premium lane for immigration clearance at KLIA
- Free shuttle service from KLIA & LCCT to official hotels/venue
- Free shuttle service to PWTC venue and vice versa
- Free airtime credit to foreign trade visitor in cooperation with Digi
- Cash back on your ride to EFE by MyTeksi

For the first time, Capital TV, Malaysia's first home-grown business TV channel will be covering the event and will broadcast over full HD to TV screens on channel 420 of 'Unifi HyppTV'. A program – 'To The Point' will be broadcasted with a personal interview with the President of Malaysia Furniture Entrepreneur Association (MFEA) / Chairman of EFE Expo Sdn Bhd and the President of Malaysian Furniture Industry Council (MFIC) on the developments of Malaysia's furniture industry.

The event is endorsed and supported by the Ministry of Plantation Industries and Commodities and government agencies including MTIB, MTC, Matrade, MFPC, MIDA and Tourism Malaysia. The Official Opening of EFE 2014 is scheduled on 5 March 2014 at 2.00pm at the Plenary Theatre (KLCC) and the Guest-of-Honour is YB Datuk Douglas Uggah Embas, Minister of Plantation Industries and Commodities, Malaysia.

For more information on EFE 2014, please visit : [www.efe.my](http://www.efe.my)

**EFE EXPO SDN. BHD.**