

## **Press Release**

**For Immediate Release.**

### **Export Furniture Exhibition Announces New Show Dates!**

#### **EFE 2016 To Coincide With China International Furniture Fair (CIFF Guangzhou) And ASEAN Furniture Shows.**

**KUALA LUMPUR, 08 June 2015** : Breaking away from the traditional show dates held during the first week of March, EFE 2016 is poised to shake up the Asian furniture show circuit with the changing of its schedule for next year from March 9 to 12, 2016.

The bold and strategic move will put EFE 2016 closer to the prominently attended furniture in Guangzhou – China International Furniture Fair (CIFF) and the ASEAN Fairs.

The decision was endorsed by the Malaysian Furniture Council (MFC) in response to the request by majority of its exhibitors and members followed by the careful deliberation and consultation with the industry and show organizer EFE Expo Sdn Bhd.

EFE 2016, the 12th annual series, will be just ahead of the China International Furniture Fair (CIFF) in Guangzhou, as well as the ASEAN Fairs – IFS Singapore, IFFINA Indonesia, VIFA-EXPO Vietnam, PIFS Philippines, TIFF Thailand and IFEX Indonesia.

The new dates will close the gap between EFE, the CIFF Show and the ASEAN countries shows. It will significantly shorten a buyer's duration of visiting the entire furniture fairs circuit to just one and half weeks as against the original period of more than two weeks previously. Buyers will benefit tremendously through savings of precious time and money.

EFE Expo sees the bold move as a paradigm shift and for the convenience of buyers.

With the change, we hope to better align our activities towards achieving the strategic growth objectives in attracting more buyers with shorter convenient sourcing trips for them. It is a new bold way forward for EFE 2016.

The exhibition is organized by EFE Expo Sdn Bhd., a wholly-owned company of the newly merged organization -Malaysian Furniture Council (MFC), a merger between Malaysia's two largest furniture Associations – Malaysian Furniture Industry Council (MFIC) and Malaysia Furniture Entrepreneur Association (MFEA). An exhibition by the industry for the industry, Export Furniture Exhibition is a trade platform which provides opportunities for the industry players and its related industries to do export and networking to expand their businesses. EFE is an export-oriented furniture trade show held annually in Kuala Lumpur. Over the years, EFE has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe. It continues to provide opportunities to Malaysia's furniture industry players.

EFE Management  
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