

Press Release

For Immediate Release.

Export Furniture Exhibition Announces New Show Dates: 5-8 March 2016!

EFE 2016 Moves Closer To ASEAN Furniture Shows.

KUALA LUMPUR, 12 August 2015 : Traditionally each year, the international furniture fairs in Asia commences with the Malaysian furniture fairs followed by the respective ASEAN country's furniture fairs of Vietnam (VIFA-EXPO), Thailand International Furniture Fair (TIFF), International Furniture Fair Singapore (IFFS), Philippines International Furniture Show (PIFS), International Furniture & Craft Fair Indonesia (IFFINA), ending with the International Famous Furniture Fair (3F) and the China International Furniture Fair (CIFF).

Breaking away from the traditional show dates held during the early first week of March, EFE 2016 moving in tandem with tradition, has changed its show dates to **5-8 March 2016**. With the new dates, it will place EFE 2016 at the forefront of the commencement of the Asian Furniture Fairs. It is poised to attract more buyers and visitors to the show as it is evenly spaced with the ASEAN Furniture shows not overlapping each other.

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

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.



EFE Expo Sdn Bhd (665787-H)

8trium, Menara 1, M1-16-05, Jalan Cempaka SD 12/5, Bandar Sri Damansara,
52200 Kuala Lumpur, MALAYSIA.

tel: +603 6270 9332

fax: +603 6270 9331

email: info@efe.my

web: www.efe.my

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.

Attached is the ASEAN Circuit Furniture Fairs.

EFE Management
12 August 2015



Wholly owned subsidiary of Malaysian Furniture Council

