



**FURNISHING
INTERNATIONAL**

The Journal of Furnishing, Fabrication and Design

Winter 2016

I Spy Inspiration Something Beginning With
Talking Business Scarlet Opus
A Mosaic Of Minds McBride Charles Ryan
The Bold And Beautiful The Bold Collective



INSPIRATION / IDEATION / DESIGN / INNOVATION / BUSINESS

052

TRADE SHOWS

EFE

KUALA LUMPUR, MALAYSIA | 5-8 MARCH 2016



As the 2016 Export Furniture Exhibition (EFE) drew to a close on 8 March, reports show that across the four days, US\$703 million was made in sales, making it the second highest sale total in the fair's history.

Known as Southeast Asia's biggest furniture event, the 12th edition of the show kicked off the industry trade show season in Asia with 257 exhibitors from Malaysia and the region and with over 50 per cent of those exhibitors being new. Located at the Kuala Lumpur Convention Centre (KLCC), the show was described as 'upbeat and busy' with various networking opportunities between regular and new buyers. Over 9,000 visitors from 135 countries and regions walked through the show and notable business interactions were made from Australasia, North America, Middle East, South Asia and East Asia.

There were various highlights from the show. The China Export Pavilion was a popular attraction where Malaysian exhibitors were given the opportunity to export to China where solid wood furniture products are currently in demand. Also, with the Malaysian industry focusing more on the development of the culture of design and moving from 'original equipment manufacturer' to 'original design manufacturer,' the Professional Designers Programme by the Malaysian Timber Industry Board in association with the Malaysian Furniture Promotion Council was successful in showing the top quality products with original designs, which enhanced the show and encouraged a better overall outcome.

efe.my

Winter 2016

MIFF

KUALA LUMPUR, MALAYSIA | 1-5 MARCH 2016



Enormous success is what the Malaysian International Furniture Fair (MIFF) experienced this year with reports showing a greater international attendance and record sales of US\$908 million (outdoing the US\$865 million made last year). The export-oriented furniture trade show held firm its position as 'the leading industry show in Southeast Asia' with 500 companies from 15 countries and regions showcasing their very best to 20,000 visitors from 130 countries and regions. Attendance increased from Europe, North America, Far Asia and Australasia.

There was an optimistic vibe at the Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC) where the show took place from 1 - 5 March. 30 per cent attended the show for the very first time and along with the other regulars, all experienced a selection of new products and collections with incomparable value and quality.

With the fair offering stronger alliances and more opportunities to connect with the entire globe, Ms Karen Goi, MIFF General Manager is looking forward to a prosperous future, as she explains, "We received very good feedback from exhibitors. There were many new products, more visitors and first time buyers, all adding to the strong business synergy felt throughout the week. This is a very good outcome as we gear up for a bigger show in 2018. We will certainly expand our efforts to attract more new and returning customers in the future."

miff.com.my

