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SHOW REVIEW

**Export Furniture Exhibition**  
- Networking Hub for Malaysian Furniture Industry

The 12th edition of the Export Furniture Exhibition (EFE), one of Southeast Asia's biggest furniture events, was held this year from March 5 to 8 at the Kuala Lumpur Convention Centre (KLCC). The EFE 2016 rang up its second highest sales ever of US\$703 million as it concluded the four-day event on a positive note.

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Organised by EFE Expo Sdn. Bhd., a wholly owned company by Malaysian Furniture Council (MFC), the annual fair featured 257 exhibitors from Malaysia and the region, with over 50% new exhibitors. The upbeat mood and busy networking in the trading halls were buoyed by quality buyers and the strong presence of new buyers. More than 9,000 attendees from 135 countries and regions attended this year. According to the organiser, buyer traffic to EFE 2016 was relatively steady from the following regions - Australasia, North America, Middle East, South Asia, South-East Asia and East Asia.

Despite concerns over the surging US dollar and slump in oil prices, exhibitors were in positive

交通部长拿督魏家祥 廖中莱  
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SHOW REVIEW

mood as high quality buyers continued to dictate orders and new buyers drove new business. Mr. Tang Wai Keong, General Manager of Future Manufacturer (Sofa), who secured higher sales than last year said, "Buyers from over 45 countries visited us and we had more than 50% increase in sales."

Their efforts to produce high-quality products with original designs. The PDP involved 4 Malaysia pride recipients manufacturers, 4 international professional designers, 8 designers from the Tanggam program and 4 in-house designers.

To maintain and improve Malaysia's world ranking, the Malaysian industry is focused on the development of the culture of design, to transform its companies from "OEM" (Original Equipment Manufacturer) to "ODM" (Original Design Manufacturer) and "OBM" (Original Brand Manufacturer).

Ranked as the world's 8th largest furniture exporter, it is no wonder why buyers from as many as 135 countries and regions visit EFE to select products from the biggest collection of Malaysia's quality timber furniture under one roof.

Visitors and exhibitors also gave positive feedbacks for the Professional Designers Programme (PDP) mooted out by Malaysian Timber Industry Board (MTIB) in collaboration with the Malaysian Furniture Promotion Council (MFPC) in