

# World Furniture

International Markets Review

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SOUTH EAST MARKETS

SPECIAL REPORT  
MALAYSIA



by Roberta Mutti  
Italian Consulting Pte Ltd

## EFE: DESIGN ON SHOW



**E**FE - Export Furniture Exhibition is the export-driven furniture trade fair which is held annually in Kuala Lumpur. The Kuala Lumpur Convention Center under the Petronas Tower hosted the 13th Edition from 8 to 11 March. A surface of over 30,000 sq.m. was the space where over 300 exhibitors - an increase of over 16% from the previous year - have shown their goods and services to over 10,000 visitors, on the rise by 11%. All in all, the show generated sales estimated in the range of US\$700 million.

### INTRODUCING THE PDP PROJECT

The Fair offered a series of collateral events to support the growth and development of the Malaysian furniture industry. Pavillion 7 hosted an exhibit dedicated to the Second Edition of the PDP - Professional Designers Programme - a project

PDP (Professional Designers Programme) on show at Pavillion 7



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PDP - Filippo Cupboard

that involved 4 international designers and 11 local designers, who, together with 4 Malaysian companies, have presented 20 new original product designs, ready to be commercialized. The PDP was born in 2015 to support the furniture companies to introduce the design as an evolutionary force in the manufacturing process.

Organized by the Malaysian Furniture Promotion Council and sponsored by the Malaysian Timber Industry Board, the PDP is also sponsored by the MPIC, Minister of Plantation, Industries and Commodities, which is actively supporting the furniture industry thought this transformation phase.

The Malaysian companies are indeed passing through a very delicate phase nowadays, in a context of deep changes in the area, which will represent the main market where to focus the marketing efforts in the next future.

As for the OCSE data, in 2030 the 66% of the global Middle Class, and the 59% of its expenditures, will happen in Asia. This is the main reason why it will be important to focus

on activities such as design and branding to give more value to the local products, in cooperation with local designers, actively promoted through the Tanggam Programme.

### MALAYSIAN FURNITURE EXPORTS TO INDIA ON THE RISE

Another important feature at EFE 2017 was the Pavillion dedicated to India. India is a market in great evolution, thanks to a high growth of the middle class and its global effects on consumptions and urbanization. Due to the absence of import duties, the furniture exports from Malaysia are increasing from MYR 210 million (around Euro 42 million) in 2013 to a forecasted value of 517 million (MYR million, about Euro 105 million) in 2017.

This year edition of EFE offered a rich program of seminars from designers, university lecturers and consultants specializing in the furniture sector. Among them we mention Mauro Mamoli, President Federmobili (Italian Association of Furniture Retailers) and Patrizia Torelli, Managing Director of the Australian Furniture Association.

PDP - Giorgio Coffe table



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