



**FOR IMMEDIATE RELEASE**

**GLOBAL PROMOTION OF MALAYSIAN FURNITURE INDUSTRY AT  
MATRADE's INSP PROVED FRUITFUL**

*The International Sourcing Programme (INSP) at the recent Export Furniture Exhibition (EFE) 2018 helped local players increase their export sales*

**THURSDAY, JUNE 7, 2018, KUALA LUMPUR:** Malaysia External Trade Development Corporation's (MATRADE) and Malaysian Furniture Council's (MFC) concerted effort to organise the country's renowned business matching International Sourcing Programme (INSP) at the recent Export Furniture Exhibition (EFE) has resulted in RM34.25 million of export sales, an increase of 71.9 per cent as compared to RM19.92 million recorded in 2017.

The INSP which took place in March 2018 at Kuala Lumpur Convention Centre (KLCC) saw a total of 500 pre-arranged business meetings organised for 40 Malaysian companies with 64 foreign buyers. The buyers were from 24 countries namely India, China, Indonesia, USA, Japan, South Korea, Saudi Arabia and Myanmar, among others. Products that were sourced among others included bedroom sets, sofas, dining tables, chairs and shelves.

According to Mr. Abu Bakar Yusof, Director of Lifestyle & Life Sciences Section, the objective of the INSP is to attract more international buyers to source for Malaysian furniture. "For many years, we have witnessed the positive impact of the INSP to the Malaysian companies. The initiative is part of MATRADE's strategies to enhance market access for the local furniture industry and promoting Malaysia at the same time by inviting buyers and trade community to Malaysia," he said.

In 2017, Malaysia recorded a new high in furniture export as a year-on-year growth of 6.4 per cent was recorded, growing from RM9.53 billion to RM10.14 billion. At the national level, the export target of RM12 billion has been set by Malaysia's National Timber Policy (NATIP) by year 2020. Major exports of furniture items last year were wooden furniture, followed by seats and its parts as well as metal furniture.



The EFE is one of the region's key furniture trade fair. This year, the event was participated by 320 exhibitors from Malaysia, China, Singapore, India, Korea and Indonesia. In 2019, the event is set to take centre stage from 9-12 March 2019 at Kuala Lumpur Convention Centre. Following the success of this year's INSP, MFC looks forward to collaborating with MATRADE in EFE 2019 for the betterment of the industry.

Malaysian companies keen to take part in MATRADE's INSP or its other initiatives may contact MATRADE via email at [info@matrade.gov.my](mailto:info@matrade.gov.my), MATRADE's social media channels or visit [www.matrade.gov.my](http://www.matrade.gov.my) for details.

**Issued by Malaysia External Trade Development Corporation (MATRADE)**

**On Thursday, 7 June 2018**

**Follow us on Twitter @matrade and Facebook – Matrade HQ**

**Download Trade2Media app for the latest media updates**

## **NOTE TO EDITORS**

### **For more information, please contact:**

Zuhaila Sedek, Senior Manager, Corporate Communications Unit

Malaysia External Trade Development Corporation (MATRADE)

Tel (Direct): 03 – 6207 7233

Email: [zuhaila@matrade.gov.my](mailto:zuhaila@matrade.gov.my)

### **About MATRADE**

The Malaysia External Trade Development Corporation (MATRADE) was established on March 1, 1993 as the external trade promotion arm of Malaysia's Ministry of International Trade and Industry (MITI). Its functions are:

- To promote, assist and develop Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services;
- To formulate and implement export marketing strategies and trade promotion activities to promote Malaysia's export;
- To undertake commercial intelligence and market research and create a comprehensive database of information for the improvement and development of Malaysia's trade;
- To organise training programmes to improve the international marketing skills of Malaysian exporters;
- To enhance and protect Malaysia's international trade investment abroad; and
- To promote, facilitate and assist in the services areas related to trade.

Menara MATRADE, Jalan Sultan Haji Ahmad Shah, 50480 Kuala Lumpur, MALAYSIA

Tel: (+60 3) 6207 7077, Fax: (+60 3) 6203 7194, URL: [www.matrade.gov.my](http://www.matrade.gov.my)