

Press Release

For Immediate Release.

A RESOUNDING SUCCESS AT EXPORT FURNITURE EXHIBITION 2017!

KUALA LUMPUR, 6 APRIL 2017 : As one of the most important trade furniture exhibitions in the region, the Export Furniture Exhibition (EFE) 2017 has garnered much interest and the industry is rife with anticipation for the various opportunities and ideas that EFE has to offer. Buyers flocked to one of Southeast Asia's leading furniture fairs when the 13th Export Furniture Exhibition (EFE) opened on Wednesday (8 March 2017), to kick off the buying season in Asia.

Yang Berhormat Dato Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, Malaysia, officiated the annual show that brought together 269 exhibitors from Malaysia, Asia and ASEAN region in one of the most attractive trading platforms in the global furniture industry.

After four days, EFE 2017 closed its doors with a positive outcome on Saturday, 11 March 2017. A total of 10,870 visitors from 140 countries came to the EFE exhibition grounds. An impressive 18.7% increase from the year before. There was a very positive increase of foreign visitors with a total of 7,140, an impressive increase of 20% as compared to year 2016. The top 10 visitor countries were from China, India, Singapore, United States of America, Australia, Japan, Philippines, United Kingdom, Indonesia and Vietnam. International buyers by region summed up as 37% from Asia, 21% from South East Asia, 13% from Europe, 10% from USA, 7% from Africa and Oceania followed by 6% from the Middle East.

The fair covered a gross area of 32,000 square meters, an increase of 2,000 square meters (+6.7%) versus 30,000 square meters in 2016, at the Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention facility. 269 furniture manufacturers, furnishing suppliers, exporters and designers showcased their latest and most impressive collections. This year, EFE continues to expand its global footprint by welcoming visitors from 141 countries including new buyers from Kosovo, Botswana, Belarus, Virgin Islands, Lithuania, Finland, Iceland, Argentina, Czech Republic and Rwanda. Exhibitors had the opportunity to meet up with these new buyers for networking and market expansion.

The diverse international presence of buyers from all over the world bolsters EFE's position as one of the ideal gateways to capture business opportunities in Southeast Asia and other emerging markets such as South Asia, Middle East, Africa and East Europe. EFE has emerged as a springboard into the fast growing markets of Southeast Asia, Africa, Middle East, Eastern Europe, Central Asia and South America.

One of the highlights of the show was the 'India Export Pavilion (IEP)' at Hall 8 with a total space of 1,002sqm and 15 exhibiting companies. India Export Pavilion was made available with the main objective in providing our local furniture manufacturers to do export to India, the world's largest democracy. India is one of the fastest growing economies today with its furniture market worth US\$17,822 million. Malaysia has good bilateral trade with India with trade volume at US\$10.5 billion currently and poised to reach US\$25.0 billion by 2020. Coupled with the strong spending power of India's young generation, lower import tax of furniture and urbanization, India has huge potential for trade expansion and business growth. It is the next economic power in the making. With the huge potential export market to India, the country provides great opportunities for Malaysians to do export to India. The Pavilion displayed furniture products made for the India market and the trade platform serves its objectives well.

Another highlight of EFE 2017 was the Professional Designers Programme (PDP). Riding on the success and keen interest shown by buyers and visitors at EFE 2016, PDP2 made its second debut at Hall 7 with a total area of 485.6sqm. The Malaysian Timber Industry Board (MTIB) envisioned the Professional Designers Programme to be the furniture Design Development Project that will enable the target of RM16 billion export value to be achieved in the year 2020. PDP is fully supported by our Ministry of Plantation Industries and Commodities (MPIC) and funded by MTIB under the 10th Malaysia Plan. In collaboration with Malaysian Furniture Promotion Council (MFPC), MTIB envisages to take research in furniture design to the next level that is through the development of design with the Professional Designers and the Malaysian furniture manufacturers.

The Professional Designers Programme 2nd edition witnessed four professional designers namely Mr. Giorgio Biscario, Mr. Manolo Bossi, Filippo Mambretti from Italy and Mr. Stefan Schoning from Belgium working with Malaysian furniture manufacturers in the design of furniture which were displayed at EFE 2017. The programme also included nine Tanggam Designers namely Mr. Shahril, Mr. Muhammad Hazmi Zakria, Ms. Stephanie Ng, Mr. Mohd Sujak Hasbollah, Mr. Stephen Ting Eng Poh, Ms. Vivian Shiwei, Mr. Ezran, Mr. Mohd Noor and Mr. Eric Wong who displayed their innovative and creative furniture products. The products are all ready for export.

The exhibition is organized by EFE Expo Sdn Bhd., a wholly-owned company of the Malaysian Furniture Council (MFC). MFC is the national body which represents all the furniture manufacturers in Malaysia. An exhibition by the industry for the industry, EFE 2017 is a trade platform which provides opportunities for the industry players and its related industries to do export and networking to expand their businesses. Export Furniture Exhibition 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.

Buyers were kept busy with the wide displays of newest products and selections from Malaysia, China and the region. The show offered the full range of furniture with extensive selections of



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modern and contemporary styles for dining, bedroom, living room, office, occasional, children, outdoor as well as furniture fittings and hardware.

All in all, EFE 2017 has impressed the industry once again with a multitude of trade opportunities and design-centric elements. EFE continues to draw new buyers and visitors to source for its furniture. EFE has delivered yet again despite the global economic uncertainties. This underscores the continuing appeal of EFE and how it remains relevant in the global furniture market. Another significant appeal is it is getting more high quality buyers from all over the world. The positive feedback from exhibitors with their strong order books is a big boost for Export Furniture Exhibition going into its 14th anniversary next year.

With more than a decade of experience since its inaugural event in 2005, EFE remains as one of the most distinctive channels for regional and international companies to penetrate the global market. EFE remains a show renowned among international buyers for quality, value and wide selection of all types of furniture including the much sought Malaysian wood dining sets, bedroom and dressing furniture.

The next edition of EFE 2018 will be held from 9-12 March 2018 at Kuala Lumpur Convention Centre (KLCC) with another buying and networking opportunity awaiting global buyers and visitors.

For more information, visit www.efe.my.

EFE Expo Sdn Bhd
06 April 2017

