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- Inside
- ◆ New Minister, Deputy Minister of Primary Industries
 - ◆ Dato' Low Kian Chuan is new MTC Chairman
 - ◆ Tapping further into Dutch Market



Spotlight Showcasing the manufacturing capabilities of Malaysia's Bumiputera timber companies



Export to Asia Pavilion at EFE 2018.

EFE, MIFF - Bigger and better

Nothing beats the benefits that trade fairs have got to offer. March brought together thousands of international buyers and sellers for the Malaysian International Furniture Fair 2018 (MIFF) and Export Furniture Exhibition 2018 (EFE).

MIFF was held from 8-11 March at the Malaysia International Trade and Exhibition Centre and Putra World Trade Centre while EFE was held at the Kuala Lumpur Convention Centre from 9-12 March 2018.

Both fairs are widely recognised as premier sourcing platforms for furniture.

EFE 2018 attracted 12,087 trade visitors. There were 320 exhibitors which were spread across 32,000m² of exhibition space. MIFF 2018 had the highest number of exhibitors in 24 years, totalling 622 which occupied 100,000m² of exhibition area in the two venues, and attracted 19,811 trade visitors.

This year, MTC-sponsored SMEs at MIFF and EFE recorded a total sales of RM901,200.

For more news on EFE and MIFF 2018, turn to pages 13 and 14, respectively.



One of the exhibition halls at MIFF 2018.



Foreign trade visitors at MTC's booth.

EFE 2018

Our companies participated under MTC's SME Furniture Pavilion where 160m² floor space was allocated. These first-time exhibitors received 175 trade enquiries while the 15 companies which participated under the Export to Asia Pavilion received 541 trade enquiries.

Since 2015, MTC has been sponsoring special pavilions focusing primarily on countries with promising market outlooks for timber-based manufacturers. The first MTC-sponsored pavilion focused on the UK market followed by a China Pavilion, India Pavilion and this year the Asia Pavilion.

Last year, the total export of wooden furniture to Asia was worth RM2.6 billion with Japan being the largest importer followed by Singapore, India, China and the Philippines.

"As we are always looking for new markets and better business opportunities, Asia with its over 4.1 billion population, has much to offer. We have much to gain from Asia's growth in consumerism and urbanisation. I hope Malaysian furniture manufacturers will make good use of their presence at this pavilion and the fair as a springboard to expand their business," said the then MTC Chairman Dato' Gooi Hoe Hin.

This year, manufacturers at MTC's Export to Asia Pavilion chalked up sales of RM1.73 million.

SYLVAWOOD 2018

The fourth edition of SYLVAWOOD was held in Shanghai Mart Expo, Shanghai from 25-27 June 2018. SYLVAWOOD, a professional platform for the timber market in Asia, was organised to boost timber and timber exports from overseas countries as well as to facilitate Chinese timber and timber products' importers/users in raw material sourcing.

The show occupied one hall which came with a total floor space of 5,500m² that was able to house 103 exhibitors. The exhibition received 3,426 visitors throughout the three-day event.

The show focused on hardwood, softwood, sawntimber, plywood, particleboard, OSB, MDF/HDF, veneer, engineered wood, laminated wood and wooden house materials.

MTC participated in SYLVAWOOD 2018 with an 18m² promotional booth. Most of the visitors to MTC's booth were Chinese timber traders and furniture manufacturers. The visitors expressed



MTC Guangzhou Director Tan Ting Wai (standing) fielding questions from visitors.