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EXPORT FURNITURE EXHIBITION (EFE)

9-12 March 2018
Kuala Lumpur, Malaysia

ANOTHER SATISFYING SHOW



The Export Furniture Exhibition (EFE) which is one of Southeast Asia's leading industry shows concluded its biggest show to date on 12th March 2018 after four successful days. This edition welcomed more buyers from more countries. The show held at Kuala Lumpur Convention Centre (KLCC) was a resounding success with orders that continued right up to the close of the show.

The four days of bustling trade from March 9 to 12 held in the Malaysian capital, Kuala Lumpur, attracted 12,087 trade visitors including 7,854 international buyers from 140 countries with a good turnout of strong buyers from emerging regions and the strong traditional markets of United States, Australia, Japan, Singapore and UK. This was an increase of 11.2% over EFE 2017.

EFE 2018 which was 9.37% bigger had 320 exhibitors from Malaysia, China, Singapore, India, Korea and Indonesia. The 2018 fair covered 32,000 square metres at the Kuala Lumpur Convention Centre.

This year saw the third instalment of the Professional Designers Programme (PDP) where young designers showed their creative and innovative furniture designs much to the attraction of many buyers and visitors to the show. In collaboration with the Malaysian Timber Industry Board (MTIB), Italian and Belgian designers including Tanggam, the PDP3 programme has been an inspiration to our young Malaysian designers.

In addition to the PDP3, the Export To Asia Pavilion (E2A) was one of the highlights of the fair where opportunities abound for manufacturers wanting to export to Asian markets. With the advent of the fast growing Asian economy and huge export potential, the E2A platform was a hive of activities for the exhibitors. The organisers are grateful and thankful to the Malaysian Timber Council (MTC) who has sponsored and supported E2A Pavilion.

EFE is one of the largest furniture sourcing hubs in Southeast Asia, taking place across a gross exhibition area of some 32,000 square meters. EFE has also emerged as one of the region's springboards into the fast growing markets in Southeast Asia, Central Asia, Africa, South America, Eastern Europe and Middle East. EFE has played a significant part in the export of Malaysian furniture which in 2017 recorded MYR10.135 billion, an all-time high in the export of furniture by Malaysia. This was an increase of 6.4% over 2016 (MYR9.529 billion). Furniture exhibitions like EFE contribute significantly to the export revenue of Malaysia.

The organisers are delighted at the sales record as they have 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.

We are happy we are getting more high quality buyers from all over the world. Exhibitors were pleased with the presence of many buyers with strong purchasing power to place orders on the spot and new businesses from more emerging markets in Africa, South America, Middle East and Europe. Exhibitors are pleased with their strong order books. This is definitely a big boost for EFE going into our 15th anniversary next year. This year has again reinforced EFE's global standing as a very effective and productive sourcing hub.

The 15th Export Furniture Exhibition in 2019 will run from 9-12 March 2019 at the same venue at Kuala Lumpur Convention Centre and we look forward to welcoming you again.

EFE 2018: Buyer's Introduction Programme & International Sourcing Programme



Dato' Wan Latiff Wan Musa, Deputy CEO, Export Acceleration of MATRADE (L2) and Mr. Chua Chun Chai, President of Malaysian Furniture Council (Centre) hosted the Press Conference for Buyer Introduction Programme (BIP) & International Sourcing Programme (INSP), the Collaboration Between EFE & MATRADE.



Exhibitors are queuing up to approach the potential first time international buyers



Buyers are sourcing from exhibitors for high quality Malaysian-made furniture products