



EFE Expo Sdn Bhd (665787-H)

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EFE2025 Concludes Successfully, Paving the Way for EFE2026!

PRESS STATEMENT BY EXPORT FURNITURE EXHIBITION (EFE)

Kuala Lumpur, 12 March 2025 – The 18th edition of the Export Furniture Exhibition (EFE), held at the prestigious Kuala Lumpur Convention Centre (KLCC) from 2nd to 5th March 2025, concluded on a high note, solidifying its reputation as one of the leading international platforms for the furniture industry. Organized by EFE Expo Sdn Bhd, a wholly owned subsidiary of the Malaysian Furniture Council (MFC), the exhibition successfully attracted over 10000 buyers from more than 140 countries, creating a dynamic environment for global business opportunities, innovation, and collaboration.

EFE2025 kicked off with a grand opening ceremony graced by YB Datuk Chan Foon Hin, Deputy Minister of Plantation and Commodities representing the Minister of Plantation and Commodities, YB Datuk Seri Johari Abdul Ghani. The ceremony was attended by distinguished guests, including ambassadors, government officials, media, association, industry leaders, and exhibitors, all of whom gathered to witness and celebrate the start of EFE2025.

A keynote speech by the Minister of Plantation and Commodities set the tone for the exhibition, as he emphasized EFE2025's significance in driving Malaysia's GDP growth and reinforcing buyer confidence in locally made furniture. The Minister also reaffirmed the government's strong commitment to supporting the furniture industry by fostering engagement with key industry players, ensuring that their perspectives shape inclusive policies.

Desmond Tan, President of the Malaysian Furniture Council, expressed gratitude for the government's continued support, noting, "With the unwavering support from the government, including YB Minister Datuk Seri and YB Datuk Chan, the furniture industry remains confident to play a central role in achieving the National Agricommodity Policy (DAKN)'s ambitious export target of RM 32.8 billion for the entire timber industry by 2030."

Meanwhile, Chua Chun Chai, Chairman of EFE Expo, also shared his enthusiasm, stating, "EFE2025 is expected to generate an estimated RM 3.5 billion in potential sales." He further highlighted the exhibition's diverse range of furniture, from ergonomic bedroom sets to elegant dining collections and eco-friendly living room designs, ensuring there's something for both buyers and visitors alike.



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The four-day event highlighted Malaysia's growing importance as a key player in the global furniture market, emphasizing sustainability, craftsmanship, and innovation. EFE2025 provided an expanded platform for exhibitors to showcase their latest products, network with key stakeholders, and explore new business opportunities in a thriving market. At the same time, international and local buyers strengthen their network, further cultivating relationships formed throughout the event.

To encourage international participation, EFE Expo continued the successful "Free Stay with EFE2025" programme. This initiative offered eligible international buyers complimentary two-night accommodation, making it more convenient for them to attend the exhibition while experiencing Malaysia's world-class hospitality and cultural attractions.

EFE2025 also hosted the Malaysian Furniture Creativity Awards (MFC Awards), an initiative aimed at recognizing innovation, craftsmanship, and excellence in furniture design. "This initiative aligns with the Malaysian government's Pelan Strategik Industri Perakayuan Negara (NTISP) 2021-2025 strategy, which aims to strengthen the timber industry by promoting original design expertise," said Chua Chun Chai, Chairman of EFE Expo.

A distinguished panel of judges evaluated participants in three categories: Dining Room Furniture, Bedroom Furniture, and Living Room Furniture. The panel included Idr Norshafina Ibrahim, President of the Malaysian Institute of Interior Designers; Nik Zuraihah binti Nik Muhammad, Senior Assistant Director at the Malaysian Timber Industry Board (MTIB); Elvin Tay, President of the Malaysian Interior Industry Partners Association; and Mokhtar Mohd Yaacob, Deputy CEO of the Malaysian Timber Council. The visitors also played a role in the selection process by voting for their favorite exhibitors, making the awards an interactive and engaging experience.

In addition to attracting industry giants, EFE 2025 celebrated the future of the furniture world by providing a stage for emerging designers. Universities, including First City University College and Universiti Putra Malaysia (UPM), presented innovative works by students, offering a fresh perspective on the future of furniture design. This initiative emphasized the importance of nurturing new talent and creating a pipeline of visionary designers who will shape the industry for years to come. By bridging the gap between students and industry professionals, EFE nurtures emerging talent, encourages collaboration, and fosters the growth of Malaysia's future design and manufacturing leaders.



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As EFE2025 concluded, exhibitors and visitors alike praised the exhibition for its seamless organization, innovative presentations, and the high level of engagement it fostered across various sectors of the industry. Many exhibitors have already expressed their intentions to expand their participation in next year's event, ensuring that EFE2026 will be an even more expansive showcase of global furniture trends.

The success of EFE2025 sets the stage for an even more exciting edition in 2026. With strong industry engagement and positive feedback, EFE2026 promises to feature more exhibitors, a broader variety of furniture, and be a major step forward for the Malaysian furniture industry, offering a platform for innovation, collaboration, and growth. We look forward to welcoming you once again!

~ END ~

For more information, visit www.efe.my.

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The logo for FINE FURNITURE WORLD MARKET features a row of icons representing various furniture items: a table, a chair, a sofa, and a bed. Below the icons, the text 'FINE FURNITURE' is written in a bold, sans-serif font, with 'FINE' in orange and 'FURNITURE' in red. Underneath that, 'WORLD MARKET' is written in a smaller, grey, sans-serif font.

FINE FURNITURE
WORLD MARKET



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2025 第 18 届马来西亚国际出口家具展

圆满落幕，

为 EFE2026 奠定坚实基础

马来西亚出口家具展览 (EFE) 新闻

吉隆坡 2025 年 3 月 12 日讯 — 2025 年 3 月 2 日至 5 日，第 18 届马来西亚国际出口家具展在享有盛誉的吉隆坡国际会展中心 (KLCC) 圆满落幕，进一步巩固了其作为全球领先的家具行业平台之一的声誉。由马来西亚家具总会 (MFC) 全资子公司马来西亚国际出口家具展有限公司主办，本届展会成功吸引了来自 140 多个国家的超过 10,000 名买家，营造了一个充满全球商业机会、创新与合作的活跃氛围。

EFE2025 在开幕典礼中拉开帷幕，仪式由马来西亚种植与原产部副部长拿督陈泓缜 YB Datuk Chan Foon Hin 代表马来西亚种植与原产部部长拿督斯里佐哈里阿都干尼 YB Datuk Seri Johari Abdul Ghani 出席主持。开幕典礼吸引了来自政府机构、大使馆代表、媒体、政商协会及参展商的众多贵宾出席，共同见证了 EFE2025 的开幕。

在致词演讲中，马来西亚种植与原产部部长强调了 EFE2025 在推动马来西亚 GDP 增长和增强买家对本地家具信心方面的重要性，并重申了政府将继续大力支持家具行业，鼓励与行业内领袖的互动，确保政策更具包容性。

马来西亚家具总会会长陈文海先生感谢政府的持续支持，并指出：“在政府，包括拿督斯里佐哈里阿都干尼部长和拿督陈泓缜副部长的坚定支持下，家具行业有信心在实现 2030 年国家农业原产政策 (DAKN) 设定的全木材行业出口目标 328 亿令吉的过程中发挥核心作用。”

马来西亚国际出口家具展有限公司主席蔡春才先生也表示：“EFE2025 目标将创造约 35 亿令吉的潜在销售。”他进一步强调了展会所展示的多样化家具系列，包括符合人体工学的卧室套件、优雅的餐厅家具和环保的客厅设计，确保无论是买家还是参观者都能找到合适的产品。

为期四天的展会突显了马来西亚在全球家具市场日益增长的重要地位，强调了可持续性、工艺和创新。EFE2025 为参展商提供了一个拓展平台，展示最新产品，与关键利益相关者建立联系，并探索在蓬勃发展的市场中开辟新的商业机会。与此同时，国际和本地买家也加强了彼此的联系，进一步深化了展会期间建立的关系。

为了鼓励国际买家的参与，主办方延续了成功的‘EFE2025 免费住宿’计划，向符合条件的国际买家提供两晚的住宿补贴，使他们能够更加方便地参加展会，同时体验马来西亚的世界级款待和文化景点。



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此外，EFE2025 还举办了马来西亚家具创意奖 (MFC Awards)，旨在表彰家具设计领域的创新、工艺和卓越成就。蔡春才主席表示：“这一活动与马来西亚政府的 Pelan Strategik Industri Perakayuan Negara (NTISP) 2021-2025 政策相一致，旨在通过促进原创设计专业技术来增强木材行业。”

评审团对参赛作品进行了评选，作品分为三个类别：餐厅家具、卧室家具和客厅家具。评审团成员包括马来西亚室内设计师协会 (MIID) 会长 IDr Norshafina Ibrahim、马来西亚木材行业委员会 (MTIB) 高级助理主任 Nik Zuraihah binti Nik Muhammad、马来西亚室内工业合作伙伴协会 (MIIP) 会长 Elvin Tay 以及马来西亚木材理事会 (MTC) 副首席执行官 Mokhtar Mohd Yaacob。不但如此，访客们也参与了评选过程，通过投票选出他们最喜爱的参展商，使得奖项评选成为一个有趣互动且引人入胜的体验。

除了吸引行业巨头之外，EFE2025 还为新兴设计师提供了展示家具趋势的平台。万达大学学院和马来西亚博特拉大学等高校展示了学生的创新作品，提供了对家具未来设计的全新视角。这一举措强调了培养新人才的重要性，并为家具设计行业创造了一条潜力人才的输送渠道。通过搭建学生与行业专业人士之间的桥梁，EFE2025 积极培育新兴人才，鼓励彼此合作，推动马来西亚未来设计和制造领导者的成长。

随着 EFE2025 的成功落幕，展会的顺利组织、创新展示以及行业各界的广泛参与得到了参展商和参观者们的高度评价。许多参展商已表示有意在明年的展会上扩大参与，确保 EFE2026 将成为全球家具趋势的更大展示平台。

EFE2025 的成功为 2026 年的展会奠定了坚实的基础。随着行业参与度的增强和积极的反馈，EFE2026 预计将吸引更多的参展商，展示更广泛的家具品类，成为推动马来西亚家具行业创新、合作和发展的重要平台。我们期待在 2026 年再度迎接您的光临！

~ 结束 ~

由《马来西亚国际出口家具展》

欲了解更多信息，请访问 www.efe.my

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