

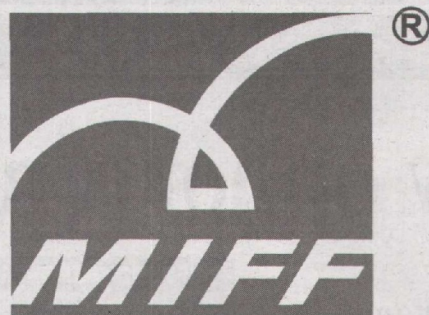
Headline  
Date  
Media Title  
Section  
Circulation  
Readership

**MALAYSIAN INTERNATIONAL FURNITURE FAIR 2009**

03. Mar 2009  
New Straits Times  
Business Times  
158042  
512000

Language  
Page No  
Article Size  
Frequency  
Color  
AdValue

ENGLISH  
B10,11  
1446 cm2  
Daily  
Black/White  
9642.27



**MIFF Sdn Bhd**

*Official*  
*Opening*  
of the

# **MALAYSIAN INTERNATIONAL FURNITURE FAIR 2009**

**on March 3, 2009 MESSAGE FROM THE MINISTER OF  
INTERNATIONAL TRADE AND INDUSTRY**

FIRST and foremost, I would like to congratulate MIFF Sdn Bhd for organising the Malaysian International Furniture Fair 2009 (MIFF 2009).

This event provides an avenue for the furniture industry to showcase their products while allowing them to benchmark against the latest designs in the global market. At the same time, this will also be an opportunity for the industry to forge collaborations with local and international manufacturers.

Exports of furniture products have contributed significantly to Malaysia's total exports. From January to November last year, exports of Malaysian furniture were valued at RM7.9 billion or 1.3 per cent of total exports.

Major export markets for Malaysian furniture were the US, totaling

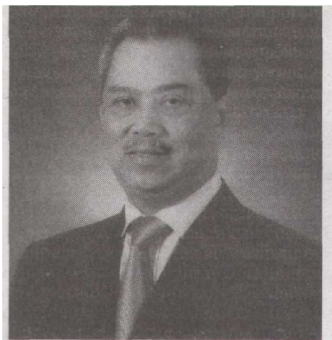
RM2.1 billion or 26 per cent of total Malaysian furniture exports for the first eleven months of last year.

This was followed by Japan (R 668.5 million or 8.4 per cent), Australia (RM578.2 million or 7.2 per cent), UK (RM508.9 million or 6.4 per cent), and Singapore (RM504.6 million or 6.3 per cent).

Total furniture exports to these countries amounted to RM4.33 billion or 54.3 per cent of total furniture exports.

The government continues to support the growth of the furniture industry and will therefore help the industry in improving its competitiveness and finding new export markets.

Congratulations once again and best wishes to all MIFF 2009 participants.



*Muhyiddin Yassin*  
**YB TAN SERI MUHYIDDIN YASSIN**

## MESSAGE FROM THE DEPUTY PRIME MINISTER

I WOULD like to congratulate MIFF Sdn Bhd for organising the Malaysian International Furniture Fair 2009 (MIFF 2009).

It is heartening to note that Malaysia has stamped its mark in over 160 countries and Malaysian made furniture is much sought after for its quality, durability, originality and functionality by consumers worldwide.

Today, Malaysia is renowned for producing high-quality furniture at competitive prices. I hope that Malaysian manufacturers will continue to maintain this standard and to enhance the country's export earnings in the years to come.

In spite of our achievements, I would like to encourage the furniture industry players to continue their efforts in improving on the design quality of Malaysian furniture beyond market requirements and embracing market challenges.

By keeping abreast of the market development and the latest trends, it is my hope that Malaysia will continue to thrive in the world furniture arena.

It is encouraging to note that over the years, MIFF has achieved worldwide recognition and has established itself firmly as a premier trade exhibition globally. I am also happy to note that MIFF 2009 will see the participation of more than 500 companies comprising of top exhibitors.

With the inclusion of domestic furniture manufacturers with decades of experience in serving global markets and foreign companies, I have no doubt visitors will be dazzled by a fusion of styles where the best from the East and West meet.

With more than 20,000 visitors from

more than 130 countries expects/visit MIFF, I am confident that MIFF once again generate substantial business opportunities for both Malaysian international participants.

Lastly, I like to congratulate MIF Sdn Bhd again for your contribution propelling the furniture industry to new heights. I am most hopeful that 15th edition of the MIFF would be a success.

Thank you.

## MESSAGE FROM THE MINISTER OF PLANTATION AND COMMODITIES

MY heartiest congratulations to the organiser of the Malaysian International Furniture Fair (MIFF) for organising this international event for the 15th time.

The furniture industry has been one of the country's most vibrant sources of growth over the years. It accounts for over 30 per cent of the timber-based product sectors earning, making it the star performer. Last year, export earnings surpassed RM8 billion and positioned Malaysia as the 10th largest exporters of furniture in the world.

Despite the growing and intense competition regionally and internationally, I am proud to note that the industry has continued to improve its capacity and capabilities in improving quality production and innovative designs. I am also pleased to see Malaysian furniture manufacturers embracing original creations through a distinctively designed furniture sold internationally under a Malaysian identity.

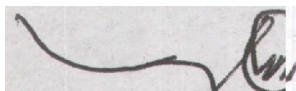
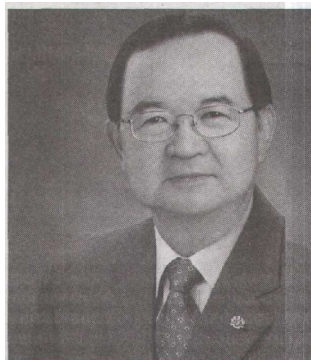
The industry should also be aware of the trends and scenarios in the global environment and carry out new approaches and directions to expand its market share. I am confident with intensive promotion and equipped with good marketing strategies, the industry players can penetrate the higher-end markets and secure more sales.

I am glad to note that MIFF 2009 will showcase product offerings of over 500 exhibitors comprising furniture manufacturers and exporters from Malaysia

and the regions. With such a wide variety of exhibits reflecting global trends no doubt that international visitors be spoilt for choice in meeting their needs.

My congratulations once again to MIF Sdn Bhd. I am confident that the organiser will produce yet another successful show this year.

Thank you.



**YB DATUK PETER CHIN FAH KUI**



**MALAYSIAN  
INTERNATIONAL**  
  
**FURNITURE  
FAIR 2009**  
**3-7 March**  
Opening Hours  
**0930-1800**  
Putra World Trade Centre  
MATRADE Exhibition & Convention Centre  
Kuala Lumpur Malaysia  


Supported by:  
  
Malaysian Furniture  
Industry Council

Endorsed by:-  
  
Ministry of Plantation  
Industries and Commodities

  
MTIB  
Malaysian Timber  
Industry Board

  
MALAYSIAN TIMBER COUNCIL

  
MATRADE  
Malaysia External Trade  
Development Corporation

  
Forest Research  
Institute Malaysia

  
TOURISM  
MALAYSIA  
Malaysia Tourism  
Promotion Board

  
mfpc  
Malaysian Furniture  
Promotion Council

Official Directory:

furniture

- Open for public on March 8, 2009
- No admittance for visitors below the age of 16
- Business attire required

## MESSAGE FROM THE MINISTER OF TOURISM

SELAMAT DATANG to all visitors attending the Malaysian International Furniture Fair 2009 (MIFF 2009). I would like to extend my heartiest congratulations to the organiser for organising the 15th MIFF.

MIFF once again has done Malaysia proud by establishing itself on the global stage. Exhibitions of international standards such as MIFF have always been an important source of growth for the tourism sector.

With the arrival of visitors from more than 130 countries attending this exhibition, the show created an economic spin-off in excess of RM35 million for the hotel, tourism, F&B, retail and transportation industries.

Now into its 15th year, the MIFF series has charted milestones over the past decade. I am proud to note that MIFF has been awarded the Best MICE - Best Exhibition of the Year accolades twice - in 2004/2005 and

2005/2006 and the BrandLaureate - SMEs Chapter Award 2007 for Brand Excellence in Trade Exhibition Services. Winning these awards is an exemplary accomplishment.

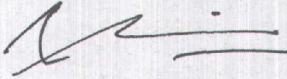
Besides our strong value proposition as a business and MICE venue with state-of-the-art exhibition centres and infrastructure, Malaysia also offers shopping, dining, entertainment and sightseeing.

I hope you take some time off from your business endeavours to explore our tropical paradise, exotic cultures, historical sites and cuisine and the exciting calendar of events lined up for this year. I can assure you that you will find Malaysia, truly Asia in every sense of the world.

On behalf of the Tourism Ministry, I bid all visitors a very warm welcome and wish you a "truly" rewarding experience at MIFF 2009 and an enriching stay in Malaysia.

Thank you.





YB DATUK SERI AZALINA OTHMAN

## MESSAGE FROM CHAIRMAN OF MALAYSIAN FURNITURE PROMOTION COUNCIL

ON behalf of the Malaysian Furniture Promotion Council (MFPC), it gives me great pleasure to extend my heartiest congratulations to MIFF Sdn Bhd for its laudable efforts in organising yet another edition of the MIFF series that is on the calendar of many international buyers.

Over the years, the MIFF series has marked a strong progressive growth and portrayed itself as an internationally-acclaimed furniture exhibition. The MFPC's close association and collaboration with MIFF has been in tandem with our efforts to showcase Malaysian furniture to the global arena.

With the vision to establish Malaysia as a globally-recognised source of world-class furniture and tasked with the promotion of Malaysian furniture worldwide, all our planned programmes and events are based on a two-pronged strategy, namely design enhancement and market enhancement.

These strategies are designed to

boost the image of Malaysia's furniture industry in the eyes of the world, and to make inroads in emerging markets, in addition to expanding current markets. With this two-fold approach, MFPC hopes to steer the industry to medium-to-high end markets.

In addition, MFPC, as the promotional body for the furniture industry, will continue to promote Malaysian furniture overseas and provide help to the industry through programmes and activities such as buying missions, seminars, trade delegations and dissemination of market information and developments. With these efforts in place, I am certain the Malaysian furniture industry will create many more successes.

Given MIFF's reputation and experience, I am confident that MIFF will continue to bring the Malaysian furniture industry to greater heights. I would like to wish all exhibitors and visitors a rewarding and productive experience at MIFF 2009.

Thank you.



*Merlyn Kasimir*  
 YBHG DATUK MERLYN KASIMIR

## MESSAGE FROM THE VICE PRESIDENT OF MALAYSIAN FURNITURE INDUSTRY COUNCIL

THE Malaysian Furniture Industry Council (MFIC) would like to extend a warm welcome to all participants and visitors to the 15th annual Malaysian International Furniture Fair 2009 (MIFF 2009).

We believe that a well-organised international furniture fair such as MIFF is one of the most effective platforms for trade and business, benefiting the industry by providing avenues for networking, market creation, joint ventures and partnerships.

Being the sole recognised furniture manufacturing and export-driven national body, MFIC plays a role in promoting developing of the furniture industry in the global marketplace. Our collaboration with MIFF over the years is in line with this goal and we are honoured to have a affiliation with a fair that has

achieved worldwide recognition and has established itself in the world calendar of events.

We are proud that the growth of the Malaysian furniture industry is on track. For the past few years, we have a furniture export growth of 7 per cent in spite of increased competition worldwide.

To maintain a sustainable growth of the industry, it is imperative that we set our perspectives in the right direction. The industry should continue to be resilient by reinforcing its strengths and competencies, through product innovation, market expansion and developing niche markets.

We hope that with the continued support of our members and partners such as MIFF, the Malaysian furniture industry can become the region's major marketing and trading hub.

Thank you.



*Benny Poh*  
 MR BENNY POH LIONG BAN

## MESSAGE FROM THE MANAGING DIRECTOR OF MIFF



A VERY warm welcome to all at the Malaysian International Furniture Fair 2009 (MIFF 2009).

In line with our pledge of making Malaysia the international furniture hub in the region, we have developed aggressive marketing and expansion plans to raise the exhibition standard. The event is seven times larger i than at the time of its inception in 1995, including over 80,000 square metres of exhibition space across two venues - the Putra World Trade Centre (PWTC) and the MATRADE Exhibition and Convention Centre (MECC).

To boost the buying experience of the international visitors, the two venues are segregated by product category: MECC will feature the display of sofa and household furniture whereas PWTC will highlight office and household furniture.

MIFF 2009 is set to feature the world's finest furniture offered by more than 500 Malaysian and international furniture manufacturers. With products such as living, bedding, dining, upholstery, office, outdoor, occasional, kitchen cabinets and children's furniture, there is no shortage of products to meet the buyers' different needs.

To strengthen our foothold in the global furniture markets, we will spare no effort to ensure that high-quality furniture is showcased to the world. It is our hope that the furniture on display and services and facilities lined up for visitors will provide them with a rewarding journey.

While we remain progressive in bringing about a better show each year, we also recognise that MIFF 2009 could not have been possible without the support and guidance from the government, endorsing agencies, exhibitors and buyers. On behalf of the organising committee, I wish to extend my appreciation.

My best wishes to all participants and visitors and wishing you all a fruitful and successful experience at MIFF 2009.

Thank you.

*Tan Chin Huat*  
 YBHG DATUK TAN CHIN HUAT