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Products to deck up your home

THE Malaysian Furniture and Furnishings Fair (MF3 2013) will be taking place from July 19 to 21, 10.30am-9pm at Kuala Lumpur Convention Centre, Hall 1 to Hall 5.

MF3 is a consumer-oriented furniture and furnishings fair featuring over 100 furniture factories and enterprises with over 600 booths of various designs and products.

Running twice a year with its sixth edition at KLCC and second edition at Viva Home Expo, the fair features a myriad of exhibitors from living room, bedroom, kitchen, dining, bathroom to outdoor, office, furnishings, design and renovation, home appliances, safety box and sofas, mattresses, tables and chairs, doors and windows, curtains, lightings, wallpapers, ceramics, flooring, decorative items, smart home and green technology.

"The objective of MF3 is to act as an ideal platform for the Malaysian furniture industry and consumers to meet. The uniqueness of this fair is that it is made up of 70% of local manufacturing companies in furniture," said MF3 organising chair-

man Alfo Chong.

MF3 is organised by the Kuala Lumpur and Selangor Furniture Entrepreneur Association (KLSFEA), the main umbrella body for the local furniture industry. Its mission

is to ensure sustainable development, bringing quality and affordable home furniture and furnishing solutions to Malaysian homeowners.

MF3 also aims to be a venue accessible to middle to high-income homeowners that offers great deals and bargain for the coming festive season.

This fair enjoys a huge turnout every year. Last year's fair had 60,000 visitors and this year the organiser is targeting 80,000 visitors.

"The MF3 vision is to be a renowned quality consumer furniture fair in South-East Asia by 2020 and its mission is to build up MF3 as a brand-building platform for furniture players and connect them directly to end consumers," said Chong.

The fair targets not only end users, but also designers, traders,

suppliers and project developers.

Visitors can look out for MF3's instant rewards and daily lucky draw during the fair.

For the instant rewards, spend RM333 and above in a single receipt to stand a chance to redeem cash vouchers or products.

For the daily lucky draw, after redeeming the instant rewards, visitors will also stand a change to win additional cash vouchers or products. Terms and conditions apply.

Part two of the MF3 will be launched at Viva Home Kuala Lumpur from Oct 4 to 6.

The fair is endorsed by Ministry of Plantation Industries and Commodities, Malaysian Furniture Entrepreneur Association and Malaysian Furniture Industry Council and is supported by Malaysian Timber Industry, Malaysian Timber Council, Malaysian Furniture Council, and Forest Research Institute of Malaysia.

■ For more information, visit MF3's website at www.mf3.my.



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