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Export quality products at factory price

THE sixth Malaysian Furniture & Furnishings Fair (MF3 2013) will be held from July 19 to 21 at the Kuala Lumpur Convention Centre. Organiser Kuala Lumpur & Selangor Entrepreneur Association (KLSFEA) – the main umbrella body for the furniture industry in the state – was established in 2002. The association promotes crucial objectives and aims for the furniture industry in the state.

Primary objectives are gathering and developing unity among furniture entrepreneurs to share market knowledge and to promote development of related businesses in response to international competitors and challenges.

The evolution of the furniture industry in Malaysia has seen a shift in trend from the traditional original equipment manufacturer (OEM) status to original design manufacturing (ODM) and original brand manufacturing (OBM).

MF3 is blessed to have the support from government and its agencies – the Plantation Industries and Commodities Ministry, Malaysian Furniture Industry Council, Malaysian Furniture Entrepreneur Association, Malaysian Timber Industry, Malaysian Timber Council, Malaysian Furniture Council and

the Forest Research Institute of Malaysia.

The tagline “Export Quality, Factory Product” goes all out to set an image for Malaysian furniture. It showcases a platform of locally made furniture where export quality is prioritised and sold at reasonable prices to the domestic market.

In addition, MF3 2013 also gathers a variety of furnishing products and services – from interior designing to landscape, decorative items to paintings and electrical household items – all under one roof.

According to the organising chairman Alfo Chong, they have allocated over RM1.5mil in advertising and promotion from newspaper to radio, bunting, billboards and interactive social media channel.

MF3 attracted 60,000 visitors with a turnover of RM52mil last year. Chong is confident that the exhibitors will see good returns with a target of 80,000 visitors during the three-day fair with a floor space of approximately 10,000sq m.

This year, a special section – the Kitchen Pavilion – will be exhibited at MF3 2013 to offer homeowners quality kitchen furniture that is affordable.

A total of RM50,000 in cash prizes await lucky visitors to the fair.

With a minimal spending, visitors stand a chance of taking home the

grand cash prize of RM33,333 and five big cash prizes of RM3,333. The first 100 visitors per day will also be rewarded with RM33 in cash vouchers which can be used immediately at the fair.

As the exclusive bank partner for MF3 2013, Citibank will be offering Citibank credit card holders double reward points for purchases at the fair. Visitors can also choose to spend with their existing Citibank points at Citibank merchant booths.

Mumbo, the friendly orange elephant which is the official MF3 mascot, will be giving away key chains and goodie bags. Visitors can also redeem gifts at the redemption counter while stocks last.

Local manufacturers as well as distributors of imported brands from as far as the United States and Europe will be at MF3 2013 to offer great deals under one roof.

The fair is open from 10.30am till 9pm daily and admission is free. Do not forget to get your goodie bag sponsored by Novel Furniture Sdn Bhd while stocks last.

■ For enquiries, contact 03-6140 1202 or e-mail enquiry@mf3.my

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MF3 2013 will showcase upcoming furniture trends and attract a big crowd like in last year's event. [http://www.mf3.com.my/](#)