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Exciting fair in town

THE biggest furniture and furnishings fair is in town – Malaysian Furniture & Furnishings Fair (MF3) will be held from June 17 to 19 at Kuala Lumpur Convention Centre (KLCC), where you can find varieties of export quality furniture and furnishings products at factory prices.

The fair, organised every year since 2008, is occupying approximately 10,000sq m gross area of exhibition halls in KLCC and showcasing over 650 booths of various furniture designs and furnishing products, participated by minimum 130 brands of furniture factories and enterprises.

MF3 is brought to you by the organiser, Kuala Lumpur and Selangor Entrepreneur Association (KLSFEA), established in 2002.

It is a multi-racial voluntary organisation where vibrant entrepreneurs from the furniture industry meet with the dedicated objectives to bring up and realise the potentials and aims of the furniture industry into the global market.

The association sets a platform for furniture entrepreneurs to promote furniture branding and connect them directly to end consumers.

Malaysia is currently ranked the 10th largest furniture exporter, therefore MF3 is using the slogan “Export quality, Better quality”, aimed to bring fine quality “Made in Malaysia” furniture to local consumers.

In addition, MF3 also gathers varieties of furnishing products and services all under one

roof.

With the recent evolution of the furniture industry in Malaysia shifting from traditional OEM (Original Equipment Manufacturer) status transforming towards ODM (Original Design Manufacturing) and OBM (Original Brand Manufacturing), MF3 is blessed to have sufficient encouragement and support from the government and private sector in areas of innovation and brand building – Ministry of Plantation Industries and Commodities

(MPIC), Malaysian Furniture Council (MFC), Malaysian Timber Industry (MTIB), Malaysian Timber Council (MTC), Malaysian Furniture Council (MFPC), Forest Research Institute of Malaysia (FRIM), Association of Malaysia Bumiputera Timber and Furniture Entrepreneurs (PEKA) and Malaysia Truly Asia 2016.

Being the first exhibition in town to collaborate with more than one bank for merchant promotion offers, the organiser is collaborating with a few banks to offer 0% instalment for almost everything up to 36 months.

According to organising chairman Alfred Yow, this year MF3 is allocating over RM1.8mil in advertising and promotion across various channels to run a comprehensive advertisement and promotion campaign.

Plenty of exciting marketing programmes and activities pre-show and during show will be another highlight this year, including Spend & Win, Spend & Redeem, Facebook Like & Win and more.

“Elite Hall is a platform for exhibitors to market their brands and also where consumers can get quality products. Also, for quality kitchen cabinets, do not miss our Kitchen Pavilion,” said Yow.

To grab the guaranteed cheapest good deals in town, stay tuned to the “MUMBO Deals Corner”. Further price markdown products will be allocated in one selected hall. Walk away with quality products at a great price, which you can only get in MF3.

A total of RM70,000 cash and product prizes will be given away for Spend & Win. With minimal spending, visitors stand a chance to take home the Grand Cash Prize of RM23,333 and other product prizes.

Visitors can also redeem gifts at the redemption counter while stocks last (terms and conditions apply) for Spend & Redeem worth over RM200,000.

Moreover, cash vouchers worth RM10,000 will also be given away for Early Birds (first 100 visitors). The Early Bird of the day will also be rewarded exclusive privileges, which can be spent on the spot at the fair.

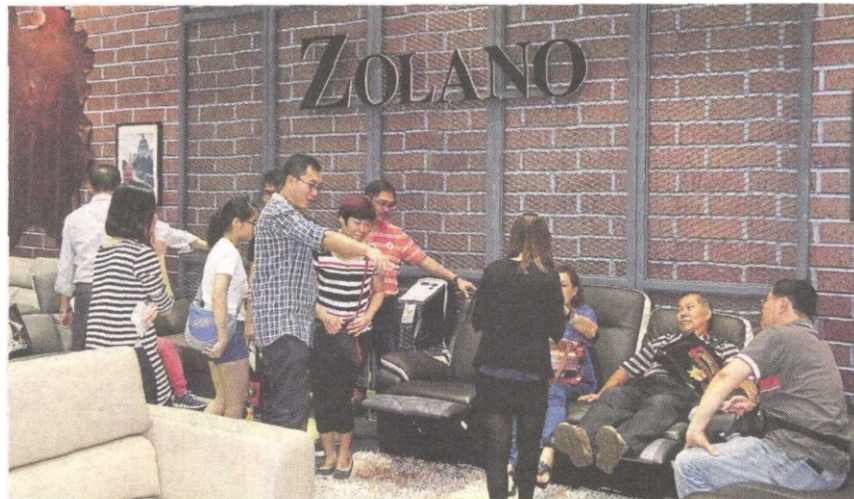
For exhibitors, the Best Booth Design Competition will be organised, exclusively open to MF3 exhibitors only.

The fair is open from 10.30am to 9pm daily from June 17 to 19 at the Kuala Lumpur Convention Centre (KLCC).

Admission is free.

■ For further queries, contact 03-6140 1202 or e-mail secretariat@klsfea.org.my.

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