

MFFM

M A L A Y S I A
FURNITURE FURNISHINGS MARKET

5 – 7 Sept 2024
World Trade Centre Kuala Lumpur

Organised by:



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Supported by:



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POST SHOW REPORT

MFFM
M A L A Y S I A
FURNITURE FURNISHINGS MARKET

5 – 7 Sept 2024
World Trade Centre Kuala Lumpur



THE NEW
SEPTEMBER
MARKETPLACE IN MALAYSIA

www.mffmfurniture.com



OVERVIEW



Malaysia Furniture Furnishings Market (MFFM) is a brand-new B2B exhibition that brings together both domestic and international markets under one roof. Its mission is to empower local industry players to expand the market share of made-in-Malaysia furniture in the domestic arena, while enhancing their global presence.

MFFM is dedicated to driving industry growth by serving as a collaborative hub that fosters innovation and opportunities, creating a vibrant marketplace. The event showcased a diverse range of furniture, lifestyle products, essential materials and supplies for furniture manufacturing from alternative and emerging channels, ensuring a comprehensive platform for all industry stakeholders.

The show received positive responses from both exhibitors and visitors. While the first edition of MFFM was modest in size, participants acknowledged that launching the event in September was a strategic decision. They expressed confidence in the show's potential for growth and its promising future.

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Exhibition Size

8,000 sqm

EXHIBITORS: 50

Exhibiting Countries: 4

Malaysia, China, Indonesia, Japan

EXHIBIT PROFILES

HOME Furniture:

Bedroom/ Living Room/ Dining Room/
Upholstered/ Children/ Pets/ Mattress/
Outdoor/ Storage/ Home Office/ Kitchen

COMMERCIAL Furniture:

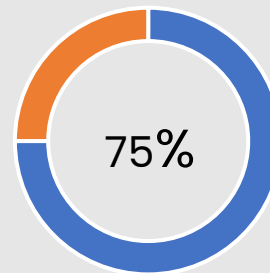
Office Chair/ Hotel/ Restaurant/ Resort/
School

ACCESSORIES:

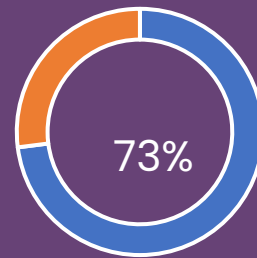
Home Décor/ Flooring/ Lamp & Lightings/
Carpet/ Painting

MATERIALS:

MDF Board/ Laminates/ Fittings/ Hardware/
Brush

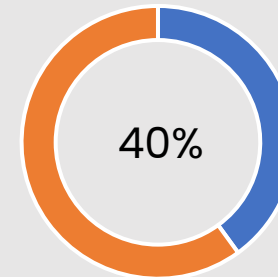


**Satisfied with
MFFM**

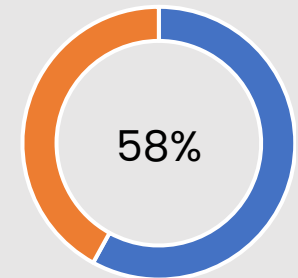


**Will participate
again next year**

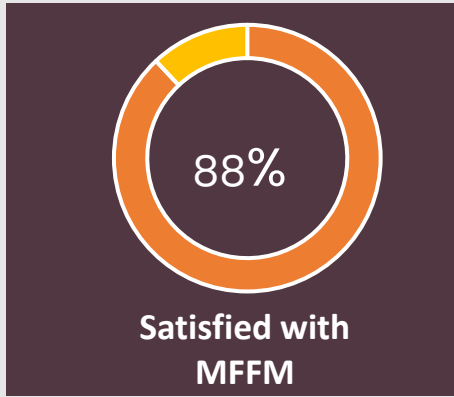
2024 EXHIBITOR'S PROFILE



**Signed order
during MFFM**



**Will sign order in
the next 6 months**



BUYERS: 3,080

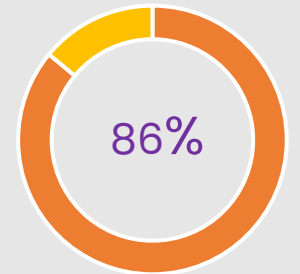
including **10%** international buyers
from **32** countries and regions.

by Business Nature

Manufacturers	20%	Interior Designers	9%
Importers/ Buying Group	15%	Housing Developer	7%
Wholesalers	14%	Purchasing Manager	6%
Retailers/ Furniture Mall	14%	Government Agencies	2%
E-Commerce	12%	Associations	1%

by Purpose of Visit

Place Order & Source Products	30%
Gather Information	26%
Visit Suppliers	14%
Seek Business Partners	11%
Evaluate for Future Participation	11%
Others	8%



Will recommend MFFM

2024 BUYER's PROFILE

32 Visiting Countries & Regions

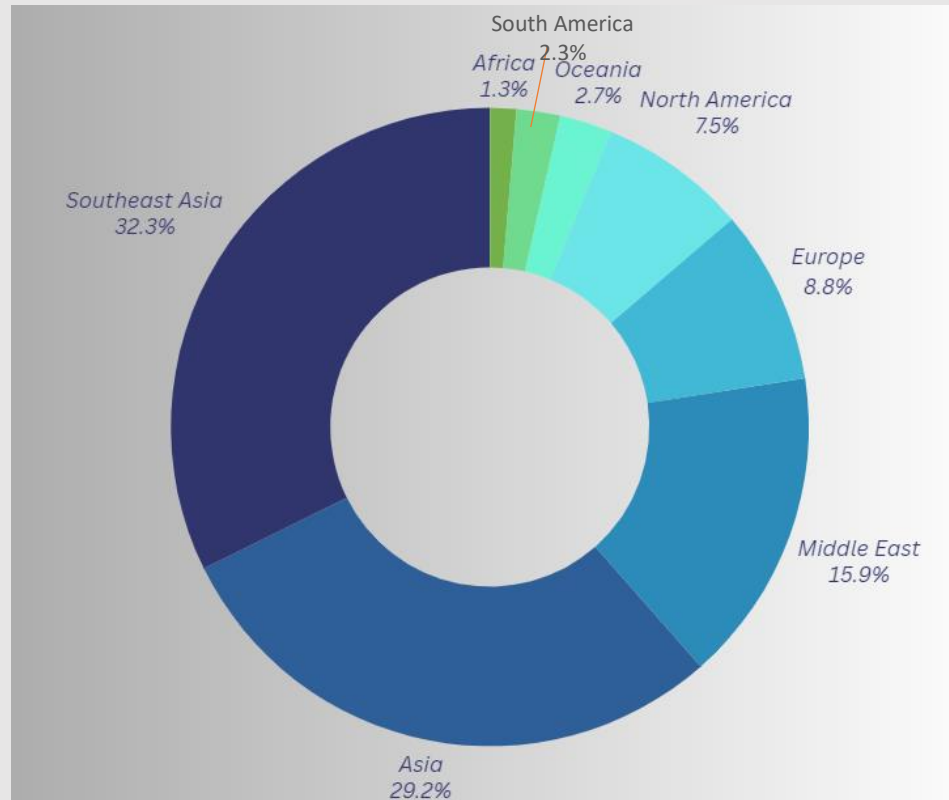
Philippines
Singapore
Indonesia
Thailand
Vietnam
Brunei
Timor-Leste

Denmark
UK
Belgium
France
Poland
Spain
Germany

India
China
Japan
Hong Kong
Pakistan
Taiwan
South Korea

Saudi Arabia
Oman
Iraq
UAE
Yemen
Australia
Colombia
South Africa

Mexico
USA
Canada



2024 BUYER'S PROFILE

Ms Faye Teo
Marketing Manager
Seni Daya Woods Industries

We have received many solid leads and potential buyers at MFFM which we have not met before.

Mr Ray Chung
Marketing Consultant
ADDCAP Holding Sdn Bhd

We aim to build our brand and introduce our “rent to own” purchase scheme to the market. We are very pleased with the responses we received at MFFM, both locally or internationally. It has been a successful event.



Mr Yasuhiro Aoki
CEO, Covearth & Vogue, Japan

Through this exhibition, I realised that more people appreciate and recognise Japanese furniture than I initially expected. We engaged in discussions with many high-quality buyers and received numerous product inquiries, which gives me great confidence in MFFM's future.

Mrs Darningsih Rustiadji
Senior Manager, House of Indonesia

The environment at MFFM is excellent. We received many enquiries about our products, especially teak wood furniture, which is a great starting point for us to expand into exports.

Mr Sardar Dawood Khan
Development Director
Caucasian Carpet Sdn Bhd

We had the opportunity to meet international customers at MFFM, which is beneficial for expanding our exports to overseas market.

Mr Erman Syazwan Chefauzi
Manager, Panasonic Housing Solutions Ltd, Japan

We are introducing our “Palm Loop” board, which can be used to manufacture various types of furniture while helping reduce CO2 emissions. So far, both local and international players have shown great interest in our products, making this a highly rewarding experience for us.

EXHIBITOR's COMMENTS

Ms Valentina Vera
Santander, CMO, Columbia

There are many wood products at MFFM, and I particularly like rubberwood. It is a great material - high density, excellent quality, and competitively priced.

Mr Santiago F Ducay
Executive Director, Subdivision & Housing
Developers Association, Philippines

This event is crucial as it fosters synergy and cooperation between Malaysian furniture designers, manufacturers, and potential clients and buyers, particularly developers from the Philippines.

Ms Vivien Teo
Director, Kid's Haven, Singapore

I came to the show without any expectation, but it exceeded my expectations. We found at least three suppliers we wanted to build relationship with. They offer products that perfectly cater to our needs and what our customers are looking for.

Mr Eugene Yap
President, Hotel & Restaurant
Association of the Philippines

As we walk through MFFM, we see many possibilities. Our goal is to find reliable suppliers who can provide furniture that meets the taste, elegance, and atmosphere demanded by the Philippine market, and that can last for at least five years.

BUYERS' COMMENTS



Mr Billy Chen
Purchasing Manager
Seville Classic, USA

This is my first time visiting Malaysia. Although the show is smaller in size, I had more time to interact and engage with the exhibitors. It's a great event with a lot of potential.



Event HIGHLIGHTS

MFFM 2024 Opening Ceremony

5 Sep 2024

Guest of Honour

YB Datuk Larry Sng Wei Shien, Chairman, **MTIB**

Other Guests

Dato' Dr Tan Yew Chong, **Adviser to Minister**
(Ministry of Plantation & Commodities)

Tuan Saiful Bahri Salleh, Director General, **MTIB**

Madam Noraihan Abdul Rahman, CEO, **MTC**

Madam Hamidah Abdullah, General Manager, **CTCS Worldwide Sdn Bhd**

Mr Abdul Halim Md Shariff, Senior Manager, **MATRADE**

Dato' Sri Dr Irmohizam Ibrahim, Group MD, **WTCKL**



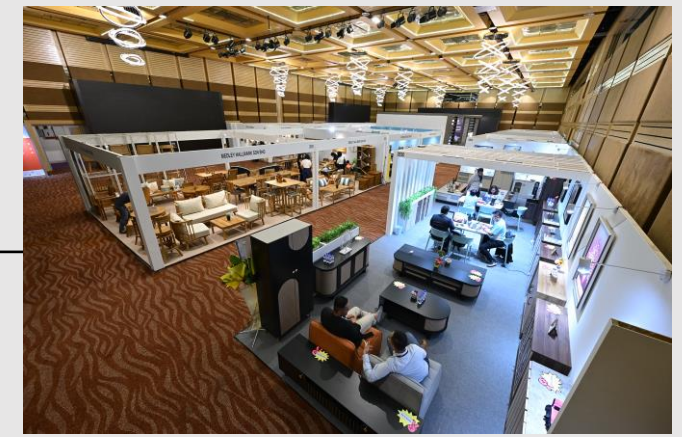
EVENT Highlights

Networking Reception

6 Sep 2024



EXHIBITION Highlights



EXHIBITION Highlights



Click to watch
MFFM video



MFFM 2024

MARKETING PROGRAMMES

Email Marketing



Direct Invitation



Billboard Banner

Large Billboard at Strategic Location



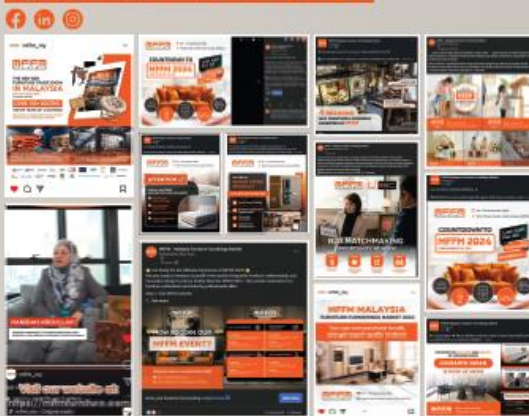
Bridge Banner



Lamp Post Banner



Social Media Marketing



Website



Website in Russian



Advertisement & Media Coverage



MFFM 2024 Media coverage



家具・インテリア情報 イベント
マレーシアで第1回MFFM 開催される



マレーシアのクアラルンプールにて、第1回目の家具見本市「マレーシア・フアニター・ファンディング・マーケット(以下、MFFM)」が、9月5日(木)から7日(土)に、ワールド・トレード・センター・クアラルンプール(WTCKL)で開催された。



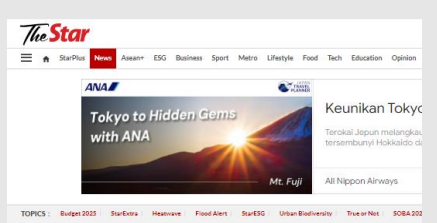
BUSINESS > NEWS
Export of Timber, Timber Products Stood At
Rm9.69 Bln As Of May 2024

05/09/2024 05:12 PM



By Zulfazlin Baharuddin
KUALA LUMPUR, Sept 5 (Bernama) -- The total exports of timber and timber products have shown significant growth, reaching a value of RM9.69 billion as of May 2024, an increase of 17.2 per cent compared to the same period in 2022, according to Malaysian Timber Industrial Board (MTIB) chairman Datuk Larry Sing Wei Shein.

However, he noted that total exports of timber and timber products for 2023 amounted to RM2.84 billion, reflecting a 13 per cent decrease compared to the export value recorded in 2022.



Inaugural Malaysia Furniture Furnishings Market establishes vibrant wholesale B2B furniture platform

TOPICS : Budget 2025, StarExtra, Healthcare, Food Alert, StarESG, Urban Biodiversity, True or Not, SOBA 2022

NATION
Friday, 05 Sep 2024
2:19 PM MYT



Malaysian Timber Industry Board (MTIB) chairman Datuk Larry Sing Wei Shein leading a group to mark the opening ceremony of MFFM 2024 in Kuala Lumpur, in the presence of then MTIB Malaysian Timber Council (MTC) chief executive officer Norshah Abdul Rahman, MTIB director-general Saiful Bari, Sarfa, Purnamas and Commercial Law Ministry adviser to minister Datuk Dr Tan Cheng Joo, MTIB project director Karen Goh and WTCKL Group managing director Datuk Seri Dr Ibrahim Ibrahim.

BASTILLI

News China Business TECH ENT Sp

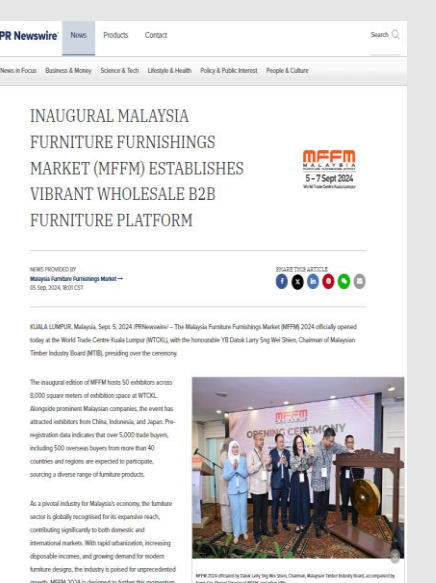


Business
INAUGURAL MALAYSIA FURNITURE FURNISHINGS MARKET (MFFM) ESTABLISHES VIBRANT WHOLESALE B2B FURNITURE PLATFORM
2024-09-05 18:01 Last Updated At: 18:25

国内 | 全国综合
发布时间: 9/5/2024 2:40 点前
截至5月达96.9亿 木材木制品出口额增17.2%



(吉隆坡5日讯) 我国木材和木制品出口显著增长, 截至今年5月为止, 总额已达到96.9亿令吉, 比2022年的同时期增长17.2%。



INAUGURAL MALAYSIA FURNITURE FURNISHINGS MARKET (MFFM) ESTABLISHES VIBRANT WHOLESALE B2B FURNITURE PLATFORM

Târgul MFFM 2024 din Kuala Lumpur a debutat cu dreptul
În perioada 5-7 septembrie în capitala Malaeziei s-a desfășurat prima ediție a târgului MFFM, eveniment care a vălădat din nou de la o ofertă extensivă de mobilă din țară și internațional pentru sezonul de achiziție din toamnă. Malaysia este un teritoriu tradițional pentru produse europene, distribuitori de mobilă revin aici pentru scaune și mese din lemn masiv, cu design contemporan. Exportatori s-au declarat extrem de mulțumiri! (la incinta ediției inaugurale)



Focus on home market, furniture producers told

MTIB Rise in imports over past decade highlights need for Malaysian manufacturers to expand their domestic presence

The migration data indicates that over 1.6 million trade visitors, including 100 overseas buyers from more than 10 countries and regions are expected to participate, creating a diverse range of furniture products to be sold.

"MFFM is a testament to our furniture industry's potential, serving as a vital space for manufacturers, retailers, and designers to showcase their products and connect with international buyers," he remarked.

"With the expectation of rapid, Malaysian furniture remains affordable and attractive to foreign buyers."

"I am confident that this year will bring even more growth to the industry," he said, expressing his optimism for the future.

He further added that although 2023 2023 was a decline in sales due to a global economic downturn after the pandemic, the market has now recovered, resulting in a resurgence in the global furniture market.

Meanwhile, the three-day MFFM from 5 to 7 September saw 1,600 types of furniture products at World Trade Centre Kuala Lumpur. Available products include Malaysia companies, the event has attracted exhibitors from China, Indonesia, and Japan.

A highlight of the event was the announcement of the 10th anniversary of MFFM, which has become a significant milestone for the industry. The competition, launched in collaboration with MTIB, Purnamas, Sarfa, and the Malaysian Timber Council, aims to showcase the best of Malaysian furniture and promote the industry's growth.



4 - 6 Sept 2025
World Trade Centre Kuala Lumpur

www.mffmfurniture.com



mffm.my



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MALAYSIA FURNITURE FURNISHINGS MARKET 2025

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