

# 2017

MTC PROGRAMMES  
AND SERVICES



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# JOIN MTC TO TAP THE POTENTIAL OF OVERSEAS MARKETS AND GROW YOUR BUSINESS

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The **Malaysian Timber Council** was established in 1992 to promote Malaysian timber-based products globally. The Council strives to ensure the continued development of the Malaysian timber industry by improving its competitiveness, enhancing market access and creating trade opportunities.

**NOTE:**  
As the dates of the fairs are subject to change by the organisers, industry members are advised to check with MTC to reconfirm the respective fair schedules.

# ACTIVITIES FOR 2017

Celebrating  
25 years of  
growth and  
collaboration in  
the Malaysian  
timber  
industry



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With 25 years of relentless effort, the Malaysian Timber Council (MTC) is continuously driving a wave of change in the promotion of the timber industry. From trade promotion to nurturing the timber sector and enhancing our global engagement for the Malaysian timber industry, MTC is well placed to galvanise various integrated strategies that will bring the Malaysian timber industry to the next frontier.

In celebrating this momentous milestone, our commitment to contributing to the growth of the industry, engaging with key stakeholders and connecting the wider network are revitalised – and so has our dedication to uphold MTC's vision and goals. Our anniversary logo and tagline - **"ENGAGE, CONNECT and GROW"** not only aptly reflect our endeavours over the past 25 years, but also embody where we are heading in the years to come.

Championing the nation's timber promotion, we have our fingers firmly on the pulse of the industry. We build mutually beneficial relationships with our stakeholders, thus strengthening the bond and connectivity between the Malaysian timber industry and the global market. This, in turn, has made us a force to be reckoned with in the industry.

Celebrating our achievements would not be possible without the support of our employees and the industry as a whole. We thank each of you for being an earnest part of MTC for the past 25 years. Together - here's to many more years of continued growth and success!

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# INTERNATIONAL TRADE FAIRS



## MALAYSIAN TIMBER PAVILION (MTC HQ) \*

Date	Event	Location	Type of Event	Products For Promotion
1 – 4 March	DelhiWood	Greater Noida, India	Exhibition on wood products and woodworking machinery	All timber products
27 – 29 April	AIA Expo	Florida, USA	Exhibition on construction materials and technologies	All timber products
23 – 27 May	TurkeyBuild	Istanbul, Turkey	Exhibition on building, construction materials and technologies	All timber products
29 Jun – 1 July	Sylvawood	Shanghai, China	Specialised exhibition on wood materials and wood products	All timber products
8 - 10 September	PHILCONSTRUCT	Mindanao, The Philippines	Exhibition on building and construction materials	All timber products

## MALAYSIAN FURNITURE PAVILION (MTC HQ) \*

Date	Event	Location	Type of Event	Products For Promotion
8 – 11 March	Malaysian International Furniture Fair (MIFF)	Kuala Lumpur, Malaysia	Exhibition on furniture and furniture fittings	Furniture
8 – 11 March	Export Furniture Expo (EFE)	Kuala Lumpur, Malaysia	Exhibition on furniture and furniture fittings	Furniture
12 – 15 September	Furniture China	Shanghai, China	Exhibition on furniture and furnishings	Furniture



\* Participation is open to industry members



# INTERNATIONAL MARKETPLACE



## MARKETPLACE PROMOTION (MTC HQ) \*\*

Date	Event	Location	Type of Event	Products For Promotion
12 – 14 April	Ecobuild Southeast Asia	Kuala Lumpur, Malaysia	Exhibition on building and construction materials	All timber products
19 – 22 July	Archidex	Kuala Lumpur, Malaysia	Exhibition on interior design, architecture, design & building trade	All timber products
25 - 27 August	CONSTRUCT	Colombo, Sri Lanka	Exhibition on building and construction materials	All timber products
October	NAWLA Traders Market	Chicago, USA	Specialised exhibition on wood products	All timber products
TBA	Terengganu International Timber Showcase (TIITS)	Kuala Terengganu, Terengganu	Exhibition on wood products	All timber products

## MARKETPLACE PROMOTION (MTC DUBAI) \*\*

Date	Event	Location	Type of Event	Products For Promotion
7 – 9 March	WoodShow	Dubai, UAE	Specialised exhibition on wood products and woodworking machinery	All timber products
25 – 28 April	Project Iran	Tehran, Iran	Exhibition on building and construction	All timber products
October	Saudi Build	Riyadh, Saudi Arabia	Exhibition on building and construction	All timber products



\*\* Participation by MTC HQ and its Regional Offices only but industry members are welcome to participate.

8 Group Participation

20 Marketplace

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# INTERNATIONAL MARKETPLACE

## MARKETPLACE PROMOTION (MTC LONDON) \*\*

Date	Event	Location	Type of Event	Products For Promotion
6 – 10 February	Bouwbeurs	Utrecht, The Netherlands	Exhibition on building and construction	All timber products
8 – 11 March	MADEExpo	Milan, Italy	Exhibition on architecture and building construction	All timber products
3 – 5 September	SPOGA + GAFA (joint participation with MTCC)	Cologne, Germany	Exhibition on outdoor furniture, garden accessories and sports equipment	All timber products, focus on garden furniture and outdoor accessories
18 – 20 October	Timber Expo	Birmingham, UK	Exhibition on all timber and wood products/applications	All timber products
6 – 10 November	Batimat	Paris, France	Exhibition on construction and architecture	All timber products

## MARKETPLACE PROMOTION (MTC BANGALORE) \*\*

Date	Event	Location	Type of Event	Products For Promotion
October	Index	Mumbai, India	Exhibition on interiors, architecture and design	All timber products
12-14 October	Mumbaiwood	Mumbaiwood	Exhibition on furniture production technologies, woodworking machinery, raw materials and products	All timber products



\*\* Participation by MTC HQ and its Regional Offices only but industry members are welcome to participate.



# INTERNATIONAL MARKETPLACE

## MARKETPLACE PROMOTION (MTC GUANGZHOU) \*\*

Date	Event	Location	Type of Event	Products For Promotion
14 – 17 March	15th China International Door Industry Exhibition (CIDE 2017) / The 3rd China Integrated Custom Home-Furnishing Exhibition	Beijing, China	Exhibition on door, windows, staircase and wall paneling	Builders, Joinery and Carpentry (BJC)
22–25 March	China International Building and Construction Trade Fair	Shanghai, China	Exhibition on building and construction	All timber products
28–31 March	CIFM/Interzum Guangzhou	Guangzhou, China	Exhibition on woodworking machinery and furniture production	All timber products
November	15th Fenestration China	Shanghai, China	Exhibition on windows and doors	Sawntimber and Laminated Scantling
November	39th Japan Home and Building Show	Tokyo, Japan	Exhibition on interior design and architecture	All timber products



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# MISSIONS

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## MINISTERIAL MISSIONS

Date	Location	Products For Promotion
February / March	India	All timber products
September	China	All timber products

## BUSINESS MATCHING MISSIONS

Date	Location	Products For Promotion
5 – 7 April	USA (in conjunction with IWPA 61st World of Wood Convention)	All timber products
TBA	Iran and Turkey	All timber products
TBA	Saudi Arabia	All timber products
TBA	Germany and France	All timber products
TBA	China	Laminated Scantling
TBA	Singapore	Sawntimber, Mouldings, Wooden Frame, Builders, Joinery and Carpentry (BJC)

## INBOUND SOURCING MISSIONS

Date	Location	Products For Promotion
8 – 11 March	India, Sri Lanka, Japan and other countries (in conjunction with MIFF & EFE)	Furniture
TBA	Europe, Middle East, India & China (in conjunction with TINTS)	All timber products
TBA	China (under Task Force China on Guangzhou & Sawntimber Subgroup)	Sawntimber







# MISSIONS

## JOINT MISSIONS WITH MATRADE

Date	Location	Products For Promotion
TBA	Dubai, UAE & Doha, Qatar	Timber products
TBA	Kazakhstan	Timber products
TBA	UK (Battersea & Ballymore construction projects)	Timber products

## TECHNOLOGY ACQUISITION MISSIONS

Date	Location	Products of Interest
22 – 26 May	Ligna, Hannover, Germany	Woodworking machinery, timber products
23 – 29 October	Mokkiten Japan with Wood EcoTec	Woodworking Machinery, Energy Saving and Environmentally Friendly Machinery

## RESOURCE AND BUSINESS MISSIONS

Date	Location	Species/Products to be Sourced
February	Sabah & Sarawak	Mix Light Hardwood and Meranti
May	Eastern Europe	Beech and Oak
July	Quebec, Canada	Maple and Cedar
November	Australia	Eucalyptus & Radiata Pine



20 Missions

# EVENTS

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## ROADSHOWS, SEMINARS, WORKSHOPS, LECTURES

Date	Events	Target Participants/Remarks
January/February	IAP and M&A Roadshows	Briefing on MTC's Import Assistance Programme and Consultation Study on Mechanisation and Automation Options in the Wood Industry
March, June, September	Timber Talk	Specifiers, architects, contractors, interior decorators, builders, developers and engineers
April	MTC Marketing Seminar	To provide latest updates on trends and developments and outlook for major regional markets to members of the Malaysian timber industry
July, August, September, October	MTC Talks on Cross-cutting Issues	To update members of the Malaysian timber industry on cross-cutting issues pertaining to market access, raw material supply, labour requirements, access to financing facilities by SMEs, shipping, insurance, taxes etc., that might affect business operation of wood-based companies
August	Seminar on New Products/ Technology	To disseminate information on new products/ technology to the Malaysian timber industry
November	International Conference on Wood Architecture	Provide current and appropriate information to local practicing architects on beauty of using timber and timber products for their projects
November	Workshop for University Students	Provide information on current timber projects and designs to the architecture students



- Marketing and Technical Advisory Services 
- Trade Enquiries 
- Market Intelligence 
- Seminars on Markets, "Green" Issues and Woodworking Technology 
- MTC Task Force Groups 
- Import Assistance Programme 
- MTC Wood Wizard 
- Market Surveys 
- MTC Supply Web 
- MTC Gallery 
- Technical Publications 
- Periodic Publications 
- Occasional Papers/Brochures 
- MTC Resource Centre 
- MTC Market Promotion Brochures 

# SERVICES BY MTC





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**MALAYSIAN TIMBER COUNCIL**

(Agency under the Ministry of Plantation Industries & Commodities, Malaysia)