

# Malaysia's Furniture Industry – Robust and Futuristic



(Photo: MTC)

The furniture industry in Malaysia continues to thrive in an increasingly competitive environment and it is one of the significant contributors to the nation's export earnings. Ranked as the third largest exporter of furniture in Asia and as the ninth in the world, Malaysia exports around 80 per cent of its "Made in Malaysia" furniture products to more than 160 countries globally.

To further enhance Malaysia's competitive edge in furniture exports and to create more value for our products, due emphasis has been given to design, which is fast becoming an important aspect of the furniture industry in Malaysia currently. Hence, in recent years, Malaysia's furniture industry has seen a shift from the Original Equipment Manufacturer model to Original Design Manufacturer (ODM) as well as Original Brand Manufacturer models. This shift has been necessitated by increased consumer interest in product customisation

and value adding.

To thrive in the new global economy, Malaysia targets to raise the ODM component of the furniture industry to 70 per cent by 2020. Success in the furniture industry demands that we fully harness the technological skills, modern machinery, and the essential arts in furniture design.

With strong supporting industries which manufacture fabric, leather, cushions, hardware and other accessories plus well-developed infrastructure, the Malaysian furniture manufacturing industry is poised to progress exceptionally well into the future.

Malaysian Furniture Industry's Assurance

- Reliability
- Contemporary and progressive designs
- Modern and flexible manufacturing capability
- Excellent customer service
- High quality products

- Competitive pricing
- Sustainable and legal timber
- Supply flexibility and accommodation to customers' requirements
- Good logistic support

The use of high-quality timber species and materials coupled with the application of high-tech manufacturing methods and designs further ensure the acceptance and admiration of Malaysian furniture internationally. With more than 2,500 tree species, Malaysia's forest showcases the country's vast variety of timbers that provide a vibrant natural colour palette for unbridled creativity in design. Each of these tropical hardwoods has its unique qualities, and they all season well and age gracefully without losing their underlying beauty.

To learn more about Malaysian timbers and timber species, check out MTC Wood Wizard or visit [www.mtc.com.my](http://www.mtc.com.my)