

# Malaysia draws up ambitious plan to expand market reach



**1** *Tropical hardwoods exported by Malaysia are a big draw for Indian furniture manufacturers.*

For the year 2019, the fairs identified by the Malaysian Timber Council (MTC) for participation with Malaysian manufacturers are DelhiWood for timber products and Furniture China in Shanghai for furniture.

MTC is also organising the inaugural Malaysian Wood Expo (MWE) in Kuala Lumpur from 19-21 November. The MWE, the first true coming together of top exhibitors in this part of the world, is jointly organised by MTC and Panels & Furniture Group of wood magazines.

Under marketplace promotion, MTC is targeting a total of 17 international fairs in various countries, such as the Malaysian International Furniture Fair and Export Furniture Exhibition (Malaysia), Buildex Vancouver (Canada), National Wood Flooring Association Expo (USA), Korea Build (South Korea), Interzum-Guangzhou (China), Japan Build Osaka (Japan), Bouwbeurs (The Netherlands), Batimat (France), Dubai Woodshow (UAE), World Build India (India) and Sri Lanka Wood International Expo.

#### Office in US

“These activities will be organised and coordinated by MTC personnel from MTC headquarters in Kuala Lumpur, as well as our regional offices covering Europe, West Asia, Africa, as well as East and South Asia,” said Mr Richard Yu, CEO of MTC.

He added that MTC will be opening an office

in the USA later this year to cover the markets in the Americas.

Besides market development and promotional programmes, MTC will also be organising a series of talks, seminars and conferences, such as the second edition of the Malaysian Timber Conference to be held in July in Kuala Lumpur.

To highlight some of the latest developments in the woodworking and wood processing technologies to Malaysian wood products manufacturers, a Technology Acquisition and Study Mission to Guangzhou (China) is also on the cards.

A Resource and Business Mission to Sweden and Finland for Malaysian wood-based manufacturers to source for Spruce and Pine is also in the works.

#### Promoting timber

The second edition of MTC's exchange programme of overseas suppliers and Malaysian importers and manufacturers will be organised in November, in conjunction with MWE 2019. Through this business-to-business matching event, overseas suppliers of timber raw materials are invited to meet with potential buyers and importers in Malaysia.

Richard said that in line with the task entrusted by Malaysia's ministry of primary industries (MPI), MTC has over the years organised the participation of Malaysian timber companies in timber and furniture pavilions, and marketplace promotional booths in renowned international trade fairs.

Regular publications and collaterals are also available to provide information on the latest updates in the Malaysian forestry and timber industry, as well as on green development in Malaysia.

The MTC was established in January 1992 with the mandate of leading the trade promotion and marketing of timber products and wooden furniture globally, since 1998 and 2012 respectively.

More information on MTC and its programmes and services is available at [www.mtc.com.my](http://www.mtc.com.my).