



## **MTC expects RM28 mln sales at Furniture China**

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KUALA LUMPUR, Sept 12 -- The Malaysian Timber Council (MTC) expects Malaysian companies participation at the 25th China International Furniture Expo (Furniture China) to record RM28 million sales, almost tripled of last year's RM10.92 million.

The expo that started on Sept 9 and ended today featured 19 furniture companies from Malaysia at the MTC's Malaysia Pavilion.

"China is an important market for Malaysia, and we need to boost our trade opportunities with our existing partners as well as enrich our business network circle by exploring new ventures," chairman Datuk Low Kian Chuan said in a statement.

Nevertheless, he called for Malaysian furniture manufacturers to innovate and stay abreast of all developments in the industry in order to be relevant and sought-after.

Meanwhile, the Ministry of Primary Industries Secretary-General Datuk Dr Tan Yew Chong, who leads the Malaysian delegation, said Malaysian companies need to analyse the market trends and anticipate future customers' preferences, including the furniture designs which incorporate lifestyle concepts to enhance Malaysia's competitive advantage.

"We need to explore further the trade and investment opportunities that Furniture China can offer the Malaysian furniture manufacturing sector," he said as quoted in the statement.

Last year, China was the seventh-largest importer of Malaysian wooden furniture, valued at RM254.3 million, an increase of 26.7 per cent from 2017.

Globally, Malaysia was the ninth-largest furniture exporter in the world in 2018.

Furniture China, one of the largest furniture exhibitions in Asia, serves as an important platform to boost business and attract buyers, not only from China but also countries such as the United States, Canada, United Kingdom, South Africa, Spain, Japan, France, India and Italy.

More than 200 brands from 29 countries and regions showcased their products at the expo with newcomers from New Zealand, Greece, Spain, Portugal and Brazil.

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