

Getting the best of Furniture China

KUALA LUMPUR: Furniture China 2019, which is also known as the 25th China International Furniture Expo, is one of the largest furniture exhibitions in Asia. With a total floor space of over 350,000 square metres, Furniture China is known to attract some of the world's finest industry-related exhibitors and buyers to China's shores. The Malaysian Timber Council (MTC) has maintained a strong and consistent presence over the years at this expo as China is an important market for Malaysian furniture.

In 2018, China was the seventh largest importer of Malaysian wooden furniture valued at RM254.3 million which was a 26.7 percent increase from 2017. MTC has been organising group participations comprising local furniture manufacturers to Furniture China for the past five years. This year, 19 furniture companies are exhibiting their products in MTC's Malaysia Pavilion.

Spanning across 942 square metres of space, the pavilion showcases a variety of products such as dining, children, living room and bedroom furniture from Malaysian furniture manufacturers.

Also, on display are occasional furniture, particleboard cabinets as well as sofa and upholstered furniture. The fair serves as an important platform to boost business as it not only attracts serious buyers from China but also other international buyers from countries such as the United States, Canada, United Kingdom, South Africa, Spain, Japan, France, India and Italy. The magnitude of this fair and the considerable business it generates for Malaysian furniture manufacturers prompted the secretary-general of the Ministry of Primary Industries Datuk Dr Tan Yew Chong to lead a delegation comprising MTC's officials to Furniture China.

Accompanying him on the visit were MTC Chairman Datuk Low Kian Chuan, several MTC trustees and MTC CEO Richard Yu. Though Malaysia has established itself as a trusted, reputable furniture trading partner with its high-quality products and prompt delivery globally, tapping into potential markets should always be a priority.

In 2018, Malaysia was the ninth largest furniture exporter in the world. "We need to further explore the trade and investment opportunities that Furniture China can offer the Malaysian furniture manufacturing sector. We also need to analyse the market trends and anticipate future customers' preferences, including the furniture designs which incorporate lifestyle concepts in order to enhance Malaysia's competitive advantage," said Tan.

He also applauded MTC for its efforts in organising the Malaysia Pavilion. Last year, the Malaysian furniture manufacturers at MTC's pavilion recorded sales of RM10.92 million and this year's sales is expected to be RM28 million. - Bernama