

MALAYSIA - USA "DOING BUSINESS IN THE USA"



Malaysian Representative

Mr Wong Kah Cane
Deputy CEO
MTC



Moderator

Mr Chow Khoon Liam
Regional Head
MTC Americas

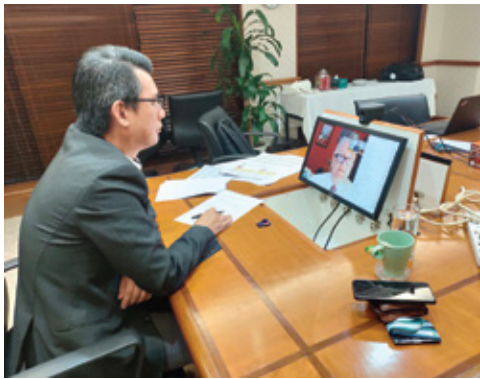


American Representative

Mr Alfred L. Bolton
Managing Partner
High Point Exhibitions, Inc



PANDEMIC SALES BOOM



KUALA LUMPUR (29 SEPTEMBER 2020): There has never been a far better time for Malaysia to further penetrate the US market with its wooden furniture. The sales in furniture has been up by 22% in September this year compared to the previous month. By year-end, should the US economy show signs of recovery, sales of home furnishing may exceed USD114 billion.

This spells opportunity for Malaysia said MTC Deputy CEO Mr Wong Kah Cane to Mr Alfred Bolton,

Managing Partner of High Point Exhibitions and Mr Michael Waggoner, President and CEO of American Furniture Connection LLC as they shared their views on the prospects that await Malaysian furniture manufacturers.

"The most sought-after furniture product in the US now is bedding as more people are staying home longer, spending more time in bed and some are even working on their beds. There is also demand for outdoor furniture as many Americans are converting their outdoors into living spaces," said Bolton.

Demand for home office furniture is on the rise as many employees are operating from their homes. Furniture Today's survey findings indicated that there will be continued growth for home office furniture with increased online purchases.

MTC organised a virtual dialogue today to discuss the High Point Market exhibitions. Malaysia has long established itself as a reputable supplier of furniture in the US. Moderating the dialogue session was Regional Head of MTC Americas Mr Chow Khoon Liam.

