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October 28, 2021 -Thursday

Versi B. Malaysia

Press Releases



SHOWCASING MALAYSIAN TIMBER PRODUCTS VIA "TIMBEREALITY"

Wednesday 27/10/2021

MTC's virtual gallery connects international buyers to high quality Malaysian timber product manufacturers

KUALA LUMPUR, Oct 27 (Bernama) -- The Malaysian Timber Council (MTC) is charting another milestone with the set-up of TimbeReality, a virtual gallery for the wood-based industry to embrace digitalisation and showcase their products in near real life with 360° virtual reality experience.

The programme was launched by YB Datuk Hajah Zuraida Kamaruddin, Minister of Plantation Industries and Commodities today at the Everly Hotel, Putrajaya in conjunction with the #KeluargaMalaysia: Minggu Agrikomoditi 2021@ MyKomoditi 2021, an online programme organised by the Ministry of Plantation Industries and Commodities (MPIC).

This leading-edge initiative by MTC aims to bring the Malaysian wood-based industry into the next dimension. Buyers from across the globe can be connected to the Malaysian wood-based industry members and discover the high-quality products that Malaysia can offer all year round.

To date, a total of 41 wood-based companies have registered their participation in this programme. Each company has their very own showroom, facade and interior to showcase their products as well as their current production line in 3D virtual format. MTC provides financial incentive for manufacturing companies to participate in the TimbeReality. This programme is developed in collaboration with LokaLocal.

The timber industry has remained resilient despite the challenges brought about by the COVID-19 pandemic. In the first seven months of this year, exports of timber and timber products have increased by 9.8% to RM12.9 billion compared to the corresponding period in 2020. This makes timber the third largest commodity sector after oil palm and rubber in contributing to the country's export revenue. TimbeReality is among the many programmes and activities by MTC to ensure that the timber industry remains one of the country's major export earners.

About the Malaysian Timber Council

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry globally. MTC's main objectives are to promote the Malaysian timber trade and develop the market for timber products globally, to promote the development of the industry by upgrading the industry's manufacturing technology base, to augment the supply of raw materials, to provide information services and to protect and improve the Malaysian timber industry's global image. Further information on the Council's activities can be obtained from www.mtc.com.my.

Please click on the link below for picture of MTC CEO Tuan Muhtar Suhaili:
<http://mtc.com.my/i/corporate-mt-CEO.jpg>

Issued by the Malaysian Timber Council

Source: Malaysian Timber Council

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