



MALAYSIAN 马来西亚家具资讯

FURNITURE NEWS

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may 2015

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EXCLUSIVE
特别报道



EXPORT FURNITURE
EXHIBITION

9th - 12th | KLCC
Mar 2016 | KUALA LUMPUR
CONVENTION CENTRE,
MALAYSIA

www.efe.my

FINE FURNITURE WORLD MARKET



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EFE 2016 TO COINCIDE WITH CHINA INTERNATIONAL FURNITURE FAIR (CIFF GUANGZHOU) AND ASEAN FURNITURE SHOWS

(EFE 2016 scheduled on March 9-12, 2016 is a strategic solution for buyers to optimise their time in the regional furniture show circuit)

Breaking away from the traditional show dates held during the first week of March, EFE 2016 is poised to shake up the Asian furniture show circuit with the changing of its schedule for next year from March 9 to 12, 2016.

The bold and strategic move will put EFE 2016 closer to the prominently attended furniture show in Guangzhou – China International Furniture Fair (CIFF) and the ASEAN Fairs.

The decision was endorsed by the Malaysian Furniture Council (MFC) in response to the request by majority of its exhibitors and members followed by the careful deliberation and consultation with the industry and show organizer EFE Expo Sdn Bhd.

EFE 2016, the 12th annual series, will be just ahead of the China International Furniture Fair (CIFF) in Guangzhou, as well as the ASEAN Fairs – IFFS

Singapore, IFFINA Indonesia, VIFA-EXPO Vietnam, PIFS Philippines, TIFF Thailand & IFEX Indonesia.

The new dates will close the gap between EFE, the CIFF Show and the ASEAN countries shows. It will significantly shorten a buyer's duration of visiting the entire furniture fairs circuit to just one and half weeks as against the original period of more than two weeks previously. Buyers will benefit tremendously through savings of precious time and money.

EFE Expo sees the bold move as a paradigm shift and for the convenience of buyers.

"With the change, we hope to better align our activities towards achieving the strategic growth objectives in attracting more buyers with shorter convenient sourcing trips for them. It is new bold way forward for EFE 2016," said the organizer.

与广州及东盟家具展紧密衔接 EFE 2016 宣布翌年新展期

马来西亚家具总会宣布2016年出口家具展 (EFE 2016) 定于3月9日至12日举办, 新展期与及东盟多国举办的家具展衔接紧凑, 有利于吸引更多海外买家观展, 厂商也更能扩展市场。

以往出口家具展皆落在每年三月的首个星期, 惟明年出口家具展的展期将作出调整, 主要是为了与中国 (广州) 国际家具博览会及东盟各地同期举办的家具展相互衔接, 缩短海外买家到各地观展的时间。

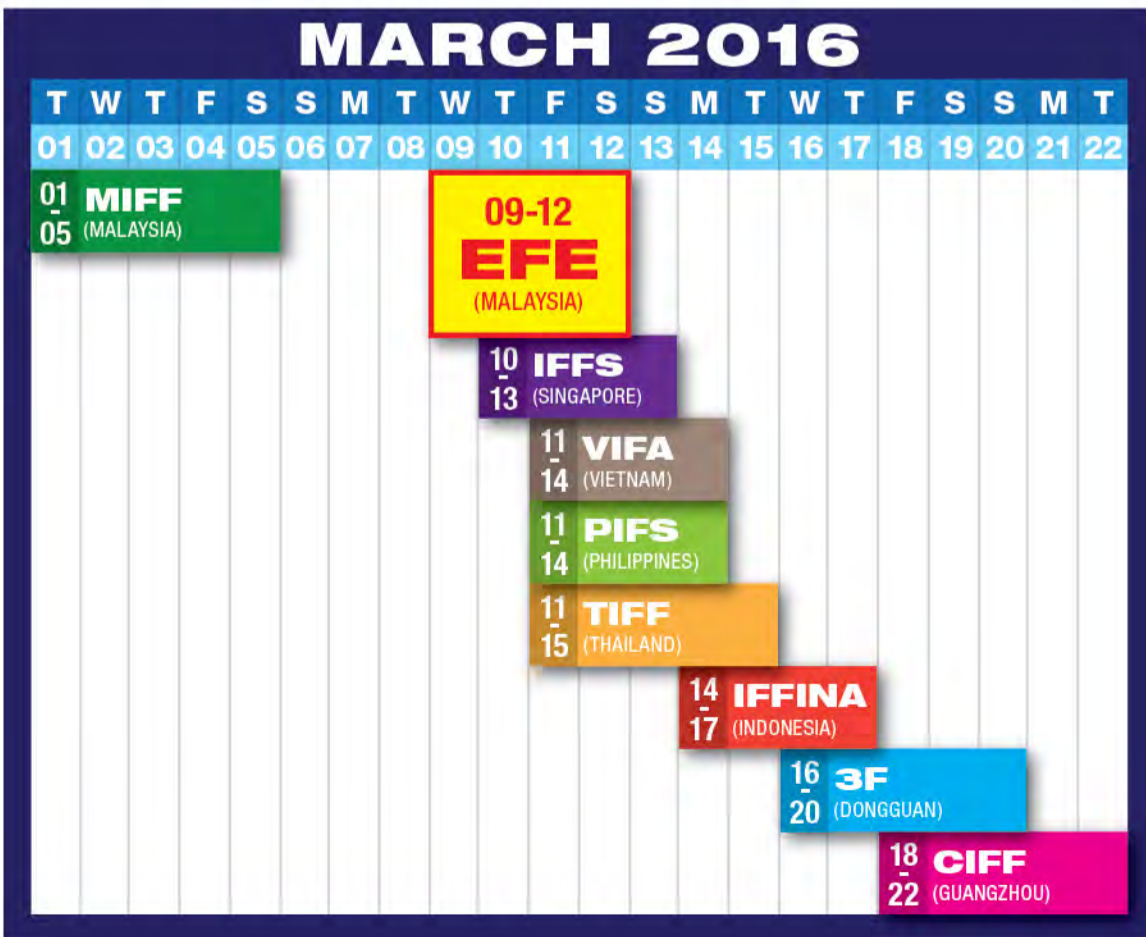
过去海外买家参观亚洲各地的展览需耗时两个星期, 相信这次只需1个星期半的时间, 买家们就能完成观展任务, 此举为他们省下不少金钱和时间。

据悉, 这期间在亚洲各地举办的多项大型国际家具展, 包括

国际名家具 (东莞) 展览会、中国 (广州) 国际家具博览会、新加坡家具展 (IFFS)、印尼国际家具和手工艺展 (IFFINA)、越南国际家具及室内家居配件展 (VIFA-EXPO)、泰国国际家具展暨室内装潢设计展 (TIFF)、菲律宾国际家具展 (PIFS) 及印尼国际家具生产设备材料展 (IFEX)。

马来西亚家具总会与主办当局及业界经过多次协商及磋商, 并在各参展商多次要求下, 广泛征询各方意见后才作出这个决定。

主办当局表示, EFE 2016在展期上作出调整后, 希望能够吸引更多买家, 达致策略发展目的的同时, 协助参展商开拓更多的海内外商机, 并有利于展会做大做强, 达致双赢, 迈向成功。



EXPORT FURNITURE EXHIBITION (EFE) 2015..... ANOTHER RESOUNDING SUCCESS AT KLCC!

Buyers flocked to one of Southeast Asia's leading furniture fairs when the 11th Export Furniture Exhibition (EFE) opened on Wednesday (4 March 2015), to kick off the buying season in Asia.

Yang Berhormat Datuk Amar Douglas Uggah Embas, Minister of Plantation Industries and Commodities, Malaysia, officiated the annual show that brought together 245 exhibitors from Malaysia, Asia and ASEAN region in one of the most attractive trading platforms in the global furniture industry.

The performance of the four-day EFE 2015 held from March 3-7 registered a strong turnout of 8,321 trade visitors from 128 countries. Of the total, 3,732 were foreign buyers from emerging regions and the strong traditional markets of United States, India, Australia, Singapore and Japan. This represents an increase of 6.7% in visitor countries from last year.

The total exhibitor participation increased by 6.5%, while foreign exhibitor participation shot up significantly by 33% as compared to EFE 2014. Despite the sluggish global economic environment, EFE 2015 posted sales of USD\$670 million, yet another year of resounding success.

The exhibition is organized by EFE Expo Sdn Bhd., a wholly-owned company of the newly merged organization -Malaysian Furniture Council (MFC), a merger between Malaysia's two largest furniture Associations - Malaysian Furniture Industry Council (MFIC) and Malaysia Furniture Entrepreneur Association (MFEA). An exhibition by the industry for the industry,

The fair covered over 22,000 square meters at the Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention facility.



2015年馬來西亞出口家具展圓滿落幕

看准了东南亚地区最炙手可热的家具展，国内外买家于3月4日（星期三）第11届马来西亚出口家具展（EFE 2015）开展首日，涌入并展开一轮的选购热潮。

马来西亚種植及原產業部長拿督斯里道格拉斯受邀主持这场年度展览。此展会吸引245家来自亚洲、东南亚及国内的厂商，在这全球家具业其中一个最令人瞩目的交易平台参展。

此次的出口家具展吸引8千321名来自全球128个国家的8千400名的访客，其中3千732为国际买家。他们除了来自传统市场如印度、新加坡、美国及日本外，其中不乏新兴市场的买家。

与2014年比较，今年的参展单位增加了6.5%，到访国家数量增加6.7%，国外参展商也高出33%。

尽管全球经济尚不明朗，出口家具展创下6亿7千万美元成交额的漂亮成绩，为这场位于吉隆坡会展中心的国际展览写下完美句号。

出口家具展于吉隆坡会展中心（KLCC），占地2万2千平方公尺的展馆举行。此展览是由马来西亚家具工业总会（MFIC）与马来西亚家具同业联合总会（MFEA）近日合并而成的新组织——马来西亚家具总会呈现，并由马来西亚出口家具展私人有限公司（EFE EXPO SDN BHD）主办。

EXPORT FURNITURE EXHIBITION (EFE) POST SHOW REPORT 2015

2015年出口家具展展会报告

	2015	2016 (EXPECTED 预期)
Local Visitors 本地访客	4,589	5,048
Foreign Visitors 海外访客	3,732	4,105
TOTAL 总共	8,321	9,153
No. of Country 国家	128	130
Total No. of Exhibitors 总参展商人数	245	270
Total No. of Foreign Exhibitors 海外参展商	36	40
Total Export Sales Generated 总出口销售额	USD \$670MIL 6亿7千万美元	USD \$740MIL 7亿4千万美元

TOP 20 VISITOR COUNTRIES

首20个访客国家

NO.	COUNTRY 国家
1	SOUTH AFRICA 南非
2	CANADA 加拿大
3	USA 美国
4	CHINA 中国
5	HONG KONG SAR 香港
6	INDIA 印度
7	JAPAN 日本
8	KOREA 韩国
9	TAIWAN ROC 台湾
10	RUSSIA 俄罗斯
11	UK 英国
12	ALGERIA 阿尔及利亚
13	SAUDI ARABIA 沙地阿拉伯
14	UAE 阿联酋
15	AUSTRALIA 澳洲
16	INDONESIA 印尼
17	PHILIPPINES 菲律宾
18	SINGAPORE 新加坡
19	THAILAND 泰国
20	VIETNAM 越南

*List is not in ranking order. 排名不分先后。

INTERNATIONAL VISITORSHIP BY REGION %

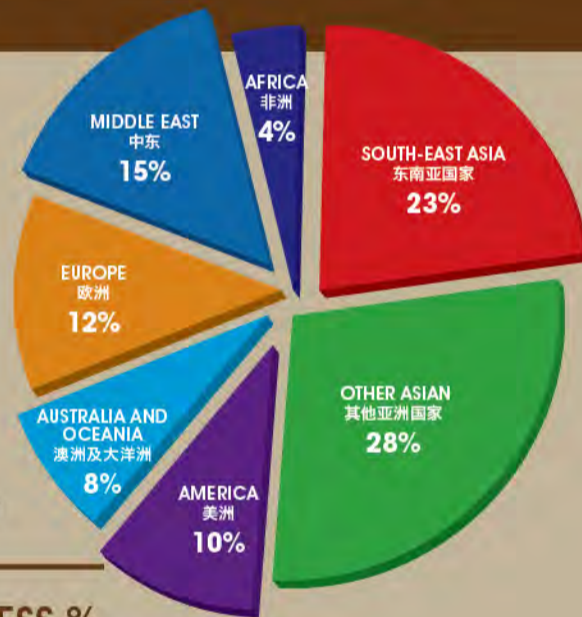
国际访客 (根据地区 %)

SOUTH EAST ASIA COUNTRIES:

Brunei, Cambodia, Indonesia, Laos, Myanmar, Philippines, Singapore, Sri Lanka, Thailand, Vietnam

东南亚国家:

文莱、柬埔寨、印尼、老挝、缅甸、菲律宾、新加坡、斯里兰卡、泰国、越南

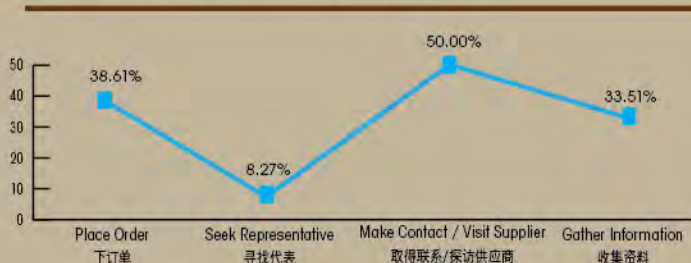


VISITORSHIP BY NATURE OF BUSINESS %

访客 (根据行业类型 %)



*Percentage add up more than 100% as this is a multiple choice question. 由于是多选项题目，上述百分比总计超过100%



*Percentage add up more than 100% as this is a multiple choice question. 由于是多选项题目，上述百分比总计超过100%

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MESSAGE FROM THE PRESIDENT

The furniture sector is one of the few industries in Malaysia that can proudly stand out for its products as truly "Made-in-Malaysia". This is attributable to the fact that the Malaysian timber raw materials, especially rubber wood, are sourced locally by Malaysian furniture producers. Compared to some of major exports in the form of crude or semi-finished products, we managed to export our furniture as end-user products.

For more than two decades, the Malaysian furniture industry has commendably thrived because of its strong downstream sector. Today, Malaysia is among the world's 10 furniture exporters. In the first nine months of last year, furniture manufacturers contributed some RM5.9 billion to the nation's total export earnings.

The global furniture market is expected to grow between 3% and 5% annually over the next five years. With market gravity shifting towards the Asia Pacific region, Malaysian furniture manufacturers can look forward to enjoying a much larger slice of the market share. Against such backdrop, the outlook for the Malaysian furniture industry is certainly bright.

The merger of the two national-level organisations -- the Malaysian Furniture Industry Council (MFIC) and the Malaysian Furniture Entrepreneur Association (MFEA) -- last year is a positive development for the industry. Through the merger, a new entity known as the Malaysian Furniture Council (MFC) was set up on 20th September 2014. By consolidating the views and strengths of all industry players, the Council can now embark on a long-term, holistic approach to enhance the future development of the industry.

The Council's founding president and committees see the industry's future direction in a different perspective: that is, going beyond the current state of thriving and prosperity, the real challenge is about how to share the success of the industry with all Malaysians, regardless of ethnic backgrounds and geographical locations. In return, the Council wants the responsibility to safeguard the industry and to improve our global position to be shared by all Malaysians, from both the private and public sectors.

Going forward, we have conceptualized a five-year plan known as Furnishing Malaysia with Exciting Diversity and Unlimited Opportunities (2016-2020).

On that note, I urge every member of the MFC to extend their fullest cooperation towards ensuring the successful implementation of the programmes outlined for the five-year plan.

“

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我谨此要求会员们全力与总会合作，以确保5年计划得以成功实行。

”

Chua Chun Chai
President, Malaysian Furniture Council
马来西亚家具总会会长蔡春才



会长献词

家具业可以说是属于“大马制造”的行业，主要因为家具制造商采用国内木材，尤其是橡胶木，以生产高品质产品。

除了原材料及半成品外，家具业的出口商品也包括家具及木制品等终端用户成品。

在过去20年内，有赖于下游行业在过去20年内表现强劲。家具制造商在2014年的出口额达到73.55亿令吉，让大马成为全球10大家具出口国之一。

随着全球家具市场在未来5年内预料成长3%至5%，亚太区的成长迅速领先全球其他地区，本地家具制造商放眼抢占更大的市场占有率及份额。

马来西亚家具工业总会及马来西亚家具同业联合总会，于2014年9月20日正式合并，命名为马来西亚家具联合总会，有助于家具业继续蓬勃发展与壮大。

在结合国内业界同行的及力量后，总会将朝向长期及全面性方向改进。

除了展望本行业能够更上一层楼的同时，真正的挑战是如何将家具业所取得成就，与不同种族及区域的人民共享，同时维护家具行业，提高本行业在全球所居位置。

为此，我们订下的5年计划命名“打造多元色彩和商机无限的马来西亚家具业（2016-2020）”。

我相信只要持着正确的观念以及在获得全体家具业者肯定下，我们一定能够达成目标，在未来年内把整个行业带上另一个高峰。

我谨此要求会员们全力与总会合作，以确保5年计划得以成功实行。

马来西亚家具业可持续性发展蓝图

(打造多元色彩和商机无限的马来西亚家具业：马来西亚家具总会5年计划2016-2020)

刚成立的马来西亚家具联合总会推出5年计划，冀在未来日子里将家具业推向全新的另一个高度。

为此，家具业者要有抱有长远眼光，懂得抓紧机会推出更有品质及创意产品，在科技上也要不断推陈布新，在良好的管理机制及加强人力资源培训下，本地家具业能在全球激烈竞争的市场上脱颖而出。

总会定下主题为“打造多元色彩和商机无限的马来西亚家具业”的5年计划，将于今年最后一季敲定，预料将于2016年正式公布。

1. 在传统市场中重新启动

传统上，我们在出口方面高度倚赖发展国家的市场，如北美、日本、澳洲及欧洲。近年来，我们在这传统市场的表现差强人意。

英国作为第五大家具出口国——市场占有率在过去6年内萎缩约45%。数位总会代表在大马木业理事会的安排下前往英国展开市场调查，证实市场流失，显然与本地业者在创新及设计方面，无法迎合消费者口味及分销趋势的变化有关。为此，总会今年在吉隆坡会展中心主席举办的马来西亚出口家具展设立英国展览馆，展示适合英国市场的优质家具，吸引到访家具展的英国买家，籍此希望在3年内在英国能够达到50%的市场占有率。

在英国，橡胶木被列為硬木，总会建議將橡胶木包装取名为人工种植的“HEVEA 硬木”，同时告诉消费者橡胶木属于人工种植的新伐硬木，籍此提高我国家具業的價值及聲望。

2. 新兴市场的策略协调

在中国及印度的带动下，新兴经济将是最大的市场。两国人民急速增强的购买力，将导致两地家具市场飞跃般成长。从2010年至2013年，中国家具批发与零售商以每年平均41%的速度增长；印度目前有逾3亿名中收入者的年收入，购买力是直追西方人；另外，从2007年至2012年，邻国印尼在家具方面的消费，平均每年以惊人的12%成长。总会将寻求新策略，如通过政府与政府（G2G）的途径渗入这些崛起的大市场。

3. 促进多元性的竞争优势

家具制造商应该透过多元种族、语言及文化，加强设计及市场网络方面的竞争优势。抢滩中国、印度、印尼以及阿联酋等中东市场。理事会将加强与政府部门及相关机构紧密合作，鼓励更多不同种族背景，包括巫裔、印裔以及砂沙的土著的加入家具行业。理事会将制定创新机制，让新加入者与位于檳城、麻坡、巴生及双溪毛糯等家具制造者供应链取得联系，并在东海岸及东马发掘新的家具制造商。从一个马来西亚文化与习俗取得灵感，我们也可以在家具的设计及功能上创建新的生机，在全球市场中塑造属于我们独特的品牌。

4. 提高原材料的可持续发展与多样化

基于对橡胶木的依赖，总会将与大马木业理事会、州政府及其他单位合作，确保国内橡胶木在合理价格及品质保证条件下持续获得供应。首要任务包括在采伐和补植计划上有更好的管理、共享在供应与需求更透明与全面的信息、检讨橡胶木的出口配额，以及更有效的执行力。我国拥有各种丰富的木料资源，消费者的消费行为也越来越大胆。为消费者提供更多的选择，让大马家具业成为他们的首选。

5. 寻求工艺与手工艺的平衡

在现代科技与管理技巧上作出正确的投资，能够某程度上减少对外劳的依赖。理事会鼓励会员参与管理训练如5S及LEAN，以减少废料及无生产力的工作。在机械化和自动化的过程，我们将协助面对技术或财务困难的会员与现有的资源与合适的机构取得联系。理事会将向政府反映我们在技术上面对局限的问题。在家具业，高价值的手工艺不能被机器取代。理事会强烈要求政府为在家具业就职的年轻人提供奖励，同时允许外籍劳工填补所需的空缺。

我们将研究及向政府提议更公平及可行的机制，以解决外劳短缺的问题；引进外劳的替代方案可按出口额分配；以出口额来分配外籍劳工作为替代条件；拨回部分已缴交的外籍劳工税，用于训练本地员工及其他发展计划；在申请、更新上减少官僚及滥权；严厉取缔非法外劳；让家具业可申请孟加拉籍外劳。

6. 为小型业者及社区提供服务

中小型业者是家具业的支柱。理事会重申维护小型业者的权益，为他们提供可负担及可通达的平台以扩展其业务，其中包括各种训练以及展览，如出口家具展。

为了履行企业社会责任，总会拟通过按照机制，让理事会及会员从营业净利中拨出特定固定部分作为慈善用途，该项计划将有助于促进多元种族在教育、业务及社会生活上的合作关系。

ROADMAP TO INDUSTRY SUSTAINABILITY AND A BETTER FUTURE

(Malaysian Furniture Council aims to heighten industry status with 5-Year Plan (2016-2020) themed: Furnishing Malaysia With Exciting Diversity and Unlimited Opportunities)

The newly formed Malaysian Furniture Council has conceived a five-year plan aimed at taking the industry to greater heights in the future.

Hence, the industry needs to seize the opportunities by offering higher quality and more innovative products. This can be achieved through cohesive public and private sector initiatives by improving technology, better management and skilled human resources towards gaining a competitive edge in the global marketplace.

With its theme, "Furnishing Malaysia With Exciting Diversity and Unlimited Opportunities", the five-year plan will be finalised later this year and is expected to be rolled out in 2016. Among the key aspects are: -

1. RENEWED EFFORTS IN TRADITIONAL MARKETS

Traditionally, Malaysian furniture exports had relied heavily on developed economies such as North America, Japan, Australia and Europe. However, in recent years the performances in some traditional markets have been unsatisfactory. External factors, such as the financial crisis and regional trends, form part of the reasons. A recent market research mission, organised by the Malaysian Timber Council, to the United Kingdom revealed the contributing factors on the shrinkage of our market share by 45% over the past six years. The significant market loss was due to the failure of our industry players to innovate and redesign their products to suit the UK's changing requirements, consumer taste and distribution trends.

Taking cue from the findings, MFC promptly addressed the issue by setting up a UK Pavilion at the recent EFE 2015 held from 4 March – 7 March 2015 at KLCC. Showcasing high quality furniture suitable for the UK market, we hope to regain the UK's market share by 50% within three years.

Additionally, there is a need to rebrand rubberwood as "Hevea Hardwood" due to the discerning demand and taste of UK consumers. Educating and enhancing consumer awareness on the beauty, strength and environmental-friendly rubberwood remains pertinent for it to move up the value chain.

2. COORDINATED STRATEGIES FOR THE EMERGING MARKETS

The greatest market opportunities lie in the emerging economies, especially China and India. The increasing purchasing power of the Chinese and Indians has driven the furniture market there to develop by leaps and bounds.

From 2010 to 2013, the sales value of large wholesalers and retailers in China grew at an average annual rate of 41%. In India alone, there are now already some 300 million middle-income earners with purchasing behaviours equivalent to consumers of the western countries. Meanwhile, Indonesia also saw tremendous increased furniture spending at 12% annual rate from 2007-2012.

MFC is exploring new strategies and G2G possibilities to secure a larger slice in these highly populated and emerging markets.

3. PROMOTING DIVERSITY AS COMPETITIVE EDGE

Malaysian furniture producers should leverage on our multiracial and multicultural diversity as a competitive edge, in terms of design and marketing network. The huge potential of China, India, Indonesia and the UAE as well as some other Middle Eastern markets.

Fostering of closer cooperation with government ministries, agencies and GLCs to encourage new entrants from more diverse ethnic backgrounds, including those from Sarawak and Sabah, will be made to boost the industry.

The Council will formulate innovative mechanisms to connect new entrants with supply chains in the existing furniture production clusters in Muar, Klang, Sungai Buluh and Penang, etc, as well as to develop new production clusters in the East Coast and East Malaysia.

By drawing inspiration from the 1Malaysia cultural pool and habits, we can create a new lease of life to our furniture design and functionality, and craft a unique branding of our own in the world market.

4. IMPROVING SUSTAINABILITY AND VARIETY OF RAW MATERIALS

MFC will collaborate with the Malaysian Timber Industry Board, state governments and other parties to ensure a sustainable supply of rubberwood at reasonable pricing and quality.

Priority will be given to ensure better management of harvesting and replanting schemes, sharing transparent and comprehensive data about supply and demand, review on the rubberwood export quota and effective enforcement.

In addition, the Council's 5-year Plan will focus on experimenting and promotions of other sustainable sources of timber, including acacia wood, as raw material for furniture manufacturing.

5. STRIKING A BALANCE BETWEEN TECHNOLOGY AND WORKMANSHIP

Investments in modern technology and innovative management techniques that help reduce dependence on foreign labour are encouraged. The Council will encourage its members to participate in latest training programmes such as 5S and lean management techniques.

The Council strongly urge the government to provide incentives to encourage higher participation of local youths towards building a stronger foundation for the furniture industry in the future.

A proposal will be submitted to the government on the practical and fairer mechanisms to address the shortage of foreign labour. These will include allowing longer permit duration; introducing alternate criteria of allocating foreign labour based on export value; ploughing back part of the Foreign Worker Levy contribution into the industry; reducing bureaucracy and power abuse in the process of application, renewal and replacement of workers; effective enforcement against illegal foreign workers; and extending the eligibility to hire Bangladeshi workers into the furniture industry.

6. SERVING SMALL PLAYERS AND THE SOCIETY

Small-and medium-sized players form the backbone of the furniture industry. The Council is committed to safeguard the interests of the small players and to provide them with accessible and affordable platforms to grow their businesses, including training and participating in exhibitions such as EFE.

The furniture industry will strive to uphold a high level of corporate social responsibility programmes during crisis and normal times. In addition, consideration will be given to a mechanism for the Council and its members to allocate a fix portion of net profit for charitable and noble causes, particularly programmes that promote multiracial partnerships in education, business or societal improvements.



Malaysian Furniture Council

MFC GOVERNING COMMITTEE (2014/2016)
马来西亚家具总会理事会(2014/2016)



PRESIDENT
EFE DIRECTOR
CHUA CHUN CHAI
蔡春才 总会长
 HUP CHONG FURNITURE S/B



DEPUTY PRESIDENT
署理总会长
ANDY NG YOU CHOON
黄有光
 INTER MULTI FURNITURE S/B



VICE PRESIDENT
EFE ADVISOR
JAMALUDDIN BIN CHE MURAD
副总会长
 ZONE FURNITURE INDUSTRIES S/B



VICE PRESIDENT
EFE ADVISOR
CHA HOO PENG
谢和平 副总会长
 KEN YIK FURNITURE INDUSTRY S/B



VICE PRESIDENT
副总会长
KOH CHON CHAI
辜春材
 GENTING KEKAL S/B



VICE PRESIDENT
副总会长
DATO SHAM JU MENG
拿督覃裕明
 RUSTICA FURNITURE S/B



VICE PRESIDENT
EFE DIRECTOR
SUNNY TER SOON PENG
戴春平 副总会长
 TAWEI (M) S/B



VICE PRESIDENT
副总会长
NELSON TAN MENG SENG
陈明成
 JUKRAF FURNITURE S/B



SECRETARY GENERAL
EFE DIRECTOR
RICHARD KO LIANG JOO
许焯裕 总秘书长
 IB SOFA S/B



DEPUTY SEC GEN
副总秘书长
POH LEONG YAH
傅良亚
 INTERGO FURNITURE S/B



TREASURER
EFE DIRECTOR
CANDICE LIM LE LAN
林丽兰 总财政
 DEEP FURNITURE S/B



COMMITTEE MEMBER
理事
ERIC LEE
李光森
 LSK MATTRESSWORLD S/B



COMMITTEE MEMBER
理事
DATO EDMOND CHEW
拿督周嘉昌
 GOODNITE S/B



COMMITTEE MEMBER
理事
ENG CHONG YEU
黄宗佑
 TKL GALLERY GROUP S/B



COMMITTEE MEMBER
理事
ONG CHONG KIONG
黄从忠
 SIMWOOD PRODUCT S/B



COMMITTEE MEMBER
理事
NEO CHEE KIAT
梁志杰
 SIN WEE SENG INDUSTRIES S/B



CHARTER MEMBER (PEKA)
理事
HAJI HANAFEE YUSOFF
 PRIYAKIN S/B



CHARTER MEMBER (Terengganu)
理事
PAUL CHNG
 ECS TIMBER ENTREPRISE



CHARTER MEMBER (Kedah)
EFE DIRECTOR
CHONG WEE WEN
张博文 理事
 GREEN NATURAL RESOURCES S/B



CHARTER MEMBER (Kelantan)
理事
CHAU YOKE CHUN
邹一全
 IDEAL FURNITURE & RENOVATION WORK S/B



CHARTER MEMBER (Melaka)
理事
YEOW TEE YEAN
姚智贤
 ZENTEX MARKETING S/B



CHARTER MEMBER (Pahang)
理事
ALBERT CHAN AH KOW AMP
陈奕吉
 SHIN HUAT HIME FURNITURE S/B



CHARTER MEMBER (Penang)
EFE DIRECTOR
NGAI CHIN SOON
赖金顺 理事
 ENSOON TIMBER INDUSTRIES S/B



CHARTER MEMBER (Perak)
理事
WOONG SUN MING AMP
黄树鸣
 PERNIAGAAN SERN- SERN S/B



CHARTER MEMBER (Perlis)
理事
GOH YAM HUAT
吴炎发
 PERDAGANGAN PERABOT HUAT



CHARTER MEMBER (Sabah)
理事
SHARON TSANG SIU LAN
曾小兰
 WORLD TREND GARDEN FURNITURE S/B



CHARTER MEMBER (Sarawak)
理事
LAI KING MING
赖庆明
 CHUAN MING S/B





The installation ceremony of MFC new committee members witnessed by Dato' Sri Douglas Uggah Embas
马来西亚总会新任委员在道格拉斯的见证下宣誓就职。

A CROWDED AND JOYOUS GRAND DINNER SUCCESSFULLY HELD

A grandeur ceremony was held in the Grand Ballroom of Doubletree by Hilton during the Malaysian Furniture Council Dinner and Inauguration of New Board of Governing Committee Meeting.

This is the first grand celebration after the merging of Malaysian Furniture Industry Council and Malaysia Furniture Entrepreneur Association, marks an important milestone for the forward development and enhancement of the Malaysian Furniture industry.

By night fall, the dinner was participated by more than 600 furniture industry representatives from ASEAN nations and throughout the country.

The industry players met and deliberated on matters pertaining to the regional furniture industry during the day. However, it was a night of celebration and merriment among local and international players at the MFC Dinner.

The arrival of the AFIC council members in KL was marked by an intimate welcome dinner hosted by the Malaysian Furniture Council. It provided an excellent networking opportunity for all present and be reacquainted while feasting on sumptuous dinner and an assortment of beverages.



Let's Yam Seng!... MFC committee members having a toast with Douglas Uggah Embas
饮胜! 马来西亚总会理事们向道格拉斯敬酒。



Dancers showing off the unique ASEAN ethnicity.
舞蹈员展现东协各国民族特色的服装。



Usheroettes in their national costumes getting ready to welcome guests.
礼仪先生与小姐们热情迎客, 让来宾们深感宾至如归。

马来西亚家具总会群英晚宴 圆满落幕

一场隆重的马来西亚家具总会晚宴暨新任委员就职典礼於2014年12月18日, 在吉隆坡希尔顿酒店盛大举行, 全场座无虚席。

这也是自马来西亚家具工业总会与马来西亚家具同业联合总会合并, 成为马来西亚家具总会后的首个庆典晚会, 标志着大马家具业向前发展的重要里程碑。

夜幕低垂, 超过600名来自东南亚各家具协会的领袖与本地业界精英聚集一堂, 同欢共庆, 共议区域家具业相关事项。

远道而来的AFIC成员国代表莅临获得主办当局热情招待, 嘉宾们趁这难得机会互相交流, 加强彼此间关系, 场面欢腾。



MFC Dinner... A crowded and joyous occasion.
一场高朋满座, 气氛热络的晚宴。

CHAIRMANSHIP OF AFIC ROTATES TO MALAYSIA FOR A TWO-YEAR TENURE

2015 marks an important and exciting year for the Malaysian Furniture Council as the ASEAN Furniture Industries Council (AFIC) Chairmanship is handed over to Malaysia.

According to Article II of the ASEAN Furniture Industries Council Constitution, the Chairmanship of AFIC rotates among the constituent member countries with the term of office of two years.

Taking over the reins from previous AFIC chair country, Indonesia- represented by the Indonesian Furniture Industry & Craft Association (ASMINDO), Malaysia assuming the Chairmanship shall chair the AFIC Working Committee Meetings and AFIC Conferences.

Mr. Sunny Ter, the incoming AFIC Chairman for 2015-2016 hopes to capitalise on the ASEAN Economic Community (AEC) through finding avenues to facilitate greater trade in furniture amongst ASEAN country members and with economic giants such as China.

To mark the return of the AFIC Chairmanship to Malaysia after an 8-year sabbatical, two ceremonies were held in Kuala Lumpur on Thursday, 18 December 2014 to mark this occasion. An intimate handover ceremony took place towards the end of the 2014 AFIC Conference.

Outgoing AFIC Secretary General from Indonesia Mr. Basuki Kurniawan handed over the majestic AFIC Cup to 2015-2016 AFIC Chairman Sunny Ter, surrounded and applauded by heads of furniture associations from the ASEAN region.



AFIC 2015-2016 Chairman, Sunny Ter receiving the AFIC Cup from previous term Sec-Gen, Mr.Basuki Kurniawan
卸任AFIC2013-2014总秘书巴苏卡移交AFIC杯子予新任AFIC 2015-2016主席戴春平。

The Working Committee Meeting and Conference was graced by Dr.Jalaluddin Harun, Director- General, Malaysian Timber Industry Board; Datuk Christine Tibok Vanhouten, Chairman, Malaysian Furniture Promotion Council; and Mrs. Sarimah Hj. Mohamad Sabudin, Chief Executive Officer, Malaysian Furniture Promotion Council. The VVIPs also delivered their opening remarks and expressed delight with the unification of furniture

associations through AFIC for the benefit and development to the ASEAN furniture industry.

Kuala Lumpur was the choice location for the 29th AFIC Meeting & 2014 Conference as this event marks the end of the two-year term (2013-2014) of the AFIC Indonesia Chairmanship before Malaysia takes over.



The 29th AFIC Working Committee Meeting underway at the Doubletree by Hilton Hotel Kuala Lumpur.
第29届东协家具工业总会工作委员会会议于吉隆坡希尔顿酒店进行。

大马接任东协家具工业总会主席国

大马于2015至2016年接任东协家具工业总会 (AFIC) 主席国。根据AFIC章程第二条文, 主席国是由东协家具工业总会成员国轮流担任, 任期为两年。

上一届由印尼家具业与工艺品协会担任主席国, 这次由大马接手后, 由马来西亚家具总会协调及筹办AFIC工作委员会会议及研讨会。

相隔8年重返大马, 主办国於2014年12月18日在吉隆坡举行两项重大活动, 即第29届东协家具工业总会工委会议及2014年研讨会, 获得8个东协成员国代表参与。

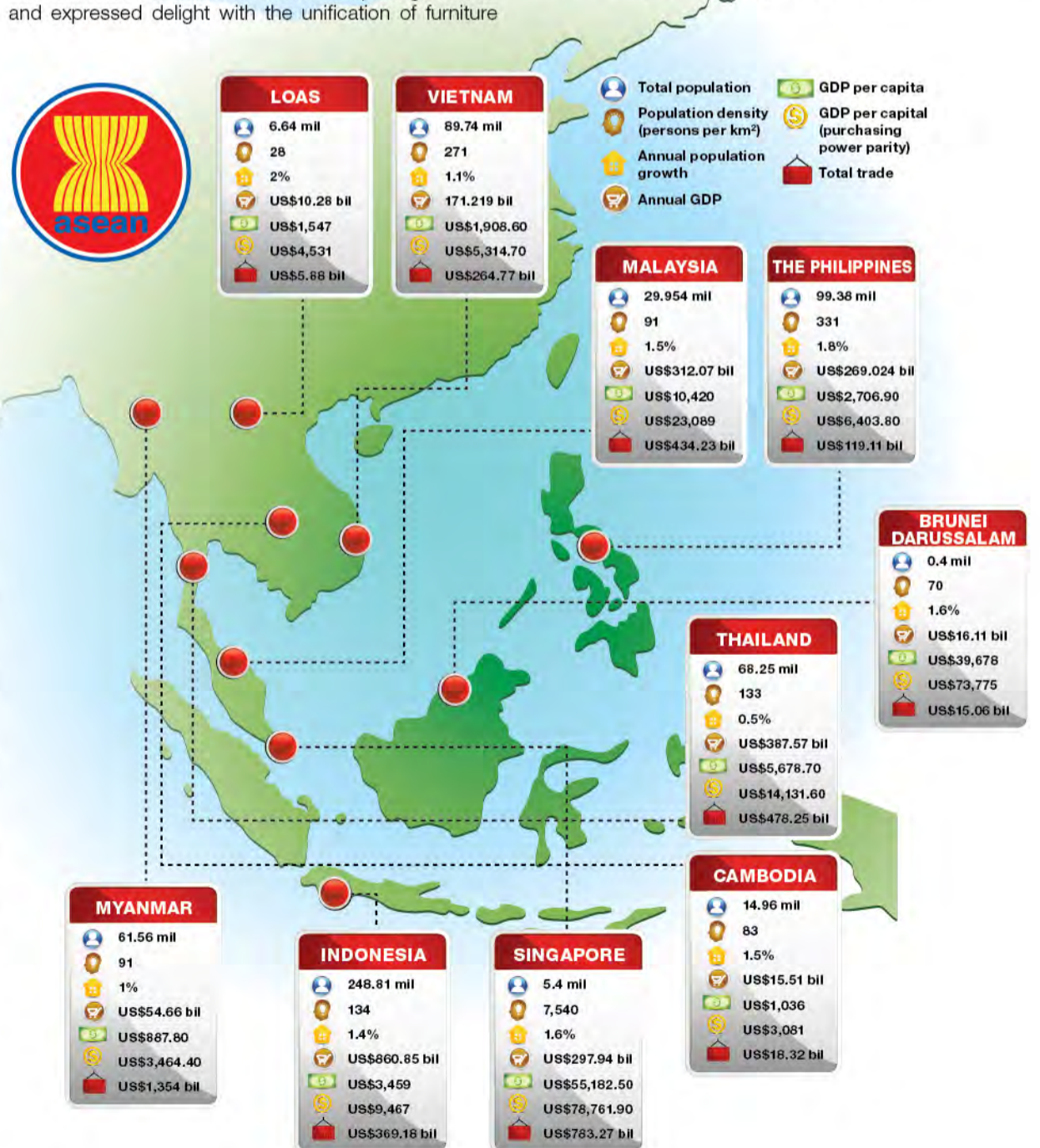
新任总会会长主席戴春平冀通过东盟经济共同体, 加强东盟国家之间, 尤其是与中国的贸易关系, 以达致更高的家具贸易额。

会议上, 来自印尼的卸任总秘书巴苏卡, 在东协各国家家具业领导的掌声及见证下, 将东协家具工业总会杯移交予新任主席戴春平。

大马家具促进局首席执行官莎莉玛致欢迎词时指出, AFIC的成立有助于为东南亚地区的家具业带来蓬勃发展。

出席者包括大马木材工业局董事主席加玛鲁汀及大马家具促进局主席克莉丝汀。

该项工委会议及研讨会是印尼担任2013-2014年AFIC主办国最后一次会议。本次会议移师到吉隆坡举行。



PEKA EYES ALGERIAN MARKET



MTC Market development team for Algeria. (From left to right) Shaharom, HJ Hanafee (Chairman), Khairul Anwar (MTC Dubai), Jamaludin, Ahmad Suradi and Abu Huzafah.

MTC阿尔及利亚市场发展团队。左起为沙哈隆、哈纳菲(主席)、凯鲁安华(MTC杜拜)、卡玛鲁丁、阿曼苏拉帝及阿布胡再法。

The Persatuan Pengusaha Kayu-Kayan & Perabot Bumiputera Malaysia (PEKA) sees Algeria as a potential export destination yet to be fully tapped for its members.

A six-member delegation led by its chairman, Haji Hanafee Yusoff, went on a six-day market research visit to Algeria from November 23 to 28, last year.

With a clearly focused objective of increasing the contribution of Bumiputera furniture companies in the export market, PEKA hopes to develop a medium-to-long-term development programme of three to five years to penetrate the Algerian market.

According to HJ. Hanafee, there are tremendous opportunities in Algeria for PEKA members to develop the export business due to a number of important factors, including the demand for products which Bumiputera companies are familiar with.

"Similar to Malaysia, this category of furniture is capable to create its own industry and eco-system which is sustainable (8,000 new schools). PEKA will work with the Algerian Chambers to create a win-win strategy to develop this industry through technology transfer, product development, and introduction of training and testing facilities.

"With huge investments going into new housing projects in Algeria, there is an abundance of opportunities for joinery products, including built-in furniture and doors. Again similar to the Malaysian contract market, if we are able to find suitable partners to invest, it could be another possibility," he added.

IMPROVE MARKET INTELLIGENCE

PEKA has outlined the future plans for follow-up Market Research Visit to Algeria to focus on the contract market segments, the government tender procurement, and the possibility of a joint venture with local Algerian companies. Addition, plans are afoot to encourage PEKA members to a group participation in fairs such as Batimatec in Algeria to promote furniture and wood products as well as to gather market intelligence.

Meeting with director of International relation, Algeria Chamber of Commerce and Industry Behloul Ouahiba.

与阿尔及利亚商会与工业国际关系总监乌娃希芭展开会谈。

土著家具业者积极进军非洲市场

大马土著木材及家具经营者协会 (PEKA) 设下3至5年进军阿尔及利亚家具市场的发展计划, 籍此提高土著公司家具出口的份额。PEKA是於11月23日至28日, 在该会主席哈纳菲尤索的领导下, 一行6人前往阿尔及利亚展开一连6天的考察, 以协助土著家具业者进军北非市场。

PEKA成员放眼打入阿尔及利亚市场基于多项考虑, 其中一项重要因素, 是因为相关业者较熟悉该国的市场需求。同时, 考察团调查发现, 该国的学校与企业对细木工、木门及橱柜的潜在庞大需求, 有利于土著家具业者打开阿尔及利亚市场。位于非洲北部的阿尔及利亚, 土地面积比我国大7倍, 国家人口为3千881万人, 陆地面积是非洲及中东国家之冠。

大型发展计划带来商机

随着阿尔及利亚政府将斥资百亿美元发展住房计划, 细木工产品包括嵌入式家具及木门, 将形成庞大的需求量。此外, 该国政府将兴建8千所新学校, 预料对家具庞大需求, 有利于让家具业形成可持续发展的环境。因此, 如果能够找到适合的合作伙伴投资或共同经营, 将会是渗入该国市场的良机。PEKA将继续与阿尔及利亚商会商讨双赢策略, 通过技术转移, 以及在产品开发、训练与测试设施方面提供援助, 协助该国发展家具业。PEKA已拟出发展计划书来发展阿尔及利亚家具市场, 主要关注承包市场 (CONTRACT MARKET) 的、政府采购招标活动以及与当地公司合资。

此外, PEKA将计划与属下会员集体参与阿尔及利亚国际建材展 (BATIMATEC), 推广本地家具及木材产品以及收集市场情报。PEKA目前正在与会员们紧密合作, 以提高土著家具出口商的出口能力及出口量。PEKA将集合土著家具制造商能力, 一起进军阿尔及利亚市场。



MFC RESPONDS TO FLOOD RELIEF CALL



The Ministry of Plantation Industries and Commodities called on all plantation and commodities based government agencies and associates to raise funds and necessities for the affected victims of the worst flood in Malaysian History.

Malaysian Furniture Council (MFC) responded immediately on May 5th and vigorously raised funds amongst its members to help alleviate the suffering of the flood victims in the east coast of Malaysia.

Donations received by MFC amounted to RM158,100.

Out of which, RM 60,000 worth of mattresses, pillows, plastic tables and chairs were delivered to flood victims with assistance from Kelantan Furniture Manufacturers and Traders Associations.

Meanwhile, MFC also has handed RM30,000 to Kelab Sukan Dan Kebajikan KPPK and Kelantan Tabung Bencana Banjir respectively, and RM RM34,051 to Gabungan Pertubuhan Tiong Hwa Kelantan.

家具总会雪中送炭 筹15万赈灾善款

马来西亚家具总会对东海岸水灾灾情严重深表震撼和同情, 呼吁全国同业发动筹款赈灾活动, 最终成功筹获15万8千100令吉的赈灾基金。

也是响应种植与原产部部长拿督斯里道格拉斯的号召下, 总会于1月5日起发动《东海岸水灾赈济基金》, 获得各州属会及会员们慷慨解囊, 帮助灾民度过难关。

总会斥资6万余令吉购买床垫、枕头、塑胶座椅及折叠床, 在吉兰丹家具同业工商会协助下, 将这些物资送往灾区。

另外, 总会也分别移交3万令吉善款予种植与原产部属下的运动与福利学会及吉兰丹州水灾赈灾基金基金; 另外移交3万4千51令吉予吉兰丹中华大会堂。

FURNITURE EXPORTS GREW BY 8.9% IN 2014

The Malaysian furniture industry performed remarkably in 2014 registering an export growth of 8.9% to RM8.013 billion from RM7.355 billion in 2013.

The United States of America remained the largest furniture export destination with export valued at RM2.317 billion or 28.7% of total export market. Exports to the USA last year rose by 9.6% from RM2.101 billion from 2013. Meanwhile, Japan retained its second position growing 1.4% to RM677.8 million compared to a sharp 18.8% decline in 2013.

Singapore came in third spot overtaking Australia with export value rising from RM592.1 million in 2013 to RM653.5 million in 2014, translating to a 10.4% growth. Exports to Australia rose marginally by 1.5% to RM609.9 million against RM601.0 million in the preceding year. Total exports to the European Union accounted RM 558.9 million with the UK posting the highest value of RM 360.8 million, followed by Germany RM 117.9 million and France RM 80.2 million. The German market marked a tremendous growth expansion of 41.6% from RM83.2 million in the previous year.

Other top 20 exporting destinations with over 20% growth included Canada (28.2%), The Philippines (25%) and France (20.1%). In terms of furniture segments, wooden furniture garnered a whopping 79.3% share of total Malaysian furniture exports, equivalent to RM6.352 billion backed by a 9.5% growth. On the other hand, seats and parts, plastic furniture, furniture of other materials and parts posted a smaller growth, while metal furniture declined 3.1%.

EXPORT TO CHINA INCREASES 42.2%

Malaysia's furniture export to China in 2014 amounted to RM 103.7 million, an impressive growth of 42.2% from RM78.2million in 2013. This makes China the 14th largest export market, overtaking countries such as Indonesia, Thailand, Chile and Algeria.

With China as the second largest economy in the world after the US in purchasing power, this signifies great opportunity for Malaysian furniture players to tap the Chinese market. Currently, Malaysian furniture exports to the USA accounted 28.7% of total market share as against 1.3% share of market contributed by China.

FURNITURE IMPORT INCHES UPWARDS

Malaysia's imports of furniture rose by 7.9% to RM1.672 billion from RM1.547 billion year-on-year.

Imports from China, which accounted a whopping 43.7% share of the market, increased to RM730.4 million from RM629.6 million. This was followed by Thailand at RM193.5 million, posting a growth of 7.1%, while Japan took the third spot at RM165.1 million.

Meanwhile, furniture imports from Vietnam expanded from RM38.88mil to RM68.5mil, an impressive growth of 76.6%.

家具出口大放光芒 2014出口成长8.9%

2014年大马家具全年出口总额取得8.9%成长，达到80亿1千310万令吉，比2013年的73亿5千530万令吉，增加6亿5千790万令吉。

美国仍然是我国最大的家具出口国，出口总额达23亿170万令吉，占出口总额的28.7%，比2013年的21亿60万令吉，增长了9.6%；日本则居次，出口额为6亿7千780万令吉，继前年呈现大幅度逆差后，恢复1.4%的成长。

新加坡在2014年超越澳洲，成为第三大家具出口国，出口额从2013年的5千921万令吉，增长至6千535万令吉，成长为10.4%。德国市场表现不俗，出口额从8千320万令吉，增加至1亿1千790万令吉，增长率达到41.6%，部分欧洲国家卓越再次引起市场关注。

在大马家具出口排名前20个国家，取得超过20%以上成长率的国家，包括加拿大（28.2%）、菲律宾（25%）及法国（20.1%）。在家具分类方面，木制家具占了出口家具种类的79.3%，即63亿5千230令吉，成长9.5%。座椅及部件、塑胶家具、其他材料家具及家具部件的出口皆稍微上涨，只有金属家具下跌3.1%。

中国出口激扬42.2%

大马家具出口到中国市场在2014年取得42.4%的成长，表现令人侧目！

2013年出口到中国的出口额为7千280万令吉；2014年的出口额已突破1亿370万令吉，激增3千90万令吉。排名从原本第18名，跃进至第14名，超越印尼、泰国、智利及阿尔及利亚。

中国是继美国后世界第二大经济体（购买力排名第一），惟出口到中国家具的本地家具仅有1.3%，出口到美国为28.7%，其中仍存在巨大差距。这也意味中国庞大市场对本地业者来说，具有相当潜力的商机。

家具进口稳健成长

大马进口家具在2014年获得7.9%的成长，即从前年的15亿4千770令吉，提高至去年的16亿7千20万令吉。

从中国进口到本地的家具占了市场总额的43.7%，即从6亿2千960万令吉，增长至7亿3千40万令吉，成长率达到16%。泰国在出口方面排名第二，出口额为1千935万令吉，增长7.1%。

另外，从越南进口的家具大大增加，即从3千880万令吉，增长至6千850万令吉，成长率为76.6%。

MALAYSIA'S IMPORT OF FURNITURE, BY COUNTRY 2014年大马家具进口排名(首20个国家)

COUNTRY 国家	2013			2014		
	Value (RM Mil) 价值(百万令吉)	Share % 比率%	Change % 变化%	Value (RM Mil) 价值(百万令吉)	Share % 比率%	Change % 变化%
TOTAL 总额	1,487.0	100.0	10.3	1,629.9	100.0	100.0
1 CHINA 中国	629.6	42.3	11.8	730.4	44.8	16.0
2 THAILAND 泰国	180.6	12.1	33.4	193.5	11.9	7.1
3 JAPAN 日本	167.3	11.3	9.3	165.1	10.1	-1.3
4 INDONESIA 印尼	90.8	6.1	-27.5	92.5	5.7	1.9
5 GERMANY 德国	72.4	4.9	32.3	71.1	4.4	-1.9
6 VIETNAM 越南	38.8	2.6	-31.4	68.5	4.2	76.6
7 UNITED STATES 美国	49.0	3.3	35.9	50.2	3.1	2.6
8 TAIWAN 台湾	38.9	2.6	12.9	47.0	2.9	20.9
9 KOREA 韩国	67.5	4.5	51.6	46.7	2.9	-30.7
10 ITALY 意大利	28.5	1.9	4.5	36.3	2.2	27.6
11 SINGAPORE 新加坡	38.0	2.6	23.2	28.0	1.7	-26.3
12 POLAND 波兰	19.0	1.3	24.5	21.0	1.3	10.7
13 INDIA 印度	17.0	1.1	16.0	20.3	1.2	19.6
14 HONG KONG 香港	16.8	1.1	-4.2	17.7	1.1	5.6
15 BELGIUM 比利时	7.8	0.5	-30.1	10.4	0.6	32.8
16 SWEDEN 瑞典	7.8	0.5	5.8	8.3	0.5	5.9
17 UNITED KINGDOM 英国	5.3	0.4	-41.7	6.4	0.4	20.9
18 MEXICO 墨西哥	0.5	0.0	-72.9	5.9	0.4	1,203.2
19 PHILIPPINES 菲律宾	6.7	0.5	-1.8	5.4	0.3	-20.0
20 LITHUANIA 立陶宛	4.8	0.3	15.6	5.2	0.3	8.6

(as at 6-2-15) (截至2月6日)

MALAYSIA'S EXPORTS OF FURNITURE, BY COUNTRY 2014年大马家具出口排名(首20个国家)

COUNTRY 国家	2013			2014		
	Value (RM Mil) 价值(百万令吉)	Share % 比率%	Change % 变化%	Value (RM Mil) 价值(百万令吉)	Share % 比率%	Change % 变化%
TOTAL 总额	7,355.3	100.0	-8.1	8,013.1	100.0	8.9
1 UNITED STATES 美国	2,100.6	28.6	-6.1	2,301.7	28.7	9.6
2 JAPAN 日本	668.2	9.1	-18.8	677.8	8.5	1.4
3 SINGAPORE 新加坡	592.1	8.0	-3.7	653.5	8.2	10.4
4 AUSTRALIA 澳洲	601.0	8.2	13.1	609.9	7.6	1.5
5 UNITED KINGDOM 英国	306.4	4.2	-26.6	360.8	4.5	17.7
6 CANADA 加拿大	221.6	3.0	-24.1	284.2	3.5	28.2
7 UNITED ARAB EMIRATES 阿联酋	263.0	3.6	-1.4	273.4	3.4	4.0
8 INDIA 印度	210.4	2.9	-15.7	238.5	3.0	13.4
9 SAUDI ARABIA 沙地阿拉伯	147.5	2.0	-7.3	167.3	2.1	13.5
10 PHILIPPINES 菲律宾	101.7	1.4	2.5	127.1	1.6	25.0
11 KOREA 韩国	101.3	1.4	40.4	119.4	1.5	17.8
12 GERMANY 德国	83.2	1.1	-16.1	117.9	1.5	41.6
13 RUSSIAN 俄罗斯	104.1	1.4	-29.1	117.0	1.5	12.4
14 CHINA 中国	72.8	1.0	15.1	103.7	1.3	42.4
15 CHILE 智利	87.8	1.2	15.5	89.7	1.1	2.2
16 ALGERIA 阿尔及利亚	93.3	1.3	-4.7	85.2	1.1	-8.6
17 FRANCE 法国	66.8	0.9	-20.0	80.2	1.0	20.1
18 INDONESIA 印尼	77.6	1.1	-15.5	76.4	1.0	-1.5
19 THAILAND 泰国	82.8	1.1	-3.1	69.7	0.9	-15.8
20 SOUTH AFRICA 南非	63.2	0.9	-17.8	63.8	0.8	0.9

(as at 6-2-15) (截至2月6日)

MALAYSIA EXPORTS AND IMPORTS OF FURNITURE IN 2013 & 2014, MONTHS AND QUARTERS AND ANNUAL 2013年及2014年大马家具出口季度及年度

MONTH 月份	EXPORTS 出口			IMPORTS 进口		
	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年
JANUARY 1月	650.2	-0.9	13.7	109.2	-8.3	2.2
FEBRUARY 2月	438.4	-32.6	-30.2	79.0	-27.7	4.3
MARCH 3月	583.0	33.0	-13.4	103.3	30.8	8.1
APRIL 4月	550.2	-5.6	-12.3	112.2	8.6	3.9
MAY 5月	575.1	4.5	-13.2	128.1	14.1	2.6
JUNE 6月	546.3	-5.0	-20.0	133.0	3.8	6.7
JULY 7月	633.4	15.9	-10.9	150.8	13.4	12.4
AUGUST 8月	640.4	1.1	-5.0	127.7	-15.3	-0.3
SEPTEMBER 9月	658.7	2.9	-13.7	141.8	11.0	17.6
OCTOBER 10月	718.9	9.1	4.0	141.0	-0.6	9.7
NOVEMBER 11月	664.2	-7.6	0.2	146.2	3.7	12.6
DECEMBER 12月	696.3	4.8	6.2	175.4	20.0	47.3

MONTH 月份	EXPORTS 出口			IMPORTS 进口		
	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年
JANUARY 1月	754.8	8.4	16.1	142.8	-18.6	30.7
FEBRUARY 2月	553.2	-26.7	26.2	123.5	-13.5	56.4
MARCH 3月	637.4	15.2	9.3	132.8	7.5	28.5
APRIL 4月	680.3	6.7	23.6	159.5	20.1	42.1
MAY 5月	675.0	-0.8	17.4	149.6	-6.2	16.8
JUNE 6月	617.5	-8.5	13.0	136.6	-8.7	2.7
JULY 7月	635.3	2.9	0.3	129.8	-4.9	-13.9
AUGUST 8月	702.1	10.5	9.6	136.8	5.3	7.1
SEPTEMBER 9月	649.3	-7.5	-1.4	127.5	-6.7	-10.1
OCTOBER 10月	691.3	6.5	-3.8	125.0	-2.0	-11.3
NOVEMBER 11月	683.4	-1.1	2.9	145.8	16.7	-0.2
DECEMBER 12月	733.7	7.4	5.4	160.5	10.1	-8.5

QUARTER 季度	EXPORTS 出口			IMPORTS 进口		
	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年
Q1	1,671.7	-16.8	-10.8	291.5	-22.8	4.8
Q2	1,671.6	0.0	-15.3	373.3	28.0	4.4
Q3	1,932.5	15.6	-10.1	420.4	12.6	9.8
Q4	2,079.5	7.6	3.5	462.5	10.0	22.5

QUARTER 季度	EXPORTS 出口			IMPORTS 进口		
	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年	RM MIL. 百万令吉	CHANGE% M-O-M 变化%按月	CHANGE% Y-O-Y 变化%按年
Q1	1,945.3	-6.5	16.4	399.0	-13.7	36.9
Q2	1,972.8	1.4	18.0	445.7	11.7	19.4
Q3	1,986.7	0.7	2.8	394.1	-11.6	-6.2
Q4	2,108.4	6.1	1.4	431.4	9.4	-6.7

ANNUAL 年度	EXPORTS 出口		IMPORTS 进口	
	RM MIL. 百万令吉	CHANGE% 变化%	RM MIL. 百万令吉	CHANGE% 变化%
2013 ^F	7,355.3	-8.1	1,547.7	10.9
2014 ^P	8,013.1	8.9	1,670.2	7.9

Source: Department of Statistics, Malaysia.

Notes: p-provisional data, f-final data

资料来源:大马统计局

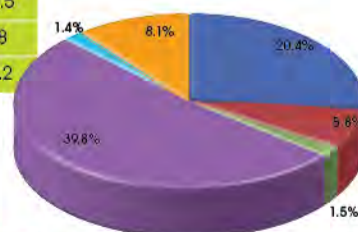
注意:暂时数据,最后数据

MALAYSIA'S IMPORTS OF FURNITURE DETAILS 马来西亚家具进口详情

2013

ITEMS 物品	SHARES 比率	VALUE (RM Mil) 价值(百万令吉)
WOODEN FURNITURE 木质家具	20.4%	410.6
METAL FURNITURE 金属家具	5.8%	115.9
PLASTICS FURNITURE 塑胶家具	1.5%	30.7
SEATS AND ITS PARTS 椅子和部件	39.8%	800.5
FURNITURE OF OTHER MATERIALS 其他材料家具	1.4%	27.8
PARTS OF FURNITURE 家具部件	8.1%	162.2

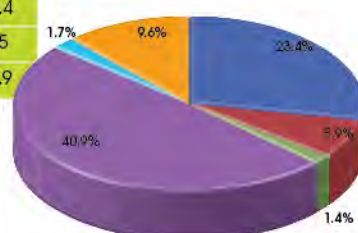
Wooden Furniture 木质家具
Metal Furniture 金属家具
Plastics furniture 塑胶家具
Seats and its parts 椅子和部件
Furniture of other materials 其他材料家具
Parts of furniture 家具部件



2014

ITEMS 物品	SHARES 比率	VALUE (RM Mil) 价值(百万令吉)
WOODEN FURNITURE 木质家具	23.4%	471.1
METAL FURNITURE 金属家具	5.9%	119.3
PLASTICS FURNITURE 塑胶家具	1.4%	28.1
SEATS AND ITS PARTS 椅子和部件	40.9%	824.4
FURNITURE OF OTHER MATERIALS 其他材料家具	1.7%	33.5
PARTS OF FURNITURE 家具部件	9.6%	193.9

Wooden Furniture 木质家具
Metal Furniture 金属家具
Plastics furniture 塑胶家具
Seats and its parts 椅子和部件
Furniture of other materials 其他材料家具
Parts of furniture 家具部件

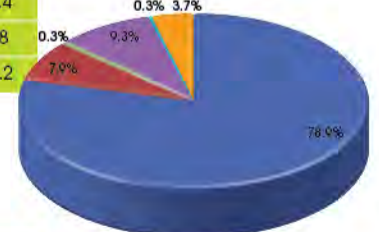


MALAYSIA'S EXPORTS OF FURNITURE DETAILS 马来西亚家具出口详情

2013

ITEMS 物品	SHARES 比率	VALUE (RM Mil) 价值(百万令吉)
WOODEN FURNITURE 木质家具	78.9%	5,803.4
METAL FURNITURE 金属家具	7.5%	551.7
PLASTICS FURNITURE 塑胶家具	0.3%	23.9
SEATS AND ITS PARTS 椅子和部件	9.3%	681.4
FURNITURE OF OTHER MATERIALS 其他材料家具	0.3%	22.8
PARTS OF FURNITURE 家具部件	3.7%	272.2

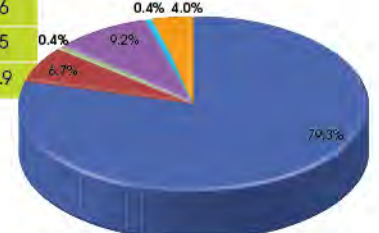
Wooden Furniture 木质家具
Metal Furniture 金属家具
Plastics furniture 塑胶家具
Seats and its parts 椅子和部件
Furniture of other materials 其他材料家具
Parts of furniture 家具部件



2014

ITEMS 物品	SHARES 比率	VALUE (RM Mil) 价值(百万令吉)
WOODEN FURNITURE 木质家具	79.3%	5,489
METAL FURNITURE 金属家具	6.7%	170
PLASTICS FURNITURE 塑胶家具	0.4%	4.8
SEATS AND ITS PARTS 椅子和部件	9.2%	58.6
FURNITURE OF OTHER MATERIALS 其他材料家具	0.4%	33.5
PARTS OF FURNITURE 家具部件	4.0%	193.9

Wooden Furniture 木质家具
Metal Furniture 金属家具
Plastics furniture 塑胶家具
Seats and its parts 椅子和部件
Furniture of other materials 其他材料家具
Parts of furniture 家具部件





ACCCIM and 32 others business associations protest against the monopoly of MyEG to renew foreign worker's Temporary Employment Visit Pass.
中总与32个工商团体联合声明反对MyEG垄断线上更新外劳临时雇用证措施。

ACCCIM, MFC AND BUSINESS ASSOCIATIONS: MANDATORY USE OF MYEG IS UNREASONABLE

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) and 32 other business associations has submitted a joint memorandum to the government to protest against the mandatory requirement of going through MyEG, the only service provider to renew foreign worker's Temporary Employment Visit Pass (PLKS).

ACCCIM believes that this is a monopoly and is requesting for the service to be made available online and at the service counter.

Meanwhile, the Associations/Chambers have also called for the immediate suspension of the mandatory use of the Foreign Workers Centralized Management System (FWCMS) by Bestinet Sdn Bhd.

Both systems are believed to be merely under the "Proof of Concept" and only in 'test run' stage. In this regard, it is not equitable to have these systems being made mandatory without the public being given the option of using the over-the-counter service provided by the Ministry of Home Affairs (KDN). Service counters manned by KDN must continue to be made available as an option for employers.

The Associations/Chambers are supportive of migrating to e-government for greater efficiency, transparency and accountability. E-government apart from its effectiveness, would also lead to a reduction in costs and an improvement to productivity.

However, whilst the government agencies may outsource their respective functions to external specialized entities, the costs arising must not be passed onto the consumers/public.

In addition, the back-end functions must be transparent to the consumers or general public. The Associations/Chambers have also proposed that ALL matters related to the employment of foreign workers, including PLKS and FWCMS, should be managed by the Ministry of Human Resources.

The availability of foreign workers' permit renewal at both the Immigration counters and online via MyEG will continue, after The Associations/Chambers kept their pressure on the government.

The over-the-counter service will continue until July, as mentioned from MyEG customer service hotline. It is possible that at the end of day, employers will only opt for

MyEG online services.

The government has not made any announcement yet. However, employers fear that government will change the policy to continue with the counter services only.

The Immigration Department had on 5 January 2015 implemented the mandatory online renewal of foreign workers work permits (PLKS) solely through MyEG with a service charge of RM38 per foreign worker.

All counters at the Immigration Department for the renewal of PLKS were then closed after this directive. However, following strong objections from, inter alia, the business communities, the counters were reopened on 23 January 2015. This reprieve is, however, temporary as the Immigration Department had also announced that these counters will remain open only until 28 February 2015 and thereafter, employers would be required to use the MyEG online renewal which is MANDATORY.

According to the latest news, employers are required to pay RM125 for processing fee when renewing the permit and the additional RM38 charge per worker will be exempted.

中总、家具总会等商团：强制使用MYEG不合理

马来西亚中华总商会（中总）与马来西亚家具总会等32个工商组织与团体，一致反对政府委托MYEG成为唯一更新外劳临时工作准证（PLKS）的代理，并指MYEG征收每人38令吉服务费及垄断市场，抵触2010年竞争法令。

中总副秘书长丹斯里张昌国代表32个工商团体发表联合声明指出，所有关系到外劳雇用事宜，以及通过线上或柜台登记外劳服务的工作，都必须由人力资源部来执行。“政府不能强制雇主使用MYEG线上更新外劳准证及由BESTINET公司管理的外劳集中管理系统（FWCMS）服务。”

他说，“我们绝对支持政府落实线上电子登记服务的政策，但不能强制商家只是使用MYEG的线上更新外劳准证服务。”

“上述两项电子服务也只是在‘试用’阶段，因此，现阶段在没

有给予其他选择的情况下，就强制民众使用这两项服务是不恰当的。”

马来西亚家具总会针对该项课题，与多个工商团体代表展开多次会议，最终一致达成共识，即认为政府在将这些电子服务外包给其他公司时，必须更具透明度，且不能将费用转嫁给雇主或消费者。“政府理应鼓励更多公司提供电子服务，让雇主有更多的选择，而且收取的服务费也必须合理。”另外，在32个工商团体多次极力向政府争取及施压下，内政部决定让雇主同步使用移民局柜台服务和网上服务更新外劳临时雇用证持续下去。

惟本刊致电予MYEG热线查询时获悉，有关柜台服务只展延至7月。因此，也不排除往后雇主终需只能使用MYEG线上系统。据了解，政府在这方面至今尚未作出任何宣布，因此

雇主仍担心政府最后会改变决策。

原本政府决定于1月5日关闭柜台，并打算以“MYEG”线上申请服务取代，不过基于费用增加及由MYEG公司垄断，引发工商界大力抗议。

当局较后宣布从1月23日至2月28日重开柜台，28日之后柜台将会关闭时，再度引起业界的反弹后，尤其来自各工商团体的抗议，使柜台服务再次展延。

根据截稿前最新消息，MYEG线上更新外劳临时工作准证的38令吉费用，将纳入到125令吉手续费用中，意味着雇主不必承担线上更新服务费用。

COMING EVENT IN 2015 / 2015 年活动看板 :

Date/Time 日期/时间	Events / 活动	Organizer / 主办单位	Venue / 地点
22nd -24th May 11am-10pm	Johor Furniture Fair 2015 2015柔佛家具装饰与电器展	JBFA 新山家具同业公会	Persada Johor 新山柔佛国际会展中心
4th-7th June 10am-10pm	Batu Pahat Furniture Fair 峇株巴辖品味家具展销會	BPFA 峇株巴辖家具公会	The Summit Batu 峇株巴辖高峰广场
26th-28th June 11am-9pm	16th Penfurnex 第十六届槟州家居展览会	PFTIA 槟州家具同业商会	Spice (PISA), Penang 檳城 Spice (PISA) 国际会展中心
3rd-5th July	MF3 2015 马来西亚家具与装饰展销會	KLSFEA 隆雪家具企业商会	KLCC 吉隆坡会展中心
28th-31th August 10am-10pm	6th Sarawak Furniture & Home Expo 2015 2015年(第六届)砂拉越时尚家居博览会	SFIA 砂拉越家私工业联合会	CityOne Megamall, Kuching 古晋CityOne展览中心
9th-11th October	MF3 2015 马来西亚家具与装饰展销會	KLSFEA 隆雪家具企业商会	MECC 大马外贸发展局
18th- 20th December 11am-9pm	17th Penfurnex 第十七届槟州家居展览会	PFTIA 槟州家具同业商会	Spice (PISA), Penang 檳城 Spice (PISA) 国际会展中心
24th-27th December	MF3 2015 马来西亚家具与装饰展销會	KLSFEA 隆雪家具企业商会	KLCC 吉隆坡会展中心
To be announced 有待公布	Perak Homex 2015 霹靂州家居展销會	PFMD 霹靂家私同业公会	Stadium Indera Mulia, Ipoh 怡保英德拉慕麗雅室內體育館

KLSFEA "ADOPTION & INCUBATION PROGRAM" TO CULTIVATE TALENTS

隆雪家具企业商会

"领养与培育计划" 培育专才



KLSFEA initiated the "Adoption & Incubation Program", with the objective to overcome the shortage of highly qualified and unskilled new workers in the wood processing and furniture industry.

In this program, they will work with professional colleagues, to strive for a win-win situation by strengthening a common aspiration in innovative designs with young talents, especially in the design of furniture.

The scope of cooperation for the "Adoption & Incubation Program" include the furniture-related industries encompassing training, co-curriculum, student internships, administration, teaching, research and development as well as the exchange of cultural relations.

KLSFEA has signed a Memorandum of Cooperation with Alfa International College in July 2014, and hopes that through this cooperation, the students will be well equipped with the necessary skills and be ready to serve the furniture industry upon completion of the program.

Last October, the association commenced the programme by inviting ALFA International College students to visit two furniture factories to provide them a first-hand insight into a furniture manufacturing operation.

The visit was held on 10th Oct 2014 where 18 students and two lecturers visited the factories of Briben Resources Sdn Bhd in Bukit Beruntung, Selangor and Novel Furniture Sdn Bhd in Sungai Buloh.

Briben Resources managing director explained the production processes, the product materials used and explained the automated operation system of the factory. Meanwhile, Novel Furniture production director, Mr. Andy Wong, briefed the students on the high technology manufacturing processes which his company employs. The students also had the privilege to a corporate sharing session with the founder of Novel Furniture, Mr. Wong Tian Choy, on his success story from the humble beginning as a carpenter.

KLSFEA's Adoption & Incubation Program is sponsored by MTIB. Three students from Alfa International College had the opportunity to visit Shen Zhen, Guang Zhou and Fo Shan, in China last November. The visit was an eye opener for them to study the furniture mode of production, sales channel, business strategy, corporate culture and furniture trends etc.



The managing director of BRIBEN RESOURCES explained the production process and the use of materials of their products personally to students.

学员们获得 BRIBEN RESOURCES 董事经理邱爱博亲自为学员讲解其产品的生产过程。

隆雪家具企业商会发起"领养与培训计划", 解决木材加工及家具业新人才和高素质员工队伍不足的问题。

此计划与专业学院合作主要目的, 是为双方争取互利共赢的共同愿望, 加强和利用年轻人才在设计领域, 尤其是家具设计方面的创新思维。

"领养与培训计划"的合作范围包括培训、联合课程、学生实习、行政、教学和科研发展以及文化关系的相互交流。

隆雪家具企业商会与ALFA国际设计学院已经在去年7月签订合作备忘录, 并希望透过这次的合作, 能够通过教育领域的课程和培训计划, 确保学生在适当的教学和培训计划下装备好自己, 引领他们进入家具的行业范围。

去年10月中旬, 该会已邀请ALFA国际设计学院学生参观家具制造厂, 为这群学生进行企业分享。共有18名ALFA 学院学生及2讲师随行。

参观的工厂为位于雪州武吉伯伦东的BRIBEN RESOURCES 有限公司及双溪毛糯的家具制造厂NOVEL FURNITURE有限公司。

BRIBEN RESOURCES董事经理邱爱博亲临工厂为学员讲解其产品的生产过程、使用的原材料及生产技术, 也让学员参观其自动化系统的运作。

NOVEL FURNITURE 主要以出口家具为主, 这家公司生产总监Andy Wong 带领参观家具生产部, 细心讲解制造家具的生产流水线、高科技技术及家具制造过程。

公司创办人黄天才也与学员们近距离的交流并分享他的人生经历, 让学员受惠不少。

此外, 这项计划获得马来西亚木材工业局支持, 赞助3名ALFA国际设计学院优秀生参加该会于去年11月举办的中国深圳、广州、佛山考察团, 让他们有机会到海外观摩、学习, 实地考察海外家具企业的生产模式、经营策略、销售通路、企业文化与家具的流行趋势等等。



PERAK FURNITURE MAKERS & DEALER ASSOCIATION 23TH COMMITTEE

MEMBERS (2015-2017)

霹靂家私同业公会

第二十三届 (2015-2017)

新届理事表

PRESIDENT

会长:

LAU KAM WAH 刘锦华

DEPUTY PRESIDENT

署理会长:

WOONG SUN MING 黄响鸣

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SECRETARY

总务:

WONG KOK HOON 黄国坤

ASSIST. SECRETARY

副总务:

LIONG WING YIN 梁永贤

TREASURER

财政:

TAN KAI LEK 陈开力

ASSIST. TREASURER

副财政:

CHEN CHEE WAI 曾子伟

NOTE:

Others states associations new board of committee will be published in next issue.

其余属会新届理事将在下期刊登。



Guests of honor from Malacca furniture manufacturers and traders association tossing the 'yee sang' together to celebrate Chinese New Year. From left: Yeow Tee Yean, Mr and Mrs Tan Ser Hiong, Mr and Mrs Foong Lee Heng, Choo Chin Pin, Tey Eng Hua, Siah Teck Hock, Tan Swee Leong and Jimmy Liow.
马六甲家具同业公会嘉宾们齐齐捞生庆新年。左起为姚智贤、陈士雄贤伉俪、冯利贤贤伉俪、朱智彬、郑荣华、谢德福、陈瑞隆及廖福泉。

SHARING THE GOOD TIDINGS OF CHINESE NEW YEAR 马六甲: 欢庆乙未年新春晚宴



The Malacca Furniture Manufacturers and Traders Association held a Chinese New Year dinner on 2nd March at the Malacca Zong Hua Wah restaurant.

The dinner was well attended by the association members and invited guests to celebrate the good tidings of the auspicious Chinese New Year festive season.

Among the distinguished attendees were the Association's advisor Teh Eng Hua, Tan Swee Leong, honorary advisor Low Peng Chun, honorary President Tan Cheong Keong, President Tan Ser Hiong, deputy president Yeow Tee Yean, vice president Choo Chin Pin, treasurer Foong Lee Heng, and committee members.

马六甲家具同业公会于3月2日(星期一)晚上7时30分,在马六甲中华楼酒家庆祝乙未年新春联欢晚宴。

出席者包括本会会务顾问郑荣华、陈瑞隆、名誉顾问刘炳坤、名誉会长陈庆强、会长陈士雄、署理会长姚智贤、副会长朱智彬、财政冯利兴等理事及会员们,大家欢庆一堂,非常开心。

SFIA CELEBRATES LU BAN BIRTHDAY, HOSTS APPRECIATION DINNER 砂拉越庆鲁班先师诞庆典暨答谢晚宴



The Sarawak Furniture Industry Association (SFIA) marked the birthday of the legendary Lu Ban for 2014 for furniture manufacturers in Sarawak with the hosting of a joint appreciation dinner held at the Lok Thian Restaurant in Kuching.

The dinner was attended by SFIA committee members, advisors, members and exhibitors, majority of whom had given their undivided support to SFIA.

It was a joyous and happy reunion for the diners as they were entertained to karaoke singing performances and a lucky draw. Members were also informed of Furniture Industrial Park news and Land Application Forms were also distributed.



A toast in celebration of the birthday of Lu Ban Teacher.
砂拉越家私工业联合会为鲁班先师诞晚宴成功举行敬酒!

砂拉越家私工业联合会延续传统习俗,举办2014年鲁班先师诞庆典暨答谢晚宴,发扬鲁班先师文化。

该项晚宴于古晋乐天酒楼成功举行,大会宴请顾问、理事、赞助商、会员及参展商出席,以示感谢与回馈。出席者欢喜相聚,互相交流及叙旧,犹如一个大家庭。

晚宴备有幸运抽奖及卡拉OK歌唱助兴,同时也分发家具工业园土地申请资讯及分发申请表格。

该会永久名誉主席甲必丹赖瑞源表示,每年农历六月十三,内行人都会举办庆祝仪式奉祀鲁班先师。鲁班先师是春秋战国时代的鲁国人,擅长木工,死后被尊为木匠的祖师。参拜的善信主要是建筑工人,他们祈求本行的圣人鲁班赐福,保佑他们工作顺利和平安。

家具、木工、泥水、搭棚、石工、油漆业等同业除了参加奉祀活动外,各公会于诞期前后在酒家或会所设联欢宴。有鉴于此,砂拉越家私工业联合会也不例外,举行庆祝鲁班先师诞晚宴。

PERAK HOMEX DREW 50,000 VISITORS, RAKES IN RM20 MIL SALES 霹家居展销会吸引5万人次



Members of Perak Furniture Makers & Dealers Association and guest pressing the opening ceremony light. 霹家居同业公会同人和嘉宾按亮灯光,象徵霹州家居展销会开幕。

The Perak Home Exposition 2014, held from December 25-28, drew overwhelming response with over 50,000 visitors and raked in turnover sales of at least RM20 million.

Organised by the Perak Furniture Makers & Dealers Association, the four-day expo attracted more than 300 exhibitors. Held at Stadium Indera Mulia, the event was opened from 10.00 am to 10.00 pm daily.

It offered a wide range of household products, such as home furnishings, furniture, appliances and décor items, among many others. In addition, there was also a Feng Shui talk, interior design counter and cooking demonstrations, etc, as well as lucky draw sessions.

Shoppers who spent at least RM500 in a single receipt were eligible to participate in the lucky draw which offered attractive cash prizes of RM8,888 and RM4,888, motorcycles, mountain bikes, television sets and many more.

2014年霹州家具展销会达到预期中的效果,全场总销售额突破2千万令吉,参观人数则超出5万人次,反应十分热烈。

该项由主办当局为霹州家私同业公会举办的展销会,于2014年12月25日至28日举办,早上10时至晚上10时,在怡保英德拉慕丽雅室内体育馆举办,参展的家具及家电厂家高达300多个单位。

此展销会特点在于为消费者提供平台,以实惠价格选购最新设计及实用的家居产品,展出的家居产品包括家具、家饰、家电、床褥等。

会场也备有家居风水座谈会、室内设计咨询站及烹饪示范等。今次增设现金幸运抽奖,凡消费满500令吉即可参与幸运抽奖,並有機會赢取首獎8888令吉現金、次獎4888令吉現金、摩托、爬山脚車、50吋液晶大電視及家電產品等。

It was attended by the Chairmen and representatives from partner associations of the Malaysian Printers Association Penang Branch, Plastic Manufacturers Association (Northern Branch), Penang Master Builders & Building Materials Dealers Association, Penang Chinese Chamber of Commerce and Penang Metal Distributors Association.

In addition, PFTIA also organized a 3-day-2 night trip for 23 persons to Hatyai and Songkhla from January 16 -18, 2015.

迎接羊年新春到来,槟州家具同业商会在诗布朗再也Roxbury Pub & Bistro举办会员之夜,共有130人踊跃出席,共襄盛举。

活动於2月28日举办,除了该会顾问、董事、会员及嘉宾们出席外,商会也邀请友好社团如印刷商公会、塑胶商公会、金镇社、中华总商会、机器厂商公会及五金商公会的会长及其代表参与其盛。

OVERWHELMING TURNOUT AT PFTIA MEMBERS NIGHT 槟会员之夜场面热爆



PFTIA organized a 3 days 2 nite tour to Hatyai and Songkhla for 23 persons.
槟州家具同业商会23位团员参与泰国合艾及宋卡三天二夜之旅。

The Penang Furniture Manufacturers & Dealers Association (PFTIA) members' night, held in conjunction with the Chinese New Year celebration attracted an overwhelming turnout of 130 guests.

Aimed at enhancing networking ties and promoting friendship consultants, PFTIA Board Committee and members as well as industry partners, the casual function was held at the Roxbury Pub & Bistro in Seberang Jaya.

FURNITURE INDUSTRY PRODUCTION AND BUSINESS MANAGEMENT TRAINING CURRICULUM

隆雪家具商会开办企业家经营管理研修班

The Kuala Lumpur and Selangor Furniture Entrepreneur Association (KLSFEA) endeavors to assist members in achieving their business targets, cultivation of human resources as a competitive edge, the continuous promotion of the 595 human resource development project through a series of training programs and activities.

KLSFEA's Furniture Industry Production and Business Management Training Curriculum, 3rd chapter titled "Strategic Brand Management Course", will start from 10th July 2015, conducted four times a month for four months. Content of the course include branding and brand connotation, brand marketing, creative marketing, brand strategy, international marketing and exhibition planning. A renowned brand celebrity will be invited to share his/her experience on how to create a successful brand.

KLSFEA's Furniture Industry Production and Business Management Training Curriculum will have a chance for trade and investment mission abroad. KLSFEA举办的企业家经营管理研修班, 学员有机会到国外进行商业投资考察。

There will be a chance to visit a famous Thai furniture Showrooms. This is possible through KLSFEA's collaboration with Thai Furniture Association to organize a 6-day-5-night field trip to understand the uniqueness of furniture trend in Thailand the brand or creative marketing with tangible elements of branding strategy.

This year, KLSFEA will collaborate with Southern University College to conduct a "Strategic Branding Management" course with a panel of lecturers from the Southern University College.

There are eight chapters over 12 days of classes 6 days study tour to be held over a period of 4 months. This is an unique and personalized course. All students upon successful completion of the course will be awarded "Entrepreneurs Management Workshop 2015" Certificate of Completion from KLSFEA, Southern



University College and Taiwan Ming Chi University of Technology.

The cost of the "KLSFEA Strategic Brand Management" includes return flight tickets, food, transport and hotel accommodation. Group registration of more than three persons will enjoy a 5% discount. Companies that meet certain requirements may apply for PSMB.

For any enquiry, kindly contact 03-6140 1202/016-332 3127 or visit <http://www.klsfea.org.my> for further information.

为了协助会员达成企业发展的目标, 培养人力资源的方式加强竞争优势, 隆雪家具企业商会持续推动595计划, 并计划今年内继续推出一系列精彩的培训课程及活动。

该商会举办企业家经营管理研修班第三模块课程“品牌战略管理课程”, 将于今年7月10日开课, 每月4堂课, 为期4个月。

课程内容包括品牌行销专题讲座、品牌内涵与打造、品牌营销、创意行销、品牌策略、国际行销与会展规划。今年的课程将邀请“著名品牌名人”, 在课堂上分享打造成功品牌的经历与奥妙。

与泰国家具协会配合下, 学员有机会通过6天5夜到泰国进行实地考察, 参观当地著名的家具品牌工厂, 让学员们更深入地了解泰国家居生产不断发展进步的过程及发展趋势。

隆雪家具企业商会也将于南方大学学院合作开办“品牌战略管理”课程, 讲师阵容包括南方大学专业导师、马来西亚品牌专业讲师及台湾资深讲师授课。

该课程共设有8个单元, 12天课程6天考察, 分别4个月内完成。参加全部课程合格的学员将获“隆雪家具企业商会”、“南方大学学院”及“台湾名志科技大学”联颁的“企业家经营研修班2015”结业证书。

全套课程学费包含考察团来回机票、膳食、交通与高级酒店住宿, 团体报名3人或以上, 可获得额外5% 优惠。所有符合条件的公司可申请人力资源发展基金 (PSMB)。

欲知详情, 可拨打03-6140 1202, 016-3323 127或浏览该会网站: <http://www.klsfea.org.my>会员服务处查看详情。



JOHOR FURNITURE FAIR CONTINUES TO GROW

柔家具与装饰展精益求精



After lending priority to education since 2007, the Federation of Johore Furniture Manufacturer & Traders Association (JFA) has spread its wings by diversifying into organizing the Johor Furniture Fair to boost awareness of the state's capability in furniture manufacturing.

The initiative resulted in the successful organizing of the Johor Furniture Fair with the record breaking occupancy of two floors of exhibition space by the participants last year. This speaks volumes of the JFA's commitment for excellence and expansion of the fair. The JFA is now held three times a year.

For the current year, the JFA organized the 14th series of the Johor Furniture Fair from 16-18 January, a month ahead of the Chinese New Year celebration and before the implementation of the Goods and Services Tax on April 1, 2015.

The three-day exhibition attracted 30,000 visitors and posted sales valued at RM3.24 million.

The 15th Johor Furniture Fair will be held from May 22 to 24, at Persada, Johor, while the 16th Johor Furniture Fair will be from November 6 to 8.

In view of the number of projects due for completion in 2015 and 2015 in Johor Bahru, which are expected to cause a spiral in the demand for furniture, electrical

appliances and household products, the JFA is confident that the fair is set breach new records in exhibitor participation and sales in the coming years.

For further enquiries, kindly contact the Johore Furniture Manufacturer & Traders Association secretariat at 07-3618099 or Agnes Ng 016-7842011.

2007年开始, 新山家具同业公会秉持“教育为先”的理念, 筹办了14届柔佛家具装饰与电器展 (JOHOR FURNITURE FAIR)。

2014年突破极限以精益求精, 以两层形式成功展出。在2015年, 公会将于1月16日至18日, 5月22日至24日以及11月6日至8日, 一年内举办3场展会。

公会所举办的1月份展会, 在农历新年以及消费税前的连锁效应下, 创下3万名参观人次和324万零吉交易额, 再次获得参展商们的肯定。

下一场的第15届柔佛家具与装饰展, 将于5月22日至24日, 于Persada Johor举办。配合新山区域多项工程于近2年内完成, 展会将以舒适的环境, 一站式展出各类家具、电器及家居产品等, 公会有信心再创另一个高峰。

想更进一步了解详情, 可联络新山家具同业公会秘书处, 电话: 07-3618099 或 Agnes Ng (016-7842011)。



The three-day exhibition posted sales valued at RM3.24 million. 3天的柔佛家具与装饰展达到324万令吉的交易额。

AFFLUENT CONSUMERS WANT HIGH QUALITY PURCHASES

Source: Furniture Today

Income saving is the popular thing to do among wealthier consumers during post-Recession. Affluent households, defined as those with incomes of US\$100,000 or more, are still cautious after witnessing stock portfolios and home values tank during the Recession and as a result, are saving their money. Economists estimate affluents account for 40% of overall consumer spending.

The bank consulting firm, Moebs Services reports the average balance for U.S. checking accounts stood at US\$4,436 at the end of last year as against US\$788 in 2007. Across the board, retail spending and personal consumption have slowed. Last year, total furniture and bedding sales reached US\$94.5 billion, up only 1.7% from 2012 sales of US\$92.9 billion. For 2014, total spending will be up an estimated 2%.

According to Furniture Today's 2014 survey among readers of Apartment Therapy, the New York-based online decorating source, one-third of affluents have been buying furniture less often since the Recession. No distribution channel is off limits for affluent buyers, be it specialty retailers or mass merchants. Per Ipsos, nearly three-fourths of affluents shopped Amazon within the past year, while 72% shopped Target and 69% shopped at Walmart.

The survey revealed that more than one-third of affluent consumers would first go to a lifestyle furniture store, such as Ikea, Pottery Barn or Restoration Hardware, to replace an accent chair. Another 31% would shop a second-hand outlet and only 14% would first shop a traditional furniture store. Consumer data shows that eight out of ten affluents continuously shop for furniture and decorative accessories. And, 69% prefer to shop for furniture in a brick-and-mortar store rather than online.

According to Ipsos, the product characteristics affluents most associate with luxury are quality, excellent design, excellent reputation, uniqueness and long-lasting. Furniture Today's consumer data concurs. Eight out of 10 affluents say it's important the furniture within their home is of high quality.



有钱族储蓄有方 消费以品质至上

来源:《今日家具》

经济衰退后期,有钱人已经开始谨慎用钱,并往往会把钱储蓄起来。在美国,有钱家庭指的是年收入至少10万美元或以上,这些人见证经济萧条时股票及屋价的衰退,因此在用钱方面更显得谨慎。

经济学家估计有钱族占全美消费者整体消费额的40%。

银行咨询机构 MOEBS SERVICES 作出的一项报告指出,去年杪,美国支票账户的平均余额为4千436美元。这个数字在经济大好期间反而更低。看望2007年,当时的平均余额仅为788美元。

零售开支及个人消费整体上已经放缓。去年,家具及寝具的销

量达到945亿美元,比起2012年的929亿令吉,仅上升1.7%。2014年,整体消费额预料上扬2%。

《今日家具》2014年针对纽约一家网站《APARTMENT THERAPY》读者展开调查显示,三分之一的有钱族自经济萧条后,也比较少去买家具。将近四分之三的钱人在过去一年到亚马逊网购,72%逛TARGET超市(全美第二大超市连锁店)及69%逛沃爾瑪超市。

超过三分之一有钱族首选具生活品味的家具店,如宜家、POTTERY BARN 或 RESTORATION HARDWARE;其余的31%会光顾二手家具店,以及14%会光顾传统家具店。尽管如此,有钱族仍有足够的购买能力。我们的消费者数据显示,10

个有钱人中,有8人还是会继续逛家具及装饰配件。比起上网购物,69%的人士更倾向亲自到家具店逛逛。

根据IPSOS调查,有钱族选购贵重物品时,考虑因素为产品品质、优越的设计、信誉良好、独特性及耐用性。《今日家具》认同这种说法,数据显示每10人中,有8人认为放在家里的家具,以高品质为重。

CANADIAN FURNITURE STORE SALES UP 3.5% TO C\$10B IN 2014 (STRONG FOURTH QUARTER HELPS INDUSTRY)

Source: Furniture Today



For the first time since 2008, Canadian furniture store sales brushed ever so slightly past the C\$10 billion mark in 2014, according to preliminary figures from Statistics Canada. And thanks to a better than anticipated holiday season and Boxing Week, home furnishings and electronics and appliance stores also turned in strong year-end performances.

Furniture store sales have inched ahead slowly in each of the past four years after falling back slightly in 2011.

Last year, most industry insiders compared monthly furniture store sales to a teeter-totter ride as results jumped up and down. However, furniture store sales ended 2014 on a high note as sales for December were pegged at C\$932.9 million - up from the prior month and 10.3% over the December 2013 total. Indeed, the entire fourth quarter was a banner one for the industry.

For the year, sales were about C\$39 million over the C\$10 billion mark and may come down slightly once the revised figures are published later in March, but it's still good news for Canadian furniture merchants as store sales gained 3.5% over the \$9.7 billion rung up for 2013.

Almost 90% of all furniture store sales in Canada are in British Columbia, Alberta, Ontario and Quebec. Of those

four provinces, only Quebec saw store sales fall last year - declining 1.3% to C\$2.45 billion.

Meanwhile, home furnishings stores - which sell everything from floor covering to lamps and lighting, linens, decorative accessories and wall art as well as furniture - also finished the year on a strong note. December store sales were a preliminary C\$632.8 million, up 9.1% over November and up 7.7% over December 2013.

Sales for the year were set at a preliminary C\$5.92 billion, up 4.7% over the prior year's C\$5.65 billion.

Store sales in Quebec were basically flat at C\$1.05 billion - a reflection of the economic troubles in Canada's second largest province, where growth continues to lag the rest of the country. Sales were up 4.4% in Ontario to C\$2.17 billion, up 7% in Alberta to C\$1.07 billion and up 8.6% in British Columbia to C\$903 million.

A number of outside observers have noted the Black Friday shopping phenomenon that has taken root in the U.S. in recent years has spilled over into Canada - at least to a small degree - and helped all three segments of big ticket home retailers achieve year-over-year growth in the final months of 2014.

另一方面,从地毯到灯饰、床单、装饰品及家私都有出售的家具用品店,也同样在去年高奏凯歌。12月店销售额为6亿3千280加元,比11月提高9.1%,相对2013年12月增加7.7%。

全年的销售额为59亿2千万加元,比起前一年的56亿5千万加元,提高4.7%。

观察家发现近年从美国吹向加拿大的黑色星期五的购物风潮,在某程度上,协助家居零售商在2014年最后一个月份,实现逐年的增长。

加国家具销量增3.5% 2014年达100亿加元

来源:《今日家具》

根据加拿大数据局数据显示,2008年迄今,加拿大家具店销量首度创下超过100亿加元销售额大关。在佳节期间及节礼周推动下,居家摆设、电子与家电商店以强势的年终销售量告终。

家具店的销售额自2011年倒退后,在一连4年已经放缓。

去年,许多家具业内人士比较家具店每月销售情况时,发现每月销量时高时低。无论如何,家具店销售额在去年12月创下高点,即9亿3千290万加元,比前一个月高,与2013年12月比较则相对提高10.3%。

整个加拿大几乎90%的家具店销售来自不列颠哥伦比亚省、阿尔伯塔省、安大略省和魁北克省。这四大省中,只有魁北克省的家具店销售额微跌1.3%至24亿5千万加元。

2015 ANNUAL WORLD FURNITURE FAIRS CALENDAR

2015全球家具展会一览表

MAY
2015

5-8	Intezum	Cologne, Germany	17-19	Interiors UK/May Design Series	London, UK
11-15	Ligna Hannover	Germany	18-21	Index Dubai	Dubai, UAE
12-15	Movelbrasill São Bento Do Sul	Brazil	18-21	Workspace	Dubai, UAE
12-15	Maison & Objet Americas	Miami Beach, Florida, USA	19-23	Rooms Moscow/mifs	Moscow, Russia
13-15	Designex	Melbourne, Australia	19-23	Istanbul Home Textile Exhibition (EVTEKS)	Istanbul, Turkey
15-18	China (Yiwu) Int'l Furniture Fair	Yiwu, Zhejiang, China	28-30	Habitat Expo	Mexico City, Mexico
16-19	Int'l Contemporary Furniture Fair	New York, USA			

JUNE
2015

4-6	The Timber Show	Nantes, France	15-17	Neocon	Chicago, USA
4-7	The Canadian Home Furnishings Market	Toronto, Canada	6-18	Facilities Show	London, UK
10-12	Interior Lifestyle	Tokyo, Japan	16-21	Design Miami Basel	Basel, Switzerland
10-13	Iraq Furnexpo	Erbil, Iraq	24-27	Suzhou Int'l Furniture Fair	Suzhou, China

JULY
2015

3-6	Int'l Furniture Fair Chengdu	Chengdu, China	19-21	Manchester Furniture Show	Manchester, UK
7-9	Solex	Birmingham, UK	22-25	AWFS	Las Vegas, Nevada, USA
7-14	Atlanta Int'l Gift & Home Furnishings Market	Atlanta, USA			

AUGUST
2015

2-6	Las Vegas Market	Las Vegas, Nevada, USA	19-23	Kofurn	Seoul, Korea
6-8	Luxehome Shanghai	Shanghai, China	21-24	Woodtech India	Chennai, India
6-10	Decorex Joburg	Johannesburg, South Africa	29-1 Sep	Tendance	Frankfurt, Germany
19-22	Expomobillaro Summer	Mexico City, Mexico	31-1 Sep	Spoga + Gafa	Cologne, Germany

SEPTEMBER
2015

3-7	Dongguan Famous Furniture Fair (3F)	Dongguan, Guangdong, China	9-12	Fmc China	Shanghai, China
4-8	Maison & Objet	Paris, France	14-16	Oman Office Show	Muscat, Sultanate Of Oman
5-12	Paris Design Week	Paris, France	19-23	Bucharest Int'l Furniture Exhibition (BIFE)	Bucharest, Romania
8-10	Mood	Brussels, Belgium	20-23	Decorex Int'l	London, UK
8-12	China Int'l Furniture Fair (CIFF Shanghai)	Shanghai, China	20-24	Mow	Bad Salzufflen, Germany
9-12	Furniture China/Office China	Shanghai, China	23-26	100% Design	London, UK
			28-30	The Hotel Show	Dubai, UAE

OCTOBER
2015

2-4	Baltic Furniture	Riga, Latvia	15-18	Index Mumbai	Mumbai, India
6-9	Sibfurniture Woodex, Siberia	Novosibirsk, Russia	17-22	High Point Market	High Point, USA
10-14	Intermob	Istanbul, Turkey	21-23	China Int'l Kitchen And Bathroom Expo	Shanghai, China
14-16	Gardex	Chiba City, Japan	23-26	The Autumn Ideal, Home Show	Dublin, Ireland
14-17	I Salon Worldwide Moscow	Moscow, Russia	29-30	Neocon East	Baltimore, USA
14-17	Vietnam Wood	Ho Chi Minh City, Vietnam			

NOVEMBER
2015

8-11	Brussels Furniture Fair	Brussels, Belgium	24-27	Woodex Moscow	Moscow, Russia
23-26	The Big 5	Dubai	25-26	The Sleep Event	London, UK
24-27	Mebel Moscow	Moscow, Russia	26-28	Ifft Interior Lifestyle Living	Tokyo, Japan

DECEMBER
2015

5-8	Esprit Meuble	Paris, France			
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TIPS TO CREATE A 'BEDROOM' IN A STUDIO APARTMENT

在单身公寓营造“卧室”的小贴士

Source来源: Apartment Therapy



Either by choice or by the vagaries of fate, you have found yourself living in a studio apartment. That's it. Just one room. And maybe you're cool with that, but you don't feel like looking at your bed all day long. Or you need a little privacy for when houseguests stay, or you just want to create a little separation between the parts of your apartment devoted to sleeping and waking. Apartment Therapy has a few ideas.

不管是自己的选择, 或是命运的安排, 有一天会发现自己就住在面积不大的单身公寓。此时家里只有一个卧室。会很“酷”, 但一整天呆望著床铺也会很无奈。有时客人到访, 需要一点私隐; 有时则要在睡眠与苏醒之间, 营造一些些的间隔。APARTMENT THERAPY给你一点小提示。



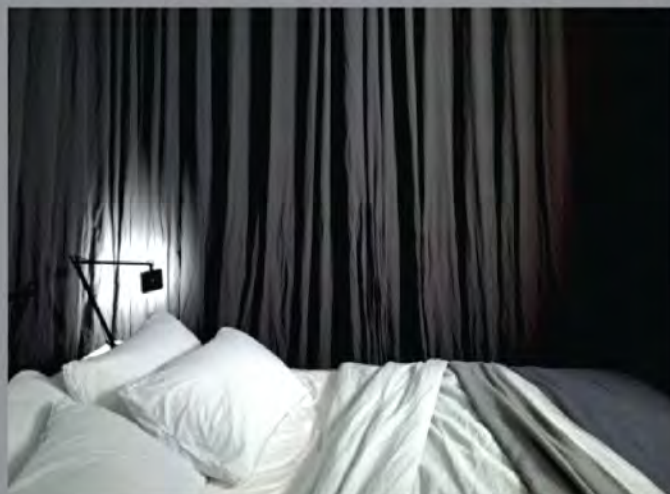
Above: the inhabitant of this live-work studio, from Domino, has created a separation between working space and ceiling space with a ceiling-mounted curtain. Mounting a curtain in a track is an especially good idea because it means the curtain can be easily drawn back to join the two spaces when you feel like it.

上图由DOMINO提供, 工作与住家为一体的单身公寓, 利用天花板高挂而下的窗帘将工作坊隔开。在轨道上安装窗帘是一个好点子, 因为只要将窗帘拉开, 就能将两个分开的空间, 二合为一。



Here's an idea, from The New York Times, that's simultaneously bold and surprisingly practical: ceiling-mount curtains around your bed, canopy style, and draw them closed when you want a little privacy.

纽约时报提供一个即大胆又创新的实际点子: 在床铺周围悬挂窗帘, 簷篷风格, 要有一点私隐时就把窗帘拉上。



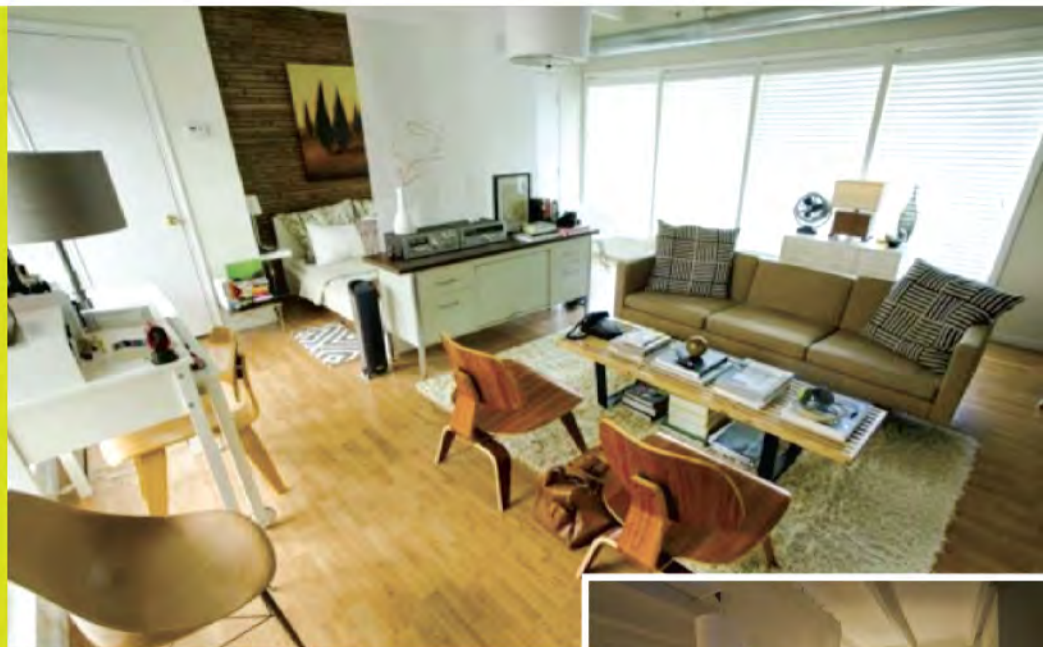
Willa Kammerer uses a curtain to separate sleeping space from work space in her 300 square foot New York apartment, spotted on Houzz.

从HOZZ网站中, 我们看到住在纽约市300平方尺小公寓内的威拉, 是使用窗帘将睡觉与工作空间分开。



This charming space, from Country Living, makes use of a pre-existing nook to provide a little privacy for the bed. A curtain (hung on a railing made from electrical piping!) completes the separation.

COUNTRY LIVING网站的概念，就是在善用屋内的角落来为床铺营造私人空间。窗帘悬挂在电管上就能达成任务。



In his Houston apartment, Chris used a credenza, and a fabric panel, to give his bed a little privacy. The panel also doubles as a projection screen.

在位于休斯顿的公寓，克里斯利用柜子及布板，为床位提供一点点的私隐。布板也可以充当放映荧幕。



In her 280 square foot studio in Paris, Elodie makes use of bookcases and curtains to create a tucked-away sleeping space.

在她的位于巴黎的280平方尺的单身公寓。伊罗迪善用书架及窗帘来搭建睡觉空间。



In her 480 square foot studio apartment, Maura went for the nuclear option: building actual walls around her bed. It actually works out quite nicely because one end is left open, and the high ceilings allow the little bedroom box to become an interesting design feature.

在姆拉480平方尺的单身公寓里，他先在床边搭建两面墙壁，其中一面则开放，小盒子卧室与高高的天花板相比，形成一个很有趣的设计。



Ok, enough curtains. This little studio, spotted on 79 Ideas, uses sliding ceiling-mounted fabric panels to separate the bed from the rest of the room.

在79 IDEAS网站，除了窗帘外，在小小的公寓内，也可使用悬挂在天花板的滑动布板，将床位及其他空间隔开。



The bed in this little studio from Makeover.nl is right next to the couch in floor plan — but elevating it vertically allows it to feel like its own space. (We're guessing there's plenty of storage behind those curtains below)

在MAKEOVER.NL 网站中，这间单身公寓位于沙发旁的床位垫高后，感觉上犹如属于自己的空间。(估计窗帘后还藏有不少物品)



WE SERVE THE FURNITURE INDUSTRY

Malaysian Furniture Council is a newly merged national entity between Malaysian Furniture Industry Council (MFIC) and Malaysia Furniture Entrepreneur Association (MFEA). In tandem with the growth of the Malaysian furniture industry, it has played an instrumental role in shaping the rapid development of the industry through the concerted efforts with the relevant authorities.

As the furniture industry's national body, the MFC plays a catalytic role in assisting both the private and public sectors towards the promotion and development of the Malaysian furniture industry in the global marketplace and has earned a strong reputation internationally.

我们全力为家具业服务

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作为代表国内家具业的组织, 马来西亚家具总会在领导和推动公共与私人领域上 扮演举足轻重的角色, 带领大马家具行业走向国际, 以在全球市场占有一席之地。

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