

FURNITURE NEWS

2019
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EFE Export Furniture Exhibition, Malaysia

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EFE 是属于马来西亚家具业者的展览平台



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MALAYSIAN
FURNITURE
 CREATIVITY
AWARDS
 2019

**MALAYSIAN FURNITURE
 CREATIVITY AWARDS
 (MFC AWARDS)**

This award is presented to exhibitors who showcase exemplary creativity in their furniture designs which they are also manufacturing themselves.

The Decision-Makers



ADVISOR

Mauro Mamoli
 President of Italy's National Federation of Furniture Stores (Federmobili)

After graduating from Politecnico di Milano, Italy, Mauro Mamoli developed his career in the furnishing industry at New Belgo Ltd and Casa Design srl before co-founding the Federmobili Young Entrepreneurs Club. Since 2004, he has been part of the Central Committee of the National Federation of Furniture Stores. In 2013, he became the Federation's President and Project Manager for cooperation activities with Verona Fiere. A prominent figure in the Italian furniture market, he is also the President of Webmobili srl and Deputy President of Innova.com.



JUDGE

**Prof Dr Khairul Aidil Azlin
 Abd Rahman**
 Professor in the Industrial Design Department of
 Universiti Putra Malaysia



JUDGE

Steph Low
 Founder and Art Director of Yong Studio
 Winner of Asia's Most Prestigious Interior Design Award

Overseas & Local Media Judges

The Home Living, Japan
 Furniture World, Italy

APS Media Group, Singapore
 Furniturk, Turkey

ACG Media Group, Malaysia
 Creative Home, Malaysia

Event By:



Award & Certificates Endorsed By:



Addressing Production Inputs Remain Top Priority for 2019

解决生产投入问题 仍是2019年的当务之急

2018 turned out to be a very challenging year where the labour crisis escalated resulting in industry wide shortage, coupled with insufficient supply of rubberwood to meet the demand of the downstream value-adding manufacturing sector. Trade data shows that the export of Malaysian furniture experienced a 3.0% decline in 2018, the first and hopefully the last contraction since 2011. This has put us a little further back from the National Timber Industry Policy (NATIP) goal of RM 12 billion in furniture export by 2020. However, I strongly believe that we are still on track to achieve the target that my fellows MFC Committee Members and I have set a new goal of RM 20 billion in exports and RM 11.82 billion in domestic sales by 2025.

To ensure that the Malaysian furniture industry remains competitive and relevant domestically and internationally, as well as, realising the dynamics of the furniture industry globally, we are taking a two-pronged approach, namely- domestic consumption and exports.

However, all being said and done, production inputs remain the largest factor of determining the performance of the Malaysian furniture industry. The MFC as the sole national furniture body representing the interest of the Malaysian furniture industry have been actively engaging and lobbying the Minister of Primary Industries and the Malaysian Timber Industry Board to ensure a sustainable and stable supply of rubberwood sawn timber for use by the downstream furniture manufacturing sector. We have proposed numerous measures to the authorities in a bid to counter smuggling activities of rubberwood, as well as to ensure measures are in place to ensure that precious rubberwood resource are genuinely value-added before exported from Malaysia.

On the human resource front, the MFC is aware that the furniture industry's experienced 10-year factory workers are being repatriated and there is no solution or clear policy regarding the replacement or intake of foreign workers, despite having obtained approval. The MFC has raised this concern to the relevant ministries and authorities through various avenues such as dialogues and memos and we have even escalated this to the attention of the Prime Minister. We are anticipating a decision from the government whom are taking a cautious approach to develop a holistic solution.

Meanwhile, MFC's fully owned Export Furniture Exhibition (EFE) is also celebrating its 15th year of success this 2019. 15 years of providing a dynamic international trade platform for furniture manufacturers and exporters to trade with the world. 15 years of consistent participation and support from the industry and thus making EFE the region's best international trade exhibition for both exhibitors and visitors to pursue new and bigger business opportunities. I look forward to welcoming you to EFE this 9th to 12th March 2019 and both MFC and EFE are committed to continuing exceptional service to the Malaysian furniture industry.

One of the highlights for us in 2018 was MFC's official meeting with the Prime Minister of Malaysia- Tun Dr Mahathir Mohamad in November. The meeting left us inspired and confident that there is bigger room for growth for the Malaysian furniture industry and the export of Malaysian furniture to the world. I invite you to read more on what transpired during the meeting on pages four and five of this issue and find out for yourself how knowledgeable and passionate Tun is on the art of timber, craft and furniture.

Lastly, I take this opportunity to extend my best wishes for the year ahead. May all stakeholders work together to ensure the Malaysian furniture industry registers robust growth rate for many years to come and is on track to achieve RM 20 billion in exports by the year 2025.



CHUA CHUN CHAI President of Malaysian Furniture Council
蔡春才 马来西亚家具总会总会长

2018年对家具业来说是极具挑战性的一年，劳力危机升级导致行业劳力短缺加剧，再加上橡胶木的供应不足，远远无法满足下游增值制造业的需求。贸易数据显示，2018年的马来西亚家具出口额下降了3%。自2011年以来，行业经历了第一次，亦希望是最后一次的出口收缩，让我们与国家木材工业政策（NATIP）所设定在2020年达到马币120亿令吉家具出口额的目标相去甚远。不过，我与马来西亚家具总会众理事们一起设定了新目标，并坚信能在2025年达到马币200亿令吉的出口额，以及马币118.2亿令吉的国内销售额。

为了确保马来西亚家具业在国内和国际上，都能保持竞争力和行业关联性，且意识到全球家具业的时动态，我们应双管齐下，同时注重在国内消费和出口两方面。

然而，生产输入无论如何都是决定马来西亚家具业表现的关键要素。马来西亚家具总会作为代表家具业者利益的唯一全国团体，一直积极参与游说原产业部部长和马来西亚木材工业局，以确保橡胶锯材的可持续性及其稳定供应给下游家具生产领域。我们曾向有关当局提议多项措施，以打击橡胶木走私活动，并且保障珍贵的橡胶木资源在从马来西亚出口之前，必须经过真正的增值程序。

在人力资源方面，总会获悉在家具业服务了十年的熟练工人被遣返回国，即使在获得批准后，却没有任何替代或重新雇佣外劳的对策或明确措施。因此，总会通过不同途径如对话会和提交备忘录，向有关部门及机构反映，甚至将有关课题提呈给首相。我们期望政府能尽快作出决定，谨慎制定一个完整的解决方案。

另外，由总会全权拥有的马来西亚出口家具展（EFE）将在2019年迎来15周年。走过15年的光辉岁月，EFE为家具制造商和出口商提供了一个充满活力的国际贸易平台，让他们与全球贸易接轨。业者们在这15年来的持续参与和支持，造就了EFE成为这区域里最好的国际贸易展览会，为参展商和出席者寻求更新、更大的商机。我很期待并欢迎各位莅临即将于2019年3月9日至12日开展的EFE。总会和EFE将继续致力于为马来西亚家具业提供更卓越的服务。

总会在过去的11月份与马来西亚首相敦马哈迪医生会面，是2018年的一大亮点。该会议不但让我们深受启发，同时我们也有信心，马来西亚家具业及其出口发展仍有很大的成长空间。在此，我想请各位读者翻至本期期刊的第4页和第5页，以阅读更多有关会议的内容，以及敦马哈迪医生对木材、工艺和家具的了解与热情。

最后，我想借此机会向各位送上祝福，愿新的一年所有业者携手合作，共同努力，确保马来西亚家具业在未来继续欣欣向荣，以期在2025年实现马币200亿令吉的出口额。

From right : Dato' Eric Lee Kong Sim, Mr Sunny Ter Soon Peng, Datuk Cha Hoo Peng, J.P, Mr Andy Ng You Choon, Mr Jamaludin bin Che Murad
 From left : Mr Nick Wee Ing Long, Mr Chris Yau Kok Siang, Mr Vincent Tan Mui Hwa, Mr Keh Wee Kiet, Mr Hendry Kong Wooi Keat, Mr Chua Chun Chai
 右起：拿督李光森，戴春平，拿督谢和平局绅，黄有光，贾马鲁丁
 左起：黄运隆，姚国祥，陈美和，郭伟杰，龚伟杰，总会长蔡春才



Prime Minister and Furniture Industry Confident of Achieving RM20 billion in Furniture Exports by 2025

首相与家具业放眼2025年家具出口突破200亿令吉

The Malaysian furniture industry is on track to achieve RM20 billion in exports by the year 2025.

This follows a meeting between Prime Minister Tun Dr Mahathir Mohamad and the Malaysian Furniture Council (MFC) in which the industry laid out its plans to drive growth in the local furniture industry and expand furniture exports from Malaysia.

According to MFC President Mr Chua Chun Chai, the furniture industry will achieve its target of RM20 billion in exports by 2025 through ensuring a robust 10% year-on-year growth. MFC is committed to working with the government to ensure that the furniture industry is well-supported in order to deliver its ambitious growth targets and export value.

“The key drivers for furniture industry growth include adequate supply of labour and rubberwood raw material. As such, MFC has proposed to the Prime Minister to implement fast-track approval for foreign workers and to re-implement the foreign worker replacement policy to secure sufficient workforce for the industry. In addition, we proposed that the state government provide land for the replanting of rubber trees. With the soft loan offered by the government, the industry can invest in large scale planting programmes of high-yield timber clone rubber trees to ensure adequate supply of rubberwood for the industry”, said Mr Chua after the meeting with Tun Dr Mahathir.

Tun Dr Mahathir emphasised the importance of research institutions working together with furniture players in the

field of furniture design and furniture making to take the industry to world class level. In addition, Tun also hopes that research institutions are able to spearhead more research on alternative timber materials for furniture production, given the current high price of rubberwood, just like how the industry managed to convert rubberwood from firewood to valuable material for furniture.

MFC Deputy President Mr Andy Ng You Choon added furniture industry growth can be enhanced with new designated industrial zones in the Northern, Central

and Southern regions of Malaysia with the support of the various state governments. MFC Vice President Mr Jamaludin bin Che Murad also briefed the Prime Minister on the present status of the Bumiputra furniture industry.

At the meeting with the Prime Minister, the MFC also raised issues of excessive regulation on the furniture industry.

MFC Advisor Mr Sunny Ter and Mr Jamaludin said MFC had in 2013 and 2017 requested the removal of furniture



A delegation of 11 led by Mr Chua Chun Chai, President of MFC, met with Prime Minister Tun Dr Mahathir Mohamad on Monday November 26, 2018 at the Prime Minister's Office. Mr Chua was accompanied by Mr Sunny Ter Soon Peng, Advisor of MFC; Mr Andy Ng You Choon, Deputy President of MFC; Mr Jamaludin bin Che Murad, Vice-President of MFC; Datuk Cha Hoo Peng, J.P. Vice-President of MFC; Dato' Eric Lee Kong Sim, President of KL & Selangor Furniture Association; Mr Hendry Kong Wooi Keat, President of Penang Furniture & Timber Industry Association; Mr Keh Wee Kiet, President of Federation of Johore Furniture Manufacturers & Traders Association; Mr Vincent Tan Mui Hwa, Treasurer of MFC; and MFC Committee Members Mr Nick Wee Ing Long and Mr Chris Yau Kok Siang.

由总会会长蔡春才领导的11人代表团于2018年11月26日，在首相办公室会晤首相敦马哈迪医生。出席的代表有总会顾问戴春平，署理会长黄有光，副会长贾马鲁丁和拿督谢和平局绅，隆雪家具公会会长拿督李光森，檳州家具同业商会会长龚伟杰，柔佛州家具工业联合会会长郭伟杰，总会财政陈美和，以及总会理事黄运隆和姚国祥。



(HS code 9403) from the Customs (Prohibition of Exports) Order. This order makes it compulsory for each consignment of furniture to obtain an Export License. Tun had noted about listing of furniture as a prohibited item and will seek clarification on this matter.

Additionally, Mr Andy Ng noted that in 2019, the Wood-Based Industry (State Legislatures Competency) Act will be fully enforced and furniture plants must obtain licenses from the Forestry Department, which the industry hope can be deferred and subsequently exclude furniture mill from the act.

Tun Dr Mahathir commended MFC for identifying and raising these issues and pledged to look into the regulation of the furniture industry with a view of enhancing the process for both the government and industry.

"The response by Tun Dr Mahathir was encouraging and he expressed support for the industry and looks forward to Malaysia's continuous growth in furniture exports. We sincerely hope that government can reduce red tape such as export license in order to facilitate furniture exports. In fact, from 2013 Malaysian furniture exports in terms of US dollar have not achieved the expected growth as the industry expressed reluctance to expand production owing to uncertainty in manufacturing inputs and excessive regulation stifling the industry," said Mr Chua.

Mr Sunny Ter shared that from 1986 to 2005, with the First and Second Industrial Master Plans (IMP 1 and IMP 2), the Malaysian furniture industry experienced exponential growth in exports from RM40 million to RM 7.5 billion due to the government facilitating value-added downstream manufacturing process. Nevertheless, growth has been moderating to a rate of around 2.5% per year between 2006 and 2017. The Malaysian furniture industry managed to achieve RM9.83 billion in exports in 2018. Ter hopes to see effective policies, facilitating measures, industrial plans and cooperation from government to support the growth of a local resource-based manufacturing industry.

Lastly, furnitureThe Malaysian furniture industry is on tra

马来西亚家具业有望在2025年实现马币200亿令吉的出口额。

马来西亚家具总会（MFC）日前会晤首相敦马哈迪莫哈末医生，制定推动本地家具业和扩大马来西亚家具出口的计划。

马来西亚家具总会会长蔡春才称，家具业将在2025年达到马币200亿令吉的出口目标，并确保每年10%的稳健增长。总会将和政府紧密配合，以确保家具业在其支持下，成长目标和出口价值都获得全面提升。

“劳力和橡胶木原材料的充足供应，是驱动家具业增长的关键。因此，总会向政府提出实行快速通道批准外劳引入，及重新实行外劳替代措施，以确保行业拥有足够劳力。另外，我们建议州政府为种植橡胶树提供土地，再加上政府提供的低息贷款，行业可大规模投资在高产量橡胶树的种植计划，以确保家具业的橡胶木供应充裕。”蔡春才在和敦马哈迪医生的会议结束后表示。

敦马哈迪医生强调，家具设计和家具制造务必通过研究机构与家具企业的合作，以使该行业达到世界一流水平。首相也期许研究机构研发更多有关家具制造、设计，以及家具生产的替代木材原料相关研究。他提议，有鉴于目前橡胶木的价格仍偏高，行业应多参与研究以寻找其他木材来源，就好比行业在过去成功把被视为木柴的橡胶木，加以利用成为有价值的家具制造原料。

总会署理会长黄有光补充，在各州地方政府的支持下，于马来西亚北部，中部和南部地区开展更多新的指定工业区，有助于促进家具业的成长。副会长贾马鲁丁亦向首相简短报告了土著家具业的现状。

会议上，总会也提出了国家对家具业过度监管的课题。

总会顾问戴春平以及贾马鲁丁表示，总会在2013年和2017年两度请求把家具（海关编号9403）从海关（禁止出口）法令中移除。该法令强制要求每一批家具出口的货品都必须获得出口准证。就家具被列为出口违禁品一事，首相表示他将向有关部门进一步查明。

另外，黄有光提及在来临的2019年，“木工业（州立法机构能力）法案”将全面实行，届时家具厂必须向森林局申请准证。针对这项法令，行业认为应该推迟进行并随后将家具厂豁免这项法案。

敦马哈迪医生赞扬总会鉴定并提出以上课题，他回应说将探讨家具业的监管制度，以期改善政府和行业的相关流程。

“敦马哈迪医生的回应鼓舞人心，他表达了对家具业的支持，并期待马来西亚家具的出口持续成长。我们衷心希望政府可以减少许多繁文缛节如出口准证，以促进家具出口。事实上，自2013年起以美元计算，马来西亚的家具出口增长未如预期，许多业者因生产投入的不确定性和因为过度监管的关系，而对扩大生产量望而却步。”蔡春才说。

戴春平分享，在马来西亚第一及第二工业大蓝图计划和政府促进措施驱使下，马来西亚家具业的出口额在1986至2003年间，从马币4千万令吉增长至超过75亿令吉。然而，从2006至2017年，增长率逐步放缓至每年大约2.5%。2018年，马来西亚家具业的出口额达马币9.83亿令吉。他表示希望获得政府配合并重新推行更有效的措施及工业大蓝图以支持本地资源型制造业的发展。

最后，总会对于首相对木工的兴趣，以及对木材、工艺和家具的深入了解，令人鼓舞，也让家具业者受教不浅。



ORIGIN & EVOLUTION OF EFE

1997 – It was a very challenging year with the global economy facing bad times. The world economy suffered and the furniture industry was not spared either and was faced with lots of problems. It was a difficult time. In 1998, the Malaysian Furniture Industry Council (MFIC) organized the Malaysian International Furniture Fair (MIFF). However, the space rental price was high and furniture industry players were unhappy and dissatisfied.

1999 – Muar Furniture Association (MFA) took the initiative to organize the **Malaysia Furniture Export Exhibition (MAFEX), the first of its series.**

2002 – MAFEX underwent great changes and progress. To make it a more reputable exhibition in Malaysia, the event was handed over to Malaysian Furniture Entrepreneur Association (MFEA) to organize the show.

2003-2004 – MAFEX was officially hosted by MFEA and presented by MFA with its show venue at The Mines Exhibition and Convention Centre (MECC) at Sri Kembangan.

2005-2006 – MAFEX relocated its venue to Asia Pacific Auction Centre (APAC) at Subang old airport. It was a challenging time for the exhibition which saw a decline of 40% exhibitors. Due to some disagreements and conflicts with its partner, **MAFEX was forced to change the show name to Export Furniture Exhibition (EFE)** and it suffered heavy losses. However, in **2006**, EFE improved and more experienced, began to profit. It was the onset of a flourishing business for EFE. But due to the venue's inadequate facilities and external factors, the organiser decided to move to Stadium Bukit Jalil.

2007-2008 – The new venue at Bukit Jalil proved to be unsatisfactory as its facilities and services were not to the requirements of an exhibition centre. Further more, the venue provider did not want to extend its contract after the two years. This led to the loss of confidence by the exhibitors and the two years have been most challenging plagued with problems.

2009-2013 – MFEA finally found an ideal venue at Malaysia Agro Exposition Park Serdang (MAEPS). The exhibition centre is well equipped with good facilities. It proved to be a good

venue and once again EFE rose again to be profitable. The great improvements gained the exhibitors confidence and praise by foreign buyers. EFE's image began to shine. **2010** – MFEA received RM150,000 from the profits and purchased its office building at USJ 21. From thence, EFE grew bigger and bigger and was very successful.

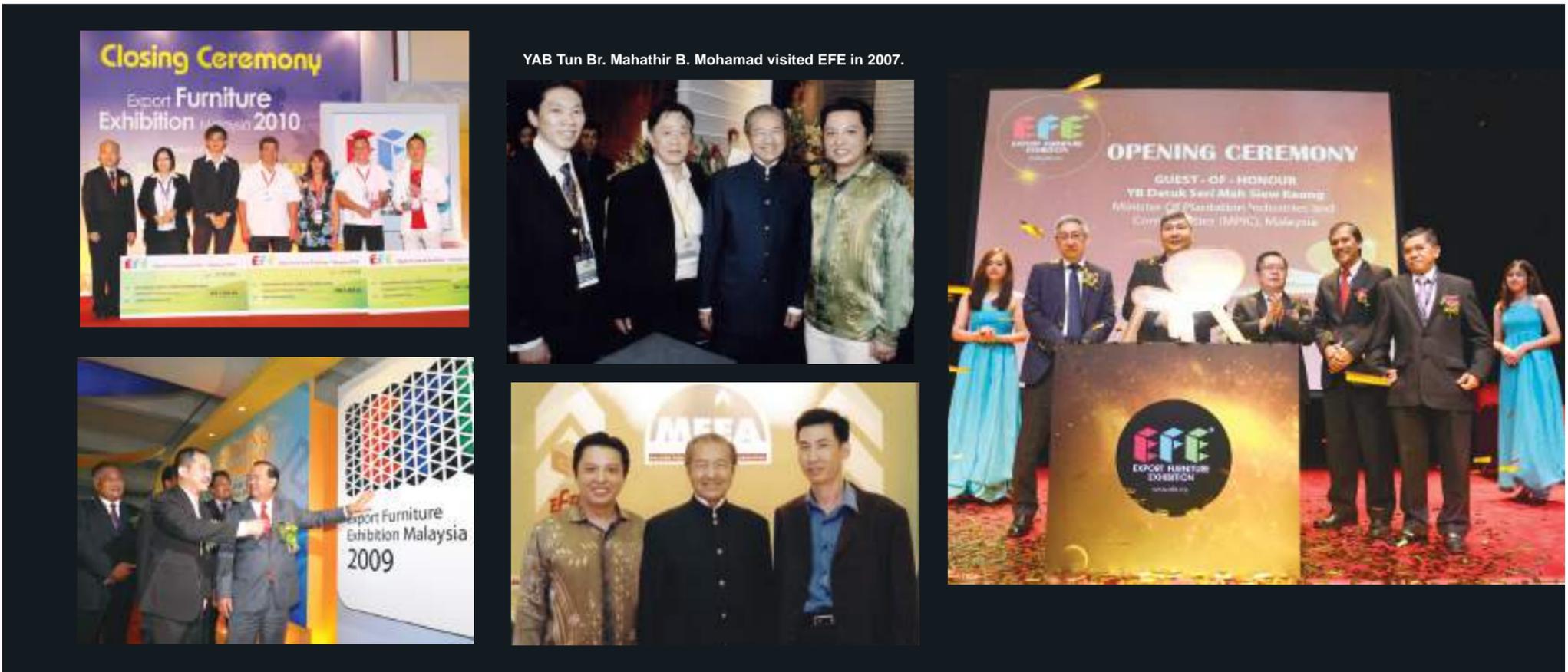
2014-2019 – MFIC and MFEA were officially merged as one singular body named Malaysian Furniture Council (MFC) and represents the furniture industry. It was history in the making. Serving the industry with one voice, one body. MFC serves to unite all the industry members, resolving issues, act as bridge between the industry and government as well as to explore and expand the domestic and international markets for the industry players.

EFE is committed to the industry and expectations of the whole furniture industry. It has vowed to improve the quality of exhibitors and at the same time to upgrade and brand its image, it moved to **Kuala Lumpur Convention Centre (KLCC)**. The world-class state-of-the-art venue boasts of more than 30,000sqm exhibition area with excellent facilities and professional services. Ideally located adjacent to the iconic Petronas Twin Towers, it is very convenient for international buyers where good food, hotels, shopping and entertainments are within a stone's throw.

2020 – Over the years, EFE has improved and thrived. We are grateful and thankful to all the industry people who participated with us. KLCC has been our venue for 5 years with an initial exhibition space of 20,000sqm and grew to 32,000sqm. EFE exhibition is getting bigger and bigger with demand exceeding supply. However, KLCC is undergoing expansion with another 10,000sqm of floor space which is expected to be completed by mid-2019. This expansion will provide EFE to further expand and accommodate more exhibitors. It is our fervent wish and objective to unite all the furniture manufacturers together and achieve more profits.

The evolution of MAFEX to EFE has taken 21 years and we have faced the ups and downs in the furniture business. The experience, pledges to be the region's best one-stop trade platform for furniture. It will continue to provide the best services to international buyers, develop the international market, provide resources and promote Malaysian furniture globally.





感恩15载 同心同行 共振未来

EFE起源与变革

1997年全球经济掀起了一阵风暴，世界各个行业遭受重大打击，家具行业在当时也同样面临艰辛的波折。就在1998年，由马来西亚家具工业总会(MFIC)成立的马来西亚国际家具展(简称“MIFF”)因价格不断上涨，引起业者极度不满。

1999年，麻坡家具同业会(简称“MFA”)负起使命，独挑大梁筹办了第1届马来西亚家具出口展销会(简称“MAFEX”)。

2002年，MAFEX的命运起了极大的变化，为了使MAFEX成为全国更具代表性的展览会，麻坡家具同业会便将MAFEX转交给马来西亚家具同业联合总会(MFEA)来主办。

2003至2004年，MAFEX正式由MFEA主办，麻坡家具同业会承办。当时展会(MAFEX)的地点位于绿野仙踪博览厅(The Mines Convention Centre)。

2005至2006年，MAFEX迁至Subang Terminal继续举办，但展会的命运再度受到考验，不但百分之40参展者严重流失。由于与MAFEX的合作伙伴在主权控制的形式上产生了矛盾，在迫不得已的情况下，MAFEX便改名

为EFE(马来西亚出口家具展)，同时也面对了极大的亏损。2006年期间，EFE展会也逐渐成熟，转亏损为盈利，可说见到一点曙光，可是风浪不止，EFE还是不敌外来因素的压迫，挣扎之下，唯有将展会迁至武吉加里尔体育馆(Stadium Bukit Jalil)。

2007至2008年搬迁后，展会的业绩并不理想。由于武吉加里尔体育馆所拥有的硬体设备不足，不适合举办展览会，造成参展商对EFE的信心动摇，结果再次面临参展商流失及亏损的厄运。那时展会也面临对方不续约的考验。2年间展会不断地面对许多困扰和严峻的考验。

2009至2013年，总算天无绝人之路，在MFEA的领导之下，EFE决定搬迁至位于沙登农业博览馆(MAEPS)——一个地点适中、环境优雅、设施完善的全新国际展览馆举行，展会再度从亏损转为盈利，总算挽回了参展商对EFE的信心。同时，也得到外来买家的称赞，形象大大的提升，利润也因此与日俱增。就在2010年，由展会获得的资金约150万建设了属于MFEA的行政大楼。展览会的规模也越做越大，越做越成功!

2014至2019年，马来西亚家具工业总会(MFIC)及马来西亚家具同业联合总会(MFEA)正式合并为马来西亚家具总会(MFC)，真正达成“一个总会、一个声音”。团结了全马会员和同业，一同解决业者的问题、开拓国内

外市场以及扮演向政府传达心声的角色，这是总会对同业的承诺，也是全马同业的期许。届时，EFE为提升展会品质，决定转移阵地，移师至更具地标性与国际标准的展览馆——吉隆坡会展中心(KLCC)，它拥有超过3万平方米的展区，世界一流的设施与专业团队，位于吉隆坡中心的综合区，毗邻双子塔。位置便利，交通四通八达，让参展商和采购商得到无与伦比的服务与享受。

2020年，多年来，有赖业者的热烈支持与响应，EFE在KLCC的展出面积在过去5年间，由2万平方米逐步扩大至3万2千平方米，展出规模不断扩大，供不应求。吉隆坡会展中心KLCC现已如火如荼进行扩建，将于2019年中完工。该扩展计划将提供额外10,000平方米的灵活和多用途空间，为提供更大的展览会空间，让EFE得以拓展面积加大展览规模，以容纳更多业者，团结同业力量，创造共同利益，共享丰硕成果。

从前身MAFEX至现今的EFE，迄今已有21年的历史。马来西亚出口家具展EFE经历过无数的起起落落，披荆斩棘，今年迎来15周年庆。EFE将会秉持着初衷，一直都致力于搭建最好的一站式服务平台，服务于国际买家，共同促进家具业的发展。希望马来西亚的业者可借此机会开拓国际市场，为国际商家提供最好的资源和服务，将最好的产品推广到世界各地，为马来西亚家具出口的未来越造佳绩!



MARKET INSIGHT : CHINA

市场洞察：中国

As the standard of living continues to improve in China, people are becoming increasingly willing to invest in home decoration. Urbanization is bound to drive furniture market growth. Data from the National Bureau of Statistics shows that the urbanization rate in China reached 58.5% in 2017, up 1.2 percentage points over the end of 2016. In this urbanization process, wage and salary earners, as well as rural families who have settled in towns and cities, have become major furniture consumer groups. In addition, it is estimated that by 2020 about 54 million apartments/houses will be renovated under the country's shantytown reconstruction project- generating demand for furniture.

Apart from domestic sales, China's furniture exports also show sustained growth. According to the 13th Five-Year Plan for the Development of China's Furniture Industry, the value of China's furniture exports increased at an average annual rate of 8.8%, from USD38.9 billion in 2011 to USD51.4 billion in 2017. Furniture exports are expected to show an average annual growth rate of 3%-5% during the 13th Five-Year Plan period (2016-2020).

Industry Classification and Market Development for Furniture

Mainland furniture consumers can be divided into three groups as follow:

- Avid consumers:** A very rich group with little concern for price, they usually favor expensive western style, classical Chinese style or avant-garde furniture;
- Luxury/branded goods consumers:** These consumers want furniture to reflect their taste, style and cultural elements. They are at the forefront of trends in aesthetics, lifestyle and price concepts; and
- Average wage-earning consumers:** Representing the majority of consumers, with price and quality as dominating factors.

At present, a wide range of products are available on China's furniture market and can be mainly classified into home, hotel and guesthouse, office, and public institution furniture. Among these, wooden furniture is the largest, accounting for more than 60% of manufacturers.

- Home furniture:** Furniture used in homes, including sofas, TV cabinets, tables and chairs, kitchen furniture and bedroom furniture;
- Hotel and guesthouse furniture:** Dining tables and chairs, sofas as well as guestroom furniture;
- Office furniture:** Desks, chairs, bookshelves and cabinets for use in the office; and
- Public institution furniture:** Furniture for use in public-sector facilities, such as medical, sports, cultural and educational institutions.

Demand for **children's furniture** is on the rise. Among all children's furniture, wooden furniture takes up the lion's share, accounting for nearly 90%. Parents are increasingly willing to buy suitable furniture for their children to create a good environment. With the full implementation of the two-child policy under the 13th Five-Year Plan, pundits believe that the market has further room for growth. According to a 2018 survey on trends in child-related spending, more than 90% of parents would like to buy desks and chairs, while another 40% planned to buy bunk beds for their children.

An increasing number of consumers, in particular mid-to-high end consumers and children's furniture consumers choose to embrace new living concepts, such as the 'eco home'. A 2018 survey indicated that over 77% of parents are worried that non-eco-friendly furniture which generates toxic or hazardous substances would pose health threats to their children. As such, these consumers have a strong preference for **safer furniture and furniture that are more compliant with environmental standards**, such as odor-and formaldehyde-free products, despite the fact that the price of most of such furniture is higher. In view of this, many furniture and building materials brands have added the idea of eco-friendliness in their brand concept. Clearly, green is emerging as the underlying trend in the furniture industry.

Outdoor furniture is increasingly popular in the Chinese market. Demand in the outdoor furniture market has been extending from star-grade hotels, restaurants, exclusive clubs, leisure venues and residential communities, to the home sector, including private gardens, rooftops and terraces, with rattan chairs and leisure chairs accounting for large market shares.

Faced with rising property prices, young homebuyers have limited choice in the size of apartments and are inclined to choose **multi-function and foldable furniture** for easy storage. Sofa beds are immensely popular because they are ordinary sofas that can be used as beds for overnight guests.

Custom-made furniture by large bespoke furniture manufacturers are becoming popular in tandem with the growing demand for personalized home products. Furniture makers treat each customer as unique and tailor-make products according to individual needs. Currently, the most popular custom-made furniture items are kitchen cabinets and wardrobes, but TV cabinets, shoe cabinets, book shelves and wine cabinets, are also gaining favor.

Star-graded hotels are a major source of demand of upmarket furniture. Statistics from the China National Tourism Administration show that from 2012 to 2017, the number of five-star and four-star hotels on the mainland has increased 5.3% and 1.9% respectively. According to reports, the demand for furniture replacement in four-star and five-star hotels across the country will hit RMB7.7 billion in 2018.

China's imports of selected furniture products in 2017 are summarised as below:

HS Code	Description	2017 (USD million)	YoY change (%)
94016900	Other seats, with wooden frames	78.1	-9.9
94016190	Other upholstered seats, with wooden frames	102.5	26.7
94036099	Other wooden furniture	394.1	16.3
94034000	Wooden furniture of a kind used in the kitchen	214.1	52.8
94035099	Other wooden furniture of a kind used in the bedroom	185.4	14.3
94032000	Other metal furniture	74.1	26.2
94038990	Furniture of other wooden materials	34.5	39.3

Source of Data: China Customs

In 2017, China imported USD197.93 million of Articles of Bedding from the world, increased by 27.54%. Malaysia was recorded the 6th largest import source country of articles of bedding to China, with USD10.04 million and increased by 40.61%.

Market Competition

China has now become the world's largest furniture production base and exporter. According to information released by the China National Furniture Association (CNFA), there are 49 furniture manufacturing clusters in China, covering the six regions of the Pearl River Delta (PRD), Yangtze River Delta (YRD), Bohai Rim, northeastern China, central China and western China. The PRD has the highest furniture industry concentration with the highest production output and strongest integrated support capability. Next come Fujian, Zhejiang, Jiangsu, Shandong and Shanghai, which have an edge in product quality and operations management. In the YRD region, it is a fast-developing furniture industry with highest average growth rate in the country. The northern and northeastern regions, with Beijing as the center, have a sound furniture industry base and rich wood resources. As for the central and western regions, the furniture industry capitalized on the opportunities arising from urbanization and Belt and Road Initiative.



In the face of rising production costs and other market factors, furniture makers are planning to shift inland to the central and western region as well as to Southeast Asian countries. The development of furniture (home furnishings) industrial parks can help consolidate and improve the industry chain, shorten the production-marketing distance, reduce logistics costs, change the employment distribution pattern, and promote industrial restructuring, specialized division and industrial co-operation between regions. These industrial parks are mainly found in eight central and western provinces, including Jiangsu, Anhui, Henan, Hebei, Hubei, Sichuan, Yunnan and Shaanxi.

Competition among industry players in China's furniture market shows that rivalry in this market has come of age. Today, furniture brands are gradually shifting their focus to the furniture market in second- and third-tier cities spurred by rapid urbanization, as the market for furniture marts and brands are almost saturated in first-tier cities. While the consumption is smaller in second- and third-tier cities, the market offers more room for development. As a result, tapping into the medium- and low-end market will become a key marketing strategy.

China's furniture industry has started the process of upgrading, with advanced manufacturing and the application of information technology in production. Furniture enterprises need to upgrade their products and give greater added value by raising the level of technology innovation to achieve low cost, high quality and high efficiency.

In the next issue of MFN, we will be sharing insights on Distribution and Sales Channel in China, Import and Trade Regulations in China, as well as, Recommendations for Malaysian companies. Stay tuned.

随着中国生活水平的日渐改善，人民变得更加愿意投资居家装置。城市化驱动家具市场的成长。国家统计局的资料显示，在2017年，中国的城市化水平达到58.5%，相较2016年增加了1.2%。在城市化的趋势当中，工薪一族及从乡村移居到城镇的家庭都是主要的家具消费者群。再者，预计达2020年之际将会有5千4百万的楼房在棚户区重建计划底下进行装修，而创造了对家具的需求。

除了内需，中国家具出口也有着持续性的成长。根据中国家具行业“十三五”发展规划，中国家具出口总值创下了平均8.8% 年度增长，从2011年的389亿美金增长至2017年的514 亿美金。中国家具出口预料将会在“十三五”发展规划期间（2016 - 2020）达至平均3%-5%的年度成长。

家具市场发展及分类

中国大陆家具消费者可以被分成3大群体，如下：

- i. **狂热消费群（意译：家具爱好者/家具潮流追求者）**：此类消费者很富有，对价格不会太在意。他们倾向购买高价位西式家具、中国古典家具或前卫设计的家具；
- ii. **精品/名牌产品消费群**：此类消费者追求可以展示他们的品味、风格及文化特质的家具。他们处在艺术、生活品质及价值概念潮流的最前端；以及
- iii. **工薪大众消费群**：代表着大部分的消费者，以价格及品质为主要考量因素。

目前，中国家具市场有着广泛的产品系列，主要可以分类成居家、酒店宾馆、办公室及公用家具。其中，以木制家具为主，占了家具生产商的60%以上。

- i. **居家家具**：在居家使用的家具，包括沙发、电视柜、桌子及椅子、厨房家具及卧室家具；
- ii. **酒店宾馆家具**：餐桌和椅子、沙发以及宾馆套房家具；
- iii. **办公室家具**：办公桌、椅子、书架以及在办公室使用的橱柜；以及
- iv. **公用家具**：在公众场所或设施使用的家具，包括医疗场所、运动场所、文化及教育中心。

儿童家具的需求量正在增长中。儿童家具几乎被木制家具垄断，占了接近90%。父母们越来越愿意购买适合他们孩子的家具，以营造良好的生活环境。随着“十三五”发展规划当中的二子政策全面实行，专家相信该市场将会有持续增长的空间。根据一项2018年针对儿童产品消费的调查显示，超过90%的父母欲购买儿童专用的桌子及椅子，另外有40%的父母计划为孩子添置双层床。

越来越多消费者，特别是中高端消费者以及儿童家具消费者选择迎合新的生活概念，比如“生态居家”。一项2018年的调查指出，超过77%的父母担心非环保家具所产生的有

毒或危险物质会危害到孩子的健康。因此，这些消费者非常倾向更安全的家具或符合环境标注的家具，像是无气味和零甲醛产品，纵使这类家具价格更高。于是乎，很多家具及建筑材料的品牌概念被添加了环保的特色。显然，绿色概念乃是家具行业一股新崛起的潮流。

户外家具在中国市场越来越普遍。户外家具市场的需求从星级酒店、餐馆、私人俱乐部、娱乐场所及社区场所延申至居家范围，包括私人庭院、屋顶及露台。藤制椅子及休闲椅子占据了主要的市场需求。

面对产业价格的暴涨，年轻的房产购买者在楼房空间上的选择有限，进而倾向选择**多重功能及折叠式家具**以方便收藏。沙发床既可作为正常沙发，也可以在访客留宿时发挥床的作用，因此大受欢迎。

由大型定制家具生产商提供的**定制家具**，也因越来越高需求的个性化家具产品而受到欢迎。家具制造商针对每一个顾客的个人需求，度身定制他们的专属家具。目前，最受欢迎的定制家具种类是厨房橱柜以及衣柜。电视柜、鞋柜、书柜及红酒柜的需求也逐渐增加。

星级酒店是高端家具市场需求的主要来源。中国国家旅游局的数据显示，从2012年至2017年，5星级及4星级酒店的数量分别提高了5.3%及1.9%。根据有关报告，那些4星级及5星级酒店的家具替换需求量在2018年已经达到了77亿人民币的数额。

2017年中国部分家具产品进口金额如下：

税制编码	产品名称	2017 (百万美金)	同比 增减幅度 (%)
94016900	其他木框架坐具	78.1	-9.9
94016190	其他装软垫的木框架坐具	102.5	26.7
94036099	其他木制家具	394.1	16.3
94034000	厨房用木制家具	214.1	52.8
94035099	其他卧室用家具	185.4	14.3
94032000	其他金属类家具	74.1	26.2
94038990	其他木材家具	34.5	39.3

资料来源：中国海关

在2017年，中国从全球市场进口了高达1亿9千7百93万美金的床铺用品，数额较往年提高了27.54%。其中，马来西亚乃是中国的床铺用品第6大进口国，数额超过1千万美金，增长率高达40.61%。

市场竞争

中国如今已经成为世界最大的家具生产基地以及出口国。根据中国家具协会（CNFA）发表的数据，在中国总共有49个家具产业集群，散布在珠江三角洲（PRD）、长江三角洲（YRD）、环渤海、东北、中部及西部6个不同的区域。珠江三角洲拥有最密集的家具工业，也拥有最高的产值以及最完善的综合支援能力。紧随其后的是福建、浙江、江苏、山东以及上海，其产品品质及营运管理方面都有着绝对的优势。而长江三角洲地区的家具行业发展迅速，拥有最快的平均增长速度。以北京为中心的北部及东北部，有着健全的家具产业基础以及丰富的木材资源。至于中部及西部的家具行业则从城市化趋势及一带一路政策当中汲取机会，积极发展。

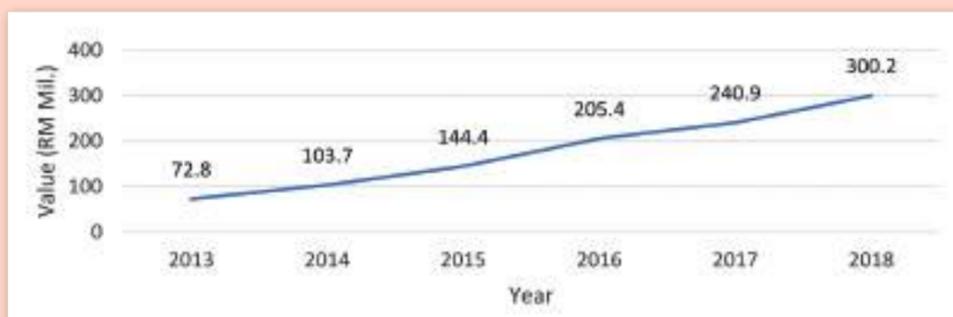
面对更高的生产成本及其他市场因素，家具生产商正在计划从内陆迁移至中部及西部，甚至东南亚地区。家具（居家装饰）产业园的成立可以帮助巩固及改善相关的产业链、缩短生产与市场营销的距离、减少物流成本、改变人力资源分布的版图以及促进行业结构改革、专业化分工及不同区域的产业合作。这些家具产业园目前分布在8个中西部的省份，包括江苏、安徽、河南、河北、湖北、四川、云南及陕西。

中国家具市场内业者间的竞争已经日渐成熟。如今，家具商店在中国1线城市几乎已经饱和，很多家具品牌逐渐地把集中力转移至正快速城市化的2线及3线城市。虽然消费速度在2线及3线城市比较缓慢，但市场的发展空间是比较大的。因此，打入中端及低端市场将会成为重要的市场策略。

中国家具行业正通过更先进的生产技术及引用资讯科技，步入产业升级的阶段。家具企业需要提升他们的技术创新水平来达到低成本，高质量和高效率的产品升级，以及提高产品的附加值。

在下一期的马来西亚家具资讯，我们将分享有关在中国的分销及销售渠道的概况、中国的进口及贸易条例，以及给予马来西亚公司的建议。敬请关注。

Malaysia's Export of Furniture to People Republic of China 马来西亚家具出口至中国数据



The World's Fastest Growing Tree* is now in Malaysia !

Revotropix Paulownia, A Solution to Wood Supply !

两年成林，四年成材 立丰速生桐 木资源新救星

Deforestation is clearing Earth's forests on a massive scale. As far as the wood industry is concerned, there is a shortage of raw wood materials which is unlikely to be solved in short time. The cost of wood is rising. It is important to develop and produce trees through better and sustainable alternatives without destroying native forests. There is an urgent need in the world for afforestation programs to replace the rapidly depleted rainforest timber supplies. Protecting the earth and saving the planet does not mean that we need to completely stop using these resources, but to try to make the earth's resources sustainable.

Mr. EL Law, the founder of GREEN AFFORESTATION INTERNATIONAL NETWORK SDN BHD (Gain-Green), who is also CEO of Revongen Corporation, a Biotechnology company, has made concern over the environmental problems brought about by the disappearance of forests, and is aware of the high demand for wood materials in the market. He is committed to studying and researching on afforestation. Optimising his biotechnology expertise, and his research for years on the world's fastest growing tree* - a temperate tree "paulownia", he gave big attention in ways of migrating the tree to Malaysia. After much careful work of selection, research, cultivation and adaptation, his new afforestation arm, Gain-Green finally developed a clone that can grow rapidly in the tropics, which was then named as "Revotropix Paulownia".

We are glad that Mr. Law is willing to shares with us with regard to Revotropix Paulownia, on economic and environmental benefits it brings, as well as his business philosophy and spirit.



地球森林减少，就木工业而论，世界木原料短缺，供不应求的市场格局在短期内仍难以改变。木材成本价格不断上涨。全球迫切需要商业造林计划来取代迅速枯竭的雨林木材供应，同时保护原生森林免于继续被破坏。爱护地球不代表我们需要完全停止使用地球的资源，而是设法让它可以持续性地被使用。

Revongen立丰生物科技有限公司创办人兼CEO刘荣林关注森林消失所带来的环境问题，且了解木市场的高需求，致力考察研究再造森林方案。应用其生物科技专长，多年来研究将世界最快速生长树种，即温带树“泡桐”迁移来马来西亚种植。经精心挑选、研究、培养与调适，终研究出可在热带迅速生长的复制品种，将之命名“立丰速生桐”，并创立子公司Gain-Green马来西亚营绿，发起了首个速生桐种植计划。

且听刘荣林先生热忱的分享，有关立丰速生桐树，其对环境、经济的效益，及他所秉持的企业理念与精神。

Among all trees, why do you choose Revotropix Paulownia?

The "mother" of Revotropix Paulownia – The Paulownia was certified as the fastest growing wood tree in the world by the Guinness World Records. It is known as the Forest Ambassador as it is able to replace forests in a much shorter time. Besides that, it provides economic, social and environmental benefits through sustainable land use.

It creates timber inventory by providing high quality wood for furniture, wood flooring, home decoration, accessories for vehicles, cargo containers, musical instruments, etc. It can also be used to make plywood, aviation models, etc. As building materials, it can be made into doors, windows and room partitions. Because of its high flashpoint, it can also be used for fire doors and ceiling!

What are the remarkable characteristics of Revotropix Paulownia in furniture production?

Revotropix Paulownia is light but has the toughness of hardwood, hence it's also called the aluminium wood. It has strong moisture-proof and heat-insulating properties, acid and corrosion resistance, no cracking, no deformation, easy drying. Paulownia drawer boards are particularly durable. It is not easy to be degummed, has beautiful texture, easy to paint, dyed, engraved and to bend into curvature. It's easy to process and very versatile in the furniture industry.



Revotropix Paulownia with straight and fine, silky luster upon planing. The material is supple and scentless. 纹理通直，刨光后有绢丝光泽，材质轻柔，无味。



Café furniture made from our 2.5 year-old Revotropix Paulownia wood. 二年半立丰速生桐砍下制成咖啡馆家私。

众多树种之中，为何选择立丰速生桐呢？

立丰速生桐的原树种“泡桐”是被世界吉尼斯纪录认证为上生长最快速的木树，可在短时间内替代森林，故称拯救森林大使。它能够通过可持续的土地使用，提供经济，社会和环境的助益。

立丰速生桐造就了“用材林”。人们可从它得到大量优质木材，可用于制作家具、家居装饰、乐器、乃至交通工具底板、货运集装箱等，是木业的佳材。在工业方面，可制作胶合板、航空模型，电线压板等。建筑上可做门、窗和房间隔板等。由于燃点高，还可作为防火门、天花板等呢！

立丰速生桐在家具制作上有什么显著的特性吗？

立丰速生桐轻而韧，可弯曲。它质地轻却有着硬木的可耐性，堪称木界铝。具有很强的防潮隔热性能，耐酸耐腐，不翘不裂，不变形、易干燥，做抽屉板尤其耐用，而且即使在角边上钉子也不裂开。不易脱胶，纹理美观，油漆染色良好，易于加工，便于雕刻，在家具业上用途非常广泛。

What is unique about Revotropix Paulownia, is it different from the original Paulownia?

The paulownia tree is a native temperate tree species in China. We tried growing temperate varieties here but they stopped growing due to hot weather. Revotropix Paulownia is a tropical species that we studied and cloned specially for tropical planting needs.

立丰速生桐有什么独特之处，与原泡桐有不同之处吗？

泡桐树原产中国，是属于温带树种。我们试过种植温带品种，但因不能适应本国炎热天气，而停止生长。立丰速生桐是我们应热带种植需求而特别研究的品种，可在热带生长。



Creating forest in 2 years, getting valued wood materials in the 4th years. Revotropix Paulownia grows fast, provides ecological protection and huge economic capacity. It is an excellent forest tree for the country to expand timber production, providing employment opportunity and gaining foreign reserves for the benefit of the country and people.

两年成林，四年成材。立丰速生桐快速生长，生态环保、经济产能巨大，是国家扩大木材出产、提供就业、换取外汇储备和利国富民的绝佳森林树。



Our 3.5 year old tree has breast height diameter of 44 centimetres, more than a person could hug; the height is 40 feet. 三年半的立丰速生桐胸径生长到44公分，超过个人的一抱所及；高度有40英尺。

Where are your Revotropix Paulownia trees planted? How old are they?

Our Revotropix Paulownia Research Farm is in Negeri Sembilan since 3.5 years ago. Our oldest tree has breast height diameter of 44 centimetres, more than a person could hug; the height is 40 feet.

您的立丰速生桐树目前种在哪里？有多大了？

我们的研究园在森美兰州，迄今已经三年半。植株高、材径大是立丰速生桐的特点。我们三年半的树胸径生长到44公分，超过个人的一抱所及；高度有40英尺。



The Director General of Forestry Peninsula Malaysia, Dato Haji Nor Akhiruddin B Mahmud admires the 3-year-old Revotropix Paulownia for growing into such a strong tree. 大马半岛森林局总监Dato Haji Nor Akhiruddin B Mahmud赞赏3年立丰速生桐可以长得如此壮硕。

It's says that Revotropix Paulownia need no replanting, Is it so? Why do people call it an environmental friendly tree?

Yes, Revotropix Paulownia has very strong regeneration ability. After chopping, new saplings will grow from the side of the stump and one of it is kept to grow into another big tree after 4-6 years. This repeats for many cycles. Our 1 year old regenerate tree has breast diameter of more than 4 inches. Regeneration increases forest conservation opportunities and creates continuous business benefit.

The leaves, roots, trunk, etc. of Revotropix Paulownia are great environmental friends that purify air, clean water, nourish soil, sequester carbon and reduces warming.

听说立丰速生桐不必翻种，是这样子吗？为什么有人称它为环保树？

立丰速生桐有很强的再生能力。树被砍伐后，新树苗会从树桩旁长出，并在4-6年后长成大树。如此可重复生长好多回。我们园里的再生树已经一年，胸径超过4英寸。再生能力增加了森林保育机会，并创造了连续性的商业得益。

而立丰速生桐叶、根、树干等都是净化空气、清洁水源、修复土壤，减碳减暖化的环保使者。



After chopping, new saplings grows from the side of the stump and grows into another big tree after 4-6 years. This repeats for many cycles. 立丰速生桐树被砍伐后，新树从树桩旁长出，并在4-6年后长成大树。如此可重复生长好多回。

How do you see if the project will grow as steadily as Revotropix Paulownia in Malaysia?

Since day 1, there is new development every day. Our tree's survival rate increased from 48% to today's 99%. The planting area grows from 35 acres to at least 2,000 acres kick starting this year. In 2017, Revotropix Paulownia project was certified by the Ministry of Science, Technology and Innovation (MOSTI) as the National Bioeconomy Transformation Project Trigger Project. This year, we were entrusted to launch The National Bioeconomy Community Development Program for the participation of all Malaysian. Revotropix Paulownia is working to be a next national initiative.

Paulownia has very mature international market, especially in Japan. Paulownia wood is also used as raw materials by the local furniture manufacturers. In addressing the decreasing wood supply issue, I think Revotropix Paulownia is significant in solving doubts and concerns in the market.

立丰速生桐已扎根马来西亚，然而对于速生桐事业扎根马来西亚，您有何把握？

这几年来，每天都是新进展。树种的存活率从当初的48%提升至今天的99%。种植面积亦从35英亩到今年内即将开发的二千英亩或以上。2017年，立丰速生桐项目获马来西亚科学、工艺及革新部认证为国家生物经济转型计划项目，并在今年受委推行国家全民生物经济转型发展计划，让全民参与。立丰速生桐种植正朝着成为下一个国家企业的路上发展。

放眼看去，速生桐有着非常成熟国际市场，尤以日本市场为主。本地家具业者亦以泡桐木（速生桐原树种）作家具材料。以原木渐减的情况看来，立丰速生桐对解决市场上的疑虑与担心是有帮助的。



Revotropix Paulownia project was certified by the Ministry of Science, Technology and Innovation (MOSTI) as the National Bioeconomy Transformation Project Trigger Project. This year, we were entrusted to launch The National Bioeconomy Community Development Program for the participation of all Malaysian.

Gain Green 立丰速生桐获承认为国家生物经济转型计划项目，并受委推行国家全民生物经济转型发展计划。

The Director General of Forestry Peninsula Malaysia, Dato Haji Nor Akhiruddin B Mahmud and Directors of State Forestry have a formal work visit to our Revotropix Paulownia Research Farm on the 16/10/2018. They are very supportive to our work. We are also dealing closely with the Malaysian Bioeconomy Corporation, FRIM, MTIB, MFC, MOA, AgroBank, PKPS, etc on certification and market development.

大马半岛森林局大总监Dato Haji Nor Akhiruddin B Mahmud于16/10/2018率国、州森林局总监莅临本研究园做正式工作考察，对我们的工作表示了欣赏与肯定。我们也正积极的与马来西亚生物经济机构、森林研究所、木材工业局、马来西亚家具总会、农业、农业银行、雪州农业发展机构等处理认证与市场开发要务。



Gain-Green CEO, Mr. EL Law presented souvenirs made by Revotropix Paulownia, which include a set of table and chair, to The DG of Forestry Peninsula Malaysia, Dato Haji Nor Akhiruddin. On the left is Dato Lim Kee Leng, Director of Forest Plantation & Protection, and on the right is the Director of NS Forestry, Tuan Haji Salim Bin Aman. Gain-Green 总执行长刘荣林赠送立丰速生桐所制作的纪念品，包刮一桌一椅，于大马半岛森林局总监Dato Haji Nor Akhiruddin B Mahmud。左为森林种植与保护局局长Dato Lim Kee Leng，右为森州森林局局长 Tuan Haji Salim Bin Aman。



DG of Forestry Peninsula Malaysia, Dato Haji Nor Akhiruddin, praised Revotropix's Paulownia wood plank by finger joint technique. 大马半岛森林局总监Dato Haji Nor Akhiruddin B Mahmud赞赏立丰速生桐指接法切板。



How fast growing is Revotropix Paulownia? When can it be harvested? Is it a good venture?

The tree can shoot up to 25-30 feet in the first year. Our 3 year old tree is at a height of 40 feet and breast-height diameter of 36cm. Whether to harvest or not depend on usage the wood is for. Our 2.5-year-old Revotropix Paulownia has completed a veneer peeling trial with very good effect. As tree grows bigger, the density increases. Hence, it can be cut into solid wood planks with higher value. Typically, It's 6 years to maturity of the tree. However, Revotropix Paulownia can be harvest as early as 3 years of planting. The prevalence of Revotropix Paulownia can also help downstream industries, including wood industry, such as furniture industry which produces value added products.

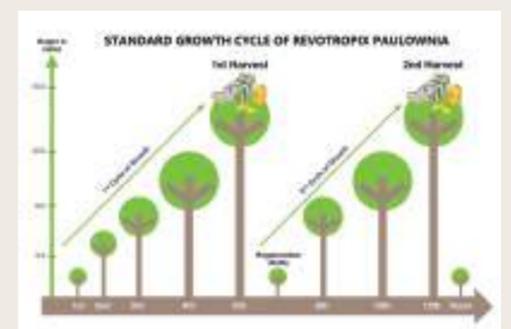


Mr. EL Law with Mr. John of America and his 12 year-old Paulownia tree. 刘荣林与美国约翰先生和他十二年的泡桐树。

立丰速生桐有多快成长？什么时候可以收成？具投资效益吗？

一年树可高25-30英尺。3年树高40英尺，树胸径36公分。收成与否视为何种木用需求而定。我们树龄2.5年的立丰速生桐已完成削刨成胶合板片实验，效果非常好。树越大越扎实，可切成实木片，价钱也更可观。严格来说，6年是一成熟期，但立丰速生桐亦具了灵活性，一般上三年后收成已可获收入。

立丰速生桐的盛行还可支持下游工业，包刮木制工业，比如家具业，尤其将之以制成品推出，回酬倍增，帮助国家收入。



Regeneration creates continuous business benefit. 立丰速生桐可再生，创造了连续性的商业得益。

- 2012 Tissue culture lab 组织培养实验室
- 2014 Research on Paulownia 泡桐研究
- 2015 Visit to England, Spain, America, Vietnam, Japan, China. 访英、美、中、日、越、西班牙 First Planting on ground首年种植。
- 2016 Launching of theme song, Working with PKPS, CEO registered as a member of American Paulownia Association; Launching of Million Tree Challenge; Special write up by Sin Chew, magazine coverage 推出主题歌，与PKPS合作，CEO注册为美国泡桐协会会员；启动百万树挑战；杂志报道、星洲特访。
- 2017 Awarded Bioeconomy Transformation Program under MOSTI; Science Talks; Article write up by Nanyang Siang Pau & The Edge; 2 year old tree with breast diameter 22.5cm; Launch Green Malaysia Event; Exhibition at Bio Malaysia 2017 at KLCC; Exhibition at Guangzhou China. 获颁生物经济转型计划项目；举办科学讲座；南洋商报、The Edge采访2年树，胸径22.5cm；推出绿大马活动；KLCC展览；中国广州展览。
- 2018 Visit by DG Forestry of Peninsular Malaysia, State Forestry, MTIB, FRIM, SAFODA, SKM, etc. Revotropix Paulownia Café with furniture from own wood; tested on veneer, finger joint; 100% success rate on regenerate trees; Exhibition at National Science Centre 大马半岛森林局，国家林业局，MTIB，FRIM，SAFODA，SKM等到访；办立丰速生桐咖啡馆，自家木材制成家具，夹板、指接法切板实验成功，第二代再生树100%成功。参加国家科学中心展会。
- 2019 Visit by State Forestry, MFC, FRIM, MTIB, MBM, FELCRA; Launching of BCDP; Kick starting plantation in other states, Launch Bioeconomy Community Dev Prog. 州森林局，MFC，FRIM，MTIB，MBM，FELCRA到访；推展国家全民生物经济转型发展计划；扩州种植。

Observation, diligent thinking, synthesis, and has all courage to innovate, I find these as value of Gain-Green. Please tell us about your business philosophy.

We have done quite in-depth research, visited experts from various countries, and went through the very challenging first three years. I hope that our plantation project will not only be for business, but also a company that is centred on "harmonious". This business philosophy coincides with the fact that a "tree" is closely related to the surrounding ecology and incorporated various elements during its growth. It then emits positive energy that bring inspiration and courage to everyone. We hope that our work is appealing to others to plant trees and gain a greener Earth together.

敏于观察，勤于思考，善于综合，勇于创新，看来这是Gain-Green营绿的价值。请说一说您创办营绿的企业理念，好吗？

我们已经做了相当深入的研究，也造访各国专家，并也走过的富挑战性的首三年。我希望我们的植林事项，不单只为生意，而是一个以“和气”气场为中心思想的企业。这个经商理念，正好符合了一棵“树”在其成长过程中对周遭生态的息息相靠，结合了各种元素，然后再散发出升华的正能量，感染众人。“树木树人”，希望感染大家一起种树！

MTC – Strengthening Malaysian timber's global presence

马来西亚木材理事会 – 巩固马来西亚木业的国际市场地位

To promote the development and growth of the Malaysian timber industry, the then Ministry of Primary Industries (MPI) established the Malaysian Timber Council (MTC) in January 1992. MTC has been mandated by MPI to take the lead in trade promotion and marketing of timber products and wooden furniture globally since 1998 and 2012, respectively.

MTC Chief Executive Officer, Mr. Richard Yu, said that in line with the task entrusted by MPI, MTC has over the years organised the participation of Malaysian timber companies in timber and furniture pavilions in renowned international trade fairs. Besides which, MTC has also been promoting the Malaysian timber-based industry and products through marketplace promotional booths in targeted international trade exhibitions in various countries.

For 2019, MTC will be organising two pavilions, one each for timber and furniture. The timber pavilion will be in DelhiWood, India from 13-16 March while the furniture pavilion will be in Furniture China, Shanghai from 9-12 September.

MTC will be also organising the inaugural Malaysian Wood Expo (MWE) in Kuala Lumpur from 19-21 November. The MWE 2019, the first true coming together of top exhibitors in this part of the world, is jointly organised by MTC and Panels & Furniture Group of wood magazines (see article on following page for more information on the expo).

Under marketplace promotion, MTC is targeting a total of 17 international fairs in various countries such as the Malaysian International Furniture Fair and Export Furniture Exhibition (Malaysia), Buildex Vancouver (Canada), National Wood Flooring Association Expo (USA), Korea Build (South Korea), Interzum Guangzhou (China), Japan Build Osaka (Japan), Bouwbeurs (The Netherlands), Batimat (France), Dubai Woodshow (UAE), World Build India (India) and Sri Lanka Wood International Expo (Sri Lanka).

"These activities will be organised and coordinated by MTC personnel from MTC HQ in Kuala Lumpur as well as our regional offices covering Europe, Middle East and Africa as well as East and South Asia," said Richard who added that MTC will be opening an office in the USA later this year to cover the markets in the Americas.

Besides market development and promotional programmes, MTC will also be organising a series of talks, seminars as well as conferences such as the second edition of the Malaysian Timber Conference to be held in July in Kuala Lumpur.



Malaysian Timber Conference 马来西亚木材研讨会

MTC will also be organising a Technology Acquisition and Study Mission to Guangzhou, China in March to highlight some of the latest developments in the woodworking and wood processing technologies to Malaysian wood products manufacturers.

A Resource and Business Mission to Sweden and Finland for Malaysian wood-based manufacturers to source for Spruce and Pine is also in the works.

Several assistance programmes will also be carried out by MTC such as the Import Assistance Programme which comprises the Direct Sourcing Programme, Import Assistance Programme for Planting Materials, Industrial Testing Programme and Mission Participation Incentive. Other industry assistance programmes are the Mechanisation & Automation and Retrofitting Programme, Financial Incentive for Purchase of Machinery, Financial Incentive for Purchase of Air Pollution Control Equipment and Financial Incentive for Attending Competency Course in Compliance with Clean Air Regulations 2014.

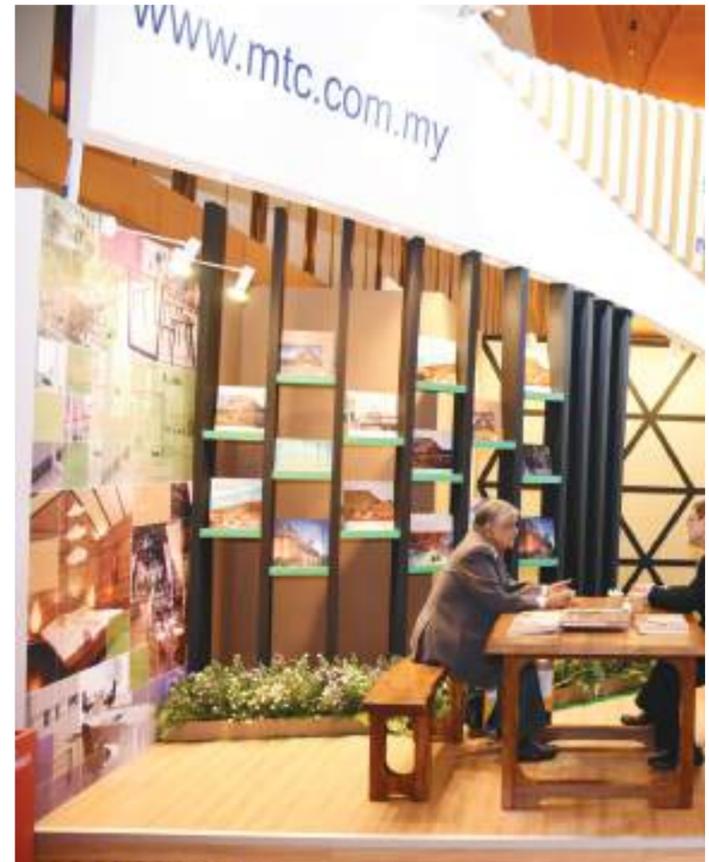
The second edition of MTC's Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme will be organised in November in conjunction with MWE 2019. Through this business-to-business matching event, overseas suppliers of timber raw materials are invited to come and meet with potential buyers and importers in Malaysia.

Regular publications and collaterals are also available to provide information on the latest updates in the Malaysian forestry and timber industry as well as on green development in Malaysia.

原产业部 (Ministry of Primary Industries, MPI) 于 1992 年 1 月成立了马来西亚木材理事会 (Malaysian Timber Council, MTC), 以促进马来西亚木材工业的发展。MPI 授权于 MTC, 分别自 1998 年和 2012 年率先向全球各地促销和营销木制品和木制家具。

马来西亚木材理事会 (MTC) 首席执行官俞端庄先生表示, 依原产业部 (MPI) 委托, 马来西亚木材理事会 (MTC) 多年来一直带领业内人士到多个知名国际贸易展览会组织木材和家具展馆。同时, 马来西亚木材理事会 (MTC) 也通过针对性的国际贸易展设立市场促销台, 以推广马来西亚木业和木制品。

在 2019 年, MTC 将组织共两个展馆——木制展馆和家具展馆。木制展馆将于 3 月 13 日至 16 日在印度国际木工及家具配件展览 (DelhiWood) 举办, 而家具展馆则于 9 月 9 日至 12 日在上海的中国国际家具展览会 (Furniture China) 展出。



(EFE) 马来西亚出口家具展

MTC 也将于 11 月 19 日至 21 日在吉隆坡举办首届马来西亚木工展览会 (MWE)。由 MTC 和《亚洲板材与家具》系列木工杂志联合举办, MWE 2019 首次在马来西亚汇集顶级参展商 (有关展会的更多资讯, 请参见下文)。

在市场促销活动中, MTC 放眼参与全球共 17 场国际展会, 其中包括马来西亚的国际家具展 (Malaysian International Furniture Fair) 和出口家具展 (Export Furniture Exhibition)、加拿大温哥华国际建材展 (Buildex Vancouver)、美国国际木地板及技术展览会 (National Wood Flooring Association Expo)、韩国国际建筑建材展 (Korea Build)、中国广州国际家具生产设备及配件展览会 (Interzum Guangzhou)、日本大阪国际建筑展览会 (Japan Build Osaka)、荷兰建材展 (Bouwbeurs)、法国国际建筑及设计展览会 (Batimat)、迪拜木材及木工机械展 (Dubai Woodshow)、印度建筑与建筑材料展 (World Build India) 和斯里兰卡国际建筑建材展 (Sri Lanka Wood International Expo)。

俞端庄先生补充, 这些活动都由来自吉隆坡 MTC 总部人员与位于欧洲、中东、非洲和东亚的办事处一同组织和协办。今年, MTC 也将于美国开设新办事处以负责开拓美洲市场。

除了市场开发和推广计划, MTC 还举办一系列讲座会谈、研讨会以及即将于 7 月在吉隆坡举行的第二届马来西亚木材研讨会 (Malaysian Timber Conference)。

MTC 也会在 3 月带领技术采购与研究考察团 (Technology Acquisition and Study Mission) 前往中国广州, 向马来西亚木业制造商展示最先进的木工和木材加工技术。

同时为协助马来西亚木业制造商采购云杉和松木, MTC 将带领资源与商业考察团 (Resource and Business Mission) 到访瑞典和芬兰。

MTC 也展开多个援助计划, 如与进口有关的包括直接采购项目 (Direct Sourcing Programme)、种植材料进口援助计划 (Import Assistance Programme for Planting Materials)、工业测试项目 (Industrial Testing Programme) 和考察团奖掖 (Mission Participation Incentive)。其它木业援助计划还有机械化与自动化项目 (Mechanisation and Automation Programme)、

机械采购财务奖掖 (Financial Incentive for Purchase of Machinery)、空气污染控制设备采购财务奖掖 (Financial Incentive for Purchase of Air Pollution Control Equipment) 以及参加符合2014年清洁空气条例课程的财务奖掖 (Financial Incentive for Attending Competency Course in Compliance with Clean Air Regulations 2014)。

此外, MTC即将于11月配合马来西亚木工展览会 (MWE 2019), 第二次组织海外供应商—马来西亚进口商/制造商的交流项目 (Overseas Suppliers—Malaysian Importers/Manufacturers Exchange Programme)。通过此企业匹配活动, 海外木材原料供应商将被邀请前来马来西亚与潜在买家以及进口商会面。

MTC也定期出版刊物和宣传材料, 以提供有关马来西亚林业、木业以及马来西亚绿色发展的最新消息。

More information on MTC and its programmes and services is available at www.mtc.com.my.
有关MTC及其计划和服务的更多资讯, 请浏览www.mtc.com.my.



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MTC
Chief Executive Officer,
Mr. Richard Yu
马来西亚木材理事会
首席执行官
俞端庄先生

Malaysian Wood Expo 2019 2019马来西亚木工展览会

The Malaysian Wood Expo 2019 (MWE 2019) is a show that is not-to-be-missed! Jointly organised by the Malaysian Timber Council (MTC) and Panels & Furniture Group of wood magazines, MWE 2019 will be the first true coming together of top exhibitors in this part of the world.

Come meet, learn, network and wheel-and-deal with the finest international wood-based manufacturers and exporters as well as woodworking machinery suppliers and buyers while you tap into the unlimited opportunities that some of the fastest-growing economies in Southeast Asia have got to offer.

ASEAN as the third largest economy in Asia and fifth largest economy in the world, shows great promise with its recovery of exports and robust domestic demand. In 2017, ASEAN's GDP grew by 5.3%. Total exports from the ASEAN economies rose by 14.7% to US\$1,322 billion in 2017. The Asian Development Bank predicts that the GDP of this bloc of 10 nations will expand further this year. With several Free Trade Agreements under its belt, trading with ASEAN countries will lead to a wealth of business opportunities.

Ranked as the second most competitive economy within the ASEAN bloc, Malaysia, with its well-developed infrastructure, sound political climate, strategic geographical location and business facilities, makes it an excellent gateway into ASEAN. Malaysia will also be a good timber manufacturing hub for export to ASEAN countries which have a combined population of over 640 million and a GDP of US\$2.8 trillion.

Both organisers – MTC and Panels & Furniture Group of wood magazines – have pulled out all the stops to make MWE 2019 a successful event. All the imperatives are in place to make MWE 2019 an

important tool in your business wheelhouse.

MWE 2019 is going to be about the market, trends, new products and the place where the tendencies of tomorrow are going to be discovered!

See you there!

2019马来西亚木工展览会 (MWE 2019) ——是您不容错过的展览! 由马来西亚木材理事会 (MTC) 和《亚洲板材与家具》系列木工杂志两大立足于东南亚的木材及木工领域服务机构联合举办, MWE 2019将汇聚行业内的世界一流展商。

诚邀您前来会见国际性的木产品加工商和出口商、木工机械供应商、木制品供应商和买家, 与他们相互交流和学习并交换意见。在东南亚这个快速增长的经济环境中, 您能够发掘无限商机。

东盟作为亚洲第三大经济体和世界第五大经济体, 出口复苏, 内需强劲, 前景广阔。2017年, 东盟国内生产总值 (GDP) 增长5.3%, 东盟经济体出口总额增长14.7%, 至13,220亿美元。亚洲开发银行 (Asian Development Bank) 预测, 今年10国集团的国内生产总值 (GDP) 将进一步上升。东盟国家签署了多项自由贸易协定, 与东盟国家的贸易将带来丰富的商机。

东盟国家总人口超过6.4亿, 国内生产总值 (GDP) 总值2.8万亿美元。马来西亚是东盟集团内第二个最具竞争力的经济体, 基础设施发达、政治局势稳定、地理位置战略性强、商业便利, 是进入东盟的绝佳门户。马来西亚还将是向东盟国家出口木制品优秀的制造中心。

MALAYSIAN WOOD EXPO 2019
www.malaysianwoodexpo.com.my

TAKE YOUR BUSINESS TO THE NEXT LEVEL

The Malaysian Wood Expo 2019 aims to bring together international timber-based and woodworking machinery suppliers and buyers for trade and networking opportunities as well as to tap into some of the fastest-growing economies in Southeast Asia.

Come and meet key people in the timber industry who are set to provide advance solutions and upgrade opportunities that will empower your business.

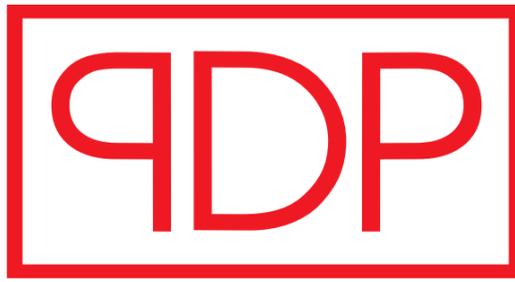
Jointly organised by:
MTC
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PANELS & FURNITURE

For enquiry, contact us at:
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NOV 19-21 2019
PUTRA WORLD TRADE CENTRE
KUALA LUMPUR, MALAYSIA

两大主办方——马来西亚木材理事会 (MTC) 和《亚洲板材与家具》系列木工杂志正竭力推进MWE 2019的成功举办。所有必要条件也都准备就绪, 促使 MWE 2019成为业内商业舵手的重要工具。MWE 2019将是关乎市场、趋势、新产品和未来动向的展览! 这场激动人心的盛事将于2019年11月19日至21日在马来西亚吉隆坡太子世界贸易中心举行。

我们欢迎您出席这场盛会!



PROFESSIONAL DESIGNERS PROGRAMME

COLLECTION

WILL BE SHOWCASED AT

EFE 2019 DESIGN@HALL 8

Professional Designers Programme Furniture Export to Receive Boost through Professional Designers

The furniture industry in Malaysia continues to thrive in an increasingly competitive environment and it is one of the significant contributors to the nation's export earnings. So significant that MTIB is intimately involved in drafting the comprehensive Export Roadmap with MITI's National Export Council. Malaysia has been exporting timber and timber products valued at more than RM9 billion annually. Malaysia is currently in the top 10 ranking globally as the top furniture exporter and the 3rd largest in Asia. "Made in Malaysia" furniture products are exported to over 160 countries all over the world. The United States remains as Malaysia's top furniture export destination and accounts for more than 30% of total export of furniture products.

This is usually followed by Japan, Singapore, Australia and United Kingdom. Incidentally, wooden furniture export earnings contributed to nearly 80% of the total furniture products export earnings annually.

MTIB has always been and will continue to facilitate the development of the timber industry, in particular the development of value-added timber products. In this context, the long term target under the National Timber Industry Policy (NATIP) is to achieve exports of timber and timber products valued at RM25 billion by 2020. Out of this target, exports of furniture products is to record an export value of RM12 billion. MTIB urges the furniture industry to undertake efforts to transform from Original Equipment Manufacturing (OEM) to Original Design Manufacturing (ODM) and Original Brand Manufacturing (OBM). Currently, ODM/OBM in the furniture industry is at 53%, as indicated by an MTIB's internal survey.

Professional Designers Programme - History

Professional Designers Programme or PDP is an initiative in integrating Designs and Designers into the current Malaysian furniture production. The professional designers has been collaborating and assisting local TANGGAM Designers and has been working hand-in-hand with local Manufacturers with the end result of producing furniture products which are market-ready and of high selling value. The immediate outcome from this program is the relationship between designers and the Malaysian furniture manufactures in holistic approach to produce new marketable furniture designs for the export market.

In the previous PDPs, MTIB has managed to include 13 local

manufacturers and 16 local designers in collaboration with 7 international designers. There are a total of 68 prototypes and finished furniture products available in the PDP catalogue now – either for further development or immediate commercialization.

The PDP Showcase 2019 at EFE2019 is a 'look back' at some of the selected products and prototypes of PDP.

Note: PDP (4th Edition) is currently running for a year beginning January 2019 and will end in December 2019. It will showcase new furniture designs by Malaysian designers in the next EFE2020.



MASTELLO
By Manolo Bossi from Jarblo.com



IXARA
By Fakrul Aazmey from TANGGAM



PALAFITTE
By Manolo Bossi from First Flames Sdn Bhd

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Professional Designers Programme (PDP) by MTIB

Design-Based Initiative to Assist Transition from OEM to ODM/OBM

马来西亚木材工业局为您呈现专业设计师计划

推动设计有助于OEM至ODM/OBM的转型

Malaysia is currently ranks as one of the top 10 largest exporters of furniture globally and the 3rd largest in Asia. Malaysian furniture products are exported to over 160 countries all over the world.

MTIB has been at the forefront in implementing the Government's efforts in facilitating the development of the timber industry, especially the downstream industrial development of value-added timber products. The continuous initiative of MTIB under the National Timber Industry Policy (NATIP) is to achieve exports of timber and timber products valued at RM25 billion by 2020. Furniture is expected to achieve an export value of RM12 billion by the same year.

Incidentally, for over 35 years, Malaysia's furniture industry has been a hard core Original Equipment Manufacturing (OEM) production line. The furniture production has been strong with the support of good quality raw material and trustworthy business attitude. However, as history has repeated itself so many times over, an industry which is based on OEM production line alone will not be able to sustain itself for an extended period of time if it does not evolve into Original Design Manufacturing/Original Brand Manufacturing (ODM/OBM) production line.

As an on-going effort to instil evolutionary beliefs into the furniture industry, MTIB has promoted ideas and innovations towards design-based furniture production. One of these ideas is the Professional Designers Programme (PDP) which is an industrial-heavy design-based programme to promote better understanding of the globally accepted design processes. PDP started in 2015 with its 1st edition – PDP output of 20 new furniture designs was showcased as prototypes at EFE2016 which attracted many interests from local and external audience. PDP 1st edition was participated by four local furniture manufacturers, eight TANGGAM designers and four international professional designers – TANGGAM is MTIB's initiative in pooling young local talents under a common label in the hopes of sparking a design industry in Malaysia.

The 2nd edition of PDP saw the participation of another four local furniture manufacturers, eight TANGGAM designers and four international professional designers from Belgium and Italy – the same international professional designers were involved in the maiden project earlier. The 2nd edition managed to produce 20 ready-for-market furniture products and was showcased at EFE2017. The same year also saw Deep Furniture Sdn. Bhd. from Muar continuing its effort to venture into ODM/OBM with Manolo Bossi from Italy. Both were involved in the 1st edition and were starting a new furniture design-based production line for a better market segment.

EFE2018 was again the platform for the 3rd edition of PDP to showcase 28 furniture products designed by 16 designers from Malaysia, Italy, Belgium and Australia. A total of five local furniture manufacturers were selected from a long list of manufacturers to participate in this most recent edition of PDP. By this time, international audience and foreign media are very much interested in this annual showcase of supposedly Malaysian take on furniture design. Many have booked interviews and debated views from PDP showcase, proofing that it does matter to the world what Malaysian furniture industry thinks of the future of the global lifestyle and living development. Concurrently, Giorgio Biscaro, Filippo Mambretti, Vivian Shiwei and Shahril Faisal have been involved with NSF Manufacturing Sdn. Bhd. to produce very niche and specifically-designed furniture products for markets around the world. NSF Manufacturing Sdn. Bhd. and these talented designers were all grouped together during the 2nd edition of PDP. Among the countries that are now placing orders with NSF Manufacturing Sdn. Bhd. are Russia, France, Japan and Korea.

With such promising results demonstrated by these participants of PDP, and with a list of 68 furniture products that are ready for production, and after 13 manufacturers and 23 designers

later, MTIB has launched the 4th edition of PDP which will run from January 2019 until December 2019 with a new concept – 10 local talents from TANGGAM will be designing ALL of the PDP output with guidance and views from international professional designers. This 4th edition will be approaching the design subject matter with a more emphasis on the local talents and will also be looking at specific manufacturers in producing 20 new furniture designs which will be promoted as finished products and ready-for-order series in the next PDP showcase at EFE2020.

Footnote

PDP Showcase in Hall 8 of EFE2019 will curate a "look-back" collection of previous PDP products and some new products from Deep Furniture Sdn. Bhd. and NSF Manufacturing Sdn. Bhd.

马来西亚目前是全球十大家具出口国之一，也是在亚洲排行第三大的家具出口国。马来西亚家具产品已出口至全球160多个国家。

马来西亚木材工业局 (MTIB) 一直站在实施政府努力促进木材工业发展的最前沿，特别是下游工业发展中的增值木材产品。马来西亚木材工业局在国家木材工业政策 (National Timber Industry Policy - NATIP) 下，不断地提倡在2020年达到马币250亿令吉的木材与木制产品出口额。家具产品也有望在同年内达到马币120亿令吉的出口额。

顺带一提，35年来，马来西亚家具业一直都是原始设备制造 (Original Equipment Manufacturing - OEM) 的核心，其家具生产实力雄厚，全赖拥有优质的原料及值得信赖的经营态度。然而，历史可鉴，若一个产业仅依靠原始设备制造 (OEM) 而不进展成为原始设计制造 (Original Design Manufacturing - ODM) 或原始品牌制造 (Original Brand Manufacturing - OBM) 生产线的活，该产业将无法长期维持下去。

为了持续努力向家具业灌输进化的理念，马来西亚木材工业局推动了以设计为基础的家具生产概念和创新，其中包括专业设计师计划 (Professional Designers Programme - PDP)。这是一项工业化的设计计划，目的是为了推广对全球公认的设计流程有更好的理解。首届PDP于2015年打响头炮，20个在PDP下诞生的新家具设计原型在2016年马来西亚国际出口家具展 (EFE 2016) 中展出，吸引了许多海内外观众的兴趣。共有四家本地家具制造商、八位TANGGAM设计师以及四位国际专业设计师参与了首届的PDP。TANGGAM是马来西亚木材工业局发起的一项计划，目的是为了将年轻的本地人才聚集在一起，以期激发马来西亚的设计产业。

在第二届的PDP中，共有四位本地制造商、八位TANGGAM设计师以及四位曾参与早期首届项目的比利时和意大利国际专业设计师参加了此活动。第二届的PDP成功生产出20个符合市场需求的家具设计，并在2017年的马来西亚国际出口家具展 (EFE 2017) 中展出。同年，来自麻坡的 Deep Furniture Sdn. Bhd. 与意大利设计师Manolo Bossi携手合作进军ODM/OBM。他们两方都曾参与首届的PDP，并准备好了开始新的家具设计生产线，以实现更好的市场细分。

2018年的马来西亚国际出口家具展 (EFE 2018) 再次成为第三届PDP的展示平台，展出了28个由马来西亚、意大利、比利时和澳洲设计师所设计的家具产品。共有5家本地家具制造商在众人中脱颖而出，参与最新一届的PDP。到目前为止，国际观众与国外媒体都对这个马来西亚家具设计年度展示非常感兴趣。许多人预约做采访，并对PDP展示提出观点评论，证明了马来西亚家具业对未来全球生活方式及发展的看法受到国际瞩目。同时，设计师Giorgio Biscaro, Filippo Mambretti, Vivian Shiwei 和Shahril Faisal也加入了NSF Manufacturing Sdn. Bhd.，为全球市场生产有特色和专门设计的家具产品。NSF Manufacturing Sdn. Bhd. 和这些才华横溢的设计师也参与了第二届PDP。目前，向NSF Manufacturing Sdn. Bhd. 下订单的众多国家中包括俄罗斯、法国、日本及韩国。

PDP的成绩斐然归功于其参与者，且推出了68个随时可准备生产的家具产品。经过13家生产商和23名设计师的参与，马来西亚木材工业局将从2019年1月至12月启动第四届的PDP，并迎来新的项目概念，将会有10位TANGGAM本地设计师在国际专业设计师的指导和督促下完成所有的PDP设计作品。第四届的PDP设计主题将更侧重于本地人才，也将物色指定制造商来生产20个新的家具设计，并将其作为成品及可定制产品系列展示在EFE 2020。

备注

PDP将会在EFE 2019第八展馆展出回顾之前的产品系列，以及Deep Furniture Sdn Bhd和NSF Manufacturing Sdn. Bhd. 的部分新产品。



MAKING SENSE OF INNOVATION IN THE FURNITURE INDUSTRY : Transiting from OEM to ODM

了解家具业创新的意义：OEM到ODM模式的转型

by Prof. Dr. Jegatheswaran Ratnasingam (Universiti Putra Malaysia), MFC Advisor

文章由 马来西亚家具总会顾问杰嘉德斯瓦兰博士教授（马来西亚博特拉大学）撰写



According to the International Furniture Research Group (IFRG) at the Faculty of Forestry at Universiti Putra Malaysia, ODM or better known as original-design-manufacturing is a production mode of which the fiduciary enterprises with basic R&D and product design capabilities design, produce and machining products in accordance with the needs and authorization of the brands enterprises. It means that the ODM also undertake business like products' depth processing and designing besides assembling and simple production. Compared to the OEM or original-equipment-manufacturing, ODM enterprises have more advantages in the industrial chain.

Firstly, ODM enterprises have equivalent core competence. From the value chain point of view, manufacturer operates value chain activities mainly by development & designing, assembling & manufacturing, brand promotion & marketing etc., the modularized division of work in value chain lays a good foundation for manufacturer choosing his business scope, as well as the division of labor between manufacturers. Under ODM, enterprises could win the dominant right of development & designing with strong manufacture advantage, thereby possessing complete product capacity. Meanwhile, ODMs' down-stream enterprises, also called their custom-enterprises, could concentrate to expand the marketing channels and do better sales services, while they have the whole marketing capability. Therefore they have equivalent competence making for complement each other's advantages.

Secondly, ODM enterprises have stable transaction relationships. In the ODM operation mode, ODM manufacturers are engaged in R&D and producing activities according to ODM clientele's requirements. ODM clientele enterprises in downstream will have to analyze the target market, to accomplish the works like production distribution, production service and brand promotion. From the point of enterprises resources, both sides' transaction should center on specific object of transaction, and distribute special investment for completing their respective business link, meeting specific market requirements. Due to the strengthening of asset specificity, the scope ODM partake in both activities will get smaller as the increasing of trade special cost, resulting in the reinforced resource capability and the more stable trading relationship.

Thirdly, ODM enterprises have stable and low-risk customer relations. ODM enterprises have a high position in value chain owing to their holding core resources and capability, they can choose their clientele in a broader range. Stem from risk consideration, ODM often possesses many cooperative partners, and the client base is stable relatively, some changing of customer relation is not likely to affect the whole business of ODM. Fourthly, ODM enterprises have equal status, and the profit distribution is balanced. Compared to OEM, ODM manufacturers have relative balanced cooperative relationship with ODM client under the vertical division of labor system, they have equal say so that to consult the content and benefit distribution of related products. ODM enterprises are able to strive for the profit sharing preferably on the basis of equal contract relation.

According to the research by Professor Ratnasingam and his team at the IFRG in 2017/2018, for a survey of 600 furniture manufacturers in the country, only 14% have reported that they actually engage in ODM activities,

The need for innovation and moving along further the value-chain has been advocated since the days of the late Tun Lim Keng Yaik, the then Minister of Primary Industries. The irony is that even the present Minister of Primary Industries, YB Puan Teresa Kok is also singing the same tune, which clearly illustrates the fact that the Malaysian furniture industry needs to take stock of situation and take concrete efforts to move along the value-chain in order to remain competitive, amidst the globalized furniture market.

while the others are predominantly in the OEM or better still transiting towards ODM activities. Therefore, it is no surprise that the average value of a 40-foot container of furniture from Malaysia still fetches only RM 65,000, which is a clear indication that value-creation in the furniture industry in the country is rising very slowly.

Therefore, it may be on interests to furniture manufacturers in the country to be familiar with the strategies available for value-creation in the furniture industry.

1. Absorbing the Technological Spillovers

Developing countries in open economy such as Malaysia, don't have technology and capital advantages. The first source OEM getting innovation capability is the knowledge transfer from the world's leading furniture buying companies. By accepting outsourcing and absorbing the technology spillover from upstream firms, OEM enterprises can improve their technical level, organization efficiency and management skill, gradually form the "absorption reversed R&D-independent innovation" mechanism, to realize transformation. The technical spillover of client mainly contains products development and design, production-manufacturing, brand promotion and sales service. Only OEM enterprises take an active part in global value chain and interact with central enterprises, embed in the division system of global value-chain dominated by international furniture buyers to get maximum technical spillover and transferred knowledge. The spillover absorption can be realized by several ways. Firstly, the case of the demonstrated order. OEM enterprises can imitate the technology, standard and ideas hidden in supplied materials from upstream enterprises, while improving the processing quality and properties of products, to carry out reversed designing towards the imported components and semi-finished products, deep learn these technology mechanism, master the designing process and complete technical absorption. Secondly, the case of training human capital. Talent is the carrier of innovative ability. On one side, enterprises set up talent training institutions by themselves or jointly with foreign buyers, to improve the labor quality of OEM and fulfill the subcontracting mission; On the other side, staff in advanced-technology OEM enterprises can enter into relatively backward enterprises, to bring into full play in terms of product process, operative skills and management, making the knowledge spreading intangibly.

2. Reverse OEM

This is a model where the OEM enterprise acquires upstream enterprises. On the basis of having advantage of "economics of scale", large-scale production capacity, process improvement capacity and technical digestion absorbency capacity, enterprises take advantage of their fund superiority to select and take over those enterprises which have more high-quality patents, especially have related business and potential integration with the enterprise, to occupy advanced proprietary technology and dedicated device, reduce production cost, improve the quality of products and cut the technology research

and development cycle. This path can completely acquire relative even core technology compared to absorbing technology spillover, it can promote the enterprise to realize the revolutionary change, especially through the acquisition of marketing chains in target countries.

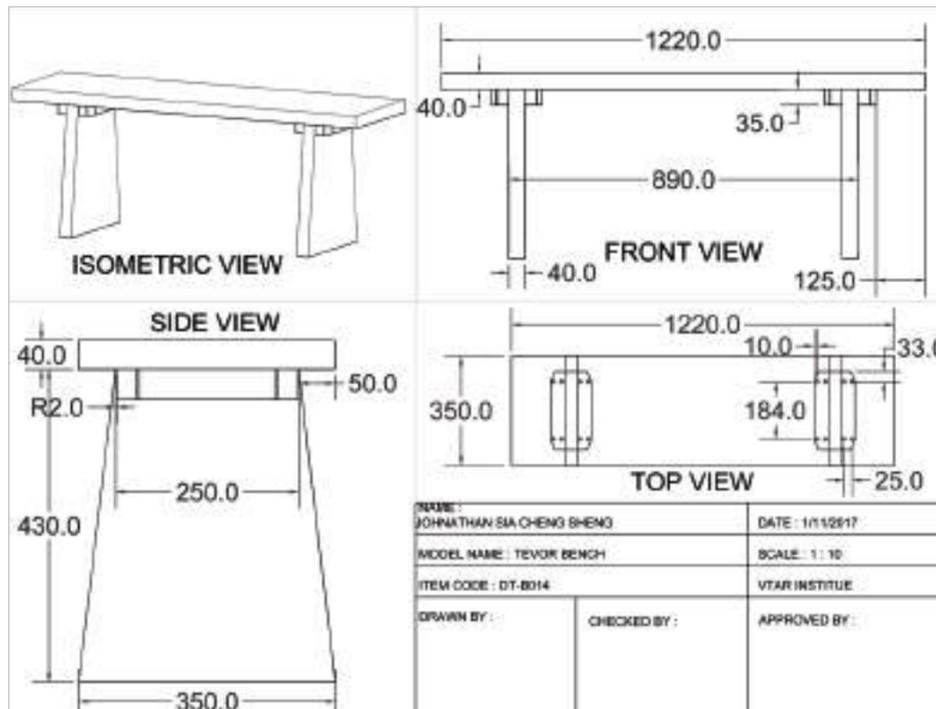
3. Constructing Industry-Education-Research Cluster

The controller of the global value-chain usually seeks cluster as well as its internal enterprises which have comparative advantage to be as object of subcontracting its non-core business. The industrial spatial agglomeration features of the Muar furniture or the Sungei Buloh furniture clusters, are prime examples of such a strategy. However, at present these industry clusters are the processing plants collection which have low barriers to entry, cheap labor force and low assets specificity, their management level are low and technology level is limited. The synergy advantage of industry cluster hasn't be taken, such as technology sharing and risk sharing. Nevertheless, if the enterprises in these clusters can integrate its relevant industry-university-research institutions for collaborative innovation, and do cooperative research aiming at the technical difficulty, they will be able to improve the efficiency of R&D, realize the technical breakthrough. Such cooperation also can promote the technological spillover be sharing resource of internal cluster, and is good for the cluster technology level promotion. It must also be recognized that the benign competition in cluster makes it coordinating to do independent innovation and cooperation development, and to strengthen the innovation atmosphere, reduce the enterprise's innovation inert.

4. Independent R&D

The most important term to form a stable coalition with core enterprise of the global value-chain is to have strong R&D and designing capacity, as well as to provide superior and multiple products or products solutions. The methods like absorbing technology spillover, reversed OEM are just establish the basis for independent R&D. Actively improving independent R&D capacity is the core business to accept higher level of technology and upgrade to ODM. Only with strong independent R&D capacity, can OEM enterprises lead the products and industry change. The implementation of independent R&D must be based on long terms of strong technology accumulation. OEM enterprises should have unique advantages in some





field of technology, such as professional technical accumulation, talents with special characteristics. Setting up R&D institutions is the organizational guarantee, to construct laboratories, research institutes, even R&D center constructed beyond the sea, the regions where there are high quality knowledge resources, to concentrate talents. Compared with technology import and learning to imitation, independent R&D has longer cycle with more risks, continual readjustment and continuous investment will be needed. OEM enterprise should put its R&D achievements into brand strategy system, to protect its

intellectual property by applying for patents, registering trademark, which will make for furthest realization of the technology innovation value.

In essence, this article aims to provide an insight into value-creation strategies that can be adopted by furniture manufacturers in the country. For further information on this subject, the readers may contact the author at the faculty of Forestry, Universiti Putra Malaysia (UPM) by telephone at +603-89467175 or may contact the Malaysian Furniture Council (MFC) for further details.

自前任原产业部部长敦林敬益的时代开始，就不断提倡创新和进一步推动价值链的必要性。更讽刺的是，即便是现任的原产业部部长YB郭素沁也老调重弹，这清楚地表明了在不断全球化的家具市场中，马来西亚家具业须认清形势并采取具体措施，沿着价值链方向发展，以保持竞争力。

根据博特拉大学林业学院的国际家具研究小组 (IFRG), 原始设计制造(ODM) 是指具有基本研发和产品设计能力的受托企业, 按照品牌企业的需要和授权来设计、生产和加工产品的生产模式。这意味着ODM除了产品组装和简单生产之外, 也承接产品深度加工和设计。相较于原始设备生产(OEM), ODM 企业在产业链上更具优势。

首先, ODM 企业具有同等的核心竞争力。从价值链的角度上来看, 制造商主要通过开发设计、组装制造、品牌推广及营销等来开展价值链活动。模块化的价值链分工让制造商在选择其商业范围, 以及制造商之间的分工上奠定了良好的基础。在ODM模式下, 企业可凭着强大的制造优势来赢得开发与设计的主导权, 从而拥有完整的生产能力。与此同时, ODM的下游企业, 又名定制企业, 能够在拥有整体营销能力的同时, 也可以专注于扩展营销渠道以及在销售服务方面更上一层楼。因此, 两者都具有相当的竞争力来互补优势。

其次, ODM 企业具有稳定的交易关系。在ODM的营运模式中, 制造商根据客户的要求来进行研发和生产活动。来自下游的ODM客户企业必须分析目标市场, 以及完成工作如生产分配、生产服务和品牌推销。从企业资源的角度来看, 双方的交易应以特定的交易对象为中心、并且分配专项投资来完成他们各自的业务, 以满足特定的市场需求。基于资产专用性的增强, ODM参与该两项活动的范围也随着贸易特殊成本的增加而变小, 从而强化资源能力, 使贸易关系变得更加稳定。

此外, ODM企业具有稳定且低风险的客户关系。ODM企业拥有的核心资源和能力, 使其在价值链中占有较高的地位, 也可在更广泛的范围内选择客户。出于风险考虑, ODM往往拥有许多的合作伙伴, 客户基础也相对稳定, 一些客户关系的变化并不太能影响ODM的整体业务。

另外, ODM企业的地位平等, 利润分配均匀。相较于OEM, ODM制造商在垂直型分工系统下, 与ODM客户有着相对平衡的合作关系。他们两方都有平等的发言权, 以咨询相关产品的内容和利益分配。ODM企业能够在平等合同关系的基础上, 更好地实现利润共享。

根据杰嘉德斯瓦兰博士教授与他的IFRG团队在2017/2018年的研究调查显示, 在我国600位家具制造商当中, 只有14%的制造商实际参与了ODM活动, 而其他主要从事OEM活动, 或更好的, 正在转型至ODM活动的阶段。因此, 来自马来西亚的40尺货柜的家具, 平均价值仅有马币6万5千令吉也就不足为奇了。这清楚地表明了我国家具业的价值创造增长得非常缓慢。

所以, 我国家具制造商可能会有兴趣了解和熟悉家具业的价值创造策略。

1. 吸收技术外溢效应

马来西亚等拥有开放经济的发展中国家缺乏技术和资金优势。OEM获得创新能力的第一来源, 是来自于和世界知名家具采购公司进行的知识转移。通过接受外包以及吸收上游企业的技术外溢效应, OEM企业能够提高自身的技术水平、组织效率和管理技能、逐步地形成“吸收逆向研发-自主创新”体制, 实现转型。客户的技术外溢主要包含了产品开发设计、生产制造、品牌推销和销售服务。只有OEM企业成为全球价值链的积极参与分子, 并与中央企业互动, 打入由国际家具买家主导的全球价值链分工体系中, 获取最多的技术外溢与知识转移。技术外溢吸收能够通过多种方式来实现。首先, 在演示顺序的情况下, OEM企业可仿效上游企业所提供的原材料中所隐藏的技术、标准和构思, 在提高产品质量和性能的同时, 对进口的组件和半成品进行逆向设计、深入学习这些技术机制、掌握设计过程、并且完成技术吸收。其次, 是人力资本培训。人才带动创新能力的关键。一方面, 企业自行或与海外买家合作设立人才培养机构, 以提升OEM员工的素质以及完成分包任务。另一方面, 来自拥有先进技术OEM企业的员工可进

入较落后的企业, 在产品制造流程、操作技能和管理方面都能得到充分地发挥, 使知识在无形中传播。

2. 逆向OEM

这是OEM企业收购上游企业的一种模式。在具有“规模经济”优势的基础上, 大规模的生产能力、加工改进能力以及技能消化吸收能力, 使企业可利用其拥有的资金优势来选择和接管拥有高素质专利的企业, 特别是与其拥有相关业务和整合潜在性的企业, 先一步获得先进的专有技术和专用设备, 以降低生产成本开销、提升产品质量以及减少技术与开发周期。相较于吸收技术外溢, 这途径能够完整地获取相关, 甚至是核心技术。这能够促进企业实现革命性改革, 尤其是通过收购目标国家的营销链。

3. 建立产业-教育-研究集群

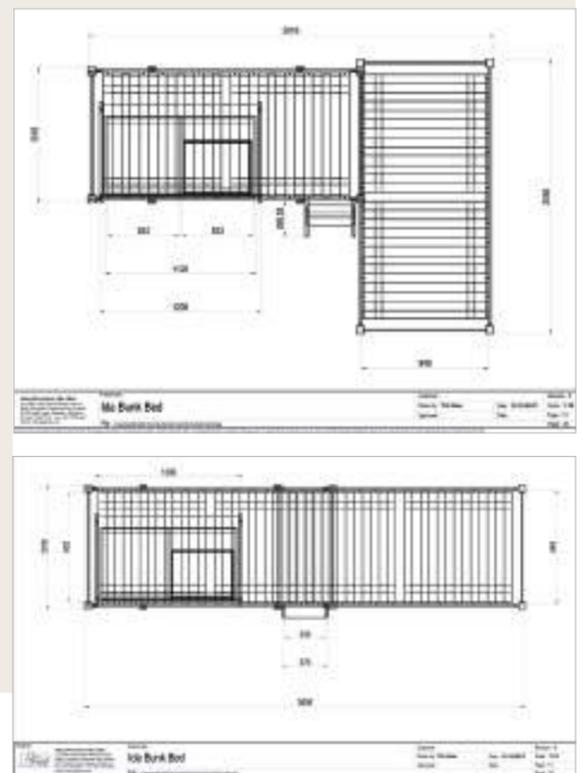
全球价值链的掌控者通常会物色较有优势的集群以及内部企业, 作为其非核心业务的外包对象。具有产业集聚特征的麻坡家具, 或是双溪毛糯家具集群都是这项策略的典型例子。但这些产业集群目前都是拥有低门槛、廉价劳动力和低资产专用性的加工厂, 他们的管理水平低、科技水平也有限。产业集群的协同优势, 如技术共享和风险共担尚未获得体现。然而, 如果这些企业集群能够整合相关的产学研机构来共同进行创新, 并针对技术难度展开合作研究, 他们将能够提升研发效率, 并实现技术上的突破。有关合作也能促进技术外溢成为集群内部的资源共享, 有利于提升集群的技术水平。无可否认, 集群里的良性竞争能够促进自主创新与合作发展, 以及增强创新氛围、减低企业的创新惰性。

4. 自主研发

与全球价值链核心企业形成稳定联盟, 最重要的条件是具有较强的研发设计能力, 并提供优质、多样化的产品或产品解决方案。吸收技术外溢、逆向OEM等方法都是为独立研发所建立的基础。积极提高自主研发是企业接受更高技术水平、迈向ODM的核心业务。只有OEM企业具备强大的自主研发能力, 才能引领产品与行业改革。自主研发的实施必须建立在长期较强的技术积累基础上。OEM企业应在特定技术领域上拥有独特的优势, 例如专业的技能积累、具有特色的人才。设立研发机构是一项组织保障, 建设实验室、科研院所、甚至海外研发中心, 利用拥有优质知识资源的地区来集中人才。

与引入和仿效技术相比, 自主研发的周期更长、风险更大, 因此需要不断地调整与持续投资。OEM企业应将研发成果纳入品牌策略体系中, 通过申请专利、注册商标来保护其知识产权, 从而进一步地实现技术创新价值。

本文实际上旨在为大马家具制造商提供可采用的价值创造策略见解。更多相关资讯, 读者可致电03-89467175联系博特拉大学林业学院的作者, 或联络马来西亚家具总会以获取更多详情。



* Design drawings are provided by Sijil Kemahiran Malaysia Level 3 graduates who have been trained at furniture factory under the National Dual Training System.

设计图纸由大马技术证书第3级毕业生提供, 他们曾在国家双轨培训系统下被分配到家具工厂受训。

JFA Unite to Address the Furniture Industry Issues

柔佛州家具同业联合会 (JFA) 团结一致，共同处理家具行业课题

In the blink of an eye, 2018 has whizzed by and we are now in 2019.

The Federation of Johore Furniture Manufacturers And Traders Association (JFA) consist of five (5) District Associations, namely Muar Furniture Association (MFA), Batu Pahat Furniture Association (BPFA), Johor Bahru Furniture Association (JBFA), Kluang Furniture Association and Segamat Furniture Association.

The furniture industries in the 5 districts of the state of Johor has its unique and distinctive operating characteristics, such as export-oriented, domestic sales, as well as retail operations.

Although their model of operation differs from district to district, JFA committee members in every district pay appropriate attention to the development and issues affecting the furniture industry, and they also provide valuable opinions and suggestions in the JFA committee meetings.

The shortage of foreign worker still troubles the furniture industry, impacting various operation procedures of leading to JFA committee members discussing counter measures and proposing workable solutions.

In addition, the Forestry License requirement

is expected to be enforced in 2019, burdening the furniture industry. Director General of Forestry Department Peninsular Malaysia, Dato' Haji Nor Akhrrudin bin Mahmud and Johor Forestry Director Datuk Haji Jeffri Bin Abd Rasid visited Muar Furniture Association (MFA) on 4th January 2019, where committee members of JFA attended said meeting and expressed concerns of the furniture industry.

We hope that JFA can unite together this 2019 and lead the furniture industry new high.

光阴似箭，走过了风风雨雨的2018年，转眼间进入充满挑战的2019年。

柔佛州家具同业联合会属下共有5大区会，分别为麻坡家具同业商会、峇株巴辖家具同业公会、新山家具同业公会、居銮家具同业公会，以及昔加末家具同业公会。

柔佛州各区的家具行业，拥有3种不同的经营特色，包括以出口为导向，主攻内销，以及家具店面经营。

虽然各地区的经营特色皆不同，但柔佛州各区会理事们，仍对各项与家具行业息息相关的发展课题，给予适当的关注，每逢召开柔



Group Photo of JFA Committee Members after a committee meeting.

柔佛州家具同业联合会召开理事会议后合照，前排坐者左起为理事张貽兴、副会长吴来财、拿督斯里谢能川、拿督蔡志贤、会长郭伟杰、财政陈美和、副会长吴天祥、交际林喜长、副秘书长梁韶文。



Group Photo with Forestry Department Officials.

森林局总监及官员拜访麻坡家具同业商会后，与出席的理事们合照，前排坐者左1至左4为柔佛州家具同业联合会副会长拿督蔡志贤、马来西亚家具总会署理会长黄有光、柔佛州家具同业联合会财政兼麻坡家具同业商会署理会长陈美和、柔佛州家具同业联合会会长兼麻坡家具同业商会会长郭伟杰。

佛州理事会议讨论行业课题时，都能提供宝贵的意见。

外劳短缺课题，至今仍困扰着家具行业，对各地区经营厂家的业者带来严重影响，柔佛州各区理事们在会议上，共商对策，共同探讨解决方案。

此外，森林局执照的执行，将成为家具行业在2019年所面对的一大挑战，西马森林局总监拿督诺亚希鲁丁，及柔佛州森林局总监拿督杰弗礼于2019年1月4日，拜访麻坡家具同业商会，与家具业者们进行对话时，麻坡家具同业商会也邀请了柔佛州属下各区会理事出席，共同反映业者们的的心声。

愿柔佛州家具同业联合会，在2019年继续团结一致，共同带领家具行业再创高峰。

BPFA 2019 AGM and Installation of the New Committee cum Chinese New Year Celebration Dinner and Members' Children Education Award Ceremony

峇株吧辖家具同业公会主办2019年度常年会员大会，就职典礼，新春联欢晚宴暨颁发会员子女奖励金



Group photo of the swearing-in ceremony

Front row (from left): Liaison officer Mr. Ng Boon Chin, Secretary Mr. Neo Sau Boon, Vice President Mr. Lau Boon Chiat, Vice President Mr. Kek Thien Seng, Deputy President Mr. Lee Ngee Yong, Honorary President Mr. Lau Kok Boon, Honorary Advisor cum MFC Deputy President Mr. Ng You Choon, President Mr. Lim Hee Tiang, Honorary President Mr. Tan Kwee Chai, Honorary Life President Mr. Lim Kok Leong.

Front row (from right): Treasurer Mr. Lim Hee Beng, Legal advisor Dato' Ginny Lee, Legal advisor Mr. Keah Say Wan, Legal advisor Mr. Lo Kee Jam, Honorary Advisor Mr. Tee Boon Huat, Honorary Advisor Mr. Phua Eng Ho, Honorary Advisor Mr. Bu Yau Hoi, Honorary Advisor Mr. Khaw Kay Teck, Honorary President Dato' Chua Chee Hieng.

就职典礼大合照

前排左一为交际黄年进、左二为秘书长梁韶文、左三为副会长刘文杰、左四为副会长郭缤添、左五为署理会长李益荣、左六为名誉会长刘国文、左七为会务顾问暨全国署理黄有光、左八为会长林喜长、左九为名誉会长也是大会监督人陈贵材、中间为永久名誉顾问林国龙、右一为财政林喜明、右二为法律顾问拿督李雁冰律师、右三为法律顾问郭世轅律师、右四为法律顾问罗继炎律师、右五为会务顾问郑文发、右六为会务顾问潘荣和、右七为会务顾问巫耀辉、右八为会务顾问许启德、右九为名誉会长拿督蔡志贤。

Batu Pahat Furniture Association (BPFA) held its 2019 Annual General Meeting on 15 February 2019, held concurrently with the installation of the new board of committee, Chinese New Year dinner celebration and members' children education award ceremony. The 42-table banquet was held at Batu Pahat Ocean Restaurant Banquet Hall A.

Newly elected president, Mr. Lim Hee Tiang shared that the current BPFA office was purchased in 1993 by the former board of committee as the main premise to conduct the association's activities. With successive efforts of previous presidents and committee members, the association has grown to be more diversified. To ensure that BPFA is able to keep up with the times, a committee has been formed to oversee and carry out the construction and refurbishment of the BPFA office. He extended a special thanks to the head of the committee, Madam Tan Li Sim and all the committee members who have generously contributed their time and service ensuring the completion of the project. The BPFA office serves as a platform to offer services to members. He promised that it will provide comprehensive information and act as an exchange platform for industry members. BPFA also plans to organise relevant programmes and seminars to benefit its members.

Besides that, BPFA also wish to work hand in hand with educational institutions to cultivate more talents to cater to the ever-changing landscape of networking, intelligence, automation and mechanization. The president expressed his interest to cooperate with the government and private institutes to conduct e-commerce and technical courses. This will helps the students to enhance their competence in automation technology, to generate more e-commerce entrepreneurs and computer technician, as well as to foster their career growth.

峇株吧辖家具同业公会主办2019年度常年会员大会，就职典礼，新春联欢晚宴暨颁发会员子女奖励金，于2019年2月15日（星期五），晚上7时正，假峇株吧辖联和海洋宴会厅（A厅）举行，筵开42席。

新会长林喜长先生表示，峇株巴辖家具同业公会现任会所，由前辈理事们于1993年发起购置，以促进会务发展。在经历历届会长和理事们的努力耕耘下，公会会务已趋向多元化，为了跟进现代脚步，于2017应届理事成立了建委会，理事们出力，完成整栋会所翻新工程，也特别感谢建委会主席陈莉欣女士。会所是为会员服务平台，今后将为会员同业提供更全面的企业资讯及交流平台，希望接下来能举办多场的交流会及讲座会，带给会员资讯与利益的活动。

由于现今是个网络化、智能化、自动化及机械化的时代，我们希望接下来能与教育界有更多的合作，栽培更多的人才。希望政府及私人学校能与我们公会配合，开设一些网商与技术课程，能从中提升学生会自动化科技的优势，以在未来能增加更多的网商与电脑技术人员，让他们有更好的职位发展并回馈社会。

Group photo of the PFTIA 22nd Board of Committee.
 槟州家具同业商会第22届董事会合照



Penang Furniture & Timber Industry Association Celebrates 44th Anniversary

槟州家具同业商会庆祝44周年纪念晚宴

Penang Furniture & Timber Industry Association (PFTIA) celebrated its 44th anniversary, with gratitude and full support from the public and members. Established in 1974, PFTIA has laid solid foundation for the Penang furniture and wood-based industry to flourish, under the wise leadership of successive Presidents, and guidance as well as contribution of the board of committee. Not to forget the members who have gone through 44 years of hardships and highs together, who united, helped and supported each other along the way. PFTIA express its sincere gratitude to the leaders, furniture industry players and association members who have witnessed the growth of PFTIA.

'We are different' was the theme of PFTIA 44th anniversary dinner, conceptualised by committee members. "In this ever-changing era, if we still following the old ways of doing things, we will soon be left behind or unable to keep up with times. Therefore, we must attempt changes and be innovative in order to maintain our market share. Tonight's dinner is relatively different compared to previous years as we have set the cowboy theme for tonight, wearing cowboy costumes, secured sponsors and many more surprises awaits you." said the PFTIA President Mr Kong Wooi Keat during his speech at the dinner.

He said that furniture industry's prospects are bright as government is committed in ensuring sufficient supply of rubberwood for domestic use. A stable foreign worker policy is what the industry needs most right now to avoid any unwanted effects on the growth of the industry. As local young people are reluctant to work in the production line of furniture factories, the industry resorts to hiring foreign workers. As such, the foreign worker and furniture industry are correlatively dependent on one another.

New era, new ideas, new goals, new journey. Facing the unpredictable challenges and changes, PFTIA will be well prepared to work together to promote the Luban spirit, be united and aspire to create a brighter future for the industry! With our objective of serving the industry, members and government, PFTIA will actively communicate and cooperate with Malaysian Furniture Council (MFC), Malaysian Wood Industries Association (MWIA), Malaysian Timber Council (MTC), and Malaysian Timber Industry Board (MTIB).

在社会各界的关心和会员们的鼎力支持下，槟州家具同业商会就走过了四十四个春秋。本会于1974年创会，在历届会长的英明领导，在各届董事会领导班子的带领与忠诚付出下，全体会员风雨同舟，互帮互助，坚定团结四十四载，一路艰辛，也一路高歌，为槟州家具与木基业的繁荣打下坚实的基础。

“我们不一样”是工委会绞尽脑汁、天马行空、奇思妙想所想出来的44周年纪念晚宴口号。主席致词说在这千变万化的时代里，如果我们还是用着以前的方法来做事情的话，很快就会跟不上时代，被抛在后面或被淘汰。所以要敢于做出改变，创新才能够在这个市场上保持自己的优势。因此今天的晚宴也有与往年不一样的地方，以西部牛仔主题、穿牛仔服装出席晚宴。

会长龚伟杰致词说目前政府已经承诺确保国内的橡胶木供应充足，这个工业的前景十分光明。现在我们行业最需要的是稳定的外劳政策，以免影响家具业的增长因为本地年轻人皆不愿从事家具厂的生产线，导致家具业长期需要聘请外劳，外劳和家具厂的关系如同唇亡齿寒，缺一不可。

新时代，新思想，新目标，新征程。面对各种未知的挑战与机遇，槟州家具同业商会将会整装待发，共同携手弘扬鲁班精神，不忘初心、凝心聚力、乘风破浪、共创辉煌！商会秉承为“行业、会员、政府服务”的宗旨，时时积极地与马来西亚家具总会（MFC）、马来西亚木材工业总会（MWIA）、马来西亚木材理事会（MTC）以及马来西亚木材工业局（MTIB）的交流与合作，让马来西亚槟州家具品牌进步助力腾飞、再创新优势！

MF3 Home Expo 2018

2018年MF3 家居展销会

MF3 Home Expo concludes its 11th edition, visitors remain upbeat about various promotion

Held from 14 to 16 Dec 2018 at Kuala Lumpur Convention Centre, MF3 Home Expo had gathered the best deal before the end of 2018, attracted over thousands of consumers to make their purchase among the choices of 300 home and living brands, value-added promotions and special deals offered by the exhibitors, covering from high quality yet stylish furniture and furnishing products, home appliances to home living items.

A brand new Proton Saga & more than RM 200,000 worth of attractive prizes were given away

Mr. Ching Kong Weng (770821-14-XXXX), the lucky visitor from Kuala Lumpur had walked away a brand new Proton Saga in the 'Register & Win' activity.

Besides, visitors were also bringing home with attractive gifts and prizes, such as home living items, cooking appliances, latex pillows, mattresses, foot massage and massage chair in various prize-winning activities of Visit & Win, Spend & Redeem and Grand Prize Lucky Draw.

Exciting Show Day Programs, A Rewarding Visitor Experience

MF3 continued to bring the fascinating Fengshui Talk on this December, presented by Master Paw to share the essentials Fengshui tips that touch on Indoor and Outdoor Fengshui and the Inspiration Talk presented by Ms JW Lau Jing Woon who is renowned for the Fengshui Bazi and NLP coaching.

Besides, there were professional house service providers stationed in Home Clinic at MF3, providing free consultation on home maintenance issues including Electrical & Air-conditioning, Plumbing & Water Leaking, Paint & Wall Maintenance, Roofing & Ceiling and Aluminium Work. Other than that, the MF3 coloring contest and GRAB promo provided the crowning touch to the home expo.

The 2019's MF3 Home Expo shall be held from 10-12 August and 13-15 December at Kuala Lumpur Convention Centre. For further show information, please contact +603-6140 1202 or logon www.mf3.my or email to secretariat@klsfia.org.my



The visitor crowd was heading to MF3 Home Expo
 消费者前往参观MF3展销会

Visitors were awaiting the winner announcement of Lucky Draw
 消费者等待抽奖活动

第11届第二场MF3家居展销会已于2018年12月14至16日在吉隆坡会展中心圆满结束。

这次的MF3家居展销会汇聚2018年结束前最好的、最低价格的家居产品及优惠，集合了超过300个家具、家居和生活产品，为消费者带来一连串超值促销，成功地吸引成千上万的消费者前来抢购高品质并符合潮流的时尚家居产品、家具附属品、高性能家电及生活用品等。

崭新普腾轿车和总值RM200,000丰富奖品现场大放送

MF3家居展销会现场送奖活动丰富，消费与否都有机会赢取奖品！

民众无需消费只需登记参观MF3 (Register & Win) 就有机会赢取一辆崭新的普腾轿车，而驻守于现场的参观者Ching Kong Weng (770821-14-XXXX) 受到幸运之神的眷顾，成为轿车得主。其他的消费者也在“参观送好礼”、“消费兑换”及幸运大抽奖活动中获得了居家用品，精美枕头，名贵床褥，脚底按摩器及按摩椅等。

展会精彩活动让消费者满载而归

MF3家居展销会两场现场风水讲座会请来知名风水师鲍一凡老师讲解室内及室外的家居风水，及具有经验丰富的潜能启发顾问刘韵文通过分享华人传统学问（风水八字）和西方学问（NLP 身心语言程序学）分享创造幸福、健康和财富人生。在家居诊所活动中，现场的房屋专家为民众提供免费的房屋维修专业咨询及建议解决方案。其他现场活动还包括MF3儿童填色比赛，GRAB乘车优惠等。

2019年的MF3家居展销会将在8月10日至12日以及12月13日至15日于吉隆坡会展中心举办。欲知更多展会或主办单位资料，请拨电+603-6140 1202，游览MF3书面子书，网页www.mf3.my 或电邮至secretariat@klsfia.org.my查询详情。

3rd Batch of Furniture Technology Certification Graduates in VTAR Convocation Ceremony

第三批家具工艺证书课程毕业生出席拉曼技职学院毕业典礼



Group photo of graduates with the guest lecturer for Furniture Technology Certification Course at VTAR, Mr. Ngai Chin Soon.
毕业生和拉曼技职学院家具工艺证书课程特约讲师魏金顺硕士合影。

Officiated by the President of MCA, YB Datuk Seri Ir. Dr. Wee Ka Siong, the 22nd VTAR Convocation Ceremony took place on 5th January 2019 at San Choon Hall, Wisma MCA. A total of 18 graduates received their Sijil Kemahiran Malaysia (SKM) level 2 scroll and 8 of the 12 graduates have decided to further study and pursue Sijil Kemahiran Malaysia (SKM) level 3, where the training and module will focus on computer aided furniture production and supervisory management. The convocation ceremony also recognised outstanding students and Tan Kah Keat was awarded the outstanding graduate of the course for the year.

Since 2017, 115 students have graduated from the furniture technology certification course with SKM 2 and SKM 3. MFC has been working closely with VTAR Institute and industry

members to offer both theoretical and industrial skill training for young talents who are interested to be part of the furniture industry.

Realizing the need of the industry to reduce dependency on foreign workers, there are increasing efforts to train and retain local workers especially experienced employers in the furniture industry. As such, more than 10 furniture companies located in Penang, KL & Selangor and Johor have been identified as the training center for VTAR students. Practical training are provided by experienced coaches from factories whom are accredited by Jabatan Pembangunan Kemahiran (JPK) under the National Dual Training System (SLDN).

Another 30 students who enrolled in the Furniture Technology Certification Course in 2018 will be ready to serve the industry upon their completion of training in the end of April 2019.

第22届拉曼技职学院毕业典礼于2019年1月5日，在马华大厦三春礼堂隆重举办，并由马华总会长拿督斯里魏家祥博士担任开幕嘉宾。一共有18名毕业生喜获颁发国家技术证书（SKM）第二级，其中8名毕业生更下定决心继续深造，以获取国家技术证书

（SKM）第三级，其训练将更专注于电脑辅助家具生产和监督管理方面。另外，今年的优秀毕业生奖项由SKM 2学生陈家杰获得。

自2017年以来，已经有115名学生从家具工艺证书课程毕业，并获得国家技术证书第二级和第三级。马来西亚家具总会一直与拉曼技职学院、业者携手合作，为有兴趣加入成为家具业一份子的年轻人才提供包括理论和工业技能的正规训练。

由于意识到必须减少对外劳的依赖，雇主日益关注该如何培训和保留本地员工，尤其是经验的工人。因此，超过10间位于檳城，雪隆和柔佛的家具制造公司积极参与成为培训中心，并由经验丰富的教练为拉曼技职学院生提供实践训练。这些教练都在国家双轨培训系统下，获得国家技术发展局的资格承认。

另有30名于2018年入学的学生，将在2019年4月尾完成培训后，准备加入为家具业服务。



Group photo of the SKM 2 outstanding graduate, Tan Kah Keat (forth from left), Guest of Honour, YB Datuk Seri Ir. Dr. Wee Ka Siong (centre) and CEO of VTAR Institute, Madam Tan Cheng Liang (sixth from right).
优秀毕业生大合照，左四为家具工艺证书课程第二级优秀毕业生陈家杰，中间为开幕嘉宾拿督斯里魏家祥博士，右六为拉曼技职学院院长陈清凉女士。

The 22nd Johor Furniture Fair Deemed a Success

第22届柔佛家具装饰与电器展圆满落幕

The 22nd Johor Furniture Fair was once again hailed a great success. During its closing on 16th November 2018, the president of JBFA, Mr. Goh Lai Chai announced that the fair had achieved RM10 million sales record since 2007

Organised by the Johor Bahru Furniture Association (JBFA) and supported by the industry, the purpose of organising the Johor Furniture Fair is to provide a platform for JBFA's members to showcase their products, offer special promo packages for members to participate in the fair, as well as enticing consumers and buyers to visit the fair. The association plans to pursue programmes that are beneficial to its members and encourage healthy business competition among the industry members. In addition, JBFA hosted a 'Johor Furniture Fair Appreciation Dinner' on Friday, 18th January 2019 in recognition of the exhibitors' continuous supports.

The 23rd edition of Johor Furniture Fair will be organised by JBFA from 14th to 16th June 2019. The upcoming event will bring more surprises to exhibitors, and a brand new version of the fair will be presented. For more information, please contact Ms Agnes Ng at 016-784 2011.

新山家具同业公会非常荣幸获得各界支持，并于2018年11月16日圆满举办“第22届柔佛家具装饰与电器展”。新山家具同业公会会长吴来财表示，柔佛家具装饰与电器展自2007年开办以来，已突破1000万个销售记录。举办展览是希望能为本会会员提供展示平台，以优惠的价格参展，吸引消费者前来购物。本会秉持创会宗旨，负起造福会员同业等福利之使命以外，以期盼同业们在参展期间进行商业良性竞争，希望同业较量之余间接的刺激市场引发连锁反应。此外，为了感谢参展商对本会的支持，本会于2019年1月18日（星期五）圆满主办“柔佛家具装饰与电器展感恩晚宴”，以答谢在2018年里各参展商们对本会Johor Furniture Fair的支持与关注。

新山家具同业公会将于2019年6月14日至16日举办“第23届柔佛家具装饰与电器展”，下届展览会也将为参展商制造更多的惊喜，让展会以另外一个全新，更亮眼的姿态展出。欲了解更多详情，请联络 Agnes Ng 016-784 2011。



Secretary General of JBFA, Mr. Puah Xiang Hui (centre), President of JBFA, Mr. Goh Lai Chai, President of Johor Furniture Fair, Mr. Willy Tan, President of the Johor Furniture Fair Appreciation Dinner, Mr. Terry Lee presenting souvenirs to the sponsors of the 21st and 22nd Johor Furniture Fair.
由（中间大衣者）本会秘书长潘祥汇、会长吴来财、展览会主席陈玮律及晚宴筹委主席李家达等人颁赠纪念品予柔佛家具装饰与电器展第21届及第22届赞助商们。

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The 23rd Johor Furniture Fair will be held from 14th June 2019 to 16th June 2019.
第23届柔佛家具装饰与电器展将于2019年6月14日至16日举办



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MFC Leads Malaysian Furniture Exporters on Trade Mission to Indonesia

马来西亚家具总会率领家具出口商贸易代表团访印尼



The delegates visited to furniture factories in Semarang.
代表团参观了位于三宝壟的家具工厂

The trade mission to Indonesia organised by Malaysian Furniture Council took place on 3 December to 8 December 2018. The delegation was made up of 24 furniture manufacturers and exporters and accompanied and coordinated by 2 secretariats from the MFC office. The delegation comprised of manufacturers and exporters of wooden furniture, kids bedroom furniture, office furniture, outdoor furniture and sofa etc.

Indonesia has an established reputation in the furniture and handicraft sector due to the country's strong historical traditions in woodwork and artistic crafts. The country's competitive labour wages, and abundant natural resources with access to a variety of wood types like teak in addition to the wide availability of skilled carpenters and wood carvers, has made Indonesia a very attractive destination as a manufacturing base for furniture companies.

The delegates visited 11 furniture companies in the regions of Yogyakarta, Jepara and Semarang which are all located in Central Java Province. These renowned furniture manufacturers include Otazen Home, PT Pinako Rotari Permai, CV Mandiri Abadi, PT Harrison & Gil, CV Property etc. Factory tour and business matching sessions were conducted to facilitate trading relations between two parties, as well as to promote the sharing of knowledge in terms of manufacturing technology and the exceptional Indonesian craftsmanship.

One of the highlights of the visit was a meeting between the delegates and the Crown Princess of Yogyakarta, Gusti Kanjeng Ratu Mangkubumi, whom is also the Chairman of the Chamber of Commerce of Yogyakarta. Meaningful discussion were held with a focus on potential collaboration and business opportunities in Yogyakarta.

In addition, the Malaysian delegation was invited to attend a business forum with the Indonesia Furniture Industry and Handicraft Association (ASMINDO) and foreign investment authorities for the regent of Jepara to discuss about regional and global issues plaguing the furniture industry, as well as to consider setting up furniture manufacturing plants in Central Java. Moreover, the delegates were also invited to a dialogue on "Strengthening the Compliance and Participation of Indonesian Furniture and Craft SMEs in Legal Production and Trade" which was co-organised by the Food and Agriculture Organization and ASMINDO.

The trade mission not only allowed the delegates to explore new business opportunities in Indonesia, but also helps to bridge the culture gap in business through effective communication to keep themselves in pace with the globalisation of business.

MFC extends its sincere gratitude to ASMINDO and Indonesia Youth Furniture Club (IYFC) for their warm reception and gracious hospitality during the visit.



Business matching session was held to allow delegates to seek for business collaboration with Indonesia.
商业配对会议的进行让代表团有机会寻求与印尼的业务合作



Group photo of Malaysian delegates with the Crown Princess of Yogyakarta, Gusti Kanjeng Ratu Mangkubumi.
马来西亚代表团与日惹曼古普弥公主合影



The delegates are impressed by the skills and craftsmanship of Indonesian furniture makers.
代表团对于印尼工匠的技能和手艺赞叹不已

马来西亚家具总会于2018年12月3日至8日主办了贸易代表团访问印尼。代表团由24间家具制造商及出口商组成，他们的产品类型包括木制家具、儿童卧室家具、办公室家具、户外家具及沙发等等，随行还有两名马来西亚家具总会秘书处的职员以进行协调工作。

印尼在木工艺方面的历史悠久，家具及手工业领域更是享誉中外。该国的劳动力工资极具竞争力，且拥有丰富的天然资源，木材种类繁多如柚木，技艺纯熟的木工匠和木雕师傅也为数众多，成功吸引许多家具公司来到印尼设厂。

代表团一行人共走访了11间位于中爪哇省的家具公司，其中包括著名的家具生产商如 Otazen Home, PT Pinako Rotari Permai, CV Mandiri Abadi, PT Harrison & Gil, CV Property等等。它们各别分布于日惹、杰帕拉和三宝壟三个不同地区。通过参观工厂和进行商业配对会议，代表团和这些公司有机会互相交流、分享生产技术以及独特印尼工艺方面的知识，同时协助促进双方的贸易关系。

代表团与日惹曼古普弥公主 (Gusti Kanjeng Ratu Mangkubumi) 的会面成为此次访问的一大亮点，她也是日惹商会的主席。双方在日惹的潜在合作及商业契机课题上，进行了详谈。

另外，马来西亚代表团亦受邀和印尼家具与手工艺品协会 (ASMINDO) 以及杰帕拉外国投资机构一同出席商业论坛，讨论一直困扰家具行业的区域性和全球性课题，会上也提及了考虑在印尼中爪哇省设立家具制造厂。此外，代表团也出席了由ASMINDO和联合国粮食及农业组织 (FAO) 联办的对话会，探讨如何“加强印尼家具和工艺中小企业遵守并参与合法生产与贸易”。此次贸易代表团不仅让业者有机会到印尼探索新商机，也通过有效的沟通交流，协助促进商业中文化差异的弥合，以确保业者们能和全球化的商业模式同步。

最后，马来西亚家具总会对于ASMINDO和印尼青年家具协会 (IYFC) 在访问期间的热情招待，致以诚挚的谢意。



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TOP 20 country

- Malaysian Furniture **Exports** in 2017 and 2018

前20名国家

- 马来西亚家具年度**出口**表现 2017年至2018年

No	Country 国家	2017		2018		Change 差异
		RM Mil	Share %	RM Mil	Share %	
		百万令吉	比率 %	百万令吉	比率 %	
Total 总额		10,135.9	100.0	9,834.4	100.0	-3.0
1	UNITED STATES 美国	3,592.3	35.4	3,383.9	34.4	-5.8
2	SINGAPORE 新加坡	790.1	7.8	797.8	8.1	1.0
3	JAPAN 日本	785.6	7.8	743.0	7.6	-5.4
4	AUSTRALIA 澳大利亚	710.5	7.0	641.6	6.5	-9.7
5	UNITED KINGDOM 英国	476.1	4.7	444.0	4.5	-6.7
6	INDIA 印度	380.7	3.8	394.0	4.0	3.5
7	CHINA 中国	240.9	2.4	300.2	3.1	24.6
8	CANADA 加拿大	305.3	3.0	295.1	3.0	-3.4
9	PHILIPPINES 菲律宾	223.5	2.2	254.0	2.6	13.7
10	UNITED ARAB EMIRATES 阿联酋	220.0	2.2	179.3	1.8	-18.5
11	SAUDI ARABIA 沙地阿拉伯	155.9	1.5	139.3	1.4	-10.6
12	GERMANY 德国	112.2	1.1	132.5	1.3	18.2
13	CHILE 智利	87.9	0.9	111.1	1.1	26.4
14	THAILAND 泰国	108.4	1.1	104.6	1.1	-3.5
15	KOREA 韩国	124.0	1.2	102.4	1.0	-17.4
16	PUERTO RICO 波多黎各	50.2	0.5	100.1	1.0	99.6
17	FRANCE 法国	88.9	0.9	80.0	0.8	-10.0
18	SOUTH AFRICA 法国	67.0	0.7	77.4	0.8	15.4
19	INDONESIA 印尼	62.2	0.6	74.0	0.8	18.8
20	VIET NAM 越南	58.2	0.6	70.8	0.7	21.6

TOP 20 country

- Malaysian Furniture **Imports** in 2017 and 2018

前20名国家

- 马来西亚家具年度**进口**表现 2017年至2018年

No	Country 国家	2017		2018		Change 差异
		RM Mil	Share %	RM Mil	Share %	
		百万令吉	比率 %	百万令吉	比率 %	
Total 总额		2,845.3	100.0	2,800.3	100.0	-1.6
1	CHINA 中国	1,559.2	100.0	1,532.8	100.0	-1.7
2	THAILAND 泰国	219.5	14.1	187.5	12.2	-14.6
3	VIET NAM 越南	147.4	9.5	167.0	10.9	13.3
4	INDONESIA 印尼	184.2	11.8	158.4	10.3	-14.0
5	GERMANY 德国	111.3	7.1	131.1	8.5	17.8
6	JAPAN 日本	111.4	7.1	121.6	7.9	9.1
7	UNITED STATES 美国	103.4	6.6	92.2	6.0	-10.8
8	TAIWAN 台湾	56.7	3.6	59.6	3.9	5.1
9	ITALY 意大利	67.3	4.3	58.9	3.8	-12.4
10	INDIA 印度	46.0	2.9	42.0	2.7	-8.6
11	SINGAPORE 新加坡	48.7	3.1	34.7	2.3	-28.8
12	POLAND 波兰	29.3	1.9	31.7	2.1	8.4
13	KOREA 韩国	19.4	1.2	27.0	1.8	39.2
14	PHILIPPINES 菲律宾	12.8	0.8	17.4	1.1	35.9
15	SWEDEN 瑞典	13.5	0.9	17.0	1.1	26.0
16	UNITED KINGDOM 英国	8.9	0.6	14.5	0.9	63.2
17	HONG KONG 香港	14.5	0.9	12.0	0.8	-17.2
18	FRANCE 法国	5.7	0.4	11.7	0.8	105.0
19	LITHUANIA 立陶宛	10.0	0.6	11.6	0.8	15.5
20	SPAIN 西班牙	11.7	0.7	6.4	0.4	-45.5



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