

FURNITURE NEWS

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ISSUE 10



New MFC Governing Committee

马来西亚家具总会
 新届理事会
 (2019-2021)

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Message from President of Malaysian Furniture Council

马来西亚家具总会总会长



Mr. Khoo Yeow Chong 邱曜仲

The Malaysian Furniture Council (MFC) proudly welcomes a new Governing Committee in June 2019. MFC members have elected this new Governing Committee and they have been entrusted to safeguard overall interests of the Malaysian furniture industry. Everyone looks forward to new opportunities in the Malaysian furniture industry and whilst the industry is facing numerous challenges and issues, we will not be deterred by these limitations and are committed to leading the industry to continue to explore new markets and to bring the industry to greater heights.

The MFC revolves around eight (8) key sectors and we have 8 sub-committees to look into them. It is the collaboration and support of these 8 sectors that will strengthen the industry and provides for a long-term growth.

The 8 key sectors are-

1. Human Resource
2. Raw Material
3. Industry and Licensing
4. Marketing
5. Finance and Insurance
6. Design and Interior Renovation
7. Domestic Sales
8. Education

The Malaysian furniture industry exports to 160 countries worldwide and is ranked the world's 12th largest exporter. In 2018, furniture exports were said to be RM9.83 billion, which is about 3% less than the year 2017, where the exports were reported to be about RM10.14 billion.

Although in 2019 the export has recovered slightly, the Malaysian furniture industry still has its own setbacks and challenges. Lack of labour and the rising cost of raw material proves to be a hindrance to the industry's further expansion of production capacity. Regardless, the MFC will continue to engage the relevant government departments to implement a consistent foreign labour policy and strict enforcements to ensure that the industry will not be hindered by the shortage of manpower. The MFC always looks forward to the Government's policy of effectively hiring foreign workers to alleviate the pressure from the shortage of labour. We believe that this issue can be resolved in the coming months after having numerous dialogues and negotiations with the government.

In order to ensure that furniture manufacturers do not face difficulties in the supply of raw materials, the MFC will be discussing with government and other relevant institutions to provide subsidies for the import of raw materials. We are also hoping that the import assistance program by Malaysian Timber Council (MTC) will make it easier for furniture manufacturers to obtain the import supply of raw materials. It is programmes like these that will help the industry.

Further, the Malaysian government has been advocating that SMEs and various sectors should move towards

automation, therefore had allocated the fund to support the transformation and to transfer to Industry 4.0. In regards to mechanisation and automations subsidised by government, the hopes that the industry will have access to low-interest loans with banks, or negotiate with machinery suppliers and banks to implement a "mechanical repurchase program" in order to achieve a win-win situation for both sides, and to provide its members with the latest developments related to machinery, and even going abroad to attend mechanical exhibitions.

In addition, the Malaysian Timber Industry Council (MTIB) has confirmed that since March 15, 2019, export licenses issued by the MTIB will no longer be required for furniture exports. Through feedback from members, the MFC will continue follow up with the government in reference to various permits such as export and import permits, and to co-ordinate with relevant agencies to ensure that the relevant permits will not hinder the development of the industry, including excessive regulation and bureaucratization.

As the global demand for sustainable and eco-friendly products increases, the MFC urges the industry to focus on Research and Design (R&D) investments and innovations for new products to meet the fast-growing consumer market to produce more environmentally friendly products, especially in Europe and other first world countries. In addition, besides discussing and

diversifying raw materials for furniture production and most importantly, to produce sustainable products, furniture manufacturers should break away from the traditional Original Equipment Manufacturer (OEM) production and create exclusive brands or original designs to promote green manufacturing and energy conservation. In order to meet the globally recognised new trend of environmentally friendly furniture, manufacturers should also take into account in creating a green brand to enhance the speciality of the product and appeal to seize the international furniture market.

The EFE, which is held in March yearly, hopes to provide a platform for various Malaysian furniture manufacturers. EFE attracts more than 10,000 buyers and visitors each year, and provide trade co-operation and new business opportunities. Further, we hope that government in 2020 will consider to re-launch "Malaysia Furniture Week" to facilitate overseas buyers and enhance the local market.

Resulting from the trade war between China and the United States, the total value of Malaysia furniture products exported for the first six months this year has increased by up to 20.8%, an estimate of RM1.55 billion. Hence, we believe with efforts of the MFC and the industry, exports of our local furniture will be able to reach about RM20 billion by 2025, not to mention the RM12 billion in export by 2020 target set by the National Timber Industry Policy (NATIP).

马来西亚家具公会于2019年六月迎来了新的理事会。新届理事会除了将贯彻总会宗旨维护马来西亚家具工业的整体利益外，也期待即将面对的新商机。尽管马来西亚家具业面对许多挑战，但理事会坚信我们有能力克服，并致力于引领马来西亚家具业继续开拓新的市场、开创另一个高峰。

为此，总会拟定了马来西亚家具行业最为关注的八大重点领域。理事会在结合国内业界同行的支持及力量后，马来西亚家具行业将朝向长期及全面性方向改进。这八大重点领域分别为：~

- | | |
|------------|--------------|
| 1. 人力资源小组 | 5. 金融与保险小组 |
| 2. 原料小组 | 6. 设计与室内装修小组 |
| 3. 工业与准证小组 | 7. 内销零售小组 |
| 4. 市场小组 | 8. 教育小组 |

身为马来西亚经济重要贡献者的行业，在全球约160个国家中，马来西亚被列为第十二大家具出口国，其中80%是木质家具。而马来西亚2018年的家具出口额为马币98亿3000万令吉，相对于2017年的马币101亿4000万令吉少了约3%。

虽然出口需求增加，马来西亚家具业前景依然挑战重重。缺乏劳工和原料价格的攀升都是业者进一步扩充产能的阻力。总会将继续敦促政府相关部门实行一贯性的外劳政策及严格执法，以确保行业不会因为人力短缺而发展受阻政府将准许引进外劳，以解决家具业员工不足的难题。总会期待政府推行有效聘用外劳的政策，以纾缓劳力短缺所带来的压力。更相信在与政府积极的协商和洽谈后，这个问题能在未来几个月内得到解决。

为了确保家具业者在原料供应方面不会面对难题，总会将积极寻求政府和相关机构就原材料进口的需求提供津贴按揭。我们亦希望有了由马来西亚木材理事会（MTC）所制定的进口援助项目，能让家具业者们更容易获得原料的进口供应。

然而，马来西亚政府一直倡导中小型企业及各领域应迈向自动化，并拨款支持转型与转移至工业4.0。总会也将就此向政府寻求机械化、自动化的经济援助，如低息贷款，或者向机械供应商与银行商讨实行“机械回购计划”达到双赢效果，以及为会员提供机械相关的最新进展，或组团到国外参加机械展。

此外，马来西亚木材工业委员会（MTIB）已证实，自2019年3月15日起，家具出口将不再需要由该局颁发的出口许可证。通过会员们的反馈，总会将继续向政府跟进各项实行的准证要求如出口及进口准证等，与相关机构协调并确保有关准证不会阻碍行业发展，包括关注对企业的过度管制和官僚化规定。

随着全球对可持续和生态友好产品的需求增加，总会也促请家具业者专注于研发投资和新产品的创新，以满足这一快速增长的环保产品消费市场，尤其是欧洲和其他第一世界国家的需求。家具制造业者除了研讨及开发更多样化的家具生产原料，以及其可持续发展的可能性外，也应脱离传统的代工生产，创造专属的品牌或独创的标志；以提倡绿色制造和节能生产，迎上环保家具的全球新趋势，打造绿色品牌提升产品的特殊性和市场吸引力来抢占国际家具市场。

而总会每一年3月所举办的EFE国际展销会，以及协调全国大小各异的家具展销会，都是希望能为马来西亚家具业者提供不一样的平台。国际展销会每年都吸引超过上万的买家和参观者出席，提供业者贸易合作及崭新商业契机。我们更希望政府能在2020年复办“马来西亚家具周”，为来自海外的买家提供更多的便利。

受惠于美中贸易战，今年首6个月出口至美国的马来西亚家具产品总值已按年增长20.8%，至马币15亿5000万令吉。我深信在总会和家具业者们的努力下，我们行业的出口额在2025年时能达到马币200亿令吉；也能超越国家木材工业政策（NATIP）为行业所设定的马币120亿令吉目标。

Industry Updates Q1, Q2, Q3 2019

2019第1 – 3季度业界更新

Issue 1: Export of Furniture no Longer Requires MTIB Export License

The Malaysian Timber Industry Board (MTIB) has confirmed that as of 15 March 2019 export of furniture will no longer require the MTIB issued Export License. This is pursuant to the removal of furniture (HS Code 9401 and HS Code 9403) from schedule 2 of the Customs (Prohibition of Exports) Order 2017, which was replaced by the Customs (Prohibition of Exports) (Amendment) Order 2019 that was made on 11 March 2019 and came into operation on 15 March 2019.

Previous two attempts in 2013 and 2017 to enforce the Customs (Prohibition of Exports) Order and ultimately the MTIB Export License with little notice from the authorities led to delays as reported by forwarders and furniture exporters, not to mention demurrage and compensation to buyers for late delivery. Acting on feedback from MFC members, the MFC embarked on extensive lobbying of MPs, ministries and government agencies to eliminate excessive and bureaucratic regulations on businesses

The MFC would like to thank the Governing Committee, members and state associations for supporting our cause and believing on us. We also like to record our thanks not limited to Prime Minister Tun Dr Mahathir Mohamad, past and present Primary Industry Minister, other relevant ministers, ministries, regulatory bodies and agencies for looking into simplifying the regulation process for both government and industry.

However, exporters are advised that registration with MTIB and MTIB issued Export License is required for export to EU and for MYTLAS. Please refer to MTIB Bahagian Pelesenan & Inspektorat (Tel: 03-9282 2235 / website: <http://mcs2.mtib.gov.my/>) for further information.

Issue 2: Rubberwood

In the sixth issue of the Malaysian Furniture News, we had shared that then Minister of Plantation Industries Datuk Seri Mah Siew Keong on 20 June 2017 announced that effective 1 July 2017 a ban on rubberwood-sawn timber exports would be imposed. This action was to address the shortage of raw material faced by the local timber downstream sector, especially furniture manufacturers whom had been facing inconsistent rubberwood sawn timber supply and fluctuating prices since 2015. The ban was to be in place until the stock level and price of rubberwood sawn timber returns to a certain level.

The rubberwood sawn timber export ban been lifted in 1 July 2019 and the export quota for 2019 was determined at 50,000m³. Daily updates of the rubberwood sawn timber export figures can be monitoring online at the Malaysian Timber Industry Board (MTIB). The silver-lining to this is that effective 1 July 2019, MTIB will not be issuing export license for finger-jointed rubberwood sawn timber products and therefore exporters was not allowed to export finger-jointed rubberwood sawn timber.

The MFC had at all times kept the Ministry of Primary Industry and Malaysian Timber Industry Board abreast of furniture industry's predicament and impressed that rubberwood is the main raw material for the Malaysian furniture manufacturing industry and without rubberwood, the furniture industry will have to resort to the importation of foreign species as there is no other raw materials in Malaysia that is as widely available as rubberwood. The MFC will continue to closely monitor this development to ensure that the furniture industry does not experience acute shortage of rubberwood as a raw material.

Issue 3: Foreign Worker

Labour is one of the key inputs for the manufacturing sector. The reluctance of Malaysians to work in factories due to the stigma of dirty, dangerous and difficult has led to the furniture industry to rely on foreign workers to fulfil positions. The current workforce in the the Malaysian furniture industry is 108,000 and through various surveys conducted by MFC on the MFC members and industry, it is estimated that there is still another 20,000 positions to be filled in the Malaysian furniture industry. There is no doubt that last year's freeze on hiring and replacement of workers, as well as repatriation of experienced workers whom had worked in Malaysia for 10 years exacerbated the labour situation.

The approvals and any matters relating to foreign worker is the portfolio of multiple ministries and agencies, often making it a challenging and long dragged out issue. The Ministry of International Trade and Industry (MITI) in July 2019 had invited MFC to a multi ministry and agency meeting to gain a further understanding on the labour needs of the furniture industry. A visit to the furniture factories by the Secretary General of MITI also arranged. This meeting discussion had led to MITI requesting production and labour information from the industry in order to make an informed decision on our industry's request for a further 20,000 foreign workers to fill vacancies in the industry. The questionnaire been sent by MFC to all members in July 2019 and the results from more than 300 responses were submitted to MITI for their further action and information.

In the meantime, MFC advises all members to explore the various incentives and benefits offered by government agencies to aid the manufacturing industry in automation and mechanisation.

Lastly, interested members may also consider their factories to partake in the Corporate Smart Internship Parole (CSI Parol) Programme by the Malaysia Prisons Department. It is a tax-deductible programme for private sector employers to provide vocational training and work opportunities to parolees, while at the same time producing skilled labour in the work field, as well as ensuring more Malaysians will employed in the furniture industry.

Citation and commencement

1. (1) This order may be cited as the **Customs (Prohibition of Exports) (Amendment) Order 2019**.

(2) This Order comes into operation on 15 March 2019.

Amendment of Second Schedule

2. The Customs (Prohibition of Exports) Order 2017 [*P.U. (A) 102/2017*] is amended in the Second Schedule, in relation to item 6—

(a) in column (2), by deleting subitems (24) and (25) and the particulars relating to them in column (3); and

Made 11 March 2019
[SULIT KE.HT (96)669/15-36/Klt.18/S.k54/(5); Perb. 0.9060/18 JLD.35(SK.2)(8) & JLD.35(28); PN(PU2)80/XCII]

LIM GUAN ENG
Minister of Finance

Information on any programmes and incentives can obtained from the MFC Secretariat Office.

Please contact 03-9282 2333 or council@mfc.my

任何活动计划与优惠的资讯，可向马来西亚家具总会（MFC）秘书处索取进一步详情。

请致电：03-9282 2333 或 电邮：council@mfc.my。



课题一：家具出口不再需要马来西亚木材工业局（MTIB）颁发的出口准证

马来西亚木材工业委员会（MTIB）已证实，自2019年3月15日起，家具出口将不再需要由该局颁发的出口许可证。有关决定因由家具（海关编码9401及9403）已经从2017年海关（禁止出口）法令附表2中被移除。该条文已被2019年3月11日制定并生效的海关（禁止出口）法令（修订版）所取代。

海关（禁止出口）法令于2013年和2017年前曾有两次尝试执行，最终MTIB出口许可证在当局有限的通知下导致代理和家具出口商延期送，更不用说滞纳金和对买家的延迟交货赔偿。通过马来西亚家具总会（MFC）会员反馈，马来西亚家具总会竭尽全力的接洽议员、政府部门等机构，以消除对企业的过度管制和官僚化规定。

马来西亚家具总会（MFC）欲感谢理事会、所有会员和各州属会的支持和信任。更要感谢首相敦马哈迪莫哈末医生、前任和现任的原产业部长、其他相关的部长、部门、监管机构和单位，期许能看到简化的政府行政和行业监管程序。

无论如何，还是建议出口商向MTIB注册，并得到MTIB颁发的出口许可证才能出口到欧盟和MYTLAS（马来西亚半岛木材合法性保证体系）。有关详细资讯请参阅MTIB Bahagian Pelesenan & Inspektorat（电话：03-9282 2235 / 网站：<http://mcs2.mtib.gov.my/>）

课题二：橡胶木

在马来西亚家具资讯期刊第六期中，我们分享前任原产业种植部长拿督斯里马袖强于2017年6月20日宣布在2017年7月1日起实施橡胶木锯材的出口禁令。这项行动旨在解决当地木材下游工业所面临的原材料短缺问题，特别是自2015年以来一直面临橡胶木锯材供应不一致和价格波动的家具制造商。该禁令将继续实施直到橡胶木锯材存货和价格恢复到一定的水平。

橡胶木锯材出口禁令于2019年7月1日解除，2019年的出口配额确定为50,000立方米。此数据可在马来西亚木材工业委员会（MTIB）网页每日更新的橡胶木锯材出口数据中取得。仅此希望自2019年7月1日起，MTIB将不会发出指接橡胶木锯材产品的出口许可证，因此出口商不得出口指接橡胶木锯材。

马来西亚家具总会（MFC）一直让马来西亚原产业部门和马来西亚木材工业委员会了解家具行业的困境，同时强调橡胶木是马来西亚家具制造业的主要原材料；没有橡胶木，家具行业将不得不求助于进口外国原木材料，因为没有其他原料可以像橡胶木一样广泛使用。马来西亚家具总会（MFC）将继续密切关注这一发展，确保家具行业不会面临橡胶木原材料的严重短缺事故。

课题三：外国劳工

外国劳工是制造行业不可或缺的关键之一。由于肮脏、危险和辛苦等因素，马来西亚公民不愿在工厂工作，导致家具行业需依赖外国劳工来完成工作。根据马来西亚家具总会（MFC）对会员和该行业的多项调查下，目前马来西亚家具行业的劳动力为108,000人，估计马来西亚家具行业还有另外20,000个职位需要填补。毫无疑问，去年冻结雇用和更换工人的法令执行，加上遣返在马来西亚工作了10年有经验的工人，更加剧了劳力短缺的状况。

批准与外国劳工有关的事项都是由多个政府部门和机构组成的，往往使其变成具挑战性和长期拖延的课题。2019年7月马来西亚国际贸易和工业部（MITI）邀请马来西亚家具总会（MFC）参加由多个政府部门和机构召开的会议，以进一步了解家具行业的劳力需求。其中还安排了马来西亚国际贸易和工业部（MITI）秘书长到家具厂进行访问。此次会议讨论促使马来西亚国际贸易和工业部（MITI）要求家具行业提供生产力和劳力的相关信息，以便对家具行业要求再增加2万名外国劳工来填补行业的空缺下能做出明智的决定。马来西亚家具总会（MFC）于2019年7月将一份调查问卷发送给所有会员；而超过300多份的答复结果已提交给马来西亚国际贸易和工业部（MITI），供其采取进一步行动。

与此同时，马来西亚家具总会（MFC）建议所有会员积极探索由政府机构提供的各种奖励和优惠，以帮助实现制造业的自动化和机械化。

最后，感兴趣的会员也可以考虑让他们的工厂参加由马来西亚监狱局的“企业精明实习计划”（CSI Patrol）。这是一项免税方案，供私人雇主主为假释者提供职业培训和工作机会；同时在工业领域培养熟练劳动力，确保更多马来西亚人受雇于家具行业。



With reference to a meeting held on 11 June 2019 with the Minister of Finance, YB Lim Guan Eng, Malaysian Furniture Council (MFC) has requested for 20,000 Bangladeshi workers which was subsequently brought up in the cabinet. Further to that, Ministry of International Trade and Industry (MITI) called a meeting on 11 July 2019 for MFC to meet and discuss with all relevant government agencies on MFC's requests and constraints on foreign labour.

As requested by MITI, industry players must submit through MFC information and data on the current workforce and human resource needs of furniture industry. The data collected will be tabled to MITI for the authorities to make informed decisions to approve the industry's foreign labour needs

马来西亚家具总会（MFC）在2019年6月11日与财政部长林冠英会晤时，请求批准两万名孟加拉籍外劳，该要求随后被提呈至内阁讨论。接着，马来西亚国际贸易与工业部（MITI）在2019年7月11日召开会议，让总会与各相关政府部门会面，商讨总会的诉求及面对的外劳问题。

在MITI的要求下，业者必须通过总会提交有关家具业目前的劳动力情况和人力资源需求的资料及数据。总会将会向MITI呈交该数据，促请有关当局当机立断，尽快批准家具业对外劳的需求。

EXPORT FURNITURE EXHIBITION 2019

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《2019年马来西亚国际出口家具展》
一举成功，完美收官！每年更大更精彩！

The Export Furniture Exhibition (EFE) 2019 concluded its biggest show on March 12 after four successful days with elated exhibitors meeting more buyers from a wide base of countries and signing orders right until the end. The event, one of the largest international furniture fairs in Southeast Asia, was held from 9-12 March 2019 at Kuala Lumpur Convention Centre (KLCC). It is presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd. Year 2019 marked EFE's 15th edition and its grand celebration. The furniture fair was officially launched by YB Puan Teresa Kok, Minister of Primary Industries represented by YB Datuk Seri Shamsul Iskandar Mohd Akin, Deputy Minister of Primary Industries.

Buyers were greeted with more products and new collections than ever before from more than 300 exhibitors from Malaysia and Asia. The trade show is one of the largest furniture sourcing hub and more than 9.0% bigger this year grossing 35,000 sqm and drew more overseas buyers including a strong number of first timers to its recent 2019 edition to lift off the Asia buying season. The share of international buyers increased 5% to 8,246 while the local visitors increased 34.43% to 5,591. Total visitors recorded an overall increase of 15.0% to 13,900 and the number of halls increased to 9 from 8 the previous year.

After 15 successful editions, it has assured buyers, visitors and exhibitors that EFE is a bigger and better networking platform for the entire industry. The event has displayed the best in Home, Bedroom, Sofa, Kitchen, Office, Children, Living Room and Outdoor furniture including furniture accessories.

With an established reputation for robust trading, EFE 2019 gained extra pace from new exhibitors and buyers making up a substantial of the overall presence. The larger exhibition space created room for the launch of more new initiatives to drive design quality and business opportunities.

EFE 15th Anniversary Celebration cum Buyers Networking Night

"Buyers' Networking Night" was a one of the highlights of the event and a great event that buyers and exhibitors are looking forward to every year. Not only enjoy the food and wine, but also a good time to entertain and relax, it is a happy social platform.

In 2019, Export Furniture Exhibition celebrated its fifteenth anniversary, much to the significance of its history. From its early years of transformation from MAFEX to EFE, Export Furniture Exhibition today is internationally known and has built a reputation as one of the best fairs in the region. We are proud of this achievement. The furniture industry should cherish the Export Furniture Exhibition which our predecessors has created and continue serving the industry together as one and make EFE as one of the best in the world market.

On this auspicious occasion, we would like to thank all our exhibitors for their continued support to EFE and a big thank you also to our EFE Directors who have contributed to the success of EFE. The former EFE Directors were honoured that night which was celebrated with international buyers, media, exhibitors and friends of the industry.

Malaysian Furniture Creativity Awards (MFC Awards)

"Promoting Emerging Creative Talents in Malaysia's Furniture Industry!"

It was also a night of recognition for the winners of the coveted Malaysian Furniture Creativity Awards (MFC Awards) and the winners for the Best Booth Competition.

With the advent of the global enterprise network and virtualization era, the trend of professionalization of corporate activities has become more and more obvious. Under the trend of global manufacturing changes, the furniture manufacturing industry has also undergone transformation and upgrading, from Original Equipment Manufacturer (OEM) to Original Design Manufacturer (ODM) and to Original Brand Manufacturer (OBM). In recent years, we see the design and brand awareness by Malaysian furniture manufacturers are increasing. They are more innovative and creative in design and have brand themselves internationally, making the industry even more competitive whilst gaining larger international market.

Championing Brand Excellence, the Malaysian Furniture Creativity Awards (MFC Awards) is a prestigious award initiated by the Malaysian Furniture Council (MFC). Its objective is to recognize product innovation and quality and to encourage the industry towards ODM. Without doubt, exhibitors will continuously make every effort to introduce unique designs and innovative furniture products every year. Exhibitors and designers who won the "Malaysian Furniture Creativity Award" will serve as a model for others.

The prestigious MFC Awards Program is endorsed by Federmobili (National Federation of Furniture Stores, Italy) and its President, Mr. Mauro Mamoli, is also the Advisor of this award. A panel of well-known judges consisting of international, local and oversea media professionals will decide the winners.

We are glad to inform a new category under the 'Home & Office Furniture', has been added to the above product category in EFE2020. MFC Awards Program is classified by the following categories: -

1. Dining Room Furniture
2. Bedroom Furniture
3. Living Room
4. Mattresses
5. TV Cabinet
6. Office Furniture (*New)



Entertainment, delicious food and drinks were served to the international buyers, exhibitors and all VIP guests for the celebration of the Export Furniture Exhibition 15 Anniversary. The vibrant program and delicious food and drinks let international buyers, exhibitors and all VIP guests together celebrate EFE 15th Anniversary.

Export Furniture Exhibition (EFE) 2019 officially launched by YB Puan Teresa Kok, Minister of Primary Industries represented by YB Datuk Seri Shamsul Iskandar Mohd Akin, Deputy Minister of Primary Industries. 2019年国际出口家具展 (EFE) 由原产业部副部长拿督斯里三苏依斯甘达代表原产业部长郭素沁主持开幕。

The award acts as a benchmarking exercise to serve as a springboard to enable Malaysian brands to compete on the global stage. The following companies emerged as winners in EFE2019 and heartiest congratulations to them on their achievements: -

With the successful conclusion of EFE 2019 and the large attendance of high quality buyers, many exhibitors have decided to participate again next year. The 16th edition of Export Furniture Exhibition 2020, will be held at a larger scale from 9-12 March 2020 at KLCC and is expected to attract more exhibitors of office, kitchen and board furniture including more international visitors.

2019年国际出口家具展 (EFE) 成功举办4天大型的展会后终于圆满落幕。参展商与来自世界各国的大批买家会面，取得良好反馈并签署订单，令他们感到非常满意。此活动是东南亚最大的国际家具展之一，于2019年3月9日至12日在吉隆坡会展中心 (KLCC) 举行。由马来西亚家具总会 (MFC) 呈现，EFE展览会有限公司主办，2019年第15届国际出口家具展 (EFE) 适逢15周年庆典，由原产业部副部长拿督斯里三苏依斯甘达代表原产业部长郭素沁主持开幕。

来自马来西亚和亚洲的300多家参展商向国际买家展示了比以往更多的产品和新系列。该展会是最大的家具采购中心之一，展出规模达35,000平方米，由8个展厅增至9个展厅，比去年增加了9.0%以上，吸引了更加多的海外买家，其中包括趁2019年亚洲购买季节而初来乍到的新买家。EFE国际买家的比例同比增加5%达8,246人，而本地访客则同比增加34.43%至5,591人。总访客人数整体增长15.0%至13,900人。

马来西亚出口家具展 (EFE) 已成功举办第15届展会，它已经向买家、参观者和参展商证实EFE是整个行业更大、更好的商贸交流平台，展示一流的家居、卧室、沙发、厨房、办公室、儿童、客厅和户外家具，包括家具配件。凭借稳健的交易声誉，EFE 2019从新参展商和买家中获得了额外的收益，占据了整体影响力。更大的展览面积让新的活动有更多的空间实行，更能推动设计质量与商机。

《EFE买家之夜暨15周年庆典》

《买家之夜》是展会的焦点之一，也是买家和参展商每年都非常期待的盛会。不仅可享受美酒佳肴，也是放松享乐和交流的好平台。2019年马来西亚国际出口家具展览会EFE迎来成立十五周年，意义非凡。它经历了无数的起起落落，排除万难后从前身MAFEX华丽蜕变至现今名扬四海的EFE，实在来之不易。家具业者更应该珍惜我们前辈为我们缔造的马来西亚国际出口家具展览会，用心去维护它，用爱去灌溉它，团结一致的去经营它，让EFE在世界大市场中占一席之地。

为了感恩一直以来持续支持EFE参展商和为EFE做出积极贡献的历届EFE董事，EFE特别邀请EFE前董事们一起共襄盛举并予颁发感谢状，让国际买家与媒体朋友们共同见证和庆祝！

《马来西亚家具创意奖》提拔马来西亚家具业新兴创意人才！

全场备受瞩目的就是马来西亚家具创意奖 (MFC Awards) 与最佳展位设计奖的颁奖仪式。随着全球企业经营网络化和虚拟化时代的到来，企业活动专业化趋势越来越

越明显。在全球制造业变革的趋势下，家具制造业也随之转型升级，从代工生产（OEM）提升至原创设计制造（ODM）再到发展品牌自主（OBM）。近年来，马来西亚家具制造商对设计与品牌的意识不断增强，逐步实现设计的多元化、品牌的国际化与全球化，提升企业品牌的影响力和竞争力以迈向更加广阔的国际市场。

倡导品牌卓越的马来西亚家具创意奖（MFC Awards）是马来西亚家具总会（MFC）发起的重要奖项之一。目的是鼓励本地业者走向原创设计制造（ODM）并让创新的优质产品获得专业肯定。为此，参展商每年都费尽心思推出独特设计及创意新颖的家具产品，让大家耳目一新。荣获《马来西亚家具创意奖》殊荣的参展商和设计师，能在众多参赛作品中脱颖而出，无疑是所有人学习的榜样。

《马来西亚家具创意奖》除了获得意大利家具销售商联合会的认可，其主席Mauro Mamoli先生也是该奖项的专业顾问。EFE也盛邀国际专业人士和海内外知名媒体组成评委会，评选出优胜者，让奖项更具代表性和吸引力。

即将来临的EFE2020展会，《马来西亚家具设计奖》“全屋与办公家具”的参赛类别如下：-

1. 餐桌家具
2. 卧室家具
3. 客厅家具
4. 床褥
5. 电视柜
6. 办公家具（新增）

有鉴于2019年展会买家的多样性及高质量所带来的参展效果，许多参展商已经确定明年再次参展。第16届2020年马来西亚国际出口家具展（EFE）将于2020年3月9日至12日在吉隆坡会展中心如期举行，预计将吸引更多办公室家具、厨房和板式家具的参展商，包括更多的国际访客参与其盛！



Malaysia Furniture Creativity Awards were announced during the Buyer's Networking Night, recognition of the award winners was proudly captured
马来西亚家具创意奖在EFE买家之夜公布成绩与颁奖，众得奖者开心合影

For more information, please visit www.efe.my or email to info@efe.my.
We look forward to welcoming you at Export Furniture Exhibition 2020.
欲知更多展会详情，欢迎登录网站www.efe.my或电邮至info@efe.my。
我们期待在2020年EFE与您再会！



Mr Chua Chun Chai, Advisor of Malaysian Furniture Councils (MFC) and Chairman of Export Furniture Exhibition (EFE), presented the cheque to the representatives of the state associations to reward their participation and support for EFE2019
马来西亚家具总会主席暨EFE展览会有限公司主席蔡春才先生移交支票给各州属会代表以奖励他们对EFE2019的参与和支持

SMEs and the respective State Furniture Associations have played a significant part to the growth of Malaysia's industry and are the engines of growth for our nation. Without doubt, Malaysia's SMEs have contributed much to the nation's development and exports. In encouraging furniture export, the Malaysian Furniture Council has provided a trade platform at EFE for industry players to participate and do export.

The Export Furniture Exhibition (EFE) is solely owned by the Malaysian Furniture Council (MFC), a national organization of 13 state associations representing the Malaysian furniture industry. EFE is symbolic to the furniture industry's exhibition which is fully supported and promoted by MFC. The event is organized by EFE Expo Sdn. Bhd. with a team of professionals who are highly trained, high morale and service oriented. True to its motto, MFC upholds the principle of "maintaining the interests of the industry and promoting the development of the industry" which are reflected in its annual EFE Exhibitions. It is a win-win situation with satisfactory results.

MFC through its signature EFE event, provides to the industry and exhibitors with preferential rates, benefits and rebates in various aspects to encourage participation by industry players with opportunities to do export. This trade



Congratulations to both Muar Furniture Association (MFA) and Kuala Lumpur & Selangor Furniture Association (KSFA) for receiving more than RM 40,000.00 cash rebate in the State Association Reward Program! Keep it up!
恭喜麻坡家具同业商会与隆雪家具公会皆获颁超过4万令吉的州属回馈奖励金！再接再厉！



Together, We Make Our Dream Come True! State Association Reward Program “In Recognition of Your Support!” 众人拾柴火焰高，共同实现家具梦 《州属会奖励计划》表彰您的支持！

platform will avoid any show monopoly in the future. Furniture manufacturers are encouraged to revert their participation at EFE and work together for a performance by the furniture industry!

The Malaysian Furniture Council is the home to all the people of the furniture industry. It represents the industry and serves the industry with diligence, cohesion, dedication, development and growth for the good and benefits of the industry. The road ahead is challenging. However, we as a family, must stay united, be supportive of each other and with sound management, we can grow together and remain competitive.

MFC is a home full of love, warmth, caring and resolves industry problems that arise. Its doors are always opened for its members. As the wise sayings goes –“Unity is Strength and Faith can move mountains”. Working in unity, the Malaysian Furniture industry will thrive in the world furniture market. Together we do better!

In recognition of the support by the State Furniture Associations in their support to EFE, MFC has handed out a total of RM138,905.00 to the respective State

Furniture Associations which participated in EFE 2019 with incentive RM20 per sqm.

MFC shall continue with the **State Association Reward Program** in the upcoming EFE 2020. MFC look forward to more participants at EFE 2020 which is to take place from 9-12 March 2020 at KLCC. It is an opportunity not to be missed.

马来西亚中小企业与各州属会在马来西亚工业的发展中发挥了重要作用，是我国工业增长的推动力。毋庸置疑，马来西亚的中小企业为国家的发展和出口做出了巨大的贡献。在鼓励家具出口方面，马来西亚家具总会更致力打造EFE，提供一个专属的国际商贸平台予家具出口业者开启家具出口贸易。

马来西亚国际出口家具展EFE隶属马来西亚家具总会（MFC），一个由13个州属会组成，代表马来西亚家具行业的国家机构。EFE是MFC全力支持与推动的标志性行业展览会，由一支追求专业、创新、士气偏高、富使命感和向心力的服务团队，秉持着“以维护行业利益为优先，促进行业发展为目的”的理念，体现在每一次的展会与服务中，务求达到多方共赢的目标，取得了令人满意的效果。

单靠一朵美丽的鲜花，打扮不出美丽的春天，个人只有融入团结的集体才能实现宏伟目标。马来西亚国际出口家具展EFE是MFC坚持为行业打造，专属马来西亚出口家具的国际平台。不但多方面给予行业从业者参展优惠、福利与回馈，其最终目的就是凝聚业者与鼓励业者积极参与，以避免一展独大的困局再次发生。家具人应该回到自己的展会摆展，共同为我们的家具行业创造佳绩！

马来西亚家具总会是属于我们每一位家具人的家，它代表着一个行业的凝聚与力量，任重道远，成员们要有不断的支持、维护、经营、团结、才能让这个家壮大，有足够的力量对抗外来的势力。

这个家就是装满爱的一艘船，满载温情的一列火车，不管你在外遭受怎样的风风雨雨，这儿就是你的家，你的避风港，无惧风浪，随时为你敞开，为你遮风挡雨。正所谓：“人心齐，泰山移”，马来西亚家具业要在全球市场上成为闪亮之星，家人们，让我们齐心协力，共同努力吧！

为了表彰各州属会对2019年出口家具展览会EFE的支持与参与，马来西亚家具总会以每平方米20令吉的回馈，发放了总值138,905令吉的奖励金给各州属会以示鼓励。

马来西亚家具总会来年年也将会继续实行“EFE2020州属会奖励计划”，期待更多家具出口业者积极响应，参加即将在3月9日至12日于KLCC举行的EFE 2020展览会。您绝对不容错过！

EFE 2020

“A Perfect Destination of Entire Home & Office Furniture!”

A Cluster of Malaysian Furniture Brands ■ A Gathering of International Buyers ■ Your Direct Exposure to a Variety of Innovative Furniture Designs

EFE 2020 全方位住宅与办公家具之首选地

云集大马家具品牌 ■ 汇集各方国际买家 ■ 直击多元家具设计



EFE Buyers' Introduction Program, a collaboration program with MATRADE to recruit new buyers and bring more business opportunities to exhibitors
马来西亚国际出口家具展 (EFE) 特邀买家计划与马来西亚对外贸易发展局合作招新买, 为参展商带来更多商机

The Export Furniture Exhibition, better known as EFE, is one of the largest international furniture fairs in Southeast Asia. Making its 16th debut, EFE is one of the leading B2B trade fairs in the region and over 400 participants are involved in the show every year.

Taking place from 9-12 March 2020 at Kuala Lumpur Convention Centre (KLCC), one of the most preferred exhibition venues in Malaysia due to its central location in the heart of KL city, the exhibition is expected to attract more than 16,000 visitors from more than 140 countries worldwide. EFE 2020 spreads across 11 Halls and occupies 45,000sqm of exhibition space. This is an increase of 28.5% as compared to EFE 2019 of 35,000sqm. This expansion was made available with the newly completed KLCC's expansion of its premises. All these would undoubtedly bring unlimited business opportunities to exhibitors as well as a rewarding experience for trade visitors.

Office Furniture Hall –Your Exclusive Procurement Centre!

Malaysia has always been known for both its solid wood and office furniture and has a competitive edge locally and in the international market. Due to limitations of space and venue, Export Furniture Fair (EFE) was unable to achieve its goal of holding “a local office furniture pavilion”. With KLCC's expansion, EFE is now able to occupy a larger exhibition space and for the first time has introduced “The Office Furniture Pavilion” with products made in Malaysia. The response from the industry players was overwhelming and greeted with much enthusiasm. Big office players including Versalink Marketing Sdn Bhd, Nexus Office System Sdn Bhd, Classic Chair System Sdn Bhd, Wysen Industry Sdn Bhd, Apex Office Furniture Exporter Sdn Bhd are participating, just to name a few. EFE is a gathering of quality buyers and high quality products by Malaysian and international exhibitors. It has its competitive advantages with ample opportunities for international markets and good business opportunities. The future trends of office furniture awaits you!

BIP & INSP - “Facilitating Encounters Between Manufacturers & Buyers With a Rewarding Experience!”

The Buyers' Introduction Program (BIP) and International Sourcing Program (INSP) is an event in collaboration with MATRADE for a thriving business ahead. The INSP held at EFE 2019 on 10 March, saw the participation of 100 Malaysian furniture manufacturers and 40 foreign buyers from more than 20 countries such as India, China, Hong Kong, Indonesia, South Korea, Argentina and UK to conduct one-to-one business matching to win more export order. The initiative has proven to be a great platform for local manufacturers to establish trade collaborations and commercial opportunities with the foreign buyers.

Moving into 2020, the Buyers' Introduction Program (BIP) as one of EFE's key event highlights, the organizer invites new & quality international buyers with strong purchase intentions to apply for this program.

Benefits of Buyers' Introduction Program are as follows:-

- Complimentary 4 Days 3 Nights hotel stay
- FREE Shuttle Service from KLIA to KLCC (7am-8pm)
- FREE 1-day pass for KL City Tour*
- B2B Business Matching with Exhibitors
- Special Invitation to Buyers' Networking Night

*Terms & Conditions Apply

As a renowned B2B trade show, EFE 2020 is expected to attract more quality buyers from all over the world, it will take you right into the heart of the furniture industry in the thriving Asian economic ecosystem which connects you with international global buyers and explore new ways to prosper your business.

The offer is on first come first served basis. Grab the chance now! For more information, please log on www.efe.my or email to pr@efe.my

Join us for a rewarding experience and welcome to EFE 2020, 9-12 March at KLCC!

马来西亚国际出口家具展EFE为东南亚最大的国际家具展之一。EFE第16届展会,是本区域领先的B2B家具商贸展会之一,每年约有超过400名优质参展商参与其盛。来届EFE展会将于2020年3月9日至12日于吉隆坡会展中心(KLCC)举行,预计将吸引超过16,000名来自全球140多个国家的参观者到访。

EFE2020在KLCC的扩建下,也将迎来更大的场地,占地45,000平方米,有11个展厅。相比EFE2019 35,000平方米的展出面积,增加了28.5%。除了规模加大以外,主办方将加大力度全面升级,无论实木家具、软体家具或定制家具,在创新设计、工艺品质、形象展示等方面均会有更大突破。这些崭新计划,将为参展商带来无限商机。

EFE新动作~致力打造本土办公家具馆

马来西亚一向以实木家具与办公室家具而闻名,在整个马来西亚甚至国际市场上拥有独特的竞争优势。由于场地的限制,马来西亚国际出口家具展(EFE)一直无法实现“打造本土办公家具馆”的目标。随着KLCC新展馆的落实,EFE即以“纯属马来西亚制造的办公家具馆”为号召,获得业者热烈响应,其中包括Versalink Marketing Sdn

Bhd, Nexus Office System Sdn Bhd, Classic Chair System Sdn Bhd, Wysen Industry Sdn Bhd, Apex Office Furniture Exporter Sdn Bhd等大型办公室家具出口商的支持。EFE集聚优质商家和产品,相信更具国际竞争优势,稳步开拓国际市场,为业者们带来更多商机。

特邀卖家计划与国际采购计划~为制造商和买家创造满载而归的体验

特邀买家计划(BIP)与国际采购计划(INSP)是EFE与MATRADE合作展开的一项活动,以促进行业未来的业务发展。于EFE2019 3月10日进行对接的国际采购计划暨商业配对活动,共吸引了超过100家马来西亚家具制造商和40名来自印度、中国、香港、印尼、韩国、阿根廷和英国等20多个外国买家进行一对一商业配对,以争取更多出口订单。此计划是本地制造商与外国买家建立商贸合作关系和创造商机的绝佳平台。

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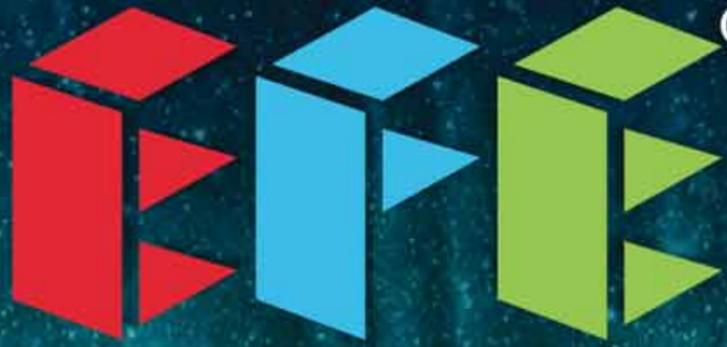
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The Malaysian Timber Council (MTC), as an organisation of the timber industry, founded by the industry for the promotion of the industry, aims to position itself as the timber industry's "My Trusted Companion" and work closely with the industry.

Says CEO, Mr. Richard Yu (pic): "In our efforts to achieve this aim, MTC has introduced a repertoire of programmes through the coming years to further assist in enhancing the development of our export-oriented wood-based industry including the furniture sector.

"To reduce the dependency on natural raw materials from the Malaysian forest, one of the programmes is MTC's Import Assistance Programme (IAP). This is an offshore sourcing programme to supplement or augment the supply of timber raw materials. MTC has set aside an allocation of RM6 million in 2019 for this purpose."

Having said that, beginning May 2019, the scope of the IAP been extended to incentivise the following:

- local manufacturers who purchase imported timber raw materials from domestic traders;
- non-SMEs that import high value timber raw materials, i.e., logs and sawn timber for further processing; and
- large companies/non-SMEs to act as anchor for a group of small enterprises to import timber raw materials for value-adding through a Special Development Programme.

MTC will be organising the second edition of its "Overseas Suppliers–Malaysian Importers/Manufacturers Exchange Programme" on 20 November 2019, in conjunction with its inaugural Malaysian Wood Expo 2019 happening from 19-21 November at the Putra World Trade Centre, Kuala Lumpur. The programme facilitates the Malaysian timber industry in sourcing for off-shore timber raw materials by inviting overseas suppliers to participate in business-to-business sessions with potential manufacturers/importers in Malaysia.

In addressing the over dependency on blue collar foreign labour, MTC introduced the Financial Incentive for Purchase of Machinery (FIPM) in 2018 to encourage SMEs in adopting the latest technology in mechanisation and/or automation.

Under MTC's FIPM programme, a RM3 million allocation has been set aside since last year to be spread over three years until 2020, with RM1 million allocated per year to provide partial reimbursement of the machine price and freight charges to SMEs in the timber industry.

In addition, the financial incentive has been expanded to address relevant hire purchase payments for acquisition of machineries that befit MTC's FIPM Programme's terms and conditions. This provides a flexible option for SMEs that have limited upfront capital for machinery upgrades.

Furthermore, MTC is exploring alternative sources of funding from, for example, private equity firms, mezzanine financiers and venture capitalists, to determine if there is any opportunity for MTC to assist in matching these funding providers to the industry players, as appropriate, for the industry players to consider and for the industry players to explore further with the funding providers.

INCENTIVISING THE MALAYSIAN TIMBER INDUSTRY

MTC's repertoire of programmes to assist export-oriented manufacturers

推动马来西亚木业

MTC推出一系列项目以协助出口为导向的制造商

He also touches on the implementation of the Environmental Quality Act (Clean Air) Regulations 2014 (CAR 2014), which came into full force on 6 June 2019. Industries in Malaysia, including the wood-based sector, will have to implement effective control systems to comply with the regulations.

In order to encourage and assist SMEs to keep their facility in compliance with CAR 2014, MTC has announced two new financial incentives in 2019. They are:

- Financial Incentive for Purchase of Air Pollution Control Equipment
- Financial Incentive for Attending Competency Course in Compliance with CAR 2014

Besides these various financial incentive programmes, MTC's Mechanisation and Automation (M&A) and Retrofitting Programme is a consultancy programme to help SMEs in reducing labour dependency and improving production efficiency. Under this programme, consultants will be engaged by MTC to assess the performance of existing manufacturing processes and recommend corrective measures and retrofitting options in areas where efficiency can be improved.

NOTE: For more information on these and other incentives introduced by MTC, please contact the MTC Industry Development Division at 03-92811999 or visit MTC's website www.mtc.com.my.

THE MALAYSIAN WOOD EXPO 2019

It is an inaugural event, and the organisers are pulling out all the stops to make the Malaysian Wood Expo 2019 (MWE) a huge success. MWE will be held from 19-21 November 2019, at the Putra World Trade Centre in Kuala Lumpur, Malaysia.

An international wood and woodworking machinery event, MWE aims to bring together international timber raw materials suppliers, timber-based and woodworking machinery suppliers, as well as buyers for trade and networking opportunities.

MWE will also serve as a stepping-stone for those who wish to expand their business into the ASEAN region, including Malaysia, which is the second most competitive economy in the region.

MWE will be the place where "marketing meets sales" and where key decision-makers secure their sales. Opportunities to generate business deals and network also await visitors of MWE.

Exhibitors can showcase their newest products, meet key decision-makers who are shaping the timber industry, trade with Southeast Asia's fastest growing economies, and forge new and formidable business ventures.

Visitors can expect to network and generate new business opportunities and contacts, discover business solutions that can help redefine their operations, and discover the latest trends and innovations in the region.

MWE is endorsed by the Ministry of Primary Industries in Malaysia, Malaysian Timber Industry Board, Malaysian Wood Industries Association (MWIA), The Timber Exporters' Association of Malaysia (TEAM), The Malaysian Panel-Products Manufacturers' Association (MPMA), Malaysian Furniture Council (MFC), Malaysian Wood Moulding and Joinery Council (MWMJC), Association of Malaysian Bumiputra Timber and Furniture Entrepreneurs (PEKA) as well as international industry powerhouses such as the American Hardwood Export Council and French Timber.

The expo is also supported by the Malaysia External Trade Development Corporation. Organised by MTC, MWE 2019 will be the first true coming together of top exhibitors and buyers in Southeast Asia. Please visit website at www.malaysianwoodexpo.com.my or contact info@malaysianwoodexpo.com.my.

MTC'S INCENTIVES FOR MWE 2019

MTC will be providing special incentives during MWE 2019 through its Financial Incentive for Purchase of Machinery (FIPM) Programme and the Import Assistance Programme (IAP).

The FIPM provides partial reimbursements on the machine price and freight charges for the purchase of machinery made at the duration of the MWE 2019. Reimbursements are based on fresh quotas of up to RM50,000 irrespective of previous quota utilised by companies.

These incentives are only for SMEs which are members of either the MWIA, TEAM, MPMA, MWMJC, MFC or PEKA and must be involved in sawmilling or production of value-added wood-based products. The incentives are strictly for imported or locally fabricated machines showcased and purchased at MWE 2019.

As for the IAP, MTC has allocated a special quota of 1,500m³ per company, which is independent of the normal IAP entitlement, for those with confirmed purchases of timber raw materials during the three days of MWE. This is also open to non-SMEs.

This year, MTC expanded its IAP programme to encourage the importation of timber raw materials, especially high value timber raw materials or components to augment the supply of local raw materials.

马来西亚木材理事会（MTC）旨在促进该行业的发展，并自定位为木业的“我可信赖的伙伴 *My Trusted Companion*”，与木业密切合作。

MTC总执行员俞端庄先生（图）表示，为实现目标，MTC在未来几年内将推出一系列的项目，以进一步协助加强以出口为导向的木业，包括家具业的发展。

“为减少对马来西亚森林天然原料的依赖，其中一项计划是MTC的进口援助项目（Import Assistance Programme, IAP）。这是一项海外采购计划，旨在补充或增加木材原料的供应。为此，MTC已在2019年拨款600万令吉。”

尽管如此，从2019年5月开始，IAP的范围已扩展并为申请公司提供以下奖掖：

- 向国内贸易商购买进口木原料的本地制造商
- 进口高价值木材原料，即原木和锯木作进一步加工的非中小型企业；以及
- 大型公司/非中小型企业成为一组小型和微型企业的中枢，通过特别发展计划（Special Development Programme）进口木原料以作产品增值。

MTC即将于11月20日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）。MWE 2019将在11月19日至21日于吉隆坡太子世界贸易中心举办。该计划通过邀请海外木材原料供应商与马来西亚潜在制造商 / 进口商，进行企业匹配活动为马来西亚木业采购海外木材原料提供便利。

为解决过度依赖蓝领外劳的问题，MTC于2018年推出了机械采购财务奖掖（Financial Incentive for Purchase of Machinery, FIPM），以鼓励中小型企业采用最新的机械化和 / 或自动化技术。

通过MTC的FIPM，自去年已拨出300万令吉的预算拨款，为期三年至2020年。每年拨款100万令吉，为木材业的中小型企业提供部分机器费用和运费的报销。

另外，为解决相关的机械租购费用，MTC进一步调整财务奖掖，以便申请公司获得符合FIPM条款的机器。这为想升级机械却持有有限资金的中小型企业提供了灵活的选项。

再者，MTC正在探讨来自私募股权公司、夹层融资机构和风险资本家的替代资金来源，以供业内人士考虑，并让他们与资助提供者进一步探讨合作的机会。

他还谈到了2014年环境质量法（清洁空气）条例（CAR 2014）的实施。该法规于2019年6月6日生效，马来西亚所有工业，包括木业，都必须依法实施规定的控制系统。

为了鼓励和协助中小型企业保持其设施符合2014年清洁空气条例，MTC在2019年宣布了两项新的财务奖掖，如下：

- 空气污染控制设备采购财务奖掖（Financial Incentive for Purchase of Air Pollution Control Equipment）
- 空气污染控制设备技能课程津贴（Financial Incentive for Attending Competency Course in Compliance with Clean Air Regulations 2014）

除了这些财务奖掖，机械化与自动化项目（Mechanisation and Automation Programme）和改造项目是一项咨询计划，旨在帮助中小企业减少劳动力依赖并提高生产效率。根据该计划，MTC将聘请顾问评估现有制造流程的绩效，并在可提高效率的领域推荐纠正措施和改造方案。

备注：有关MTC以上和其它奖掖的更多资讯，请联系MTC行业发展部（Industry Development Division），致电03-92811999或浏览www.mtc.com.my。



马来西亚木工展览会（MWE 2019）

对于这个首次主办的2019年马来西亚木工展览会（Malaysian Wood Expo, MWE），主办方将全力以赴促使其取得巨大的成功。MWE将于2019年11月19日至21日在马来西亚吉隆坡的太子世界贸易中心举行。

MWE是一项国际木材和木工机械活动，旨在汇集国际木材原材料供应商、木制和木工机械供应商、买家，进行贸易和网络联系。

MWE将成为那些欲将业务扩展到东盟的业内人士的垫脚石，包括马来西亚，作为该区域第二大具竞争力的经济体。

MWE将是“结合营销与销售”和关键决策者确保销售额的汇集点。MWE将为访客提供商业交易和网络联系的机会。

参展商可展示他们的最新产品，与推动木业的主要决策者会面；和东南亚发展最快的经济体进行贸易，并打造崭新和强大的商业企业。

访客能建立网络联系，并创造新的商业机会和人脉，发掘有助于重新定义其运营的业务解决方案，以及了解该区域最新和创新的趋势。

MWE受以下国内机构的认可，包括马来西亚原产业部（MPI）、木材工业局（MTIB）、木商总会（MWIA）、木材出口商公会（TEAM）、合板制造商公会（MPMA）、家具总会（MFC）、木模及细木业理事会（MWMJC）、土著木材和家具企业家协会（PEKA）以及美国硬木出口委员会（AHEC）和法国木材（French Timber）等国际工业强国的承认。

MWE也获得马来西亚对外贸易发展局（MATRADE）的支持。由MTC组织的MWE 2019将汇聚东南亚行业内的顶级参展商和买家。有关详情，请游览www.malaysianwoodexpo.com.my或联系info@malaysianwoodexpo.com.my

专为MWE 2019而设的特殊奖掖

马来西亚木材理事会（MTC）将为 MWE 2019 提供特别机械采购财务奖掖（FIPM）和进口援助计划（IAP）。

FIPM 对在 MWE 2019 期间下单购买的机器费用和运费提供部分报销。不论申请公司是否曾报销其配额，都将拥有高达5万令吉的额外特别新配额。

此特别奖掖仅限于MWE 2019所展示的进口或本地制造的机器，并在 MWE 2019 期间下单。它也仅适用于有关出产锯木或增值木制产品的MWIA、TEAM、MPMA、MWMJC、MFC或PEKA成员的中小型企业。

至于IAP，MTC为已在MWE三天内确认购买木材原料的公司分配了1,500立方米木材原料进口的特殊配额。这与IAP的正常配额无关，并且也开放给非中小型企业。

今年，MTC扩展了IAP计划来鼓励进口木材原料，特别是高价值的木材原料或配件，以增加本地原材料的供应。



Furniture Market in China

MARKET INSIGHT : CHINA (PART II)

中国家具市场

市场洞察：中国（第二篇）

Prepared by: MATRADE
文稿准备: 马来西亚对外贸易与合作发展

Distribution & Sales Channels

Traditional furniture enterprises mainly market their products in three ways: first, consignment through distributors in various places; second, renting premises in various places and selling the products themselves; third, displaying and selling products through large furniture malls or furniture marts. Meanwhile, some specialized stores and chain stores with financial influence have emerged. As the internet develops rapidly and e-commerce grows in leaps and bounds, online shopping is becoming an increasingly popular sales channel.

In recent years, furniture hypermarkets have been developing rapidly. Many of these hypermarkets have developed in various places across China as single-brand chain operations. There are also hypermarket clusters, i.e. a high concentration of different types of furniture hypermarkets within the same region, as well as general merchandise stores, which not only sell furniture but also other household supplies and even building materials. Where product mix is concerned, many chain hypermarkets are also general merchandise stores.

The focus of different sales channels varies. For instance, large furniture marts mainly offer home furniture but also sell office furniture. Specialized stores generally sell their own brand, with the majority of these stores being larger domestic production enterprises and famous foreign brands, such as IKEA from Sweden, the first foreign brand to set up specialized stores on the mainland. Foreign furniture companies often adopt this sales format.

In recent years, to make furniture part of consumers' everyday life, some branded mart chains have created 'shopping districts' by such measures as bringing in famous foreign brands, setting up home experience stores, building commercial complexes or establishing furniture villages. This way, they have successfully raised brand awareness and increased sales several fold.

The O2O e-commerce model is gaining popularity in China's furniture market. O2O refers to the linking of online sales and marketing with offline business operation and consumption. There are now different types of O2O e-commerce operators on the mainland and the O2O model takes various forms in practice.

Import and trade regulations

Starting on 1 October 2004, the Instructions for Use of Products of Consumer Interest Part 6: Furniture came into force. According to the requirements of the new national standard, all furniture products manufactured after 1 October 2004 must come with a manual providing such information as date of manufacture, materials used, performance, model, structure, specifications, installation, use, maintenance, main technical parameters, and trouble-shooting tips. The standard also requires that all furniture on sale thereafter must comply with the relevant laws, regulations and standards on safety, health and environmental protection. Information on any hazardous or radioactive substances contained in the furniture materials and coatings must in given.

A number of national standards for furniture been amended or newly formulated in recent years. Standards such as the Testing Method for Burning Behaviors of Furniture and Subassemblies Exposed to Flaming Ignition Source, Determination of Furniture Dimethyl Fumarate Content, Safety and Technical Requirements for Glass

Furniture, Furniture Industry Terminology, and Technical Requirements and Testing Method for Connectors Used in Furniture successively implemented in 2012. General Safety Requirements of Outdoor Leisure Furniture, Seating and Tables came into force on 1 May 2013, while Limits of Harmful Substances in Plastic Furniture became effective on 1 July 2013.

General Technical Requirements for Children's Furniture (GB 28007-2011), China's first mandatory national standard for children's furniture, came into force on 1 August 2012 and is applicable to furniture designed or intended to be used by children aged from 3 to 14. In other words, the materials used in the production of children's furniture are subject to a specific standard different to that of adult furniture in order to protect children's health and prevent accidents. Focusing on safety and environmental issues, the standard lays down the structural requirements for children's furniture, such as stipulating that these products should not have edges or pointed parts, which may pose safety risks to the user. It also limits the content of hazardous substances in children's furniture and specifies the flame retardant performance of these products.

The Test of Mechanical Properties of Furniture implemented in May 2014 updates the original standards and introduces stricter parametric test requirements. Seven standards, i.e. GB/T 10357.1-2013 to GB/T 10357.7-2013, have revised, covering the stability and durability of furniture such as chairs, storage units, beds and tables. These performance tests can help ensure the life span and safety of furniture items. The eighth update, i.e. GB/T 10357.8-2015, fills a void in China's furniture standards. It put into implementation in 2016 to ensure the safe performance of lounge chairs, rocking

chairs and recliner chairs as well as protect consumers' personal safety and rights.

The Code of Management for the Sales and After-sales Services of Rosewood Products (SB/T 11147-2015) came into force on 1 September 2016. The purpose of this standard is to regulate the sales and after-sales of rosewood products. For example, on the sales level, this type of products should accompanied by information such as tree species, grade and material inspection labels. This standard also lays down detailed requirements on the sales personnel and sales venue for rosewood products and there are specific requirements on the warranty period. If a piece of rosewood product is involved in repurchase and lease sale, processes such as third-party evaluation and third-party guarantee will invoked.

The Technical Requirement for Environmental Labelling Products - Furniture introduced on 1 February 2017. Compared with the previous edition, the new edition requires the classification and disposal of wastes by furniture manufacturers. The direct discharge of sawdust and dust been prohibited. In the course of painting, enterprises must also take effective gas gathering measures and carry out standardized treatment of the waste gas collected.

The General Technical Requirements for Indoor Stone Furniture (GB/T 32282-2016) came into effect on 1 July 2017. It defines the meaning of indoor stone furniture and sets the technical parameters and requirements for matters such as size, shape, position tolerance, external appearance, physical and chemical properties, mechanical properties, and limits on toxic substances, logo, user manual, and intellectual property manual.

Relevant Trade Fairs

Name of the Fair	Description
The 6th China International Integrated Custom House Expo 15-18 Mar 2019 @ New China International Exhibition Center (Beijing) www.jiaju-expo.com	<ul style="list-style-type: none"> Floor Space: 130,000 square meters; No. of Exhibitors (2018) : 1073 No. of Visitors (2018) : 153,599
The 43rd China International Furniture Fair (Guangzhou) 18-21 March 2019 (Phase 1) & 28-31 March 2019 (Phase 2) @ China Import and Export Fair Pazhou Complex & PWTC Expo, Guangzhou www.ciff-gz.com	<ul style="list-style-type: none"> Floor space: 1,150,000 square meters; 6,000 exhibitors; 290,000 trade visitors and buyers from 200 countries and regions;



Chinese furniture manufacturers are interested in purchasing furniture such as rattan furniture from Malaysia 中国家具制造商有兴趣从马来西亚采购的家具。如藤制家具



China Import and Export Fair Pazhou Complex & PWTC Expo, Guangzhou
中国进口与出口商品交易会琶洲展馆（广交会展馆）

Recommendations for Malaysia companies

China's furniture market has experienced stable growth in recent years as the progress of urbanization and the increasing demand from second- and third-tier cities in China.

Regardless of domestic companies and brands play a dominant role in China's furniture market, we have observed the growth of imported products and foreign brands to/in China market in recent years. In order to cater to the demand of Chinese consumers and improve their market share in the China, foreign companies have constantly adjusted brand strategies and intensified the building of channels.

The preferences of Chinese consumers are changing as the country's middle class grows. Today, they are not only have access to a wider selection of local retailers selling product from around the world, but also online retailers available at the touch of their smartphones. With rising incomes, Chinese tour groups are now ubiquitous in the shopping meccas of all over the world. People want, and increasingly can afford, fancier things and 'smart products' in particular of kitchen appliances.

It is also notable to Malaysian companies that more Chinese furniture manufacturers have the interest to source wooden furniture parts and components from Malaysia to assemble their own branding products back in China. Moreover, wooden floor, wooden panels for decoration purposes and outdoor furniture sets (such as rattan-made furniture) are among the potential products for China market.

分销与销售渠道

传统家具企业主要以三种方式销售产品：一是通过各地经销商进行托运；第二，在各地租借房屋并自行销售产品；第三，通过大型家具商场或家具市场展示和销售产品。与此同时，一些具有财务实力的专卖店和连锁店也出现了。随着互联网的快速发展和电子商务的跨越式发展，网上购物慢慢成为越来越受欢迎的销售渠道。

近年来，家具大卖场发展迅速。许多的大卖场都是在中国各地开发的单品牌连锁经营商。还有大型超市集群，即同一地区内高度集中、不同类型的家具大型超市，以及一般商品店；不仅销售家具，还销售其他家居用品，甚至建筑材料。在产品组合方面，许多连锁超市也是一般商品店。

不同销售渠道的重点各不相同。例如，大型家具市场主要提供家庭家具，但也出售办公家具。专卖店一般销售自己的品牌，其中大部分商店都是国内较大的生产企业和国外知名品牌，如来自瑞典的宜家，是第一个在中国设立专门店的外国品牌。这种销售形式通常被外国家具公司采用。

为了使家具成为消费者日常生活的一部分，一些品牌连锁店近年来都通过引进国外知名品牌、建立家居体验店、建立商业综合楼或家具村等措施，建立了“购物区”。通过这种方式，他们成功地提高了品牌知名度并增加了几倍的销量。

O2O电子商务模式在中国家具市场越来越受欢迎。O2O指的是在线销售和营销与线下业务运营和消费的联系。现在中国有不同类型的O2O电子商务运营商，O2O模式在实践中采用了各种形式。

进口与贸易的法规

自2004年10月1日起，“消费者权益产品使用说明书”第6部分正式生效。根据中国国家新标准的要求，2004年10月1日以后生产的所有家具产品必须附带手册，内容包括提供制造日期、使用材料、性能、型号、结构、规格、安装、使用、维护、主要技术等信息，还有参数和故障排除的提示。该标准还要求售后的所有家具必须符合有关安全、健康和环境保护的法律、法规和标准。也必须提供有关家具材料和涂料中所含有的任何危险或放射性物质的信息。

近年来已修订或新制定了若干对家具的国家标准。其中家具和子组件暴露于火焰、火源的燃烧行式的测试方法，家具富马酸二甲酯含量的测定，玻璃家具的安全和技术要求，家具工业术语，以及家具中使用的连接器技术要求和测试方法等标准，已于2012年陆续实施。户外休闲家具、座椅和桌子的一般测验安检要求，于2013年5月1日生效；而塑料家具中限量的有害物质，也于2013年7月1日生效。

儿童家具的一般技术要求（GB 28007-2011）是中国第一个对儿童家具强制性的国家标准，于2012年8月1日生效；适用于3至14岁，针对儿童设计或即将使用的家具。换句话说，儿童家具生产中使用的材料应遵循与成人家具不同的特定标准，以保护儿童的健康和预防事故。该标准着眼于安全和环境问题，规定了儿童家具的结构要求，例如规定这些产品不应有边缘或尖锐部分，这可能对使用者构成安全风险。它还限制了儿童家具中有害物质的含量，并规定了这些产品附有阻燃性能。

2014年5月实施的家具机械性能测试更新了原来的标准，并引入了更严格的参数测试要求。七个标准，即GB / T 10357.1-2013至GB / T 10357.7-2013已经修订，涵盖了椅子、储物单元、床和桌

子等家具的稳定性和耐用性。这些性能测试有助于确保家具产品的使用寿命和安全性。第八次更新，即GB / T 10357.8-2015，填补了中国家具标准的空白。它于2016年投入使用，以确保躺椅、摇椅和活动躺椅的安全性，并保护消费者的人身安全和权利。

“红木产品销售及售后服务管理守则”（SB / T 11147-2015）于2016年9月1日生效。此标准的目的是规范红木产品的销售和售后服务。例如，在销售层面，此类产品应附有树种、等级和材料检验标签等信息。此标准还对红木产品的销售人员和销售场所，提出了详细要求，对保修期也有具体要求。如果一块红木产品涉及回购和租赁销售，将会引用第三方评估和第三方担保等流程。

针对家具技术要求与环境商标产品于2017年2月1日推出。与旧版本相比，新版本要求家具制造商对废物进行分类和处理、禁止直接排放木屑和灰尘。在涂料上漆过程中，企业还必须采取有效的集气措施，对收集的废气进行规范化处理。

室内石材家具通用技术要求（GB / T 32282-2016）于2017年7月1日生效。它定义了室内石材家具的含义，并设定了尺寸、形状、位置公差等方面的技术参数和要求、外观、物理和化学特性、机械特性以及有毒物质限制、标识、用户手册和知识产权手册等。

相关交易商展会

商展名称	说明
第六届中国国际综合海关博览会 15-18日3月2019年 新中国国际展览中心（北京） 网址：www.jiaju-expo.com	<ul style="list-style-type: none"> 面积：130,000 平方尺 参展商人数（2018）：1,073 参观者人数（2018）：153,599
第43届中国国际家具展（广州） 18-21日3月2019年（第一期） 及28-31日3月2019年（第二期） 于中国进口与出口商品交易会琶洲展馆 网址：www.ciff-gz.com	<ul style="list-style-type: none"> 面积：1,150,000 平方尺 6,000 个参展商 290,000 商家与买家（来自200国家与不同区域）

对马来西亚公司的建议

近年来，随着城市化进程和中国二三线城市需求的增长，中国家具市场经稳定增长。无论是国内公司和品牌，在中国家具市场商都占据的主导地位。近年来我们也观察到进口产品和外国品牌在中国市场的增长。为了满足中国消费者的需求及提高在中国的市场份额，外国公司不断调整品牌战略，加强销售渠道建设。

随着中国中产阶级的增长，中国消费者的偏好正在发生变化。如今，他们不仅可以广泛接触售卖来自世界各地产品的本地零售商，还可以通过他们的智能手机获得在线零售商。随着收入的增加，中国旅行团现在无处不在，流落在世界各地的购物中心。人们希望并且越来越能买得起奢华物品和“智能产品”，尤其是厨房用具。

值得马来西亚公司注意的是，更多的中国家具制造商有兴趣从马来西亚采购木制家具零件和组件，以便回到中国组装生产成自己的品牌。此外，木地板、装饰用木板和户外家具（如藤制家具）也是中国市场的潜在产品。

THE NUMBERS DON'T LIE

An Evaluation of the State of the Furniture Industry in Malaysia

“数据不说谎” 马来西亚家具业现状评估

The government's decision to curb the export of raw materials in the late 1970's, particularly through the log export ban and the imposition of export quota and levy on sawn timber, was the single biggest pull factor to draw the traditional furniture power-houses in Asia to relocate their manufacturing outfits to the Malaysian shores. Inevitably, the influx of Taiwanese, South Korean and Singaporean furniture manufacturers to the shores of Peninsular Malaysia in the early 1980s onward, was the start of the boom of furniture manufacturing in the country. These brought about the formation of a large number of small sub-contractors who were supplying components, parts and sub-assemblies to the large foreign controlled manufacturers of furniture. In fact, this has been the foundation of the much-publicized "Muar Furniture City", which started as a large pool of small sub-contractors, supplying the large exporters from foreign countries, particularly Taiwanese manufacturers, operating predominantly across the Muar River in the state of Melaka.

Inevitably, the growth of the Malaysian furniture industry has not been organic but rather fueled by the demand from large exporters operating in the country and also the vacuum left by Yugoslavian manufacturers, who could not fulfill the demand from US market due to the war. At about the same time, the introduction of rubberwood (*Hevea brasiliensis*) as a viable furniture manufacturing material led to an industry that took full advantage of the low-cost material, which at that time was considered a plantation waste.

Incidentally, it created an industry that is cost-sensitive, which is very much focused on large capacity production of limited product mix. The inherent weaknesses of such an industry became evident during the 1997/98 financial crisis, when many of the large furniture manufacturers in Muar collapsed and went insolvent. **The question is have we learnt the lessons?**

The first article by the author, highlighting the dilemma of the furniture industry which is highly dependent on low-cost inputs first appeared in 1988, and it was strongly advocated that strategies for greater value-creation is required. However, there is ample evidence to suggest that the scenario has not changed much since then (Table 1).

Table 1: Pace of Change in the Malaysian Furniture Sector

Characteristics	1988	2018
Labor-Cost (8-hours, RM)	11	40
Rubberwood (m3) at stump (RM)	35	60
Export Value (RM)	RM 168 million	RM 9.8 billion
Estimated No. 40' Containers Exported	8,000	169,000
Average Value of 40' Container	RM 21,000	RM 57,900
Total Factor Productivity	0.59	0.93

Source: IFRG, World-Bank Report, DOS, Authors' Calculation

The data from table 1 clearly reveals that the growth of the furniture sector in Malaysia is purely driven by incremental inputs and assets accumulation rather than net productivity gains. Inevitably, it is a model where one part of the supply chain is squeezed to enrich the other part of the supply chain ----- a formula that is indeed unsustainable and may lead to catastrophic outcomes, if not immediately addressed. The case of the uncertain supply of rubberwood and the rather worrying future of the rubberwood industry in the country offers no consolation.

This is where the Malaysian Furniture Council (MFC) needs to take the lead to create win-win platform for the both rubber growers, sawmillers and also end-users. **Perhaps there is an urgent need to revisit the rubberwood issue!**

Another fact, is the increased dependency on foreign workers, without any long-term plan to increase the local workforce content. Unfortunately, the argument that the local workforce is reluctant to participate in this 3D-stigmatized industry is no longer



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About the Author 关于作者

Professor Dr. Jegatheswaran Ratnasingam is regarded as one of the leading researcher cum consultant in the Asian furniture industry. In terms of expertise, he is ranked No. 3 in Asia by the United Nations Industrial Development Program (UNIDO) and has been involved in many studies, technical missions and strategic development for nations throughout the Asian region. A recipient of three Honorary Professorships from the United Kingdom, Germany and South Africa, Professor Jega has also been a Board Member of the Malaysian Forestry Research and Development Board (MFRDB) and has also been an Advisor to the Malaysian Furniture Council (MFC). He has researched and published extensively in the field of furniture manufacturing and management, and is the author of almost 550 publications. A sought after consultant, symposia-speaker and technical expert, Professor Jega has been involved in almost all the regional furniture fairs in one way or another over the last 10 years. He is presently attached to the Faculty of Forestry at Universiti Putra Malaysia, and is the Head of the International Furniture Research Group (IFRG).

Jegatheswaran Ratnasingam教授被认为是亚洲家具行业的首席研究员兼顾问之一。在专业知识方面，他被联合国工业发展组织（UNIDO）评为亚洲第三，并参与了亚洲区域各国的许多研究、技术任务和战略发展。Jega教授获得英国、德国和南非的三个名誉教授职位。他是马来西亚林业研究与发展委员会（MFRDB）的董事会成员，也是马来西亚家具总会（MFC）的顾问。他在家具制造和管理领域进行了广泛的研究和出版，是近550种出版刊物的作者。作为一名备受追捧的顾问、研讨会主讲者和技术专家，Jega教授在过去十年中以不同方式参与了几乎所有的区域家具展。他目前任职于马来西亚博特拉大学林业系，并且是国际家具研究小组（IFRG）的负责人。

strong, as youth unemployment in the country is at all-time high, even among young graduates. The fundamental reason is of course, the low wages offered in the furniture industry, which is artificially suppressed through the high employment of foreign workers.

This fact cannot be denied as ample evidence from the Malaysian Productivity Centre (MPC) and also research reports from the International Furniture Research Group (IFRG) at the Faculty of Forestry, Universiti Putra Malaysia clearly shows that labour productivity (based on sales per employee basis) has been stagnating if not inching very slowly. In 2018, this figure stood at RM 61,000 in comparison to RM 34,000 in 1988. Over a period of 30 long-years, labor productivity has only doubled, when wage has more or less increased by 4 X. **So where do we go from here with regards to the dependency on foreign contract workers?**

MOVING AHEAD

Malaysia has lost its position among the top-10 largest exporter of furniture in the world and in 2018, it was ranked 12th. Clearly, the signs are written on the wall that solely depending on the government to ensure low-cost inputs to remain competitive is no longer viable, under the new Pakatan Harapan government. In fact, based on current statistics, the wood products industry contributed a meagre 1.5% to the country's Gross Domestic Products (GDP) in 2018 and in reality, the furniture sector's contribution to the GDP was only 0.65%. Going by the present status, it is imperative that the furniture industry transform itself urgently to leap forward in the value-chain, to produce high-value fashion items rather than commodity type furniture that only offer incremental price increases.

In order to do that, the furniture industry needs to strategize based on hard evidence and reliable data, which can be obtained through smart partnership with the International Furniture Research Group (IFRG) at the faculty of Forestry, Universiti Putra Malaysia and the other relevant organizations. This open invitation, is something the Malaysian Furniture Council (MFC) cannot afford to ignore, if it wants to champion and steer the sustainability and competitiveness of the Malaysian furniture industry.

马来西亚政府于70年代末决定限制原材料的出口，特别是通过几个管道如伐木出口禁令、强制锯木材出口限额与征税，成为了亚洲传统家具制造商将其生产重心迁移到马来西亚的主要动力因素。无可否认，80年代初的台湾、韩国以及新加坡的家具制造商涌入马来西亚半岛也是带动马来西亚家具业蓬勃发展的主因。这也造就了许多小型承包商的出现，他们向外国大型家具制造商供应配件、零件、子组件。事实上，这就是“麻坡家具城”形成的由来。它开始也是由一小撮的承包商，承包外国大型厂家出销到国外的产品；尤其主要是在马六甲麻坡河一带操作的台湾制造商。马来西亚家具的发展不是来自原生态，原理上是供应所需给大型在本地的外国出口商，还有吸取因为战争关系而不能达到美国市场需求的南斯拉夫制造商生产不及的需求。也在那个时候，橡胶木及时的介入也让业界同时发现可行的、相对比比较低成本的原材料；在那时候被认为是农业废料的橡胶木。

无可否认，马来西亚家具业的增长不是必然的；更多因素来自在马来西亚操作大型制造商的需求，以及因为战争导致南斯拉夫制造商无法满足美国市场而留下的真空。同一时间，在当时被认为是种植园废料的橡胶木（*Hevea brasiliensis*）作为低成本的家制造材料开始入主该行业。

这也造就了业界对生产成本的敏感度，转而只专注于限量性的大数量生产组合。在1997/1998年的金融危机中，这个行业的潜在弱点浮出水面，让许多在麻坡的大型家具制造商倒闭破产。**问题是我们汲取了教训吗？**

作者在其第一篇文章中曾强调，家具行业过分依赖低成本投入的困境始于1988年，并强烈主张必须制定更大的价值创造战略。无论如何，证据显示这个现象还是没有显著的改变。（图表一）

图表一：马来西亚家具行业的转变步伐

特点	1988	2018
劳动力成本（8小时，马币）	11	40
橡胶木（m3）树墩（马币）	35	60
出口总值（马币）	RM 1亿6千800万	RM 98亿
估计40' 尺出口货柜数量	8,000	169,000
平均40' 货柜总值	RM 21,000	RM 57,900
主要生产率总数	0.59	0.93

来源：国际家具研究组，世界银行报告，DOS，作者的计算



图表一的数据清楚地显示，马来西亚家具行业的增长完全是由增量投入和资产积累而非净生产率提高而推动的。无可否认，这是一个模型，其中供应链的一部分被挤压以丰富供应链的其他部分——是个确实不可持续的程式，如果没有立即解决，可能会导致灾难性后果。如果没有任何解决方案，在橡胶木供应不确定的情况下，这个国家的橡胶木工业前景相当令人担忧。

这就是马来西亚家具总会（MFC）需要率先为橡胶种植者、锯木厂以及产家创造双赢的平台。**也许迫切需要重新考虑橡胶木课题！**

另一事实是，越来越依赖外国劳工，和没有任何长期计划来增加当地劳动力。不幸的是，当地劳动力不愿意参与这个受到争议的3D行业的论点不再是重点，依国家青年失业率一直处于高水平可见一斑，即使在年轻的毕业生中也是如此。其根本原因在于家具行业提供的工资低，这可通过大量聘请外国劳工工作总结而得。

马来西亚生产力中心（MPC）的充分证据，以及马来西亚博特拉大学林业学院国际家具研究组（IFRG）的研究报告，清楚地表明了劳动生产率（基于每位员工的销售额），这一事实不容否认。如果不是非常缓慢，就是一直停滞不前。在2018年，这一数字为RM61,000；相比之下，1988年为RM34,000。在长达30年的时间里，当工资或多或少约增加4倍时，劳动生产率只增加了一倍。**那么，我们要从哪里了解对外国合约劳工的依赖呢？**

向前迈进

马来西亚已经失去了世界十大最大家具出口国的地位，并在2018年排名第12位。很明显，这些清楚的记录显示在希望联盟政府的领导下，仅依靠政府来确保低成本投入保持竞争力已经不再可行。事实上，根据目前的统计数据，2018年木制品行业对国内生产总值（GDP）的贡献仅有1.5%；而家具行业对国内生产总值（GDP）的贡献只占0.65%。从目前的状况来看，家具业迫切需要自我转型，在价值链中向前跨越、生产高价值的时尚产品，而不是仅提供价格持续上涨的商品型家具。

为了做到这一点，家具行业需要根据确凿的证据和可靠的数据制定战略，这些数据可通过与马来西亚博特拉大学林业学院的国际家具研究组（IFRG）和其他相关组织的合作来获得。如果马来西亚家具理事会（MFC）想要继续倡导和引导马来西亚家具业的可持续性和竞争力，那么这个提议是不容忽视的。





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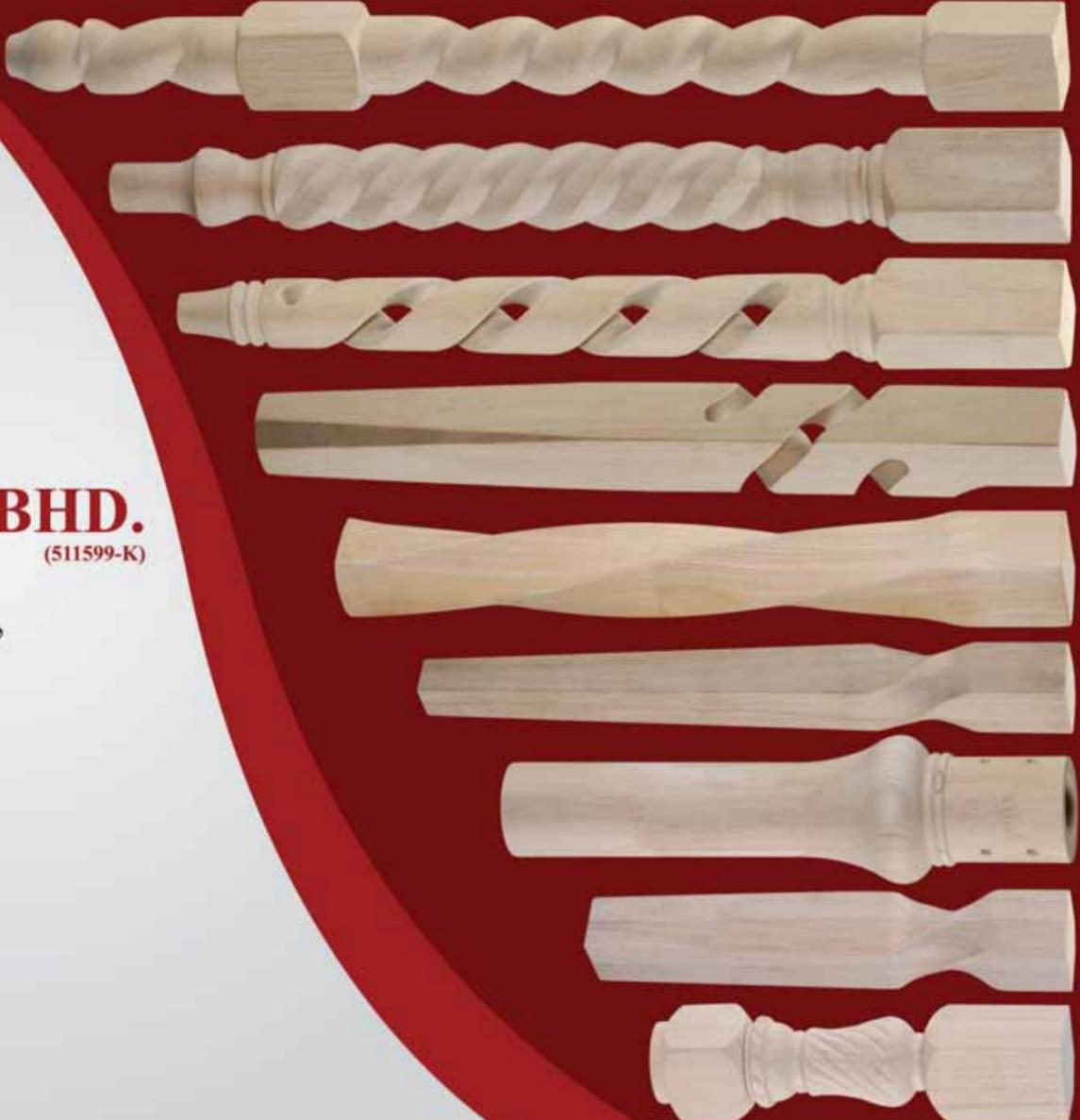
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37th ASEAN Furniture Industries Council (AFIC) Working Committee Meeting

第37届东盟家具工业理事会 (AFIC) 工作委员会会议



Representatives from MFC: Mr. Jamaludin Bin Che Murad (2nd from left) and Datuk Cha Hoo Peng JP (4th from Left) 与AFIC秘书长Nicolaas De 马来西亚家具总会 (MFC) 代表为Jamaludin Bin Che Murad (左二) 和拿督谢和平 (左四)

The ASEAN Furniture Industry Council (AFIC) held its 37th Working Committee Meeting (WCM) at the Belmont Hotel in Newport, Manila, Philippines from April 23 to 25, 2019.

This ASEAN Furniture Industries Council Working Committee Meeting was chaired by the AFIC Chairman Mr. Emmanuel P. Padiernos, the AFIC Secretary General Mr. Nicolaas De Lange, both from the Philippines. Present at the 37th WCM were AFIC members from Thailand, Singapore, Malaysia, Laos, Myanmar and Vietnam. As the main alliance of the furniture industries in ASEAN, the ASEAN Furniture Industry Council (AFIC) provides

a platform for discussion and promotion of mutual benefit for members and furniture industry players.

Besides the 37th AFIC WCM, current AFIC host chairman- Chamber of the Furniture Industries of the Philippines (CFIP) organized a networking night on April 24, in which AFIC members had the opportunity to meet and establish contact with CFIP members. AFIC delegates also attended the opening ceremony of the Manila FAME exhibition which showcased craftsmanship, design innovation and craftsmanship of the Philippines.

东盟家具工业理事会 (AFIC) 于2019年4月23日至25日在菲律宾马尼拉新港市贝尔蒙特酒店举行了第37次工作委员会会议。

由这一届的东盟家具工业理事会 (AFIC) 主席, 来自菲律宾的 Mr. Emmanuel P. Padiernos 与其总秘书 Mr. Nicolaas De Lange 所召开的东盟家具工业理事会 (AFIC) 会议, 吸引了来自东盟各国代表出席, 包括泰国、新加坡、马来西亚、寮国、缅甸与越南等代表。作为东盟国家家具工业的主要联盟会, 东盟家具工业理事会 (AFIC) 为家具行业者提供了一个交流和促进互利的平台。

主办国菲律宾也在4月24日举办了一个联谊之夜, 所有代表们都借此机会与菲律宾家具工业协会 (CFIP) 成员们做近距离交流、互换信息。代表们还参加了菲律宾产品 “Manila FAME” 的开幕式, 里头展示了菲律宾产品的工艺, 创新设计和手工艺。



A meeting with AFIC Secretary General, Mr. Nicolaas De Lange (Grey coat) 与AFIC秘书长Nicolaas De Lange先生 (灰衣者) 会谈

The First China Rosewood Furniture Exhibition in Dongyang, Zhejiang, China

首届中国红木家具展览会于东阳市，浙江隆重举行

Dongyang city is located in the central part of Zhejiang Province, China. It is famous for its woodcarving and construction industry, bamboo weaving. In addition, Dongyang's rich heritage in art and crafts has led to Dongyang becoming China's top wood carving region. It began in the Qin and Han Dynasties and flourished in the Ming and Qing Dynasties. The Forbidden City and the Great Hall of the People in Beijing all have exquisite carvings of Dongyang artists, and it has the reputation of "The land of the hundred workers" and the "Home of architecture".

The First China Rosewood Furniture Exhibition hosted by the China National Furniture Association (CNFA) and co-organised with Dongyang Municipal People's Government took place in Dongyang, Zhejiang from 26th April to



1st May 2019. Exhibitors came from afar from places such as Beijing, Hebei, Shanghai, Jiangsu, Fujian, Guangdong, Guangxi, Hainan and gathered in Dongyang to showcase trends in rosewood furniture.

The representatives from the Malaysian Furniture Council (MFC) were Mr. Nick Wee Ing Long and Mr. Chris Yau Kok Siang, whom were on the invitation of the Council of Asia Pacific Furniture Association (CAFA) visited the expo for 5 days. The total exhibition area reached 300,000 square meters and featured more than 240 exhibitors, 2,000 dealers and buyers. It estimated about 100,000 visitors recorded leading to the building of an exchange platform for the China's rosewood furniture industry.

Malaysian Furniture Council (MFC) representatives Mr. Christ Yau Kok Siang (2nd from Right) and Mr. Nick Wee Ing Long (3rd from Left) with Ms Linda Tu (3rd from Right) the Vice Chairman & Secretary-General of CAFA cum Vice President of CNFA

马来西亚家具总会代表姚国祥（右二）与黄运陇（左三）与亚洲家具联合会（CAFA）副主席兼秘书长及中国家具协会（CNFA）副会长，屠祺（右三）合影



Furniture & timber industry representatives from CAFA at the 1st China Rosewood Furniture Exhibition

世界各地家具木材行业代表集聚一起，参与首届中国红木家具展览会

东阳市位于中国浙江省中部，以东阳木雕、建筑业和竹编而闻名。此外，东阳丰富的工艺美术遗产让东阳成为中国顶级的木雕产区。始于秦汉，盛于明清。北京故宫、人民大会堂等都留有东阳艺人精美绝伦的雕刻，有“百工之乡”和“建筑之乡”的美称。

由中国家具协会（CNFA）、东阳市人民政府主办的首届中国红木家具展览会于4月26日 - 5月1日在浙江东阳举办。来自北京、河北、上海、江苏、福建、广东、广西、海南等各大红木家具主产区的代表性企业齐聚东阳，共同探寻红木家具流行趋势。

马来西亚家具总会（MFC）代表黄运陇与姚国祥有幸得到亚洲家具联合会（CAFA）的邀请，出席了这为期5天的交流会。此届展会总面积达30万平米，邀请中国各地参展商240多个，经销商、采购商2000余人参加，估计客流约10万人次；旨在为中国红木家具行业搭建展示交流平台。

CAFA Chairman cum CNFA President Elected as World Furniture Council Chairman

中国家具协会（CNFA）理事长徐祥楠当选世界家具联合会（WFC）新任主席

The World Furniture Council (WFC) convened on 31 May 2019 in Chengdu, China for the working meeting and elected Mr. Xu Xiangnan, Chairman of the Council of Asian Furniture Association (CAFA) and President of the China National Furniture Association (CNFA) as the Chairman of WFC from 2019 to 2024. The WFC also appointed the Vice President & Secretary General of CAFA cum Vice Chairman of CNFA, Ms Linda Tu as Secretary General of WFC and Dr Casey Loo Kok Chye as WFC Advisor.

The working meeting reviewed the draft constitution and WFC Chairman in his inaugural speech shared his aspirations that all members of WFC could strengthen mutual respect and trust by forging greater intercultural exchange and observe the principles of equality, mutual benefits and win-win cooperation for common prosperity. He added that upgrades and industrial innovation are needed to raise the industry to the next level, whilst building a favourable business environment that is conducive for international trade. Mr Xu aspires to bring the global furniture industry to a higher level during his tenure as Chairman of WFC.

Currently, WFC has 45 members from all around the world and they comprise of furniture trade organizations, publication houses and design studios.

世界家具联合会（WFC）工作会议于2019年5月31日在中国成都召开。亚洲家具联合会（CAFA）会长、中国家具协会（CNFA）理事长徐祥楠当选为世界家具联合会（WFC）主席。亚洲家具联合会（CAFA）副会长兼秘书长、同时也是中国家具协会（CNFA）副理事长的屠祺，被委任世界家具联合会（WFC）秘书长。来自亚洲、欧洲、美洲、非洲的全球的40余个国家的政府机构、行业组织、相关机构代表均出席会议。



Mdm Linda Tu was appointed as Secretary-General of the WFC

屠祺当选为世界家具联合会（WFC）总秘书



Mr Xu Xiangnan elected as new Chairman of WFC from 2019 to 2024

徐祥楠当选为2019年至2024年世界家具联合会（WFC）主席

工委成员重新讨论了世界家具联盟章程草案。世界家具联合会主席徐祥楠也在欢迎词中表示，希望世界家具联合会所有的会员都能加强相互尊重和信任、加强文化交流、遵守平等原则、互利共赢、共享繁荣，推动全球家具业走向更好的明天。

目前，世界家具联合会（WFC）共有45名来自世界各地的会员，代表了家具贸易组织、出版公司和设计公司。

MFC Mission to Nankang, Ganzhou to Explore Business Opportunities

中国江西省赣州市南康的考察与商机

Nankang district in the city of Ganzhou in the Southern Jiangxi province has gained the reputation of billion furniture industry zone and has been named 'China's Solid Wood Capital' and 'China's Furniture Industry Central Base'.

On 1 July 2019, MFC received a courtesy call from a delegation of six persons from the Nankang Furniture Association. MFC reciprocated by accepting the invitation to visit on 4 August 2019 in conjunction with the Nankang Furniture Association 2nd Board Committee Dinner and 40th Nankang Furniture Model Awards Ceremony, led by MFC President, Mr Khoo Yeow Chong.

The four-day programme included dialogue and exchange of information with government officials such as the Nankang District Furniture Promotion Bureau and Nankang Business Bureau. Both parties agreed that there is a need to maintain good communication and cooperation, strengthen information exchange, and promote investment opportunities and technology exchange between both countries.

During the four days, the MFC delegation visited six companies, as well as the Ganzhou Port- which is the country's 8th inland port. In addition, the delegation also visited the Ganzhou Jiangxi Vocational College, which has led to MFC to consider exploring opportunities to foster cooperation in wood, material processing, semi-finished products processing, machine equipment etc.

The mission also discussed about the annual furniture exhibitions by MFC and Nankang Furniture Association respectively. The exhibitions are an important avenue to promote and develop the industry to the international market. Both association agreed to jointly explore and actively promote and participate in the exhibitions that will allow furniture players to broaden their horizons, explore new markets and in turn increase the exports of furniture.

The Malaysian Furniture Council expresses its sincere gratitude to the furniture association of the Ganzhou Jiangxi, Nankang Furniture Association and the Nankang District Furniture Promotion Bureau for providing hospitality and ensuring a productive, fruitful and educational trip for the delegates.



Visit to the local international port and furniture factory
参观拜访当地国际运输港口与家具工厂

中国江西省赣州市南康区是有着“中国实木家居之都”和“中国中部家具产业基地”的美誉。

2019年7月1日，来自中国赣州江西南康区家具协会一团6人抵达马来西亚家具总会进行礼貌拜会。2019年8月4日是南康区家具协会第二届理事换届大会暨40年南康家具榜样颁奖盛典，在总会长邱曜仲的带领下，马来西亚家具总会受邀组团参与其盛。

在这4天的考察中，我们拜访了南康区家具促进局、南康商务局等政府机构。双方一致认为有需要保持良好沟通合作，互补互惠，加强各项项目的信息交流，促进两国企业投资合作与技术提升。



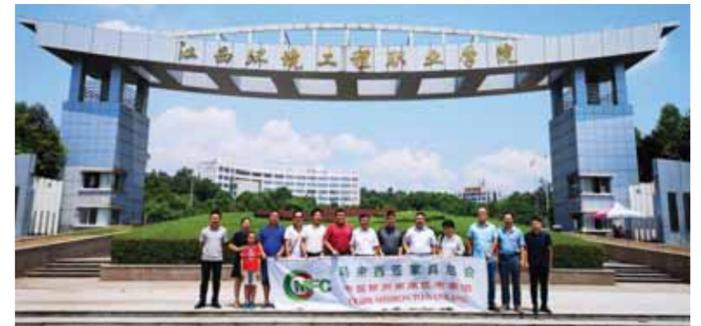
The Malaysian Furniture Council (MFC) delegates attended the Nankang Furniture Association's new board of directors' ceremony and furniture's award ceremony
马来西亚家具总会 (MFC) 考察团代表出席南康家具协会理事换届大会与家具榜样颁奖盛典



马来西亚家具总会理事共走访了6间企业，以及中国第8个内陆港口~赣州港。大伙也拜访了赣州江西环境工程职业学院，寻求双方在木材、配料加工、半成品加工、设备仪器等各方面的合作机会。

双方也分别讨论了每年所举行的家具展览会，认同展览会是推动行业发展、迈向国际市场的重要途径。双方也一致共同探讨、积极推动双方企业参加两国间的商展，开阔企业眼界、扩展国际市场、增加产品的出口。

最后，马来西亚家具总会衷心感激中国赣州江西南康区家具协会和南康区家具促进局在访问期间的热情招待，让这次的考察团获得极大的成果。



A visit to JiangXi Ganzhou vocational school
参观江西赣州职业学院



The Importance of Trademark Registration in Industry Sector

注册商标与知识产权对企业的重要



The 1st vice president of KSFA Mr. Ong Fok Tick (the 2nd from Left) and Secretary-General Mr. Alfred Yow (the 1st from Left) presented an appreciation token to the representatives of Shearn Delamore & co.
主办单位颁发纪念品于主讲者，由隆雪家具公会的第一副会长王福德先生（左二）与秘书长丘尚卫（左一）代表公会颁发感谢状予Shearn Delamore & co.的代表



Some of the participants took a group photo with the panel speakers
出席者与主讲者一起合照

A registered trademark is a significant label to distinguish goods or services of a company from the other competitors. Some people used to say that the first step for a start-up to go to market is not to produce a product, but to register a trademark. Precisely, to apply for a trademark in advance while planning for a new product or service.

In order to bring comprehensive knowledge to members, Kuala Lumpur and Selangor Furniture Association (KSFA) arranged a seminar and invited professionals in this area to provide members with information on intellectual property and trademarks. In addition to trademark, participants were also reminded on the importance of design patents. The following questions can be considered during the process of designing furniture:

- 1) Has the design been registered?
- 2) Are there similar designs in the market?
- 3) Is it possible to infringe?
- 4) If there is a new design, protection shall be implied
- 5) Confidentiality protection before application

Therefore, patenting a design not only prevents plagiarism and imitation by competitors, but also increase the commercial value and profit of the company and its products.

The team of lawyers also emphasize that trademarks, as the intellectual property of enterprises, are the wealth of enterprises as well as other assets, and can be transferred and licensed to others. The established trademark brings greater value as the business grows. Therefore, the furniture industry players should consider registering trademarks and design patents.

注册商标是能够将自家企业的商品或服务与其他企业提供的商品或服务进行区分的标志。有人说，创业公司走向市场的第一步不是生产产品，而是注册商标。准确来说是在规划新产品或服务的时候提前把商标申请好。

为了让会员可以全面性提升有关的知识，本会安排了这方面的专业人士向会员们提供知识产权和商标的讲座。除了商标注册之外，我们也特别提醒有关设计注册的重要性，以下为家具设计时所需考虑的问题：

- 1) 设计是否已注册?
- 2) 市场上是否有相同或相似的设计?
- 3) 是否有可能侵权?
- 4) 如是新设计，则需申请专利保护
- 5) 申请前保密或不对外展示

因此，外观设计注册不但可以防止被竞争对手复制和模仿，还可以增加公司及其产品的商业价值与利润。

最后，律师团队也特别向会员强调，商标作为企业的知识产权，与其他财产一样是企业的财富，并且可以通过转让、许可给他人使用。越具有一定知名度的商标，财富值越高。因此，呼吁家具业者千万不要忽略为自己的商标和设计做注册！

Penang Furniture & Timber Industry Association (PFTIA)

2019 Re-election year and 23rd Board of Directors Swearing-In Ceremony

槟州家具同业商会 2019 改选年

暨第23届董事会宣誓就职典礼，注入新生代，带动槟州家具行业新气象

The 2019 was an election year for PFTIA and the 23rd Board of Directors were elected during the Annual General Meeting and sworn in on 23rd May 2019. This year's swearing-in ceremony was held in a simple and grand style with invitation respective honorary advisor Datuk Cha Hoo Peng host for the swearing-in ceremony.

PFTIA made significant contributions to promoting the development of furniture industry in Penang by adhering to the principle, standardizing operations and earnestly fulfilling its objectives. Newly elected president, Mr Hendry Kong Wooi Keat extended his thanks and appreciation to all members for electing him and remarked that it is both a responsibility and a challenge for him to be re-elected as the president of the 23rd board of directors. Mr Kong also expressed his gratitude to the former directors of the previous board for their assistance and solidarity which led to successful achievements of goals set.

The 23rd new board of directors for 2019 - 2020 has eight new faces, of which one is a female and a young and promising team. Hope with their participation, the entire board of directors will be more active in innovation and achievement, to reform and implement the principle of "serving the industry, serving members and serving the government".

The new Board of Directors aim on construction an interactive communication platform that increase exchanges between members and directors. The world of new era was time of wisdom and best of times with new goals, new ideas, new measures, and new achievements. Therefore, the Board of Directors continues to promote the Youth League of the Chamber so that this group of energetic and energetic young people with innovative working mechanism create a new opportunities for board. The youth league of the association established on September 29, 2018 still in beginner stage; the board of directors will drafted a plan so that the youth group can truly play its role and organize more activities that are beneficial.

Mr Kong also mentioned in respect that the board of directors the former veterans and consultants, determined would carry forward their fine traditions, with their hopes and influence to promote the development of the PFTIA. The associations and government departments will keep cooperate with each other to help the government promote the development of the furniture industry, assist members to expand business opportunities to promote trade and investment, drive local businesses on to abroad aim for international market, the Penang brand furniture will move on to new era!

2019年是槟州家具同业商会改选年，顺利选出第23届董事会。而新届董事会於2019年5月23日举行宣誓就职典礼。今年的宣誓就职典礼以简单而隆重的方式举行，并邀请该会得高望重的名誉顾问拿督谢和平硕士局绅为这一届的董事会主持监督仪式。

槟州家具同业商会成立以来坚持原则，规范运作、认真履行宗旨，在促进槟州家具行业发展做出了重大贡献。新任会长龚伟杰在致词时感谢各位会员们的厚爱，让他再度当选为第23届董事会会长。他认为这是一种责任，更是一种挑战。龚会长亦感谢前任董事们的协助及团结，顺利完成所定目标。

第23届（2019-2020年度）新届的董事会有8张新面孔，其中有1位是女将。新届董事会可说是一个年轻且有前途的团队。希望全体董事会在积极下，开拓创新、改革和贯彻“为行业服务、为会员服务、为政府服务”的宗旨。

这一届的董事会旨在构建一个互动交流平台，加强会员之间的交流。同时，我们已经进入了一个崭新的时代，是一个智慧的时代，是一个最好的时代。新时代要有新目标、新思路、新措施、新成就。所以这一届董事会继续推动商会的青年团，让这班朝气蓬勃、充满活力的年轻人以创新的工作机制，为商会开创一片新天地。该会的青年团成立於2018年9月29日，目前还在襁褓阶段。董事会将草拟一个青年团的章程，让青年团能够真正发挥作用，组织更多有益身心的活动来推广青年团。

龚会长也提到董事会元老以及顾问们，决心发扬他们的优良传统，借助他们的重望和影响力，推动商会的各项发展。同时也会积极与各大总会及政府部门配合、交流与合作，协助政府推动家具业发展、协助会员拓展商机促进贸易与投资，带动本地商家走出国门，迈向国际等等，让马来西亚槟州家具品牌进步助力腾飞、再创新优势！

(PFTIA)
23rd Board of
Directors Name List
槟州家具同业商会第23届董事会



Photos show some of the SFIA exhibitor's products.
图示一些本会参展商的家具展出场景。

4th Sarawak Timber & SMEs Expo 2019

第4届2019年砂拉越木材与中小型企业博览会

Seven members from Sarawak Furniture Industry Association (SFIA) had participated in the "4th Sarawak Timber & SMEs Expo 2019" organized by Sarawak Timber Industry Development Corporation (STIDC), in collaboration with the Ministry of Industrial & Entrepreneur Development Sarawak (MIED), held from 27th to 30th June 2019 at the Borneo Convention Centre Kuching, Sarawak. Both exhibitors and visitors hailed it a success and commended it for being Sarawak's biggest timber trade event.

List of Seven Participants:

1. Chuan Ming Sdn Bhd
2. Brown Furniture Sdn Bhd
3. Yun Ming Wood Industries Sdn Bhd
4. Metro Home Living Sdn Bhd
5. Standard Kitchen Sdn Bhd
6. Thai Fung Renovation Sdn Bhd
7. Wee Hua Boo Trading Sdn Bhd

Sarawak has achieved furniture export earnings of RM20 million in the first 5 months of 2019, an 18% growth compared to corresponding period in the previous year. With the abundant resources, there is vast potential for growth, investment and development of the furniture industry in Sarawak.

砂拉越家具工业联合会（SFIA）的七名会员参加了于六月二十七日至三十日一连四天在砂拉越的古晋婆罗洲会展中心，由砂拉越木材工业发展局（STIDC）与砂拉越工业及企业发展部门（MIED）合作举办的“2019年第四届砂拉越木材与中小型企业博览会”。此博览会受到参展商与参观会众的热烈赞赏。

砂拉越在2019年首五个月的家具出口收入为马币两千万零吉，比前一年同时期增长了18巴仙。凭借丰富的资源，砂拉越家具工业具有巨大的增长、投资和发展潜力。

The Inauguration Ceremony of the 24th Board of Directors for the Federation of Johore Furniture Manufacturers & Traders Association (JFA)

柔佛州家具同业联合会第24届理事宣誓就职典礼



In witnesses by Board of Directors, President of the Federation of Johore Furniture Manufacturers & Traders Association (JFA), Candice Lim Issue a souvenir to YB Puah Wee Tse (3 from left) 柔佛州家具同业联合会会长林丽兰（右3）在理事们的见证下，颁发纪念品予YB潘伟斯（左3）

The Federation of Johore Furniture Manufacturers & Traders Association (JFA) held the inauguration ceremony of the 24th Board of Committees on May 31, 2019, and invited the Chairman of the Johor International Trade, Investment and Public Utilities Commission, YB Jimmy Puah Wee Tse, to witness the taking of the oath.

President of the Federation of Johore Furniture Manufacturers & Traders Association (JFA), Ms Candice Lim Le Lan pointed out that many furniture manufacturers have responded to the government's call of moving towards the Industry 4.0 and to automate the production line. However, in reality, furniture manufacturing process is labour intensive, and cannot be 100% replaced by machines. Therefore, Malaysian and foreign workers are still an important asset in the production line.

Lim hopes that the government is sympathetic towards to issues and challenges faced by the industry and will implement policies that are conducive to the development of industry. She believe with effort from both sides, the export of furniture in the country can be greater.

The Chairman of the Johor International Trade, Investment and Public Utilities Commission, YB Jimmy Puah Wee Tse, reiterated the government's intention of full automation and Industry 4.0 but also understands the plight of the furniture industry. Therefore, he will convey to the Minister of Human Resources, YB M. Kulasegaran to formulate the foreign labour policy which can address the labour shortage experienced by the furniture industry.

柔佛州家具同业联合会于2019年5月31日举办第24届理事宣誓就职典礼，并邀请到柔佛州国际贸易、投资及公用事业委员会主席潘伟斯主持监誓仪式。

柔佛州家具同业联合会会长林丽兰在就职典礼上指出，许多家具业者已响应政府的号召，朝向工业4.0迈进，在生产线上推行自动化，唯有许多家具的制作过程仍需依赖人力操纵，无法百分百以机器取代，外劳仍是生产线的重要资产。

她希望政府能推行各项有利于行业发展的政策，协助行业走出新的局面；更相信在双方的努力下，能在全国家具出口创下佳绩。

柔佛州国际贸易、投资及公用事业委员会主席YB潘伟斯在就职典礼上致词时表示，政府所推动的工业4.0，朝向全面自动化，同时也了解家具业的困境。因此，他会向人力资源部长古拉反映，拟定能够解决家具业劳动力短缺问题的外劳政策。



The photo taken on Federation of Johore Furniture Manufacturers & Traders Association (JFA) for 24th Board of Directors. Front seat row right from 7 & 8 were President of the Federation of Johore Furniture Manufacturers & Traders Association (JFA), Madam Candice Lim and The Chairman of the Johor International Trade, Investment and Public Utilities Commission, YB Jimmy Puah Wee Tse 柔佛州家具同业联合会第24届理事合照，前排坐者右7及右8为柔佛州家具同业联合会会长林丽兰，及柔佛州国际贸易、投资及公用事业委员会主席YB潘伟斯

Federation of Johore Furniture Manufacturers & Traders Association (JFA) & Johor Bahru Furniture Association (JBFA) joint Master LuBan 2019 Birthday Celebration

柔佛州家具同业联合会（JFA）暨新山家具同业公会（JBFA）联合举办“鲁班先师诞辰联欢晚会2019”



Committee of JBFA 本会理事

The rotating host for the JFA Master Luban Celebration fell to Johor Bahru Furniture Association (JBFA) and it was a joint affair celebrating Master LuBan's Birthday dinner on Friday, 12th July 2019 and once again it was hailed a great success. President of JBFA Mr. Ng Chien Hsiang announced recently various form of exhibitions have sprung up, and exhibitors have participated in many exhibitions. Since the implementation of SST last year, domestic demand has shrunk significantly, competition is fierce. Exhibitors are facing severe tests and pressures and to stand out, they must improve service quality. Therefore, JBFA will also play the part of attracting more exhibitors and visitors to ensure the fair remains relevant and attractive.

JBFA will be organizing "The 24th edition of Johor Furniture Fair" from 6 to 8 Sept 2019. This time, JBFA will lead the new trend of smart home, bringing to consumers the marvelous and delicate furniture and electrical products. For more information, please contact Ms. Agnes Ng at 016 784 2011.

柔佛州家具同业联合会暨新山家具同业公会联合举办的“鲁班先师诞辰联欢晚会2019”于2019年7月12日（星期五）圆满举办；感谢各界支持，让晚会一年比一年顺利与成功。新山家具同业公会会长黄建翔表示，近来各种形式的展会如雨后春笋冒起，参展商给以踊跃的参与各个大大小小的展会。自去年实行SST后，国内需求明显萎缩、竞争激烈而面对严峻的考验和压力，参展商更需提升服务质量。因此，本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。

新山家具同业公会将于2019年9月6日至8日举办“第24届柔佛家具装饰与电器展”。这一次，新山家具同业公会将引领智能家具新潮流，为消费者带来了精彩丰富、各式各样设计精美的家具与电器产品。欲了解更多详情，请联络Agnes Ng +6016-784 2011。



Master LuBan 2019 Birthday Celebration 鲁班先师诞辰联欢晚会2019



Batu Pahat Furniture Association (BPFA) President, Mr. Lim Hee Tiang (Host), Deputy President Mr. Lee Ngee Yong and Operating Chairman of Anniversary Celebration of Master Lu Ban 2019, Mr. Chang Yoon Kent distribute souvenir to CEO of the Malaysian Timber Council (MTC), Mr. Richard Yu and special guest, President of Malaysian Furniture Council (MFC), Mr. Khoo Yeow Chong
大会主席兼峇株吧辖家具同业公会会长林喜长、署理会长李益荣及鲁班晚宴筹委会主席郑运权联合颁发纪念品致开幕主宾~马来西亚木材理事会首席执行官俞端庄及大会特别嘉宾~马来西亚家具总会总会长邱曜仲

The Batu Pahat Furniture Association (BPFA) recently organised the 2019 Master Lu Ban Celebration and "Zin Tiau Night & Creatitude Trophy - Johor, N.Sembilan, Pahang and Malacca Singing Competition" on Saturday, 20th July 2019. The program commenced at 7:00 pm at the Grand Seaview Restaurant in Batu Pahat to raise funds for education and charitable causes and all 160 tables were filled.

The singing competition brought out talents from all over the country, provided entertainment and also promoted a good sense of camaraderie, whilst raising funds for a good cause.

Mr. Richard Yu Tuan Chong, Chief Executive Officer of the Malaysian Timber Council (MTC), was the guest of honour and the Malaysian Furniture Council (MFC) President Mr Khoo Yeow Chong and Secretary General Mr Matthew Law Kian Siong were also in attendance. International guest included valued visitors from the Doors Association of Guangdong led by President Mr Guan Run Kai, whom brought a delegate of 32 representatives from 22 companies. Also present was the Vice Chairman of the China Furniture Association cum President of Dongguan Furniture Association of China, Mr. Yuan Shihao whom led a delegation of 30 companies and 37 representatives.

Mr. Lim Hee Tiang, President of the Batu Pahat Furniture Association (BPFA), said rising labour and production cost in China has led furniture entrepreneurs to consider business cooperation between China and Malaysia, e.g. producing and processing orders in Malaysia, or moving production bases from China to Malaysia. He suggested that Chinese companies may consider entering into a joint venture with Malaysian companies and create opportunities and win-win situation for both parties.

Batu Pahat Furniture Association (BPFA) 2019 Master Lu Ban Celebration 峇株吧辖家具同业公会主办2019鲁班先师诞辰庆典暨《仁朝之夜，Creatitude杯-柔、森、彭、甲冠中冠邀请赛》歌唱比赛

峇株吧辖家具同业公会定于7月20日（星期六），晚上7时正，假峇株吧辖海景宴宾楼举行筵开160席，主办2019鲁班先师诞辰庆典及《仁朝之夜，Creatitude杯-柔、森、彭、甲冠中冠邀请赛》慈善晚宴，以筹募该会教育及慈善基金。

今年的晚宴也举办歌唱邀请大赛，汇集全国各地歌唱名将进行切磋，以推动健康文艺活动及提升本地歌唱水平，希望能为慈善教育筹募的当儿，也让表演艺术再放光华。

大会当晚也荣幸邀请到马来西亚木材理事会首席执行官俞端庄先生担任晚宴开幕主宾。同时也邀请特别嘉宾马来西亚家具总会会长邱曜仲先生。出席嘉宾还包括马来西亚家具总会秘书长刘建祥先生，由广东省门业协会会长关润开先生带领参访的22家企业（共32位企业代表）及中国家具协会副理事长、东莞市家具协会会长袁世豪带领参访的30家企业（共37位企业代表）也出席参与其盛。

峇株吧辖家具同业公会会长林喜长在晚宴上表示，中国在人力资源成本日渐高涨和生产成本不断提高下，促使中国家具企业考虑中马两国的商业合作；例如在马来西亚生产和加工订单，或将生产基地从中国移来大马。他建议，中国企业可考虑与大马企业展开合资方式经营，研究把两国资源重新整合，开创经商经营新模式，为双方创造机会、共创双赢。



All the guests and host invited on stage for celebration of Master Lu Ban 2019
大会鸣锣人、击鼓人、剪彩人一同邀请上台为鲁班晚宴进行鸣锣、击鼓、剪彩仪式

Muar Furniture Park Discussion with Menteri Besar of Johor Dr. Shahrudin bin Jamal 与柔佛州州务大臣拿督沙鲁丁商讨麻坡家具工业园发展计划

Representative President of Muar Furniture Association (MFA), Madam Candice Lim Le Lan, led a delegation of MFA governor committee members to meet with the Menteri Besar of Johor, YAB Datuk Sharuddin on Monday, 15th July 2019 to discuss accelerating the progress of Muar Furniture Industry Park. The development of the Muar Furniture Industrial Park, is currently in progress and, is a major development plan concerned by Johor State Government and ensure it in full implementation.

At the meeting, MFA petitioned the Menteri Besar, YAB Datuk Sharuddin to simplify procedures and regulations, with the view of providing exemptions, such permission for buyers to submit relevant documents such as architectural blueprints to relevant government agencies whilst the project is in development stages, in order to shorten the application time. Moreover, the meeting requested the handing over pre-completed industrial land to the buyers to facilitate earlier moving-in and commencement of operations. Lastly, MFA requested that, infrastructure meets requirements of MPM.

Visit by MITI Secretary General to Muar

Representative President of Muar Furniture Association (MFA), Madam Candice Lim Le Lan, received YBhg Dato' Lokman Hakim Ali, Secretary General of the Ministry of International Trade and Industry (MITI) at the Muar Furniture Association (MFA) office and facilitated visits to several furniture factories in Muar to provide YBhg Dato' Lokman Hakim Ali with an understanding of the urgent need to fill vacancies in the furniture industry by foreign workers.

Accompanying officials included the Standard and Industrial Research Institute of Malaysia (SIRIM), the Malaysian Investment Development Authority (MIDA), Kementerian Dalam Negeri (KDN) and Jabatan Tenaga Kerja (JTK). Also present were the Malaysian Furniture Council (MFC) President Mr. Khoo Yeow Chong, Vice President Mr. Wong Kok Hoon and MFC Advisor Mr. Sunny Ter.



Representative President of Muar Furniture Association (MFA), Mdm. Candice Lim Le Lan (center) hand over memorandum to Menteri Besar of Johor, YAB Datuk Sharuddin (4th from left)
麻坡家具同业商会代会长林丽兰（右5）移交备忘录予柔佛州州务大臣拿督沙鲁丁（左4）



Taking photos with government officials. The front row 3rd and 4th from left are the Malaysian Furniture Council President Khoo Yeow Chong and the Malaysia International Trade and Industry (MITI) Secretary General YBhg Dato' Lokman Hakim Ali. 2nd and 5th from left are the Secretary-General of the Muar Furniture Association (MFA), Nick Wee Ing Long and the Representative President Candice Lim
麻坡家具同业商会各理事及官员们合照，前排者左3及左4为马来西亚家具总会长邱曜仲及国际贸易及工业部(MITI) 秘书长YBhg Dato' Lokman Hakim Ali。左2及左5为麻坡家具同业商会秘书长黄运院及代会长林丽兰

麻坡家具同业商会代会长林丽兰于7月15日（星期一）率领理事们前往新山与柔佛州州务大臣拿督沙鲁丁会面，共同商讨加速麻坡家具工业园（Muar Furniture Park）的工程进度。目前如火如荼施工的麻坡家具工业园发展工程，是柔佛州政府非常关注及确保全面落实的一项重大发展计划。

理事们于会议上向柔佛州州务大臣拿督沙鲁丁提呈诉求，要求豁免或简化一些条例；在整个工程还没有竣工之前，允许买主向相关政府机构提呈建筑蓝图等相关文件，以缩短申请时间。同时也要求将预先完工的工业地交予买主，让买主能够提早迁入和营业。最后，也确保各个工业地段的基础设施需符合市议会（MPM）的要求。

商讨有关家具业者迫切急需外劳事项

麻坡家具同业商会代会长林丽兰与国际贸易及工业部（MITI）秘书长YBhg Dato' Lokman Hakim Ali拜访MFA，同时参观几间麻坡家具厂，实地考察以真正了解家具业者迫切急需外劳的事宜。

随同的官员包括马来西亚工业标准研究院（SIRIM），马来西亚工业发展局（MIDA），马来西亚内政部（KDN）及柔佛州劳工部（JTK）。同时也包括马来西亚家具总会会长邱曜仲、副会长黄国坤及总会顾问戴春平陪同。

Malaysian Furniture Council New Governing Committee (2019-2021) Swearing-In Ceremony and Dinner

马来西亚家具总会新届理事 (2019-2021) 就职宣誓典礼暨晚宴

The Malaysian Furniture Council (MFC) Governing Committees (2019-2021) Swearing-in Ceremony and Dinner was held on Thursday, 18th July 2019 at Parkroyal Hotel, Kuala Lumpur. 27 MFC members were elected as governing committee members for the term 2019-2021 during the MFC Annual General Meeting held on 28 June 2019. Mr. Khoo Yeow Chong was elected as MFC President, whilst Ms. Candice Lim Le Lan is the Deputy President.

Guest-of-Honour at the MFC swearing-in ceremony and dinner were YB Wong Tack, Chairman of Malaysian Timber Industry Board (MTIB) and Dato' Low Kian Chuan, Chairman of Malaysian Timber Council (MTC) whom witnessed the Swearing-in Ceremony. Also present were valued guests from the timber and furniture industry such as the presidents of wood industries associations and representatives from relevant government departments. Both YB Wong Tack and Dato' Low Kian Chuan in their speeches shared the importance and contribution of downstream industries toward nation economy growth, as well as voiced their support to the downstream industries.

The newly elected MFC President Mr. Khoo thanked all members for their supports. He also expressed his gratitude to the relevant government agencies that are always supporting the MFC, especially the Ministry of Primary Industries (MPI), the Ministry of International Trade and Industry (MITI), the Malaysian Timber Industry Board (MTIB), Malaysia External Trade Development Corporation (MATRADE), Malaysian Timber Council (MTC), etc. He hopes all committees and members will work together to promote the development of the following eight key focuses, which he has identified: (i) human resources, (ii) raw materials, (iii) industry and permits, (iv) marketing, (v) finance and insurance, (vi) design and interior decoration, (vii) domestic retail and (viii) education. In addition, Mr Khoo announced the governing committee's goal of reaching RM 20 billion furniture exports in 2025 and hopes that all furniture players and charter members are united towards achieving more as an industry.

马来西亚家具总会于 2019 年 7 月 18 日 (星期四) 晚上 7 时正, 假吉隆坡武吉免登宾乐雅酒店举行新届理事 (2019-2021) 就职宣誓典礼。2019 适逢总会选举年, 在 6 月 28 日举办的年度会员代表大会理事选举上, 票选出 27 位理事, 任期从 2019-2021。其中邱耀仲先生当选总会长一职, 林丽兰女士为署理总会长。

当晚宴席延开六席, 人数不算多但邀得不少与行业有关的关键性人物出席与见证, 其中包括了作为就职宣誓典礼见证人的马来西亚木材工业局 (MTIB) 主席 YB 黄德先生、马来西亚木材理事会 (MTC) 主席拿督卢成全、各个木业协会主席和多个行业相关部门的代表。两位见证人, YB 黄德先生和拿督卢成全都在演词中分享了下游业的重要性, 以及对国家经济发展的贡献, 同时表达了对下游业的支持。

新任会长邱耀仲先生是晚演词中, 感谢各会员的支持与推选, 也对各单位尤其是政府部门的协助与认可表达万分谢意。这包括了原产业部 (MPI)、国际贸易及工业部 (MITI)、马来西亚木材工业局 (MTIB)、马来西亚对外贸易发展局 (MATRADE)、马来西亚木材理事会 (MTC) 等。他也希望全体理事及业者积极支持和推动马来西亚家具总会的八大重点领域发展, 包括人力资源、原材料、工业与准证、市场销售、金融与保险、设计与室内装修、内销零售以及教育, 以确保总会和行业同步发展, 并且消除各方之间的隔阂, 团结 13 个州属会, 一同努力朝向家具出口额在 2025 年突破 200 亿令吉的目标。



MAJLIS PERABOT MALAYSIA
MALAYSIAN FURNITURE COUNCIL
马来西亚家具总会

ADVISOR



GOVERNING COMMITTEE 理事会 (2019-2021)



MFC President, Mr. Khoo Yeow Chong (3rd from right) delivers token of appreciation to the guest of honour, YB Wong Tack, Chairman of MTIB (3rd from left) and Dato' Low Kian Chuan, Chairman of MTC (2nd from left).

马来西亚家具总会会长邱耀仲 (右三) 颁发纪念品予嘉宾, 马来西亚木材工业局主席 YB 黄德先生 (左三), 以及马来西亚木材理事会主席拿督卢成全 (左二)



The MFC new governing committee (2019/2021) swearing-in ceremony was witnessed by YB Wong Tack and Dato' Low Kian Chuan

马来西亚家具总会新届理事 (2019/2021) 就职宣誓典礼由 YB 黄德和拿督卢成全出席见证

MALAYSIA'S EXPORTS OF FURNITURE, BY COUNTRY

As at 8.8.19

马来西亚家具出口表现

(国家排行) 截至自08.08.2019

No	Country 国家	2018		2019 (Jan-June)		Change %
		Value	Share	Value	Share	
		RM Mil	%	RM Mil	%	
		令吉 (百万)	比率 %	令吉 (百万)	比率 %	
	TOTAL EXPORTS 出口总额	9,834.4	100.0	4,920.6	100.0	8.7
1	UNITED STATES 美国	3,383.9	34.4	1,855.0	37.7	20.1
2	SINGAPORE 新加坡	797.8	8.1	372.3	7.6	2.7
3	JAPAN 日本	743.0	7.6	379.4	7.7	21.6
4	AUSTRALIA 澳大利亚	641.6	6.5	276.7	5.6	-11.4
5	UNITED KINGDOM 英国	444.0	4.5	274.2	5.6	35.1
6	INDIA 印度	394.0	4.0	151.2	3.1	-10.5
7	CHINA 中国	300.2	3.1	109.4	2.2	-20.3
8	CANADA 加拿大	295.1	3.0	160.1	3.3	24.5
9	PHILIPPINES 菲律宾	254.0	2.6	133.5	2.7	12.0
10	UNITED ARAB EMIRATES 阿联酋	179.3	1.8	90.4	1.8	6.5
11	SAUDI ARABIA 沙地阿拉伯	139.3	1.4	100.5	2.0	50.6
12	GERMANY 德国	132.5	1.3	61.9	1.3	-19.6
13	CHILE 智利	111.1	1.1	49.3	1.0	-8.6
14	THAILAND 泰国	104.6	1.1	39.9	0.8	-11.0
15	KOREA 韩国	102.4	1.0	47.8	1.0	-13.6
16	PUERTO RICO 波多黎各	100.1	1.0	15.8	0.3	-71.3
17	FRANCE 法国	80.0	0.8	42.9	0.9	22.1
18	SOUTH AFRICA 南非	77.4	0.8	33.0	0.7	-5.8
19	INDONESIA 印尼	74.0	0.8	37.6	0.8	25.5
20	VIET NAM 越南	70.8	0.7	30.5	0.6	1.1

MALAYSIA'S IMPORTS OF FURNITURE, BY COUNTRY

As at 8.8.19

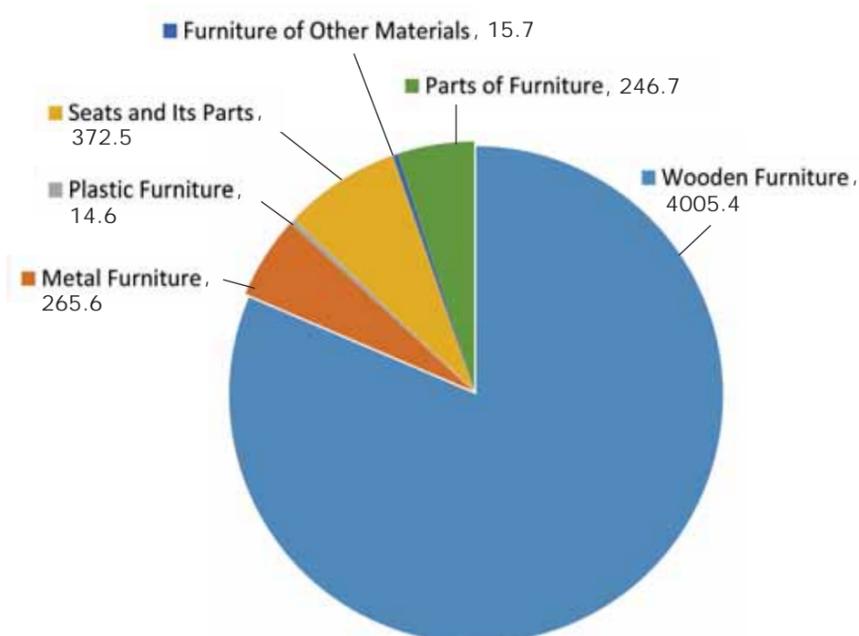
马来西亚家具进口表现

(国家排行) 截至自08.08.2019

No	Country 国家	2018		2019 (Jan-June)		Change %
		Value	Share	Value	Share	
		RM Mil	%	RM Mil	%	
		令吉 (百万)	比率 %	令吉 (百万)	比率 %	
	TOTAL IMPORTS 进口总额	2,800.3	100.0	1,309.6	100.0	-4.1
1	CHINA 中国	1,532.8	54.7	724.1	55.3	-4.5
2	THAILAND 泰国	187.5	6.7	91.4	7.0	0.8
3	VIET NAM 越南	167.0	6.0	55.6	4.2	-35.2
4	INDONESIA 印尼	158.4	5.7	72.2	5.5	-14.8
5	GERMANY 德国	131.1	4.7	61.5	4.7	-3.3
6	JAPAN 日本	121.6	4.3	66.8	5.1	18.5
7	UNITED STATES 美国	92.2	3.3	38.6	2.9	2.0
8	TAIWAN 台湾	59.6	2.1	23.5	1.8	-20.9
9	ITALY 意大利	58.9	2.1	29.6	2.3	4.2
10	INDIA 印度	42.0	1.5	22.1	1.7	20.5
11	SINGAPORE 新加坡	34.7	1.2	8.5	0.6	-48.3
12	POLAND 波兰	31.7	1.1	18.1	1.4	23.2
13	KOREA 韩国	27.0	1.0	18.9	1.4	120.7
14	PHILIPPINES 菲律宾	17.4	0.6	9.4	0.7	18.4
15	SWEDEN 瑞典	17.0	0.6	11.8	0.9	80.0
16	UNITED KINGDOM 英国	14.5	0.5	3.7	0.3	-43.1
17	HONG KONG 香港	12.0	0.4	4.0	0.3	-45.4
18	FRANCE 法国	11.7	0.4	5.5	0.4	-3.8
19	LITHUANIA 立陶宛	11.6	0.4	6.8	0.5	32.5
20	SPAIN 西班牙	6.4	0.2	4.3	0.3	63.5

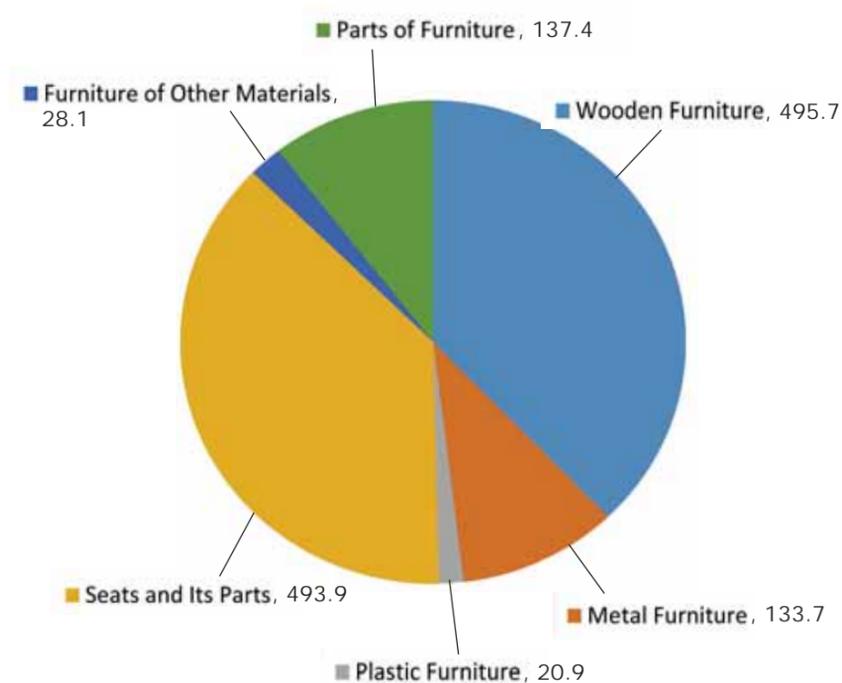
MALAYSIA'S EXPORTS OF FURNITURE DETAILS

2019 (Jan-June)	Value (RM Mil.)
Wooden Furniture	4005.4
Metal Furniture	265.6
Plastic Furniture	14.6
Seats and its parts	372.5
Furniture of Other Materials	15.7
Parts of Furniture	246.7



MALAYSIA'S IMPORT OF FURNITURE DETAILS

2019 (Jan-June)	Value (RM Mil.)
Wooden Furniture	495.7
Metal Furniture	133.7
Plastic Furniture	20.9
Seats and Its Parts	493.9
Furniture of Other Materials	28.1
Parts of Furniture	137.4





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