

# FURNITURE NEWS

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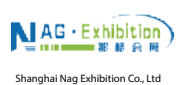


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# Message from the President of Malaysian Furniture Council

## 马来西亚家具总会总会长献词

It has been eight months since my committee and I were elected by members of Malaysian Furniture Council to champion and represent the best interest of the furniture industry. To date, we have been working tirelessly on many fronts and that goes from stakeholder consultation, to creating trade opportunities locally and abroad, to dialogues with the relevant authorities on issues and challenges by the industry and many others.

Allow me to highlight a few of them here for you.

My Governing Committee Members and I went to the ground all over Malaysia to meet and dialogue with furniture industry players and this was made possible by state furniture associations, whom are MFC Charter Members, for facilitating the visit. It is from this visit and dialogue with furniture players from different state that has inspired me that each state in Malaysia has the potential to operate a furniture hub that will not only create jobs but also have spillover effects on other sectors such as logistic. You may read more about our visit on page 18 of this issue.

MFC being the sole national furniture association, we have built and developed strong and professional relationships with the relevant authorities and agencies, which has allowed us to successfully lobby for policies that is to our interest and also against policies that is not in our best interest. A few examples are, MFC has always vociferous objected to the collection of cess on furniture exports. When it was brought to our attention that furniture exports may be subjected to cess or a development tariff, MFC rallied the furniture industry to sign a petition and our objection was submitted to YB Teresa Kok, the minister in charge of the furniture industry. We are pleased to note that this idea is temporarily shelved, but we will continue to monitor any developments on this closely as cess on furniture exports will be detrimental to the Malaysian furniture industry.

On the market and trade development front, on the proposal of MFC, Malaysian Timber Council organised a business mission to US in October 2019 in conjunction with the High point Fall Market. We thought fit that it is an opportune time to conduct a selling mission to US as more and more buyers were seeking options outside China and Vietnam. You may read more about the mission and its results on page 6 & 7.

As for the shortage of manufacturing workers, this is also experienced by our closest competitors i.e. China and Vietnam. However, it is even more challenging for us given that our population is small and we have to resort to migrant workers from countries such as Bangladesh, Indonesia, Nepal and Myanmar. Following our request to the Minister of Finance, YB Lim Guan Eng on the urgency for fast track approval for foreign labour for the furniture industry, we have been informed that the Cabinet had in June 2019 approved 20,000 foreign workers for the furniture industry. It is unfortunate that this has experienced delay but given our recent meeting and submission of data to the Ministry of Human Resources and Labour Department, we hope to see some light in this matter soon.

Readers, at the time of writing, industry players are concerned about the repercussion of the 2019 novel coronavirus (COVID-19) on markets and business, the effect of BREXIT and weak business confidence due to the US-China Trade War. I remain optimistic as according to the World Furniture Outlook 2020 published by the Centre for Industrial Studies (CSIL), global growth for furniture is expected to increase 3.4% in 2020 and 3.6% in 2021. In comparison, 2020 recorded a 3% global growth and Malaysia no doubt contributed to it as our furniture exports rose and this was reflective in Malaysia's furniture exports which increased 13.3% year-on-year to achieve an all-time high of RM 11.14 billion (US \$ 4.32billion). So, with a higher global growth predicted for 2020, the opportunities are there for us to tap and expand our businesses.

With that, please know that MFC will continue to represent the best interest of the Malaysian furniture industry, after all, the members and industry entrusted and elected this Governing Committee for a two year term and we hope to achieve more together for the industry with your support for the next 16 months.



Mr. Khoo Yeow Chong  
邱曜仲

八个月前，我和我的理事会被推选为新届的马来西亚家具理事会成员。这段时间，我们努力捍卫家具行业的利益。迄今为止，我们孜孜不倦地与参与协商、创造国内外贸易机会、与有关当局为家具业面对的问题和挑战进行对话。

请允许我在这里为各位介绍一些重点。

我和我的理事们到访马来西亚各州属会，与当地家具业者见面并交流。也要特别感激马来西亚家具总会各州属会成员的鼎力协助，让交流会能顺利进行。每一次的交流都会启发我，让我深刻了解每个州属都有潜力运营一个家具城！这不仅会创造更多的就业机会，而且还会对物流等其他相关行业带来良性的效应。您可以在本期第18页上看到相关拜访列表。

作为代表整个家具业的全国性机构，马来西亚家具总会在州和联邦政府各层面为行业争取最大的利益，并成功向当局提议执行更有利于行业发展的措施以及各项援助。正如我们注意到家具出口可能要被征收关税或征收开发税时，总会马上号召家具业者签署请愿书，并将我们的反对意愿提呈至原产部部长YB郭素沁。我们很高兴得知，这个计划暂时被搁置；但我们仍不敢松懈，同时继续密切关注此事的进展。因为家具出口被征收关税一事，会对马来西亚家具行业带来难以言喻的影响。

针对市场营销与贸易方面，依据马来西亚家具总会的建议，马来西亚木材理事会于2019年10月前往美国，参访高点秋季市场之余，也展开了商务访问。大家一致认为，目前正是开拓美国市场的最佳时机：因为越来越多的美国买家正在寻求中国和越南以外的替代选择。您可以在第6-7页阅读更多有关该活动及其结果的讯息。

至于制造业劳力短缺问题，我们的竞争对手中国与越南也正面对同样的问题。但是，有鉴于我国人口不多，而必须向孟加拉、印尼、尼泊尔和缅甸等国家引进外籍劳工，而让我们面对更大的挑战。我们已向财政部长YB林冠英反映家具行业急需外籍劳工的问题，更获悉内阁已于2019年6月给家具业批准了20,000名外籍劳工。只可惜，这一事已被延误，而让我们更积极与人力资源部和劳工部开会协商，并提交最新的更新数据。我们希望很快就能得到好消息。

各位读者，在撰写本文时，许多家具业者已经担心新型冠状病毒（COVID-19）、英国脱欧、和中美贸易战对市场 and 生意带来信心疲软等影响，但对此我仍保持乐观的态度。根据工业研究中心（CSIL）发布的《2020年世界家具展望》，全球家具业预计将在2020年有约3.4%的增长，而在2021年更将增长3.6%。相比之下，3%的全球增长率毫无疑问会让马来西亚家具出口得益。马来西亚家具出口额同比增长了13.3%，创下了马币111.4亿（43.2亿美元）的出口额。因此，预计到2020年全球增长率提高后，我们会有更多的机会开拓和扩展业务。

马来西亚家具总会将继续代表及为马来西亚家具行业争取更多的利益。由会员和业者共同选出，任期两年的理事会期许将在未来的16个月内能得到更多的支持，共同实现更多目标。



Group Photo : 5th from the left Matthew Law, Secretary General of MFC, 6th from the left Khoo Yeow Chong, President of MFC, 4th from the right Richard Yu, CEO of MTC  
大合照：（左五）总秘书长刘建祥，（左六）总会长邱曜仲，（右四）马来西亚木材理事会首席执行官俞端庄



# Malaysian Furniture Council 1st Brainstorming Retreat

## 马来西亚家具总会脑力激荡营2019圆满举行

Malaysian Furniture Council (MFC) successfully held its first brainstorming retreat on November 15-16, 2019 at the Avillion Port Dickson Resort, Negeri Sembilan.

The main objective to organize this Brainstorming Retreat is to draw up our plans, strategies and the directions of the MFC for the next 5 years (2020-2025) in order to facilitate the development and growth of the Malaysian Furniture Industry.

After 2D1N of active input, discussion and brainstorming, 71 Governing Committee Members, State Committees, Industry Advisors and Youth Group members from 13 states across the country have provided detailed recommendations on the objectives, including short, medium and long-term plans and strategies. Malaysia's furniture industry target to reach RM 20 billion furniture exports by 2025. Chief Executive Officer of the Malaysian Timber Council, Mr. Richard Yu and Deputy Chief Executive Officer, Mr. Wong Kah Cane joined this Brainstorming Retreat and provided invaluable inputs.

Following the conclusion of the event and to gauge the effectiveness of the Retreat, the MFC Secretariat conducted an anonymous feedback from the participants and we are pleased to share that feedback received was positive, with words of encouragement for room for improvement and for MFC to continue organising similar programs that engages and collects input from the industry.



Brainstorming Retreat participants giving their full concentration to the presentation of strategies that will propel the furniture industry.  
全神贯注的一次脑力激荡营

马来西亚家具总会成功於2019年11月15及16日，在森美兰州 Avillion Port Dickson 度假村举办了新任理事上任后的第一个脑力激荡营。

此脑力激荡营主要探讨及拟定，马来西亚家具总会未来五年（2020–2025）的计划、策略及方向。此外，也希望让各州属会对总会有归属感、凝集力量让总会更强大、稳步向前成为国内外的业界翘楚。

71位来自全国13州的理事、执委和青年团经过2天1夜的积极投入、参与讨论和集思广益后，已针对有关目标提供详尽的建议，包括短期、中期及长期项目。马来西亚家具业期许能在2025年达到200亿家具出口额！总会也邀得马来西亚木材理事会首席执行官俞端庄和新任署理首席执行官黄家建一同出席。

脑力激荡营结束后，总会秘书处让所有的出席者填写了一份匿名问卷。综合所有的回馈，我们得到了许多积极的反映，希望大家都能继续精进、也希望总会能继续的举办类似的活动、收集更多的行业资讯和意见。



Group photo of the participants at the MFC Brainstorming Retreat  
充满朝气 • 积极面对未来重重挑战的全体理事和州执委



# 20th China Shunde International Woodworking Machinery Fair (LunJiao) Expo Ends on High Note

## 第二届中国顺德伦教国际木工机械博览会圆满落幕

The 20th China Shunde International Woodworking Machinery Fair (LunJiao), organised by the China National Forestry Machinery Association and Lunjiao Woodworking Machinery Chamber of Commerce, was successfully held from December 6 – 9, 2019 at the Shunde Lunjiao Exhibition Hall.

Themed “Intelligent Manufacturing, Excellence in Development”, this year’s Expo created a new chapter in the history of Lunjiao woodworking machinery industry. The Expo showcased woodworking machinery and equipment for intelligent and flexible automated production lines for solid wood, panel, doors and window. The Expo’s exhibition area was 30,000 square meters, participated by more than 400 timber machinery and accessories companies. The Expo not only invited a number of domestic furniture and wood product industry associations, but also invited Asian Countries such as Vietnam, Myanmar, Malaysia, Philippines, Indonesia and Thailand’s furniture and woodworking associations to visit.

Malaysian Furniture Council President Mr. Khoo Yeow Chong led a delegation of 15 furniture companies to visit Lunjian. The aim of the visit was to explore business opportunities between furniture industries of two countries. The group also visited furniture retail, factories and educational and training institutes. The delegation also met with committee members of Lecong Furniture Association, President of Guangdong Home Supply Chain Alliance, Committee Members of China Furniture & Decoration Chamber of Commerce and Guangdong Hunan Furniture Association.



2019年12月6-9日，由中国林业机械协会荣誉主办、伦教木工机械商会主办的第二十届中国顺德（伦教）国际木工机械博览会，在顺德伦教展览馆成功举办。

本届博览会以“智能发展，创新时代”为主题，重点展示了高速高效、绿色环保、智能创新的木工机械技术及产品，其中涵盖了实木加工、板式加工、涂装和木门（窗）加工等多个领域木工机械设备和配套产品。展会展出面积达3万平方米，共有400多家木工机械及配件企业前来参展，展会不仅邀请了国内多个家具及木制品行业商协会代表团，还邀请了来自越南、缅甸、马来西亚、菲律宾、印尼、泰国等6个东南亚国家10个家具及木制品行业商协会代表团前来考察交流。

马来西亚家具总会在总会长邱曜仲的带领下，连同事和国内企业一行15人也组团赴顺德区学习考察。从中了解乐从在产业投资及家具产业方面的具体情况，并就两地家具产业方面的合作展开交流。考察期间，我们拜访了合生创展家具定制企业、顺德罗浮宫、佛山创客中心、佛山博硕涂装技术有限公司、龙江亚洲国际家具材料城、顺德家具研发院；也和乐从家具协会委员会、广东省家居供应链联盟主席暨中国工商联家具装饰业商会供应链委员会和广东湖南家具协会领导，进行交流。







## MTC Marketing Mission to USA 2019 was held Successfully

### 马来西亚木材理事会 2019美国营销考察团卓有成效

The Malaysian Timber Council (MTC) organised a Marketing Mission to USA from 17 – 24 October 2019. The mission was held in conjunction with the High Point Fall Market which is one of the largest furnishings industry trade shows in the world with 12 million sqft of show space exhibited by more than 2,000 exhibitors throughout 180 buildings as well as attended by more than 75,000 visitors from over 100 countries for each Market. The High Point Fall Market was held in High Point, North Carolina.

The Mission's aims was to strengthen Malaysia's presence in the US furniture market, facilitate Malaysian furniture companies to promote their products through business networking with key and potential furniture buyers, obtain insights of the market sentiments in the US market following the USA-China trade war, as well as establishing new contacts in the US market.

The Mission's main programmes involved visit to the High Point Fall Market and furniture companies and organisation in Northeastern region of USA / Tri-State Area namely New York, Connecticut and New Jersey.

The Mission was led by MTC Chief Executive Officer, Mr. Richard Yu. The Mission was participated by 13 participants from 11 Malaysian furniture companies representing various sectors of the furniture industry ranging from bedroom, living, entertainment, kitchen, to panel, office and upholstery furniture.

Six of the eleven companies recorded a total sale of USD10.0 million. The breakdown of the total sales are as follows:

- Confirmed Sales: USD2.8 million (28%)
- Potential Sales: USD7.2 million (72%)

Overall, the delegates were very happy with the outcome of the Mission mainly because of the fruitful meetings

that they had at the High Point Market as well as B2B meetings organised with the major US furniture importers in the Tri-State Area.

#### MEETING WITH THE HIGH POINT AUTHORITY

A meeting with the High Point Authority was held on 18 October 2019 to discuss further on how Malaysian furniture companies could leverage from the High Point Market. A short presentation on High Point Market Fast Facts was made by Mr. Tom Conley, Chief Executive Officer of High Point Authority. According to Mr. Conley, at least USD6.7 billion a year is generated from High Point Markets with thousands of new products being introduced every year.

Based on the statistics from the High Point Spring Market 2019, out of 75,000 visitors, about 10% of the visitors were international buyers. The top 5 international buyers (by regions) were Canada (45.1%) followed by Caribbean (9.8%), Mexico/Central America (9.8%), Middle East (8.2%) and Asia (8.1%).

Mr. Alfred Bolton, Vice President of the High Point Authority encouraged MTC and MFC to take up a booth space at the Global Sourcing Pavilion. He added that MTC and MFC should canvass for 10 established / top Malaysian manufacturers and organise a Malaysia Furniture Pavilion. For this year's High Point Fall Market, there were country pavilions from Brazil and Vietnam exhibited at the Global Sourcing Pavilion. With the 25% tariff recently imposed on the Chinese furniture products, Malaysian furniture industry should leverage on the opportunity and compete with neighbouring countries such as Vietnam and Indonesia as many US buyers are looking to diversify their supply chain and avoid the high risk of sourcing from China.

Mr. Bolton informed that High Point Market is a showroom







type exposition for trade visitors, thus, they do not practice B2B networking event as they do not want to create competition among the showroom owners. Trade visitors would need to schedule for appointment as early as 2 months before the High Point Market begins. The High Point Authority also organised a High Point Pre-Market where showroom owners would feature their latest collection of furniture or home accessories-related products at least 2 months prior to the Market officially begins.

He commented that the perception of USA buyers on Malaysian Rubberwood furniture in USA is ‘cheap’ and not consistent in term of quality. Malaysian furniture has a big opportunity in USA market. However, Malaysian furniture industry needs to work together on how to convince USA buyers on the good quality of Malaysian Rubberwood furniture for high-end market in USA. He advised that one of the ways is to work with Tom Russell, Senior Editor, Furniture Today to write a good article on Malaysian furniture products/industry.

MEETING WITH MR TOM RUSSELL, SENIOR EDITOR OF FURNITURE TODAY

Furniture Today is the leading American weekly furniture magazine. The company provides readers with current news, events, trends, markets and buyers information etc. for the furniture industry. At the same time, their website <https://www.furnituretoday.com/> provides comprehensive information on furniture industry around the world for buyers and suppliers.

A Meeting with Mr. Tom Russell was held at the International Buyers Lounge, International Home Furnishing Center (IHFC) to discuss on how Furniture Today could be an assistance to the Malaysian Furniture industry. According to Mr. Russell, it is currently the perfect time for the Malaysian furniture companies to visit High Point Market to mark their presence and do business in USA. This is one of the good opportunities for the Malaysian furniture companies to connect with major buyers from across the country.

When asked about the outlook of USA and furniture industry in 2020, Mr. Russell commented that the USA economics is stable, and it is a good time for the Malaysian furniture companies to do business in USA. Countries like Malaysia, Vietnam and Indonesia would still benefit from the USA China Trade War. He also added that he did not foresee a recession anytime soon and he opined that the US consumer spending and construction sector are still stable.

VISITS AND MEETINGS IN THE TRI-STATE AREA

The Mission delegates visited the following companies in New York, Connecticut and New Jersey:

- 1. WEST ELM
- 2. CALLIGARIS
- 3. BOB’S DISCOUNT FURNITURE
- 4. LOVESAC
- 5. HOMERICA EAST

MATRADE NEW YORK

The Mission Delegation visited MATRADE New York to discuss on current development and opportunities of the Malaysian furniture industry in USA. With the trend of USA considering alternative sources for furniture supplies in countries in Southeast Asia such as Malaysia, the industry has the advantage to gain more market share in USA market if the Malaysian furniture companies can afford to run on full production capacity.



马来西亚木材理事会

马来西亚家具总会于2019年10月17日至24日组织了一次美国营销考察团。此活动也是配合美国高点秋季国际家具展览会而行。该国际展会是全球最大的家具行业贸易展之一，在190座建筑中展出了超过2,000家参展商，展览面积达1,200万平方英尺，吸引了75,000名的来自世界100多个国家及美国各个城市的专业买家。

此活动旨在加强马来西亚在美国家具市场的影响力，通过主要和潜在在美国家具买家的业务网络推广产品，以达到宣传马来西亚家具公司的效果；同时也让考察团了解美中贸易后美国市场的状况，以便能在美国建立起新的市场联系。

考察团的主要行程包括参观高点秋季市场、家具企业和在美国东北部地区（纽约、康涅狄格、和新泽西的组织。

该考察团由马来西亚木材理事会首席执行官俞端庄率领，和来自11家马来西亚家具企业的13名代表共同组成。企业代表所负责的家具类别包括卧室、客厅、休闲间、厨房和板式家具、办公和室内装饰家居。

11家企业中有6家企业的总销售额达1,000万美元。总销售的细目如下：

- i) 确认销售额：280万美元（28%）
- ii) 潜在销售额：720万美元（72%）

总体而言，考察团对此行的成果非常满意。主要是因为他们的高点秋季市场所进行的会议硕果累累，包括了在美国三州地区与主要家具进口商进行了B2B会议。

与高点秋季当局交流

考察团与高点市场管理局於2019年10月18日进行会议，进一步讨论马来西亚家具企业如何能从高点市场中受益。高点市场管理局首席执行官 Mr Tom Conley 简要的介绍了高点市场的概况。据 Mr Tom Conley 所说，每年从高点市场推出的数千种新产品中，至少带来了67亿美元的成交量。

根据2019年高点春季市场的数据，在75,000名访客中，约10%的访客是国际买家。排名前5的国际买家来自加拿大（45.1%）、其次是加勒比海地区（9.8%）、墨西哥/中美洲（9.8%）、中东（8.2%）和亚洲（8.1%）。

高点管理局副总裁 Mr Alfred Bolton 鼓励马来西亚木材理事会和马来西亚家具总会在国际采购馆设立展摊。他建议马来西亚木材理事会和马来西亚家具总会游说马来西亚10家顶级的厂商共同举办马来西亚家具馆。而在今年的高点秋季市场内，巴西和越南已在国际采购馆中设展馆。有鉴于最近对中国家具产品征收25%的税一事，马来西亚家具业应抓紧这个机遇，与印尼、越南等邻国展开竞争；因为许多美国买家都寻求使其供应链更多元化，同时避免从中国采购的高风险。



Mr Bolton 补充说，高点市场是为贸易访客所举办的展示厅式博览会。因此，他们不进行 B2B 社交活动，以避免造成展厅业主之间的竞争。贸易访客需要高点市场进行前2个月安排预约。高点管理局还安排了一个高点预售市场，让展厅业主在高点市场正式开始前至少2个月，展示其最新系列的家具或家居饰品相关的产品。

他指出，美国买家对马来西亚橡胶木家具的看法是“便宜”且质量不一致的。马来西亚家具在美国市场有很大的机会；然而，马来西亚家具业需要共同努力，让高品质的马来西亚橡胶木家具来说服美国买家，同时赢得美国高端市场的青睐。他建议其中一个方式就是与《今日家具》高级编辑 Mr Tom Russell合作，撰写有关马来西亚家具产品 / 行业的专业文章。

与《今日家具》高级编辑 Mr Tom Russell会面

《今日家具》是美国领先的家具周刊。它为读者提供家具行业最新的新闻、活动、趋势、市场和买家信息等。同时，他们的网站<https://www.furnituretoday.com/>也为买家和供应商提供全球家具行业的全面信息。

有关会面时在国际家居中心（IHFC）的国际买家休闲室举行，旨在讨论《今日家具》能为马来西亚家具业所提供的协助。Mr. Russell 提到，目前是马来西亚家具企业参访高点市场，并且开拓美国业务的最佳时机。这是衔接马来西亚家具公司与全球各地主要买家绝佳机会。

当被问及2020年美国 and 家具业的前景时，Mr Russell 指出美国经济是稳定的，现在是马来西亚家具公司在美国开展业务的好时机。马来西亚、越南和印尼等国家仍将继续从每种贸易战中受益。他也预计说，近期内都不会陷入衰退，因为美国消费者支出和建筑业仍然稳定。

美国三州地区的访问和会议

考察团也参访了以下在纽约、康涅狄格州和新泽西的公司：

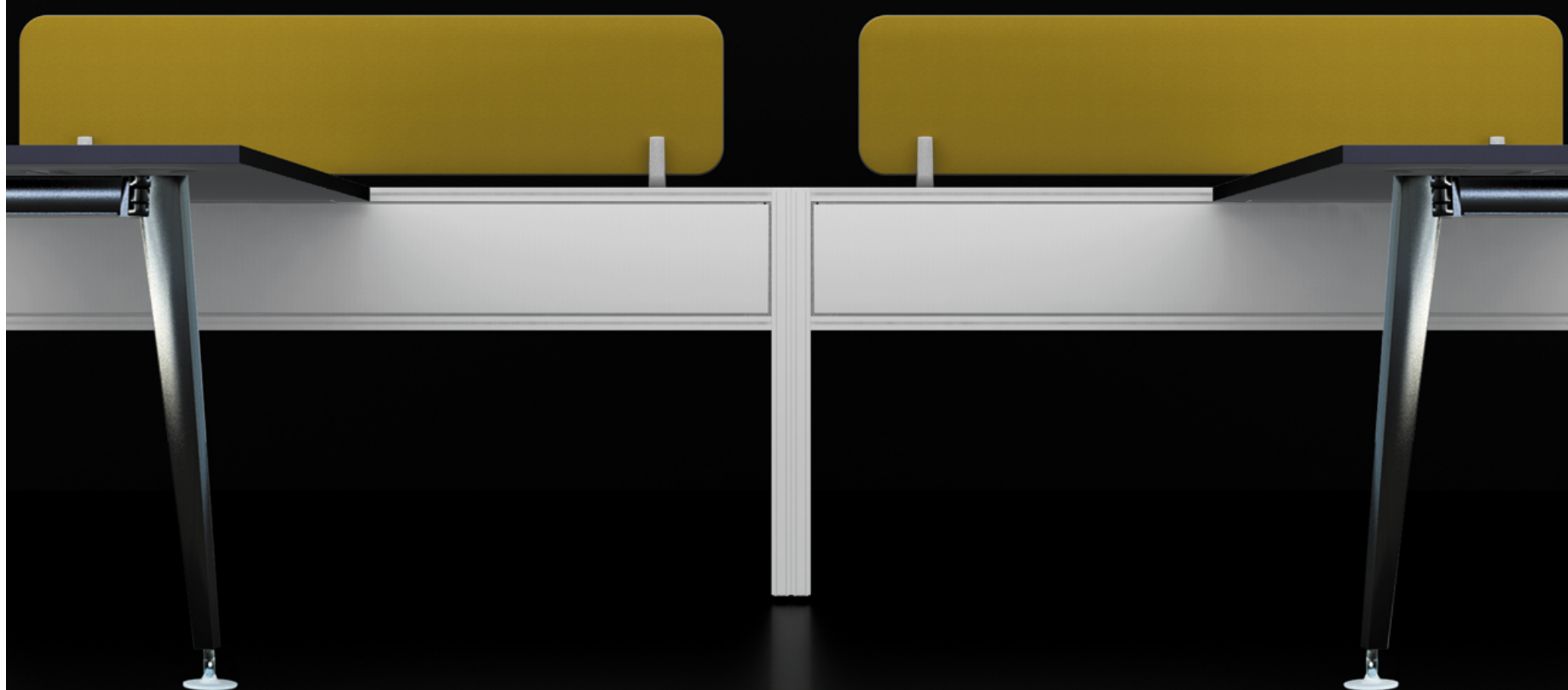
- 1. WEST ELM
- 2. CALLIGARIS
- 3. BOB’S DISCOUNT FURNITURE
- 4. LOVESAC
- 5. HOMERICA EAST

拜访马来西亚对外贸易经济发展局，纽约办事处

大伙在马来西亚对外贸易经济发展局，纽约办事处会面及商讨目前的发展趋势和马来西亚家具行业在美国的机会。随着美国考虑马来西亚等东南亚国家，作为购买家具用品的替代来源，如果马来西亚家具企业能全力生产，将有一定的优势在美国市场获得更多的市场份额。



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PROFESSIONAL DESIGNERS PROGRAMME

# PROFESSIONAL DESIGNERS PROGRAMME (4<sup>TH</sup> EDITION)

## “OWN DESIGN, OWN BRAND”

The 4<sup>th</sup> Edition of the Professional Designers Programme (PDP4) began with the selection of the Designers and Manufacturers based on an overwhelming interest from the furniture Manufacturers and local Designers. A total of 19 Manufacturers from Klang Valley, Perak, Penang and Johor were selected to collaborate with 18 Designers from Malaysia, Italy, Belgium, UK and Canada.

The expected outcome of this edition of PDP will be 38 new furniture designs complete with the finished products, ready for commercialization. Due to this improved response from the Malaysian furniture industry towards the inclusion of the Design Process into its production line, PDP4 has evolved into a wider reach of product commercialization especially into the local project-based market. With that enthusiasm in mind, all participating Designers and Manufacturers are working towards developing designs and products that are using cost-effective materials, easily stacked, logistically economical and aesthetically sleek for hotels, office buildings, etc.

Since its launch in early August 2019, PDP4 has managed to maintain the momentum of developing new designs and better finished products through constant communications between the participants and frequent visits to the production lines in order to monitor the progress of the outcome. It is proud to be said that all participants are focused on producing the best possible furniture products for the celebrated PDP Showcase in August 2020. PDP Showcase is in its 5<sup>th</sup> Showcase which will always coincide with Malaysia's International Furniture Exhibition month in March annually.

This year, PDP Showcase will be more in tune with the commercialization of products by co-locating with the other furniture Manufacturers in the market halls. PDP Showcase will also be promoting and encouraging the use of Own Design as Own Brand in this 5<sup>th</sup> edition of the showcase. This will give the products an equal opportunity to be showcased as finished design-based products with its own brand names and are ready for market. However, the design-based gallery-showcase element will still be the main theme for this year's PDP Showcase. The names of the products together with the Designers and Manufacturers will be revealed during the PDP Showcase in August 2020.

**“In order to promote a Design-Based Furniture Industry, we must first create a Design Industry. PDP is a major approach in both promoting & creating.”**

**YBRS. TUAN MOHD  
KHEIRUDDIN MOHD RANI**

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# THE HUMAN CAPITAL CONUNDRUM: MISSING THE POINT OR SIMPLY IGNORANCE?

## 人力资本所面对的窘境

**Professor Dr. Jegatheswaran Ratnasingam**

Faculty of Forestry, Universiti Putra Malaysia

杰嘉德斯瓦兰博士教授

任职于马来西亚博特拉大学林业学院

The workforce of the Malaysian wood-products industry (excluding those involved in the forestry and logging operations) stood at nearly 187,000 in 2018, and almost 73% of this number are foreign contract workers, mostly from Bangladesh, Myanmar, Nepal and some Indonesians. The wood products sector is one of the most labor-intensive sector, and the reliance on foreign-contract workers helps to keep the wages artificially low, hence, i.e. the low-wage economy. In fact, labor cost as a percentage of product cost has remained relatively stable at around 23% for the past two decades, suggesting that wage increments have also been stifled out by the use of foreign contract workers (IFRG Study, 2019). Further, the prevailing 3D syndrome (dirty, dangerous and difficult) associated with the industry also makes it unattractive to the youngsters these days, who belong to the “GIG Economy”. **Against this background, the question of the relevance is whether this dependency on foreign workers can be reversed with more employment of local workforce, or will automation be the most viable solution to an industry, that in itself is starved of regular investments?** This question must be answered quickly and appropriately, or else the country tends to take away the shine from the star performer within the wood industry, as the furniture industry needs workers to keep up its capacity to meet global demand!

### The Global Scenario

The question about the viability of the Wood Science and Technology (WST) program as an academic field of study remains highly debatable even today in many parts of the world. It must be recognized that Wood Science programs expanded greatly after World War II with the expansion of housing market and a strong increase in the demand for forest products, in an effort to rebuild nations torn apart by the war. This trend was notable in the United States of America, Western Europe, Japan and a few other nations which was actively involved in the world wars. The WST discipline grew out of forestry programs in most colleges, with a strong interest in the science after wood is harvested. It has become an applied discipline where scientists from a variety of fields (chemistry, business, civil engineering, pulp/paper, chemical/mechanical engineering, industrial engineering, physics, and packaging) work with the most abundant, renewable material on earth. Traditionally, wood science academic programs focused on training young adults to enter into the manufacturing environment such as lumber manufacturing, the pulp and paper industry, and eventually into wood composites such as plywood, oriented strand board, and other engineered wood. In the 1980s, there was an increased emphasis on the business and marketing aspect of the industry, and programs evolved to train students for the entire distribution chain of the industry.

Historically, there always has been a high demand from the forest products industry for students from programs in North America and Western Europe. **However, the discipline has always lacked appeal from students in high school because of reasons such as perception and awareness of the discipline, curricular requirements, and other documented factors. These factors include the negative image of forestry (students are currently more interested in ecosystem conservation and species protection), the perceived lack of forestry jobs and low wages, and the limited attraction for women and minorities.** As many countries throughout the world became increasingly urban (nearly 80%), there remains a strong misunderstanding or no understanding by students of wood science when choosing their college majors. Accordingly, most students have decided on their major

by their junior year of high school. Students’ choices were based on a strong interest in the subject area and are influenced by their families and friends of families.

**THEREFORE, THE SITUATION IN MALAYSIA IS NO DIFFERENT, AS YOUNGSTERS PREFER THE FAST-MOVING ENVIRONMENT OF THE GIG-ECONOMY, AND INEVITABLY SHUN THE WOOD INDUSTRY.**

The fact of the matter is, Wood Science & Technology (WST) or related programs and the wood science discipline in general, must become a destination degree for high school students. From a marketing perspective, there are four ways to increase revenue and market share. They include daily competition (stealing students from other academic programs), offering the product in a new area (online or satellite academic programs), offering a new or perceived new product (new degree programs), and buying the competition (merger or adding other academic programs into wood science, such as engineering and business components). Over the past several years, most of the WST programs in Malaysia, including those at Universiti Putra Malaysia (UPM), Universiti Sains Malaysia (USM), Universiti Teknologi MARA (UiTM), Universiti Malaysia Sabah (UMS) and Universiti Malaysia Sarawak (UNIMAS) have all struggled to attract students to meet their targeted intake numbers. Even the Polytechnics in Shah Alam and Kota Kinabalu, face similar dire situation, when it comes to intake. Training centers, such as the Wood Industry Skills Development Centre (WISDEC) and Furniture Industry Technology Centre (FITEC) which claims to have trained thousands of skilled workers since their inception, to a large extent cannot trace the employability of their graduates. Almost all these institutes, have tried to adjust their academic offerings to be more attractive using these methods. This has included diversifying subject matter offerings, offering new degree programs, broadening their focus, and, in most cases, name changes. This has resulted in some success, but it has not changed the overall perception of such programs.

### The Malaysian Experience

Malaysia has a flourishing wood industry with annual exports exceedingly almost RM 22 billion for the last few years, with an industry with close to 5500 manufacturing units. The furniture, moldings & joinery, plywood and sawn-timber have remained the main export constituents of the Malaysian wood products sector, although the furniture industry has emerged as the star performer. In fact, one cannot question the socioeconomic importance

of the wood products industry in the country as it continues to deliver on its sterling performances over the years. Despite such accolades, many questions remain:

1. The local workers have a choice of employment, and almost all of them prefer jobs in the GIG ECONOMY rather than the furniture and wood industry, as the benefits to be gained are higher.
2. The prevailing 3D (dirty, dangerous, difficult) syndrome of the wood industry surely keeps the local workforce away, but throughout the world the characteristics of the wood industry is such.
3. The furniture and wood industry does not need graduates or professionals trained in WST programs, as almost all the tasks in the factory can be handled by non-graduates. Hence, what type of graduates should actually be trained?
4. The furniture and wood industry is starved of knowledge-workers, which affects its performance to move up the value-chain. Although many manufacturers may choose to argue about this point, but in reality, selling price and volume are still the predominant strength of the Malaysian furniture and wood industry.

Against these questions, a nation-wide survey of workforce needs of the wood products industry was conducted by the author and his team of researchers at the Faculty of Forestry at Universiti Putra Malaysia in collaboration with the International Furniture Research Group (IFRG). The survey involved 700 manufacturers and 500 students and ex-graduates of WST programs throughout the country, which was carried out between 2018-2019.

The summary of the main findings are shown below, and it is imperative that all stakeholders and policy makers take heed of these findings, some of which may indeed be controversial.

1. Unless the minimum wage in the wood industry, including the furniture sector, reaches RM 1890 per month, most manufacturers will not see a need to invest into automation let alone contemplate moving into Industry 4.0.
2. Not all industry can adopt automated technologies at the same level or extent, and it must be emphasized that flat panel or panel-based products are most likely to be successful in adopting automation and Industry 4.0.



# Industry 4.0





- 3. The government cannot intervene into industry's operation and enforce environmental and safety compliances, without taking into account the characteristics of the industry and the time required to make the transition to cleaner working environment. The study revealed that market forces and incentivizing such a move, offers the most attractive jolts to the industry players to get them to conform. An immediate conformance to such regulations, may indeed jeopardize the future of the goose that is laying the golden eggs!
- 4. The average labor productivity in the Malaysian wood industry in 2018 was valued at RM 69,000 per worker per year, and in the case of furniture, it was higher at RM 76,000 per worker per year. The survey revealed that automation may increase the labor productivity by about 18% maximum, as complexities arising from the industrial structure and product types hinders the full contribution of technology. Therefore, any argument otherwise, will have to be treated carefully as the industry is generally lagging in technology application.
- 5. Many of the key enabling technologies available in Industry 4.0 is not readily applied in the furniture and wood industry in Malaysia, as the industry’s adoption of digitization and ICT interface is very much at the infancy stage. Further, the lack of skilled and knowledge workers may also retard the full realization of such technological advantages, even if it is adopted within the industry.

Concluding Remarks

The issue of human capital development or rather workforce for the wood products industry, worldwide is a very challenging one. The nature and working conditions in the wood industry would remain below par compared to other manufacturing sector, but perhaps what is required most is getting a workforce, or rather developing human capital that are all enthusiastic, motivated and passionate about this industry. After all, the love for the wood industry should come from the heart!

2018年，马来西亚木制品工业（不包括从事林业和伐木作业的劳工）有近187,000位劳工；其中近73%是外国劳工，大部分来自孟加拉国、缅甸、尼泊尔和一些印尼人。木制品工业是劳动密集型行业之一，过度依赖外劳而人为压低工资福利，进而产生了低工资经济。事实上，劳动力成本占产品成本的比例在过去20年中，一直相对稳定在23%左右；这表明工资增长也因使用外国劳工而受到抑制（2019 IFRG 研究）。此外，被称为3D行业（肮脏、危险和困难）的木材制造业，对偏向“零工经济”的年轻人缺乏吸引力。**因此，这种对外国劳工的依赖能否随着得到更多的本地劳动力参与后就能得到逆转？又或者自动化将是一个行业最可行的解决方案，因为该行业本身缺乏常规投资？**这个问题必须迅速而恰当的回答，否则属于我国木材行业的明星光芒将逐渐消失，因为家具行业需要劳力来保持其满足全球需求的能力！

作为学术研究领域的木材科学与工程（WST），至今在世界各地仍然备受争议。第二次世界大战后，为了重建被战争摧毁的国家，楼市的需求也不断增长，让木材科技计划得以大大扩展。这一趋势在美国、西欧、日本和积极参与世界大战的其他几个国家中最为显著。有鉴于对伐木后科技有着浓厚兴趣，木材科学与工程（WST）开始成为大多数学院林业课程中的科目。它已成为一门应用学科，能让来自各个领域（化学、商业、土木工程、纸浆/造纸、化学/机械工程、工业工程、物理和包装）的科学家，使用和研究这个地球上最丰富的可再生材料。传统上，木材科学与工程项目（WST）侧重于培训年轻人踏入制造环境，如木材制造、纸浆和造纸工业，最终制成胶合板、定向胶板，和其他工程木材等木质复合材料。在 80 年代，该行业的商业和营销越来越受到重视，并且发展成为整个行业分销链培训学生的重要环节。

追溯回历史，林业产品工业对来自北美和西欧学生的需求一直都很高。**然而，有鉴于对学科的认知、对课程的要求和其他文件化因素，该学科始终对高中生缺乏了吸引力。这些因素包括了对林业的负面印象（学生对生态系统保护和物种保护更感兴趣）、少量的就业机会和低收入、女性和少数群体对其缺乏兴趣。**虽然世界各地的许多国家日益城市化（约80%），学生在选择大学专业时，对木材科学仍然有很大的误解或缺乏理解；而大多数的学生在初中时都已经决定了想修读的专业。学生们的选择是基于对有关领域的浓厚兴趣，也会受到他们家人和朋友的影响。**因此，在马来西亚也一样，年轻人更倾向于零工经济的快速发展环境，而不免会回避木材工业。**

事实上，无论是木材科技与工程（WST）或相关课程，又或整个木材科学，都必须成为高中生的首选学位。从营销角度看，有四种方式可以增加收入 and 市场份额。其中包括了日常竞争（从其他学术科系争夺学生）、在新领域（在线或卫星学术项目）提供产品、开发新产品（新学位项目），以及提高竞争力（合并或在木材科学中添加其他学术课程，如工程和业务部份）。在过去的几年里，马来西亚大多数的木材科技与工程（WST）学院，包括马来西亚博特拉大学（UPM）、马来西亚理科大学（USM）、马来西亚玛拉工艺大学（UiTM）、马来西亚沙巴大学（UMS）和马来西亚砂拉越大学（UNIMAS）等，都努力的招收学生以达到他们的目标入学人数。就连莎亚南和亚庇的理工学院，也同样面对类似的严峻局面。一些培训中心如木材技术发展中心（WISDEC）和家具业科技中心（FITEC），都声称自成立以来已培训超过数千名的技术工人，但在很大程度上仍无法追踪他们毕业生的就业情况。几乎所有的学院都试图调整他们的学术课程，使之更具吸引力。这包括了更多样化的课程、提供新的学位课程、扩大他们的重点，而更多的情况是更改科系名称。它虽带来了一些转变，但仍改变不了人们对这些科目的普遍看法。

马来西亚的经验

马来西亚的木材工业发展蓬勃，约 5,500 家制造工厂在过去几年创下了近马币 2,200 亿的出口额。尽管家具行业已经成为表现特出的行业，但木制家具、模具与细木工、胶合板和锯板，仍然是马来西亚木制品主要出口成份。多年来我国的木材行业都持续保持着出色业绩，而让人们无法质疑其在社会经济方面所扮演的重要角色。尽管如此，以下问题仍然存在：

- 1. 本地劳工有选择就业的机会，几乎所有人都更倾向於在好处更多、收入更高的“零工经济”中工作，而不是选择家具和木材行业。
- 2. 木材行业中普遍存在的3D（肮脏、危险、困难）无疑让本地劳工更为抗拒；但纵观世界，这也是木材行业的特征。
- 3. 家具和木材行业不需要木材科学与工程（WST）的毕业生或专业人员，因为工厂内几乎所有任务都可以由非毕业生处理完成。因此，我们究竟应该培训什么类型的毕业生？
- 4. 家具和木材行业缺乏知识员工，这影响了其价值链向上移动的表现。虽然许多制造业者可能会选择争论这一点，但在现实中，销价和销量仍然是马来西亚家具业和木材行业的主要优势。

针对以上问题，作者及其在马来西亚博特拉大学林业学院的研究团队与国际家具研究会（IFRG）合作，对木材制品行业的劳动力需求进行了全国性的调查。这项调查涉及来自全国各地的 700 家制造商和 500 名木材科学与工程（WST）学生及前毕业生；有关调查于 2018 年至 2019 年间进行。

主要调查结果摘要如下，所有利益攸关方和决策者必须注意这些调查结果，其中一些调查结果确实可能引起争议。

- 1. 除非木材工业（包括家具业）的最低工资能达到每月马币 1,890，否则大多数制造商都不愿意投资在机械自动化，更别说考虑迈入工业 4.0。
- 2. 并非所有行业都能在同一水平或程度上采用自动化技术，而且必须强调的是，平板或基于面板的产品是最有可能成功采用自动化和迈入工业 4.0 的。
- 3. 政府不能干预行业的运作、在不考虑行业的特点和迈向更清洁的工作环境过渡期所需的时间下，强制执行环境和安全法规。该研究表明，市场力量和奖励这类措施，最能为业者带来吸引力，吸引他们参与计划。如强制执行这些法规，确实有可能危及这个行业的未来！
- 4. 2018年，马来西亚木材业的平均劳动生产率每名工人每年马币69,000；而在家具方面，平均劳动生产率更高，约每名工人每年马币76,000。调查显示，因工业结构和产品类型的复杂性而受到阻碍的技术得以充分贡献，自动化可使劳动生产率提高18%左右。因此，任何争论都必须谨慎对待，皆因该行业在技术应用方面普遍滞后。
- 5. 在马来西亚，许多在工业 4.0 中的关键扶持技术，并不适用於家具和木材业中；因为该行业采用数字化和ICT接口还处于起步阶段。此外，缺乏熟练和知识型工人也可能妨碍这种技术优势得以充分实现，即使这种优势在工业界以得到采用。

结论

全球木材产品行业的人力资本发展问题或劳动力问题，是一个极具挑战性的问题。与其他制造业相比，木材工业的性质和工作条件仍然低于标准；但它却是最需要获得劳动力，或者更确切地说，需要对这个行业充满热情、积极和有动力的人力资源。毕竟，对木材工业的热爱应该发自内心的！



# MTC hits high note with MWE success

## MTC展会创高峰



MTC主席拿督卢成全在开幕仪式致词

**MTC adds another feather to its illustrious cap with the debut of its Malaysian Wood Expo (MWE) 2019, an international wood and woodworking machinery event.**

It was an all-round success for MTC as it chalked up sales of about RM140 million when it had only targeted RM25 million at its inaugural exhibition.

Held at the Putra World Trade Centre in Kuala Lumpur, Malaysia from 19-21 November 2019, MWE was the first international wood and woodworking machinery event organised by MTC in partnership with Panels & Furniture Group. The three-day expo attracted 135 exhibitors from 22 countries and over 3,000 visitors. The expo served as a pivotal convergence point for every segment of players from the timber industry.

Spanning across 8,000 square metres, the exhibitors showcased a wide range of products such as tropical hardwoods, temperate softwoods, wooden flooring, sawntimber, wooden pallets, door and door frames, cutting tools, abrasives, adhesives, coatings, combined machines, dust collecting equipment, edge banding materials and machines, handling equipment as well as timber, woodworking and furniture production software.

Most of the exhibitors were from Germany, Italy, Australia, France, Belgium, Gabon, China, Chile, New Zealand, Taiwan and Singapore while the trade visitors were from France, New Zealand, South Africa, India, Singapore and Maldives.

"We are extremely happy with the outcome of the Malaysian Wood Expo. It was a commercial success with brisk sales, literally. The expo was well-attended by a broad spectrum of visitors and buyers from day one. And to our great surprise, our sales far exceeded the initial target of RM25 million," said MTC Chairman Dato' Low Kian Chuan.

To boost business at MWE, MTC had organised two business matching sessions – the Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme and the Incoming Buying Mission (IBM). MTC also offered special incentives for the purchase of machinery under its Financial Incentive for Purchase of Machinery Programme (FIPM) as well as importation of raw materials under its Import Assistance Programme (IAP).



海外供应商——马来西亚进口商/制造商交流项目与采购考察团进行商业配对会议。

The Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme facilitated the augmentation of raw materials from New Zealand, Chile, Gabon, France, Romania, Sweden, Ukraine, Canada and the United States. A total of 55 companies placed their orders worth of RM6.10 million of raw materials under this programme.

As for the IBM, it generated estimated sales of RM118.93 million, exceeding the RM 3 million target. A total of 64 foreign buyers from 14 countries had over 470 meetings with 93 Malaysian suppliers during the IBM.

"Despite the rather sluggish economy, the Incoming Buying Mission has demonstrated that there are many strong investment plans in the timber sectors overseas and this is creating a huge demand for our Malaysian timber-based products," added Dato' Low.

MTC's FIPM programme was enjoyed by 95 Malaysian companies whom purchased machinery worth RM23.89 million. Most of the machinery exhibitors were also pleasantly taken aback by the sales they had garnered even on the first day of the expo.

"We are actually amazed by the volume of business we have generated. We have sold all our machinery that were brought to MWE," said Wood-Mizer Asia Manufacturing Co. Ltd Regional Director-Asia Robert Moxham.

MWE was officiated by the Minister of Primary Industries, The Hon. Puan Teresa Kok on 19 November. Among the dignitaries who also visited the expo was Deputy Minister of Primary Industries, The Hon. Datuk Seri Shamsul Iskandar Hj Mohd Akin.

"I applaud MTC for organising this expo as it is a holistic exhibition which showcases not only products made from



tropical hardwoods but also what we can do with temperate hardwoods and softwoods. We can use these foreign timber species to produce furniture and other timber-based products which will increase the value of our exports. This will also reduce our reliance on local raw materials,” said Puan Teresa, adding that the exhibits at the woodworking machinery and tools sections were impressive.

马来西亚木材理事会（Malaysian Timber Council, MTC）首次举办的2019马来西亚木工展览会（Malaysian Wood Expo, MWE）取得了亮眼成绩。这场国际木材和木工机械盛会总销售额达约1.4亿令吉。原定的销售目标为2,500万令吉。

从11月19日至21日，MTC和《亚洲板材与家具》系列木工杂志于吉隆坡太子世界贸易中心联合举办MWE。这场为期三天的展览会不但吸引来自22个国家的135家参展商，还迎来了3,000多名访客。对于每个木材业内人士来说，MWE是一个关键的汇合点。

展会占地8,000平方米，展出的产品种类繁多，包括热带硬木、温带软木、木地板、锯材、木托盘、门和门框、切割工具、磨料、粘合剂、涂料、组合机械、除尘设备、封边的材料和机器、处理设备以及木材、木工和家具生产软件。

大多数参展商来自德国、意大利、澳大利亚、法国、比利时、加蓬、中国、智利、新西兰、台湾和新加坡，而访客则来自法国、新西兰、南非、印度、新加坡、马尔代夫和马来西亚。

MTC主席拿督卢成全对MWE的成果感到非常高兴。这展会取得商业上的成功，产品持续畅销。从第一天起，MWE就吸引了众多访客和买家莅临观展。最令人感到惊讶的是，销售额远远超过了最初设定2,500万令吉的目标。

为了促进MWE的业务，MTC也举办了两场商业业务配对环节—海外供应商—马来西亚进口商/制造商交流项目（the Overseas Suppliers—Malaysian Importers/Manufacturers Exchange Programme）和采购考察团（Incoming Buying Mission, IBM）。MTC还通过机械采购财务奖掖（Financial Incentive for Purchase of Machinery Programme, FIPM）和进口援助计划

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（Import Assistance Programme, IAP）提供特别奖掖，辅助制造商购置机械和原料进口。

海外供应商—马来西亚进口商 / 制造商交流项目促进了来自九个国家，包括新西兰、智利、加蓬、法国、罗马尼亚、瑞典、乌克兰、加拿大和美国的原材料增加，总共有55家公司下单购买价值610万令吉的原材料。

IBM则创下了约1.893亿令吉的销售额，超越原定的300万令吉的销售额目标。期间，IBM共为来自14个国家的64位外国买家与93位马来西亚供应商进行了超过470场的商业配对会议。

拿督卢成全补充，尽管全球经济放缓，但IBM的成效证明海外木材行业有许多强而有力的投资计划，对马来西亚木制品有着巨大的需求量。

FIPM奖掖也获得了木制品制造商们的响应，大幅推动了机械的销售额，在展会三天内，一共有95家马来西亚公司购买了总值2,389万令吉的机械。甚至在展览会的第二天，大多数机械参展商都为获得的销售量感到惊喜。

Wood-Mizer亚洲制造有限公司亚洲区总监罗伯特·莫克瑟姆先生说：“我们对这次的业绩感到惊讶，因为我们已经售出了所有带来MWE的机械。”

MWE的开幕仪式于2019年11月19日举行，并由原产业部部长郭素沁女士主持。此外，原产业部副部长拿督斯里三苏依斯干达也是到访MWE的贵宾之一。

郭部长对在木工机械和工具部门的展品印象深刻，并赞扬MWE作为一个全面的展览，不仅展示热带硬木制成的产品，还展现了温带硬木和软木的潜质。她补充，制造商可运用这些外国木种生产家具和其它木制产品，以提升马来西亚的出口价值，并减少对本地原材料的依赖。



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# Business Unusual on MTC's Agenda

## Exploring new frontiers among major events and activities for 2020

### MTC非常规业务导向 2020年探索新前沿



Malaysian Timber Conference 2019  
Malaysian Timber Conference 2019

Nairobi, Chengdu, Xi'an, Kathmandu, Thimpu, Atlanta, Baltimore and Toronto – these are among the “new” destinations where MTC has earmarked for marketplace promotion in 2020 to strengthen the Malaysian timber industry's global presence.

Said MTC Chairman, Dato' Low Kian Chuan: “MTC has identified 22 international fairs for marketplace promotion this year. This includes our inaugural participation in Afriwood in Nairobi, Kenya, 21st International Furniture Fair of Chengdu and 19th Xian International Furniture Exhibition in China, and Nepal Wood International Expo in Kathmandu.

“MTC will also be making its maiden appearance at Bhutan Wood International Expo in Thimpu, International Woodworking Fair in Atlanta and Remodeling Show in Baltimore, Maryland, USA, and The Building Show in Toronto, Ontario, Canada.”

Besides which, the exhibitions where MTC has again selected for participation include the Malaysian International Furniture Show and Export Furniture Exhibition (Malaysia), Sylvawood and Fenestration BAU (China), Dubai Woodshow (UAE), Cairo Wood Show (Egypt), Construction, Architecture & Interior (India), Bangladesh Wood International Expo (Bangladesh), Fensterbau Frontale (Germany), Carrefour du Bois (France), Drema (Poland) and National Wood Flooring Association Expo (USA).

In addition to marketplace promotion, MTC will be organising two pavilions, one each for timber and furniture. The timber pavilion will be in DelhiWood in Bengaluru, India while the furniture pavilion will be in Furniture China in Shanghai, China.

“Participation of the industry members in these exhibitions is organised and coordinated by MTC HQ in Kuala Lumpur as well as our regional offices covering Europe, Middle East and Africa, East and South Asia as well as the Americas,” said Dato' Low.

MTC is also increasing the number of Business Matching Missions in overseas locations this year such as the USA, China, India and Bangladesh as well as assisting to organise two Ministerial Missions, to Europe and the Middle East, the latter being in conjunction with Dubai Expo 2020.

Apart from market development, business matching and promotional programmes, MTC has lined up a series of timber industry talks, seminars, catch-up and outreach sessions as well as the third edition of MTC's Malaysian Timber Conference, themed “Business Unusual”, to be Held in H2 2020 in Kuala Lumpur.

“Besides the Malaysian Timber Conference, there will also be an Incoming Buying Mission, an Overseas Suppliers-Malaysian Importers/Manufacturers Exchange



MTC Marketing Mission to USA

Programme, green awareness activities involving the participation of the public including school children as well as a Familiarisation Programme for members of the international media and trade representatives,” said Dato' Low.

Several assistance programmes will also continue to be carried out by MTC such as the Import Assistance Programme which comprises the Direct Sourcing Programme, Mission Participation Incentive, Industrial Testing Programme and Import Assistance Programme for Planting Materials.

Other industry assistance programmes are the Mechanisation & Automation and Retrofitting Programme, Financial Incentive for Purchase of Machinery, Financial Incentive for Purchase of Air Pollution Control Equipment, Financial Incentive for Attending Competency Course in Compliance with Clean Air Regulations 2014, Financial Incentive for Retrofitting Machinery and Financial Incentive for Consultancy Service - Factory Assessment for Air Pollution Control.

为了巩固马来西亚木业的国际市场定位，2020年马来西亚木材理事会（Malaysian Timber Council, MTC）指定攻向“新”目的地进行市场推广，包括内罗毕、成都、西安、加德满都、廷布、亚特兰大、巴尔的摩和多伦多。

MTC主席拿督卢成全说：“MTC今年将放眼22个国际贸易展览进行市场推广。这包括我们首次参加的肯尼亚的内罗毕国际木家具制造展览会（Afriwood）、中国的成都第21届国际家具展（21st International Furniture Fair of



Furniture China 2019

Chengdu）、第19届西安国际家具博览会（19th Xi'an International Furniture Exhibition），以及在加德满都的尼泊尔国际木材博览会（Nepal Wood International Expo）。”

“此外，MTC将首次亮相于不丹廷布国际木材博览会（Bhutan Wood International Expo）、美国的亚特兰大国际家具配件及木工机械展（International Woodworking Fair）和巴尔的摩改造展会（Remodeling Show in Baltimore），以及加拿大多伦多建筑展览会（The Building Show）。”

MTC依旧会参与的展览包括马来西亚国际家具展（MIFF）和出口家具展（EFE）、中国的西瓦国际木业展（Sylvawood）和国际门窗幕墙博览会（Fenestration BAU）、阿联酋国际木材及木工机械展览会（Dubai Woodshow）、埃及开罗国际木业及木工机械展（Cairo Wood Show）、印度建筑、构架与室内装饰展（CAI）、孟加拉国国际家具配件五金及木工机械展（Bangladesh Wood International Expo）、德国纽伦堡门窗幕墙展览会（Fensterbau Frontale）、法国国际木材贸易展（Carrefour du Bois）、波兰国际木工机械及工具展览会（Drema）和美国国际木地板及技术展览会（National Wood Flooring Association Expo）。

除了市场推广，MTC将组织两个展馆—木材展馆和家具展馆。前者将设在印度班加罗尔的印度国际木工及家具配件展览（DelhiWood），而后者则设在中国上海的国际家具展览会（Furniture China）。

MTC今年也将增加到访美国、中国、印度和孟加拉国等海外商务配对考察团的次数，并协办欧洲和中东的部长级考察团，后者将与2020年迪拜世界博览会（Dubai Expo 2020）同时进行。

MTC也安排了一系列木业讲座、研讨会、更新和外联会议，以及主题为《非常规业务导向》（Business Unusual）的第三届马来西亚木材研讨会。第三届马来西亚木材研讨会将于2020年下半年在吉隆坡举办。

拿督卢成全说：“除了马来西亚木材研讨会（Malaysian Timber Conference）外，其它活动将如火如荼进行的活动包括采购考察团（Incoming Buying Mission）、海外供应商—马来西亚进口商/制造商交流项目（Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme）、开放给公众和学龄儿童的绿色意识醒觉活动以及针对国际媒体和经贸代表的了解计划（Familiarisation Programme）。”

MTC将继续执行援助计划，例如进口援助项目（Import Assistance Programme）旗下的直接采购（Direct Sourcing）、种植材料（Planting Materials）、工业测试计划（Industrial Testing）和考察团奖掖（Mission Participation Incentive）。

其它工业发展项目有机械化与自动化和木工机械翻新改造项目（Mechanisation & Automation and Retrofitting Programme），且提供的奖掖包括机械（Purchase of Machinery）、购置空气污染控制设备（Purchase of Air Pollution Control Equipment）、空气污染控制设备技能（Attending Competency Course in Compliance with Clean Air Regulations 2014）、机械改造（Retrofitting Machinery）和顾问服务—空气污染控制的工厂评估（Consultancy Service - Factory Assessment for Air Pollution Control）。

More information on MTC and its programmes and services is available at [www.mtc.com.my](http://www.mtc.com.my).  
有关MTC活动与服务更多资讯，请浏览[www.mtc.com.my](http://www.mtc.com.my)。



EFE 2019





Officiated by YB Datuk Seri Shamsul Iskandar Mohd Akin, Deputy Minister of Primary Industries

The most anticipated MF3 Home Expo was ended in a resounding success on 15 December 2019 at Kuala Lumpur Convention Centre, and the winner of one unit of Serviced Apartment @ Tropika Puncak Alam was finally chosen among the on-site participants of both August and December edition.

The lucky winner, Ms. Tan Kai Ling (xxxxxx-xx-5592) who is from Kepong, Kuala Lumpur, made her purchase of kitchen cabinet during MF3 Home Expo, had brought her the chance and luck to become the winner of this historical Grand Prize Lucky Draw.

The Grand Prize Lucky Draw session was conducted in an open and fair manner, under the witness of Dato' Tan Hang Kim JP, the Chairman of Pembangunan Jernih Wawasan Sdn Bhd, aka the property developer of the said serviced apartment, Datuk CP Soh, the witnessing lawyer of Soh Hayati & Co Advocates & Solicitors, Dato' Eric Lee Kong Sim, the President of KL and Selangor Furniture Association (KSFA), and Madam Cindy Kong, the Organizing Chairman of MF3 Home Expo 2019. Upon completing the process of verification, the winner and the relevant parties had signed a mutual affirmation letter and the winner had officially been acknowledged of her winning status.

In addition to the Grand Prize Lucky Draw, there were 23 attractive prizes had been given away to consumers who had made their purchases at MF3 Home Expo, including cash vouchers, home appliances, high quality bedding and mattress, high-definition televisions, lighting and many more.

The Kuala Lumpur Wood & Lifestyle Fair 2019 which was held in conjunction with MF3 Home Expo was also well-recognized with its uniqueness of wooden product showcase. Among them, the real model of Rumah Kayu Jati which was displayed on site had been an eye-catching showcase that forming a good photo spot for the consumers.

The team of MF3 Home Expo is grateful to all the consumers, working partners and media who had participated and contributed to the said home expo. Consumers are reminded to stay tuned for more upcoming information about 2020 edition at July 10 - 12.

For more information about the exhibition or organizer, please call + 603-6140 1202, or visit the official website [www.mf3.my](http://www.mf3.my) for details.

消费者热切期待的MF3家居展已在2019年12月15日于吉隆坡会展中心圆满结束，Tropika Puncak Alam服务式公寓大奖得主也于当天晚上，在千名消费者的见证和欢呼声中抽出赢家！

## CONGRATULATIONS TO THE WINNER OF A UNIT OF SERVICED APARTMENT @ TROIKA PUNCAK ALAM! MF3 家居展 ~ 服务式公寓大奖得主出炉

来自吉隆坡甲洞的大奖得主Tan Kai Ling (xxxxxx-xx-5592) 是12月份MF3家居展的消费者，并于现场购买厨房家具而获得参加资格。为确保服务式公寓大抽奖在公开、公平的情况下进行，服务式公寓发展商Pembangunan Jernih Wawasan Sdn Bhd 主席拿督陈汉钦局绅、公证律师拿督苏祖彪律师、隆雪家具公会（KSFA）会长拿督李光森联同MF3家居展筹委会主席江金蒂女士亲临现场，见证及进行整个抽奖仪式。得奖者在完成所有的文件验证程序后，也在现场与有关当局签署得奖通知及确认信，正式成为大奖得主。

总值RM300,000的丰富现金礼券及奖品已全部送出。除了幸运大抽奖，MF3家居展也于现场送出了23份丰富奖品，包括现金礼券、家用电器、高级床褥、高清电视、灯饰等等，回馈前来购物的消费者。

马来西亚木材工业局（MTIB）在MF3同步举行的木质家具与生活展（Wood & Lifestyle Fair）也取得热烈反应，展出的木质家具备受消费者青睐；其中于现场展出的柚木屋子真实模型精致华丽，成了民众争相拍照的艺术品。

MF3家居展感谢所有出席的消费者、合作单位、报导媒体等；同时敬请消费者期待在2020年7月10 - 12日的展会能带来更多的好康。欲知更多展会或主办单位资料，请拨电+603-6140 1202，或游览官网[www.mf3.my](http://www.mf3.my)查询详情。

## 46th Anniversary Dinner of Perak Furniture Makers & Dealer's Association 霹雳家私同业公会46周年晚宴



The Perak Furniture Makers & Dealer's Association (PFMD) celebrated their 26th anniversary with a grand dinner on August 24, 2019.

Mr Choa Chiung San, President of PFMD said at the dinner, furniture industry should peruse market insights and grasp the market opportunities, hence it is important for relevant and important information to be disseminated to the industry, mentioning in particular, the duty of conveying the message to the industry should be regarded as an important task by the Association and the branches. Moreover, he also urged the industry to keep pace with the times and utilise and strengthen various channels and platforms to receive information

YB Nga Kor Ming, advisor of PFMD as well as the Deputy Speaker of the Parliament, also called on the furniture industry to build a large-scale Furniture City in Perak and could look into land provided by the government, whilst industry invest in building factories for the joint growth of Perak's economy.



霹雳家私同业公会在2019年8月24日欢庆其26周年晚宴。会长曹川山在晚宴上表示，家具业者要懂得把握与洞悉先机，因为先机就是商机。

所有有利于同业发展经贸的资讯都应该加以广传，尤其总会和各分会都应该把向同业传达讯息这项工作视为重要任务。为了更有效的接收有助业务发展的资讯，同业应该与时俱进，加强接收资讯的管道和平台。

霹雳家私同业公会顾问兼国会下议院副议长倪可敏也号召家具同业在霹雳州打造大型的家具城，由政府提供土地，业者投资兴建厂房，联手进一步的推动霹雳州的经济成长。



# Home Expo 2019 by Batu Pahat Furniture Association

## 峇株巴辖家具同业公会《品味家具展销会2019》



Home Expo 2019 was organized by Batu Pahat Furniture Association (BPFA) and took place from 14th to 17th November 2019.

Datuk Mohamad Rashid, Deputy Speaker of the Parliament, said that the demand for Malaysian furniture continues to increase in foreign markets, and has now become the 12th largest furniture exporter in the world.

The state of Johor accounts for the largest furniture exports in Malaysia, which is led by Muar, followed by Batu Pahat. The Muar Furniture Industrial Park, which is about to be completed and put into operation, is bound to stimulate the development of surrounding industries. We expect spillover effects which the industries in Batu Pahat will also benefit from it.

President of BPFA, Mr. Lim Hee Tiang informed that the sales on the first day of exhibition was RM360,000, an increase of 25% compared to previous year. This is the 14th furniture fair organized for the past 6 consecutive years, making it one of the largest annual fairs in Malaysia. He hope that in the future, this fair can lead the furniture industry to new milestones and spur competitiveness of the Batu Pahat furniture brands

BPFA Honorary Advisor Lim Kok Loong, Honorary Presidents Chin Kui Cai, Lim Bao Di, Law Kok Yun, Deputy President Lee Yit Yong, Vice President Law Yun Keat also attended the opening ceremony of the exhibition.

国会下议院副议长拿督莫哈末拉昔在峇株巴辖家具同业公会于11月14日（星期四）至17日（星期天）举办的《品味家具展销会2019》上表示，大马家具业在国外市场的需求量持续增多，目前已跻身成为全球第十二大家具出口国。

柔佛州是马来西亚家具出口最大的州属，以麻坡为主导，其次是峇株巴辖。即将竣工并投入运作的麻坡家具工业园势必能够刺激周边产业的发展，届时峇株巴辖的业者也将能从中受惠，因此呼吁商家把握机会。

峇株巴辖家具同业公会会长林喜长表示，该会在这4天的《品味家具展销会2019》，首日销售额已超越去年首日销售的25%，达到36万令吉。过去连续6年举办的14场家具展销会，为全马最大型的常年展销会之一，冀望未来能够带同业步向新里程，让峇株家具品牌能更具核心竞争力。

出席上述开幕仪式者尚有峇株巴辖家具同业公会永久名誉顾问林国龙、名誉会长陈贵材、林宝迪、刘国文、副会长刘文杰、署理会长李益荣等。

# The 25th Johor Furniture Fair (JFF) Deemed a Success

## 第25届柔佛家具装饰与电器展圆满落幕

The 25th Johor Furniture Fair (JFF) was successfully held on November 08 to 10, 2019 at Persada Johor. Since 2007, Johor Bahru Furniture Association (JBFA) has been organizing the JFF annually. In order to celebrate this year's "Double 11 Promotion", JFF also organized the "Double 11 Eve Promotion" for their exhibitors, aimed at boosting purchase by the domestic market. Exhibitors offered attractive prices to draw customers and buyers during the exhibition. In addition, JFF also, on a daily basis during the exhibition, gave out Apple iPhone 11 to lucky draw winners, RM 10,000 cash prize and the product prizes worth of total RM 80,00o to much delight.

Further to that, Johor Bahru Furniture Association (JBFA) organized an Appreciation Dinner on January 10, 2020 to thank the exhibitors for their continuous support given to JFF. Guests feasted and enjoyed the program and entertainment lined up.

JBFA will be organizing the 26th Johor Furniture Fair from June 26-28, 2020, featuring the new trend of smart home and the showcase of new and exciting furniture and electrical products. For more information, please contact Ms. Agnes Ng at 016 784 2011.

柔佛家具装饰与电器展(JFF)于2019年11月08日至10日（星期五－日）在Persada Johor成功举办为期3天的“第25届柔佛家具装饰与电器展”。本展会自2007年至今已举办第25届展览会，为迎合双十一，JFF为参展商筹备了双十一前夕大促销，目的在于刺激市场促进买气。参展商纷纷以优惠价来吸引买家采购展会家具。本展会配合双十一促销也每天送出IPHONE 11，加码再送出RM 10,000现金奖，总值高达RM 80,000的丰富奖金现场大放送，现场反应热烈。

此外，为了感谢参展商对本会的支持，本会于2020年01月10日（星期五）举办“柔佛家具装饰与电器展感恩晚宴”，以答谢在2019年里各参展商们对本会Johor Furniture Fair的支持。当晚，参展商们于晚宴上吃得丰富、节目精彩、玩得不亦乐乎。

新山家具同业公会将再度于2020年06月26日至28日（星期五－日）举办“第26届柔佛家具装饰与电器展”。同时承诺下届展览会将为参展商制造更多的惊喜，让展会以另外一个更亮眼和全新的姿态展出。欲了解更多详情，请联络Agnes Ng 016 784 2011。



The lucky winners who won the Apple iPhone 11 during the three days exhibition. 这三天展会中，获得 IPHONE 11 的幸运得奖者。



JBFA organized a "Business and Cultural Mission" to Yangon, Myanmar on October 03-06, 2019. Beside visiting the "6th Myanmar Build & Decor Fair", the group also visiting the local factory: Sweet Home Industry Co. Ltd and United Wood Industries Co. Ltd.

新山家具同业公会于2019年10月03日至06日，进行“缅甸仰光商业与文化考察团”。此次考察团到缅甸仰光参观“第六届缅甸阳光国际建材及装饰展”。同时也到当地的Sweet Home Industry Co. Ltd 及United Wood Industries Co. Ltd 进行企业拜访。



# PENFURNEX Home Expo December 2019

## 12月份槟州时尚家居展销会



PENFURNEX is an annual event organized by Penang Furniture and Timber Industry Association (PFTIA) in December and act as a trade and exhibition platform for furniture entrepreneurs and consumers in the northern region. Entrepreneurs get to showcase latest, innovative ideas as well as elegant furniture and furnishing designs to meet the high level of quality demanded by today's consumers. At PFTIA, Consumers have the best opportunity to source for the best furniture and furnishing products at competitive prices.

PENFURNEX was held at SPICE Arena, Penang from 6th to 8th December 2019, from 11 am to 10pm. Over the past editions of PENFURNEX, we received constructive and encouraging comments from consumers for being the best exhibition for them to gain understanding on design trends, arrays of product choices and obtain professional design consultation for their renovation and furnishing needs.

500 famous furniture brands and home design and decoration brands occupied the 400 exhibition booths, with some providing discounts of up to 80%. The organizer worked to ensure a variety of furniture and home products including bathroom supplies, bedroom furniture supplies, carpet curtains, doors and windows, kitchen appliances, lighting fixtures, office furniture supplies, security systems, etc to provide one-stop convenience for buyers and consumers.

In addition, there were nine car brands that participated in the home expo. They were Mercedes-Benz, Audi, Lexus, Nissan, Peugeot, Toyota, Honda, Mitsubishi Motors and Volkswagen. Furthermore, whomever purchases a car on the spot will have the chance to win a package for two persons in Bali.



PENFURNEX是槟州家具同业商会举办的常年家居展，提供平台让商家展示家居产品和让消费者获取最新的家居概念！最重要的是可让消费者们以优惠价购买到高品质的家具与家居产品的最良时机！

PENFURNEX时尚家居展于2019年12月6日至2019年12月8日，早上11点至晚上10点不停歇在槟城SPICE Arena盛大举行，势必让消费者逛到脚软，买到手软！每年的展会现场人气爆满，订单不断，一直都深受展商和顾客们的好评！

现场超过 400 参展摊位，500个著名家具、电器、家居设计及装饰品牌与商家，折扣高达80%！主办单位还带来包罗万象的家具和家居产品包括浴室用品、寝室家具用品、地毯窗帘、门窗、厨房用具、灯光摆设、办公室家具用品和保安系统等等！各式各样的展示产品肯定让消费者缭乱。

除此之外，现场还有9大汽车品牌，如Mercedes-Benz、Audi、Lexus、Nissan、Peugeot、Toyota、Honda、Mitsubishi Motors和Volkswagen的最新车款、惊人的折扣、超“笋”的好康就在现场。重点是，凡在现场购买汽车，还有机会赢取巴厘岛双人游旅行配套！消费者也可以在现场亲身体验及试驾！

## The 1st Bowling Competition by Penang Furniture & Timber Industry Association (PFTIA)

### 第1届槟州家具商会保龄球比赛

The 1st PFTIA Bowling Tournament 2019 was held on 1st December 2019 at Megamall Bowling Alley.

This bowling tournament was open to all members to promote fitness activities, while also allowing more members to network over bowling. 33 participants joined the competition including committee members, members and the secretariat team. Members Yee Zheng Yip, Khor Choon Lim and Tan Teik Seng won the team championship with a total score of 1077, and Suzanne Mah won the first place in the women's group with a total of 320 points. Men's group champion was Tan Teik Seng, with a total score of 429 points.

The tournament occupied 11 tracks at the Megamall Bowling Hall, team of three persons bowling at the same time. The differences in skills and disparity in scores did not affect the interest and enthusiasm of the players. It was a heartening that despite it being a competition, players applauded and cheered one another on displaying sportsmanship.



12月1日上午，由槟州家具同业商会运动和休闲康乐小组举办的第1届保龄球比赛在北海Megamall保龄球馆正式开赛。

本次赛事是公开给全体会员参与，旨在推动健身活动，同时也让更多会员感受保龄球运动的魅力。经过赛前精心组织和宣传，来自33名包括会员、理事以及秘书处参加了比赛。由会员余政业、许俊麟及陈德成以1077分的总成绩夺得全场团体冠军；马淑芬以总分320分获得女子组第一名，而男子组冠军则是陈德成，总分429分。

本次活动本会包下了Megamall保龄球馆11条赛道，3人一组同时开赛。选手们有的久经沙场，经验丰富，掷球精准，有的初出尝试、志在参与。技术上的差异，比分上的悬殊，丝毫不影响选手们参与的兴致与热情。随着比赛的进行，选手们的状态也渐入佳境，当一个个精准的全中球产生时，大家相互鼓掌，欢呼雀跃，运动的健康和快乐全然写在脸上。



# JCorp Handover Ceremony of First Phase Industrial Sites to Buyers

## JCorp 移交第一期完成的工业地于首批买家的移交仪式



Chief Minister of Johor, Yang Amat Berhormat Datuk Dr Sharuddin Jamal presided over the first phase handover ceremony at Muar Furniture Park on October 10, 2019. The Muar Furniture Park is expected to be completed in 2024, generating more than RM 1 billion in sales and providing 10,000 jobs, making it the furniture hub in Johor and Malaysia.

Muar Furniture Park is a park with complete facilities, including logistics, employee accommodation, small and medium-sized industrial parks, and sales office. In addition, there is an automated system to encourage investors to enter the industrial park to create and enhance Malaysia’s furniture exports. It covers 986 acres, of which 530 acres are planned as industrial areas and 113 acres are commercial areas. There are currently 105 acres of industrial lots and 88 acres of commercial lots for sale. At the handover ceremony, a total of 23 furniture manufacturers received industrial land certificates from the Chief Minister.

JCorp President and Chief Executive Officer, Datuk Kamaruzzaman Abu Kassim, mentioned, there will be 24 large scale factories for rent, which will begin construction in the first quarter of 2020 and completed in the third quarter of 2021.

MFA also discussed with the Johor State International Trade, Investment and Utilities Committee Chairman, YB Jimmy Puah

about the establishment of ‘Muar Brand’ to upgrade the image and concept of Muar furniture industry and promote local furniture brands to overseas markets. Therefore, MFA has drawn up a proposal, submitted to YB Jimmy Puah by then Acting President Candice Lim and Acting Deputy President Christopher Yau, together with the committees, for further discussion.

Attendees included Johor Government, Urban Wellbeing and Environment Committee Chairman Tan Chen Choon, Johor State International Trade, Investment and Utilities Committee Chairman, YB Jimmy Puah, Muar District Officer Datuk Mohd Haffiz Ahmad, Yang Dipertua of Muar Municipal Council Mustaffa Kamal Shamsudin, Federation of Johor Furniture Manufacturers and Traders Association then Acting President Candice Lim, and Acting Deputy President Christopher Yau.

柔佛州州务大臣 Yang Amat Berhormat Dato’ Dr. Sahrudin bin Jamal于2019年10月10日（星期四）在麻坡家具工业园（Muar Furniture Park）主持首阶段工业地移交仪式时指出，工业园项目预计将在2024年全面竣工，估计将创下超过10亿令吉的销售额，并提供一万个就业机会，成为柔佛州和马来西亚引以为傲的家具枢纽。

麻坡家具工业园是一个完整设施的园区，包括货运中心、员工宿舍、中小工业园区与购地设厂等，其中更设有自动化系统，以鼓励投资者进驻工业园区，创造与提

升我国家具出口量。其占地986英亩，其中530英亩规划为工业区，113英亩为商业区。目前还有105英亩的工业地，和88英亩的商业地待售。移交仪式上，共有23名家具厂商从大臣手中接获工业地证书。

柔佛机构主席兼总执行长拿督卡马鲁查曼指出，麻坡家具工业园会有24个大型工厂供出租，这些工程将于2020年第一季度开始投入建设，并于2021年第三季竣工。

另一方面，延续与柔佛国际贸易、投资与公用事业委员会主席YB潘伟斯商讨有关创立麻坡品牌（Muar Brand）以协助提升麻坡家具业，把本地家具品牌推广到海外市场一事。为此，麻坡家具同业商会已拟出相关计划书，并于当天由当时的代会长林丽兰及代署理会长姚国祥带领理事们提交该计划书给YB潘伟斯以做进一步的商讨及定夺。

出席者包括掌管柔州地方政府、城市和谐与环境事务的行政议员陈正春、掌管柔州国际商贸、投资与公用事业事务的行政议员潘伟斯、麻坡县长哈菲兹、麻坡市议会主席慕斯达法、柔州家具联合会代主席兼麻坡家具同业商会前代会长林丽兰及代署理会长姚国祥。



COURTESY VISIT BY PRESIDENT KHOO YEOW CHONG AND GOVERNING COMMITTEES 邱曜仲总会长和理事会拜访州属列表	
Date 日期	Venue 地点
12.07.2019	"Courterst Visit to Federation of Johor Bahru Furniture Association (JBFA) 礼貌拜会新山家具同业公会"
19.07.2019	"Courterst Visit to Muar Furniture Association (MFA) 礼貌拜会麻坡家具同业商会"
20.07.2019	"Courtesy Visit to Batu Pahat Furniture Association (BPFA ) 礼貌拜会峇株巴辖家具同业公会"
24.07.2019	"Courtesy Visit to Malacca Furniture Manufacturers and traders Associations (MFMDA) 礼貌拜会马六甲州家具企业公会"
19.08.2019	"Courtesy Visit to Pahang Furniture Manufacturers and Traders Associations (5P) 礼貌拜会彭亨州家具同业公会"
23.08.2019	"Courtesy Visit to Perak Furniture Manufacturers and Traders Associations (PFMD) 礼貌拜会霹雳州家私同业公会"
19.09.2019	"Courtesy Visit to Perlis Furniture Manufacturers & Traders Association ( PFMTA) 礼貌拜会玻璃市家具同业商会"
20.09.2019	"Courtesy Visit to Kedah Furniture Manufacturers & Traders Association (KFMTA) 礼貌拜会吉打州家具同业公会"
21.09.2019	"Courtesy Visit to Penang Furniture & Timber Industry Association (PFTIA) 礼貌拜会檳城家具同业商会"
24.09.2019	"Courtesy Visit to Negeri Sembilan Furniture Manufacturers and Traders Associations (NSFA) 礼貌拜会森美兰家具企业商会前任理事"
14.11.2019	"Courtesy Visit to Kelantan Furniture Manufacturers and Traders Associations (KFMTA) 礼貌拜会吉兰丹周家具同业工商会"



MALAYSIA'S EXPORTS OF FURNITURE

马来西亚家具出口表现

TOP 20 COUNTRIES 首20国家

No	Country 国家	2018		2019 <sup>P</sup>		Change 变化
		Value 令吉	Share 比率	Value 令吉	Share 比率	
		RM Mil (百万)	%	RM Mil (百万)	%	
		TOTAL EXPORTS 出口总额		TOTAL EXPORTS 出口总额		%
		9,834.4	100.0	11,138.1	100.0	13.3
1	UNITED STATES 美国	3,383.9	34.3	4,680.4	42.0	38.3
2	JAPAN 日本	743.0	7.6	808.2	7.3	8.8
3	SINGAPORE 新加坡	797.8	8.1	784.8	7.0	-1.6
4	AUSTRALIA 澳洲	641.6	6.5	592.1	5.3	-7.7
5	UNITED KINGDOM 英国	444.0	4.5	547.3	4.9	23.3
6	INDIA 印度	394.0	4.0	378.4	3.4	-4.0
7	CANADA 加拿大	295.1	3.0	326.2	2.9	10.5
8	PHILIPPINES 菲律宾	254.0	2.6	287.6	2.6	13.2
9	CHINA 中国	300.2	3.1	262.6	2.4	-12.5
10	SAUDI ARABIA 沙地阿拉伯	139.3	1.4	196.9	1.8	41.4
11	UNITED ARAB EMIRATES 阿联酋	179.3	1.8	186.4	1.7	4.0
12	GERMANY 德国	132.5	1.3	110.1	1.0	-16.9
13	KOREA 韩国	102.4	1.0	102.3	0.9	0.0
14	FRANCE 法国	80.0	0.8	94.9	0.9	18.6
15	THAILAND 泰国	104.6	1.1	87.7	0.8	-16.2
16	CHILE 智利	111.1	1.1	82.1	0.7	-26.1
17	SOUTH AFRICA 南非	77.4	0.8	77.9	0.7	0.7
18	INDONESIA 印尼	74.0	0.8	74.7	0.7	1.0
19	TAIWAN 台湾	69.4	0.7	74.2	0.7	6.8
20	VIETNAM 越南	70.8	0.7	71.6	0.6	1.1

p : provisional data 临时数据

MALAYSIA'S IMPORTS OF FURNITURE

马来西亚家具进口表现

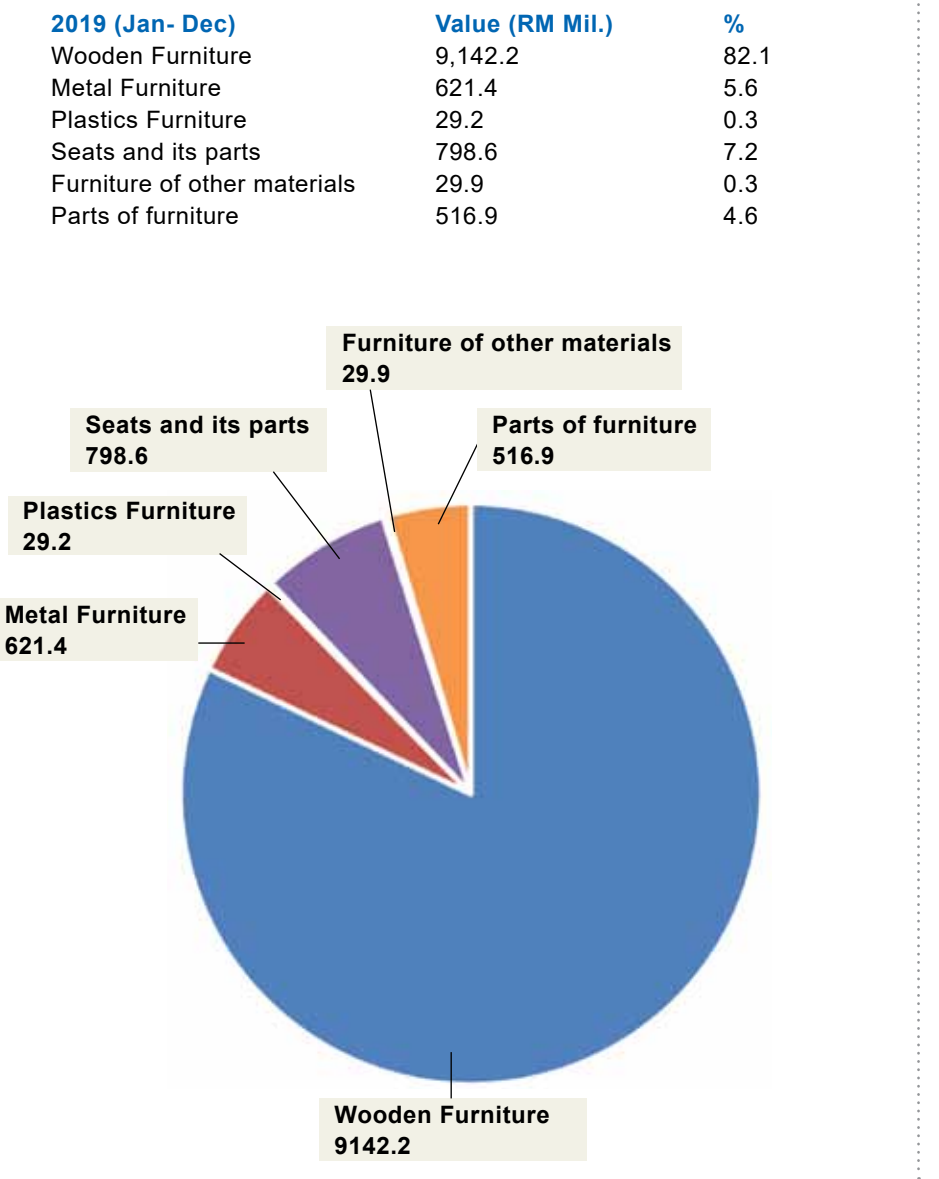
TOP 20 COUNTRIES 首20国家

No	Country 国家	2018		2019 <sup>P</sup>		Change 变化
		Value 令吉	Share 比率	Value 令吉	Share 比率	
		RM Mil (百万)	%	RM Mil (百万)	%	
		TOTAL IMPORTS 进口总额		TOTAL IMPORTS 进口总额		%
		2,880.5	100.0	3,187.3	100.0	13.8
1	CHINA 中国	1,553.0	54.7	1,949.1	61.2	27.1
2	THAILAND 泰国	187.5	6.7	194.9	6.1	3.9
3	JAPAN 日本	121.6	4.3	159.9	5.0	31.5
4	INDONESIA 印尼	1,158.4	5.7	144.5	4.5	-8.8
5	GERMANY 德国	131.1	5.7	129.8	4.1	-1.0
6	VIETNAM 越南	167.0	6.0	104.5	3.3	-37.4
7	UNITED STATES 美国	92.2	3.3	84.5	2.7	-8.3
8	INDIA 印度	42.0	1.5	63.3	2.0	50.6
9	ITALY 意大利	58.9	2.1	58.3	1.8	-1.1
10	TAIWAN 台湾	59.6	2.1	47.8	1.5	-19.8
11	KOREA 韩国	27.0	1.0	34.1	1.1	26.6
12	POLAND 波兰	31.7	1.1	32.2	1.0	1.4
13	SWEDEN 瑞典	17.0	0.6	23.5	0.7	38.1
14	SINGAPORE 新加坡	34.7	1.2	23.2	0.7	-33.2
15	PHILIPPINES 菲律宾	17.4	0.6	16.6	0.5	-4.3
16	SPAIN 西班牙	6.4	0.2	12.6	0.4	98.6
17	LITHUANIA 立陶宛	11.6	0.4	12.2	0.4	5.1
18	IFRANCE 法国	11.7	0.4	12.0	0.4	2.5
19	HONG KONG 香港	12.0	0.4	10.7	0.3	-11.1
20	UNITED KINGDOM 英国	14.5	0.5	6.7	0.2	-53.8

p : provisional data 临时数据

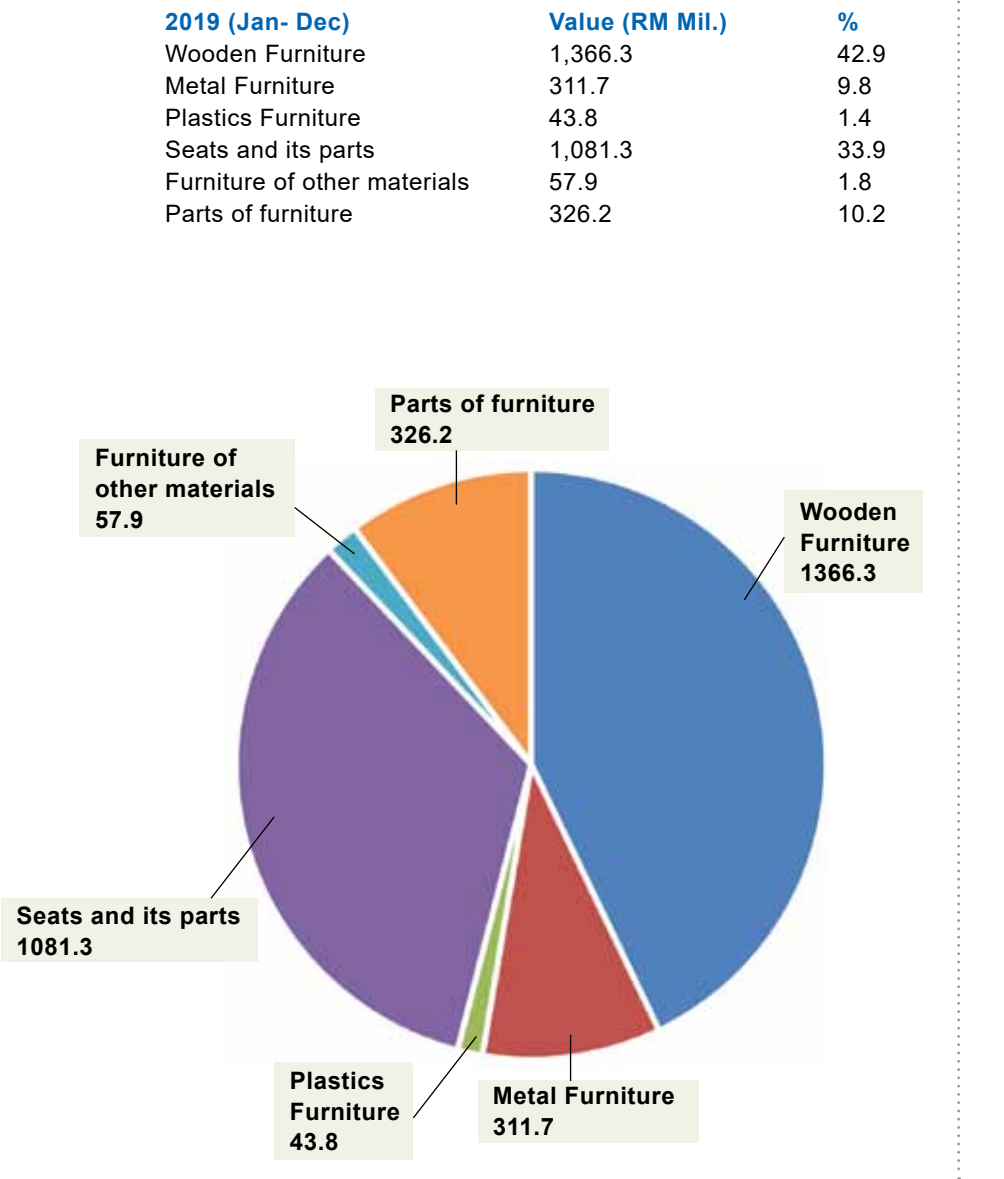
MALAYSIA'S EXPORTS BY FURNITURE DETAILS

马来西亚家具出口表现



MALAYSIA'S IMPORTS BY FURNITURE DETAILS

马来西亚家具进口表现







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