

ISSUE 26 & 27

马来西亚家具总会简报 NEWSLETTER

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2023 马来西亚国际出口家具展强势回归
EFE 2023 is back! ONLY BIGGER AND BETTER!!



**Export
Furniture
Exhibition**



“很荣幸再次欢迎各位出席国际出口家具展（EFE），这个最受期待的国际出口家具展已来到了第16个年头”。这是马来西亚国际出口家具展有限公司主席蔡春才先生在2020年撰写的欢迎词中有提及的。当时的他或世界各地的任何人都没有意识到，因2019年12月开始发生的疫情，让我们等待了整整3年的时间才能真正的迎来第16届马来西亚国际出口家具展。

2023年3月7日至10日，让第16届马来西亚国际出口家具展得以强势回归。“更大更好”是本展会多年来的口号，尽管受到疫情爆发的冲击而带来了些许内部调整，但全体人员仍然非常认真的对待这场展会。

EFE 2023展会仍然选择在“传统主场”举行；与2019年的展会相比，EFE 2023占地45,000平方米，由8个展厅组成，扩展了 28%。

基于对实体展览会的渴望，全场约400家的参展商都决定以更大、更具创意的产品参展，包括了 Getha Bedding (M) Sdn Bhd、Novel Furniture Sdn Bhd、Zolano Design Sdn Bhd、Lii Hen Group、Dynamic Furniture Industries等，均为知名的家具制造商。

现场供展示了餐桌、厨柜、衣柜、办公家具、卧室套装和沙发等多类别产品，供展会买家、采购商在下订单前进行取样和测试。

“It is a great honour to welcome you once again to the Export Furniture Exhibition (EFE) one of the most anticipated international furniture shows in its sixteenth year”. That was the excerpt from EFE Chairman, Mr Chua Chun Chai’s message to visitors in early 2020. Little did he or anyone around the world at that time realised it will take a full 3 years before they are able to graze the 16th edition of EFE due to a mixture of unanticipated events since December 2019.

From March 7 – 10, 2023, that greeting has finally turned into a reality when EFE returned to its 16th edition overall. “Bigger and Better” is the motto for the event over the years and the company takes this very seriously despite going through some internal alteration since Covid-19 hit.

The exhibition was held at its traditional ‘home’ venue of Kuala Lumpur Convention Centre or KLCC. Compared to the 2019 version, EFE 2023 is 28.0% larger by occupying 45,000 sqm, consisting of 8 exhibition halls.

Due to pent-up demand for a physical exhibition, approximately 400 exhibitors decided to participate in the event with a larger booth such as Getha Bedding (M) Sdn Bhd, Novel Furniture Sdn Bhd, Zolano Design Sdn Bhd, Lii Hen Group, Dynamic Furniture Industries, all well-known furniture manufacturers.

A myriad of products such as dining tables, kitchen cabinets, wardrobes, office furniture, bedroom sets and sofas were displayed on-site for exhibition patrons to sample and test prior to making their purchasing decision.

2023马来西亚国际出口家具展（EFE 2023）最令人瞩目的就是今届的开幕主宾，马来西亚副首相兼种植及原产业部部长。落在2023年3月7日的开幕典礼，来自世界各地的众多外国大使、领事、高级官员等，共同出席参与其盛，见证了历史性的一刻。当中，包括来自我国五大传统出口国的日本大使馆、意大利大使馆外、具有市场潜能的沙特阿拉伯、埃及、科威特和肯尼亚大使馆等使节均出席支持响应。

当然也少不了一直给予 EFE支持的我国相关政府部门和机构，包括马来西亚木材理事会、马来西亚木材工业局、马来西亚对外贸易发展局、马来西亚国际贸易及工业部、马来西亚会占据等官员代表均出席了开幕典礼，继续表达对马来西亚家具行业的支持与承诺。

然而，身为开幕主宾的马来西亚副首相兼种植及原产业部部长YAB Dato' Sri Haji Fadillah Yusof，更成为EFE展会自2005年成立以来首位以在任副首相身份出席开幕的贵宾。

副首相在开幕词中提到，木材工业是在国家发展中扮有重要角色的行业之一；2022年木材工业总出口额为马币252.1亿令吉，同比2021年的马币227.4亿令吉增长了10.6%。

副首相更表示，马来西亚家具非常受国际市场欢迎，木制家具得到世界各地的高度赞扬。为了保持卓越性，木材行业和相关政府机构之间的合作必须更为融洽、协调。

尽管如此，副首相也强调业者在采用工业4.0（IR 4.0）技术和提高家具产品的质量和标准化方面，需要进行生产改革。这将确保“马来西亚制造”品牌得以商业化，特别是高附加值产品的素质，进而加强国家木材产品的开发。



Another occasion which makes EFE 2023 a momentous event in recent history was attributed to the guest of honours attending our opening ceremony. Numerous foreign representatives from around the world appeared at the Plenary Hall on March 7, 2023 to witness the ceremony. Among them are personals from the Japanese Embassy, traditionally our top-5 export destination, the Italian embassy as well as developing and potential markets such as the Saudi, Egypt, Kuwait and Kenya embassy.

As for locals, representatives from government agencies like MTIB, MTC, MITI, MATRADE and MyCeb were present to render their support and commitment in assisting the furniture industry.

The icing on the cake however was Deputy Prime Minister cum Minister of Plantation and Commodities, YAB Dato' Sri Haji Fadillah Yusof whom attended and officiated the ceremony. This is the maiden time for a sitting Deputy Prime Minister to attend EFE since its inception in 2005.

In his speech, the Deputy Prime Minister stressed that the timber industry is one of the sectors which played an important role in the development of the country as it has recorded an export value of RM 25.21 billion in 2022, a 10.6% rise from 2021's RM 22.74 billion.

"Malaysian furniture is very popular and wooden furniture is highly sought after by many from all over the world. To achieve continued excellence, collaborative efforts between the industry and the relevant Government agencies must be developed further" said YAB Dato' Sri Haji Fadillah.

Nevertheless, he stressed that a production overhaul is needed in adopting Industry Revolution 4.0 (IR 4.0) technologies and increase the quality and standardisation of furniture products. This will ensure the development of the national timber products are strengthened by commercialising 'Made in Malaysia' brands especially for high-value-added products.



无限可能的创新设计、创意产品

New designs, New Innovation equals endless possibilities



正如其他不断变化的行业一样，家具行业也在不断发展以适应新生代消费者的需求中。新冠疫情创建了一种新的生活方式：居家办公已成为和病毒共存的趋势之一。因此，TIMB3R设计计划或更广为人知的DIP项目的出现，能帮助马来西亚木材和家具行业在设计和品牌价值链方面得到发展和升级。该项目下所设计的产品，都在马来西亚木材理事会、马来西亚家具总会和马来西亚室内设计师协会的主催下，於2023年EFE展会展示在大众面前。

马来西亚木材理事会於6号展厅,展出了这26件各具特色的设计，涉及了23名设计师和19家家具制造商，吸引了许多观众的参观。从餐桌到沙发，DIP 2.0也为所有有抱负的本地年轻设计师提供了一个完美的平台来实现突破，让我们的业者将商业模式从OEM升级到OBM。

通过新颖和创意的展示设计，这些产品都将为马来西亚家具行业提供更大的发展空间和机会。

Just as other industries are constantly changing, the furniture industry has been continuously evolving to suit the demands of the new generation of consumer. The Covid-19 pandemic has conceived a new trend of lifestyle where Working-From-Home has become a cornerstone of surviving through the virus.

Hence, the TIMB3R Design Incubator Programme or better know as DIP was introduced to assist the Malaysian timber and furniture industry to grow and upgrade in terms of design and brand value chain. The programme, in its second version made its debut at EFE 2023 under the purview of the Malaysian Timber Council (MTC) alongside MFC and the Malaysian Institute of Interior Designers (MIID).

Located at Hall 6, MTC has exhibited 26 featured designs involving 23 designers and 19 manufacturers attracting many curious onlookers. From dining tables to sofas, DIP 2.0 also serves as a perfect platform for aspiring young designers to make a breakthrough whilst upgrading the business models from OEM to OBM eventually for our industry players.

With new design and innovation, the new products displayed seeks to provide endless opportunities for the Malaysian furniture industry to spread its wings.



提供国际买家的特别优惠 ~ 免费住宿计划

Free Stay Programme- A complimentary gift to International buyers

身为马来西亚社会的一份子，家具行业也能尽自己的一份力量，确保我们的活动也能惠及为马来西亚经济做出贡献。由于马来西亚旅游业受到疫情的严重打击，EFE团队今年也特别推出了“免费住宿计划”，为已报名出席的国际买家、采购者在选定的住宿酒店提供免费住宿。

Being a part of the Malaysian society, it is essential for the furniture industry to do its part by ensuring its signature event will be able to benefit a wider range of the Malaysian economy. As the tourism industry has been severely battered by the pandemic, EFE has then introduced the 'Free Stay Programme', a complimentary stay for registered international buyers at selected accommodation.



我们希望，这一计划除了能让国际买家、采购者尽情参与EFE 2023，也能支持马来西亚的旅游行业，达到双赢目的。

It is hopeful that this incentive will ensure buyers to have a memorable occasion at EFE 2023 while supporting our tourism industry comrades in the process.



符合资格参与的国际买家、采购者可提交酒店收据和身份证、护照副本等证明，向EFE团队索取最高马币900令吉(2晚)的酒店住宿报销。

该计划既能吸引国际买家参与EFE 2023展会，又能提倡马来西亚政府所推广的“Cuti-Cuti Malaysia”运动，达到欢迎游客在全马著名旅游景点参观的目的。

Buyers are eligible to claim a maximum of RM 900 (2 nights) from EFE 2023 with the submission of their hotel receipt and identification copy for reimbursement purposes.

This programme serves a dual purpose by attracting international buyers to EFE 2023 while at the same time enabling them to visit famous tourist attractions around the country in line with the 'Cuti- Cuti Malaysia' campaign by the government.



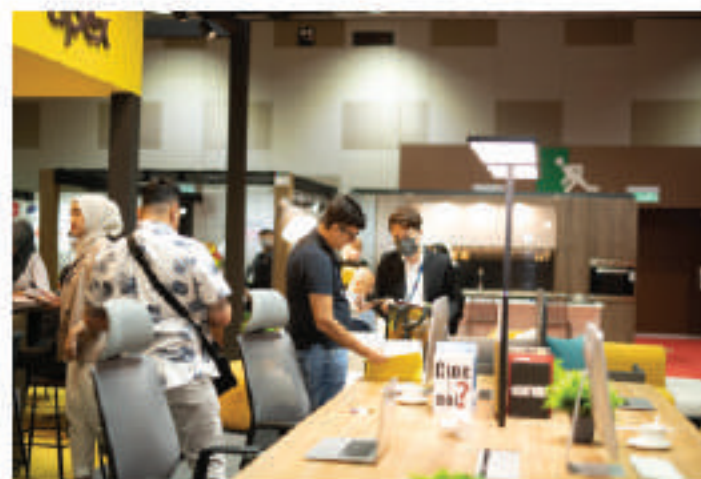


尽管主办单位在截稿前仍在统计官方出席人数，但众所周知，强势回归的 EFE 2023 以达到让国际买家、采购者在展会期间有宾至如归的目的。EFE团队更下定决心会精益求精、做出改进，以确保EFE 2024能更符合其座右铭，做的“更大更好”！

While the official attendance figure is still being tabulated by the organisers, it's a widespread knowledge that the organisers has managed to ensure EFE 2023 returns with a loud bang with visitors having a good and enjoyable time during event. Nevertheless, the EFE team remains committed and determined to make improvements to ensure EFE 2024 aligns with its motto 'Bigger and Better'!



更大更好
BIGGER AND BETTER



越南对原产于马来西亚桌椅做出反倾销否定性终裁

Vietnam agrees to drop charges towards Malaysian tables and chairs in final determination

马来西亚自2021年9月1日起，出口至越南的桌椅被越南相关当局以反倾销活动为由展开调查。吸取之前马来西亚出口床垫至美国事件的教训，马来西亚家具总会这次非常重视且迅速采取行动，通知会员，并与相关政府部门如马来西亚国际贸易及工业部（MITI）、马来西亚种植及原产业部（MPC）和马来西亚木材理事会（MTC）商议，委任代表马来西亚家具行业的越南法定律师所IDVN 来做出反映。

经过 1年半的反复协商，我们的努力终于得到了回报。越南工业和贸易部（MOIT）於2023 年 2 月 13 日发布了调查的最终裁决（AD 16）。

依据报告，调查期间（POI）从马来西亚进口的桌椅数量与进口总量相比微不足道（少于3%）。

这再次重申了2022年9月30日所做出的初步判决，马来西亚实际上进口的家具多于出口到越南的家具。

这一最终裁决对马来西亚家具业来说是一个巨大的胜利，因为它证明只要业内人士在未来的调查中持续保持团结和合作，就没有什么难题能让业者陷入困境。



Official decision for table and chair products from China and Malaysia

According to Decision No. 235/QĐ-BCT on the application of official anti-dumping measures to table and chair products from China and Malaysia, the official anti-dumping duty rate applied to the products under investigation from China will remain the same under the Decision on temporary imposition of anti-dumping duties issued at the end of September 2022.

Specifically, the anti-dumping duty rate for some table and chair products imported from China into Vietnam will be 21.4% for chair products and 35.2% for table products.

This decision was issued from the conclusion that China's imports of the products under investigation increased both in absolute and relative to the total domestic consumption and output of similar products of the domestic industry. This is the main cause of significant damage to Vietnam's domestic manufacturing industry.

On the Malaysian side, although there was dumping behavior, the volume of products imported from Malaysia into Vietnam during the investigation period was insignificant, thereby, the Ministry of Industry and Trade of Vietnam kept the previous decision to not apply anti-dumping measures to some products and chairs from Malaysia.

Since September 1, 2021, Malaysian tables and chairs have been investigated by the Vietnamese authorities on the grounds of anti-dumping activities. Drawing lessons from the previous incident involving mattress to the United States, this time the Malaysian Furniture Council (MFC) took swift action by notifying its members as well as coordinating with the related agencies such as MITI, MPC, MTC and appointing its own legal representative, IDVN Lawyers to fight the case.

After 1 ½ years of back and forth, the hard effort finally paid off when on February 13, 2023, the Vietnamese Ministry of Industry and Trade (MOIT) released its final determination on the investigation (AD 16).

In its report, it states that the volume of imported tables and chairs from Malaysia during the period of investigation (POI) is insignificant (less than 3%) compared to the total imported volume.

This reaffirms the preliminary decision made in September 30, 2022 as Malaysia in fact imports more furniture than it exports to Vietnam.

Nevertheless, this final determination is a resounding victory for the Malaysian furniture industry as it proves that nothing is impossible if industry players remain united and cooperative in future investigations.





第51届中国(广州)国际家具博览会：共筑美好家，服务新格局！ CIFF Guangzhou 2023: Four pillars for a better living model

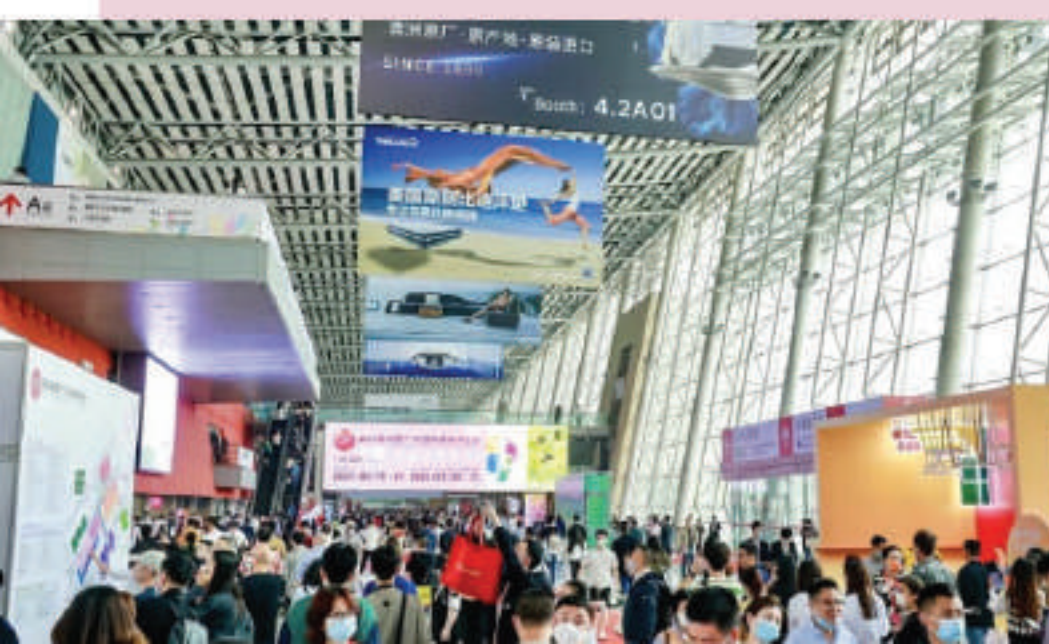
凭借70万平方米的展览面积和4,000家参展商，第51届中国广州国际家具博览会成为2023年全球性超大规模的家具体展。这一届家博会以“共筑美好家，服务新格局”为主题，总体呈现“三高一新”的特点，从扩内需、畅产业、强外贸和促创新四个方面，积极推动行业高质量发展，着力促进国内国际双循环，更好服务人民对“品质家居、美好生活”的需要。

第一高为：品牌集中度高，以全产业链优势推动家居行业高质量发展。本届展会品牌高度集聚，推动高端家具产业发展，包括设计、高端家具、家居装饰、办公商业空间四大领域（A-D）。



With an exhibition area of 700,000 sqm and 4,000 exhibitors, this makes CIFF Guangzhou 2023 the largest trade fair dedicated to the entire furniture supply chain in the world for 2023. CIFF 2023, in its 51st edition carries the motto 'Design trend, global trade, entire supply chain' based on four key pillars.

The first pillar involves high concentration of brands to promote the development of the high-end furniture industry where four areas (A-D) featuring designs, high-end furniture, home decors as well as office and commercial space.



第二高为：行业参与度高，以全渠道布局推动家居行业高质量发展。作为疫情防控优化转段后的首个全球性超大规模家具展会，本届家博会具有渠道建设更深层次更精准、行业联结更广泛更紧密的双重特点。除了促进高端家具行业的发展、整合行业资源、充当国内外市场间的桥梁外，也见证了“8+365”项目的发展。该项目在本届博览会8天内举办超200场海外买家线上见面会，助力展客商精准对接。

第三高为：趋势敏锐度高，以战略性谋划推动家居行业高质量发展。本届博览会也抓住“智能消费”热点，大力发展智能睡眠、智能办公、智能制造等风口题材并形成规模展示，引领家居消费提质升级。

The second pillar is industry participation to promote the development of the high-end furniture industry where it integrates the resources of the entire industry and acts as a bridge between domestic and international markets. This saw the development of the '8+365' project which is in-person meetings during the 8 days of CIFF 2023 and a service available 365 days online a year for the most important buyers, importers and distributors.

The third pillar is elevating awareness on the trend to promote high quality development of the industry through careful strategic planning. In this pillar, CIFF is seizing the opportunity offered by rising consumption to address the issue of medical care and care for older people where it also showcases smart sleep, smart office and intelligent manufacturing products.



最后的一新就是推出IP新形象：中国家博会吉祥物“佳佳”。佳是中国家博会“家”的谐音，意喻美好出众，象征着中国家博会正致力于打造成为全球领先的大家居博览会，积极为行业与企业赋能。

第51届中国家博会（广州）分两个阶段举行，第一阶段於2023年3月18日至21日开展，第二阶段则於2023年3月28日至31日开启。

The fourth and final pillar is the new image and mascot for CIFF in the form of 'Jiajia'. CIFF 2023 marks the grand entrance for the mascot and 'Jia' in Chinese means 'home' and the mascot symbolizes CIFF's commitment to become the world's leading home furnishing trade fair.

CIFF 2023 will be held in two phases (Phase 1 = March 18 – 21, 2023) and (Phase 2 = March 28 -31, 2023).

Source: CIFF 2023: Press Release March 2023





美国硬木出口委员会於马德里设计节展示2木质设计产品 *AHEC participates Madrid Design Festival with 2 wood design showcase*

美国硬木出口委员会(AHEC)於2023年2月7日至2023年3月12日，参加了在西班牙举行的2023马德里设计节。

第一个展示项目为“SLOW Spain: Slow Design for fast change”。是与9所西班牙设计学院的合作，展示了新兴设计师的才华和想法；同时探索了四种可持续但未充分利用的美国硬木材料的可能性。

SLOW的最终设计将美学与功能性相结合，从边桌到书架屏幕、桌子或椅子的改造。

第二个展示项目为“Natural Connections”，旨在以一种有趣、有意识和以自然为中心的方式，将材料和人联系起来。设计师们受邀为公共空间创作了三件家具，最终这一系列家具以木材的自然美感和温暖为灵感，促进了乐趣和互动。

AHEC欧洲总监David Venables表示，这些合作提供了一个将公众与设计、工艺和木材联系在一起的绝佳机会。



Source: <https://panelsfurnitureasia.com/ahec-participates-in-madrid-design-festival-with-two-wood-design-showcases/>



From February 7, 2023 to March 12, 2023, the American Hardwood Export Council (AHEC) participated in the Madrid Design Festival 2023 held in Spain.

The first project is ‘SLOW Spain: Slow Design for fast change’, a collaboration with 9 Spanish design schools which showcase the talent and ideas of the emerging design generation while exploring the material possibility of four sustainable but underused American hardwoods.

The final design of SLOW mixes aesthetics with functionality ranging from side tables to a bookcase screen, a desk or the reinvention of a chair.

The second project is ‘Natural Connections’ aims to connect materials and people in a playful, conscious and nature-focused way. Designers were invited to create three pieces of furniture for public spaces which resulted in a collection which promotes fun and interaction, inspired by beauty and the warmth of wood.

David Venables, European director of AHEC said that these collaborations presented an amazing opportunity to connect the public with the world of design, craft and wood.

西班牙住宅建筑荣获《森林认证认可计划》奖 *Residential Building in Spain wins PEFC Prize*



西班牙马略卡岛帕尔马的一栋住宅楼Paseo Mallorca 15，最近在2022年世界建筑节（WAF）上获得了森林认证认可计划（PEFC）所支持的“最佳使用认证木材”奖。

表面由 PEFC 认证的欧洲樟子松制成，由于靠近大海而对其进行了改良。超过 350 块固定和滑动木板，不断改变建筑物的视觉效果，并充当太阳能过滤器。

该项目按照Passivhaus的标准进行设计，以实现最大的能源效率，并为其居住者提供健康舒适的生活环境。

来自 PEFC的营销主管 Fabienne Sinclair 在颁奖时强调，Paseo Mallorca 15 充分的展示了 PEFC 认证材料，可为全球建筑设计带来可持续性的多种方式。

“在我们都努力实现净零承诺的同时，将PEFC认证的木材用作建筑材料是一个关键性的贡献。”

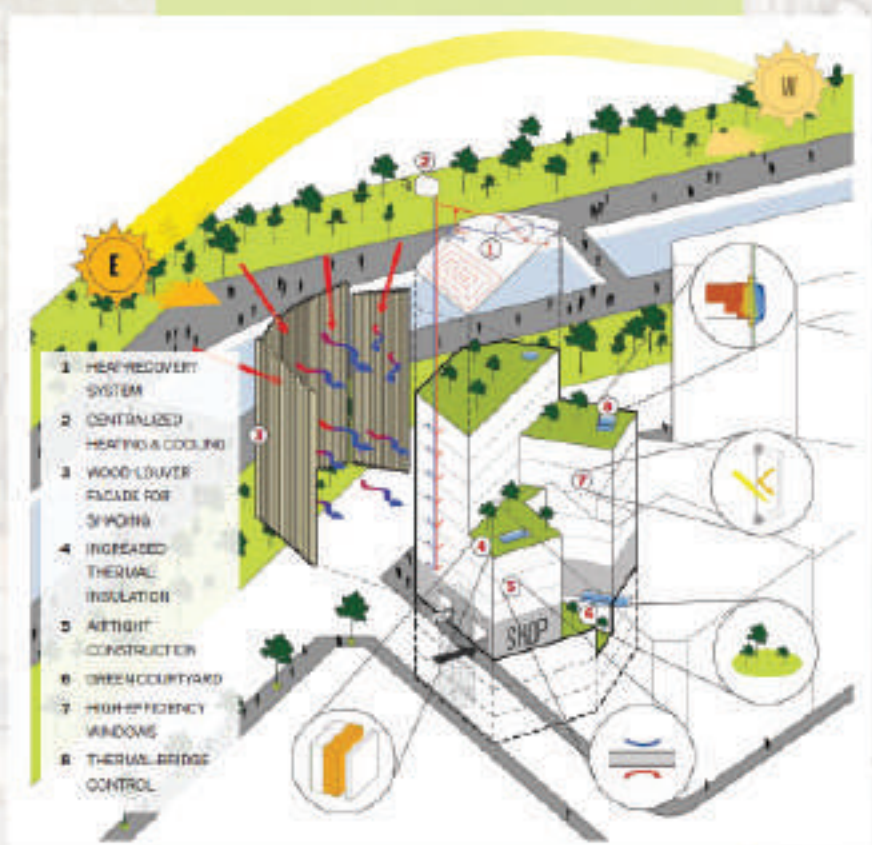
Paseo Mallorca 15, a residential building in Palma de Mallorca, Spain recently won the 'Best Use of Certified Timber' prize, supported by the Programme for Endorsement of Forest Certification (PEFC) at the 2022 World Architecture Festival (WAF).

The façade is made by PEFC certified Scots-pine which were modified due to the close proximity to the sea. More than 350 fixed and sliding timber panels change the vision of the building continually and act as a solar filter.

The project was designed in accordance to Passivhaus's standard to achieve maximum energy efficiency and provide a healthy and comfortable living environment for its occupants.

Fabienne Sinclair, head of marketing of PEFC who presented the award to the winners stressed that Paseo Mallorca 15 shows the many ways that PEFC- certified material can deliver sustainability to global building design.

“As we all strive to meet net zero commitments, incorporating PEFC-certified timber as construction material makes a key contribution.”



Source: <https://panelsfurnitureasia.com/best-use-of-certified-timber-prize-winner-awarded-by-pefc-and-waf/>

家具市场於2030年预计达到 8,866.8 亿美元 *Furniture Market worth US\$ 886.68 billion by 2030*

美国领先的市场分析公司Market Research Future (MRFR) 预测，家具市场将从2022年的6,902.1亿美元增长到2030年的8,866.8亿美元，增长率为 3.2%。

在这份《2030年的预测～家具市场研究信息报告（按家具类型、类别、材料、最终用户和区域）》报告中显示，有基于房地产的扩张、新生代可支配收入的增加、以及酒店业的蓬勃发展，都是具有影响力的因素。

由于人均可支配收入的增加，以及中国和印度等国家中产阶级群体的扩大，亚太地区在 2021 年的市场份额为 3,013.8 亿美元，占据了最大的市场份额。

欧洲大陆在 2021 年位居第二，这归因于家具制造商使用新技术来满足酒店、俱乐部和餐厅的需求增加，以及豪华家具的销售量有所增长。

增长最快的是北美市场，预计未来几年其整体家居装饰市场将有大幅增长，从而导致DIY活动更为突出。

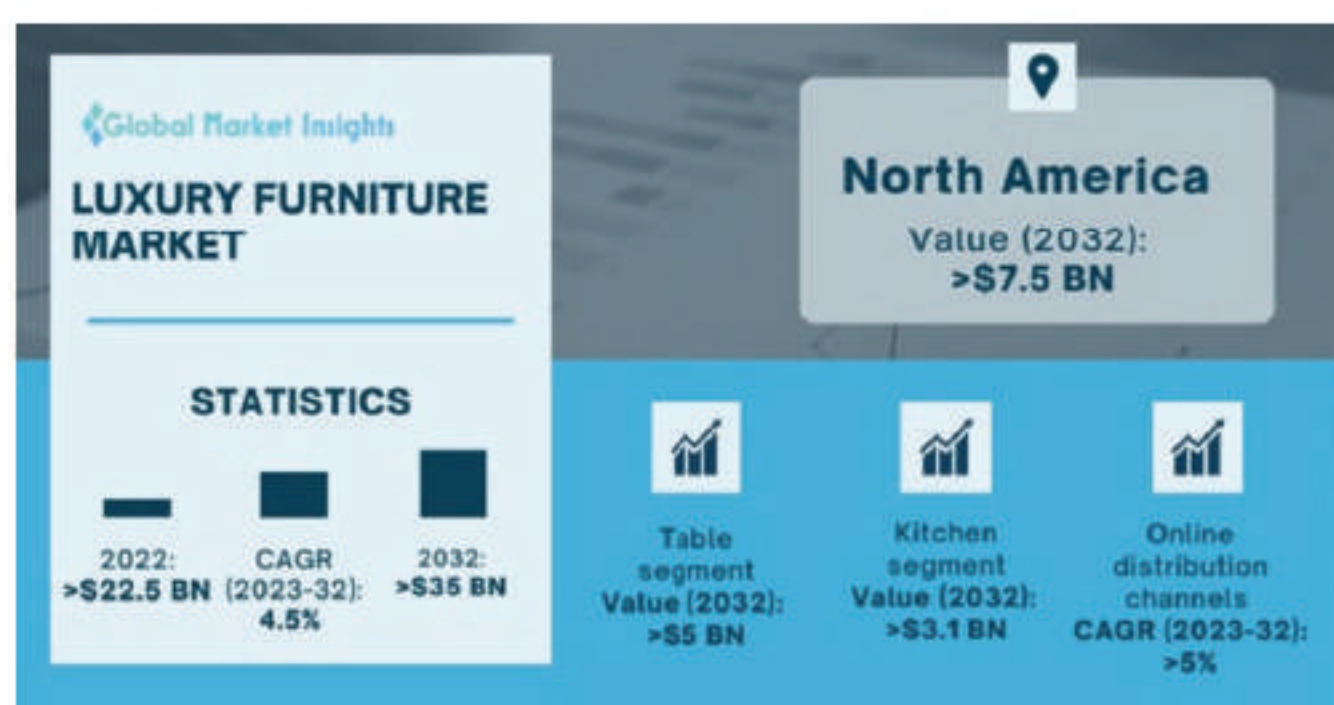
Market Research Future (MRFR), a leading market analysis company in the United States, the furniture market is projected to grow from US\$ 690.21 billion in 2022 to US\$ 886.68 billion in 2030.

In its report, 'Furniture Market Research Report Information By Furniture Type, Category, Material, End User and by Region – Forecast Till 2030', there are a several factors which are the expansion of the real estate, the rising disposable income among millennials and Gen Z as well as the hospitality industry.

With a market share of US\$ 301.38 billion in 2021, the Asia- Pacific region holds the greatest market share due to the rise of per capita disposable income as well as the expanding middle class group in countries like China and India.

The European continent in 2021 holds second place attributing to the usage of new technology by furniture makers for increased demands by hotels, clubs and restaurant as well as the sales of luxury furniture.

The fastest growth is North America where the overall home improvement market has been anticipated to grow significantly in the upcoming years leading to overall spending on DIY activities.



Source:

<https://www.globenewswire.com/news-release/2023/03/14/2626884/0/en/Furniture-Market-Worth-USD-886-68-billion-by-2030-at-3-2-CAGR-Report-by-Market-Research-Future-MRFR.html>

印尼放眼中东为新目标市场

Indonesia now focusing on Middle East as new target market

2022年对许多人而言，是一个关键的转折点。印尼家具和手工艺品工业协会（HIMKI）主席 Abdul Sobur 也证实了这一点，他表示印尼家具行业正逐步将贸易重点转向中东国家。

有关决定是在对其传统出口目的地~欧盟（EU）的出口总额下降后做出的。尽管许多当地业者仍将注意力集中在“旧有市场”，但出口商面临的挑战也将越来越大。

《欧盟森林砍伐条例EUDR》等额外的严格要求使出口商的处境更为艰难；因为家具的原材料将受限于来自种植的树木，而非原始森林，以打击非法森林砍伐活动。

Abdul Sobur 也声称，亚洲和中东将成为印尼未来的主导市场，而不是欧洲和北美。这一说法是基于相关地区多个政府所做出的承诺，例如迪拜计划将发展一座比起大七倍的城市等。

沙特阿拉伯王子穆罕默德·本·萨勒曼（Mohammad bin Salman）在《2030愿景》下也做出其他承诺，旨在在可预见的未来改变沙特王国的面貌，也是家具行业等待挖掘的巨大机遇。

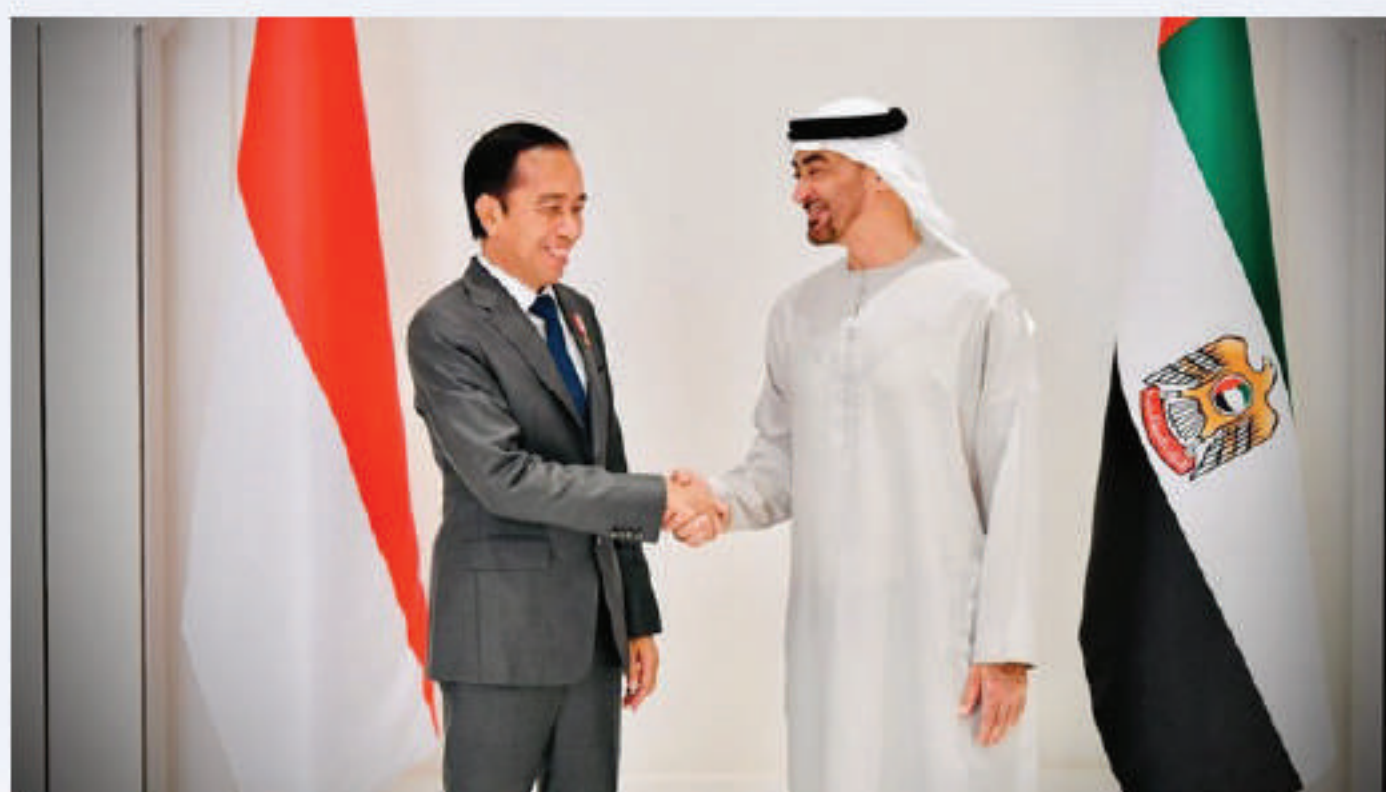
2022 turns out to be a pivotal moment for many across the globe. This sentiment has also been echoed by the Abdul Sobur, Chairman of the Indonesian Furniture and Craft Association (HIMKI) stating that the Indonesian furniture industry is shifting its focus towards the Middle East.

The decision was taken following the drop of exports to its traditional export destination, the European Union (EU). While many local business entities are still focusing their attention on the 'Old World', things are getting extra challenging for exporters.

Additional stringent requirements such as the EUDR are making it tougher for exporters as raw materials for furniture must come from planted trees instead of wild forests to combat deforestation.

This prompted Abdul Sobur to claim that Asia and the Middle East will be the dominant market in the future instead of Europe and North America. This claim was made based on the commitment made by various government's in the region such as Dubai planning to make a city seven times of its size.

Additional commitments such as made by Saudi Arabia's Prince, Mohammad bin Salman under Vision 2030 seeks to transform the face of the kingdom in the foreseeable future are also massive opportunities waiting to be tapped by the furniture industry.



2023 – 2031 儿童储物家具市场预计增长 6.4%

Kids Storage Furniture Market projected to grow at a CAGR of 6.4% from 2023 – 2031

美国市场研究咨询公司Transparency Market Research Inc预测，全球儿童储物家具市场规模将从2023年的87亿美元增至到2031年的139亿美元。在此期间，复合年均增长率（CAGR）为 6.4%。

预计增长是趋于儿童家具发展的环境与需求，已备受关注；同时在经济许可下的支出分配和城市人口的增加等，都是推动儿童家具需求的主要因素。

依据地理区域，该儿童家具预计至2031年在亚太地区更受青睐。中国每年有 1,600 万新生儿出生，印度则有 2,500 万新生儿出生。由于大型制造商的涌现及新产品研发的增加，预计北美和欧洲的市场也将大幅扩张。

另一个原因就是父母对孩子住房环境的重视、消费需求与结构的变化，家长更愿意花钱为孩子定制适合、实用且有储物空间的儿童家具，因而促进该行业想更广阔的发展前景探索。

有了这样的机会，全球的儿童家具制造商就有机会、最大限度地提高出口价值。



Transparency Market Research Inc, a market research consulting firm in the US has predicted that the global kids storage furniture market will reach US\$ 13.9 billion by 2031 from 2023's US\$ 8.7 billion. It is an expansion of 6.4% of compound annual growth rate (CAGR) between the period.

This projected growth is due to increased focus on childhood development, a rise of disposable income as well as an expansion of urban population resulting in a wide-range of availability of kids friendly storage furniture.

Based on geography, the Asia-Pacific region is anticipated to lead this industry between 2023- 2031 with 16 million births occur in China and 25 million in India annually. Whereas the North America and Europe is also expected to expand significantly due to the presence of large manufacturers and increase in R&D spending on new products.

The second reason is the attention provided to children by their parents where daddy and mommy are now spending more on storage furniture to provide their children's room a more fashionable and functional makeover to ensure it remains in an orderly manner.

With such an opportunity, it is up to furniture manufacturers around the globe to maximise their chances to bolster their export value.



Source:

<https://www.globenewswire.com/en/news-release/2023/03/09/2624624/0/en/Kids-Storage-Furniture-Market-to-Grow-at-a-CAGR-of-6-4-during-2023-2031-TMR-Study.html>



老板，请问你还在侏罗纪公园吗？



2022年11月，一款人工智能聊天机器人ChatGPT横空出世。从此我们对于人工智能的认识进入了一个全新的境界。ChatGPT可以说引爆了我们对人工智能的认知。

人工智能这科技已经存在很久了。上个世纪，已经有科学家提出人工智能，并对其做出了定义，即“系统正确解释外部数据，从这些数据中学习，并利用这些知识，通过灵活适应实现特定目标和任务的能力”。

但是，人工智能发展和我们日常生活影响不大。在2016年，当AlphaGo通过人工智能打败全球围棋冠军李世石引起了短暂关注之外，人工智能和我们交集不大。但是，ChatGPT的出现，突然变成了我们日常生活的一部分了。

目前，我身边很多老板已经开始利用ChatGPT来书写公司简介、产品文案，修饰演讲稿等。简单来说，ChatGPT已经成为了文字工作者很好的助手。一位老板和我分享说，以前写公司简介需要一周时间，不断琢磨修改才能够出街，放在网站或者发送给客户。现在通过ChatGPT，可能只需一个下午就搞定了，而且文字优美。

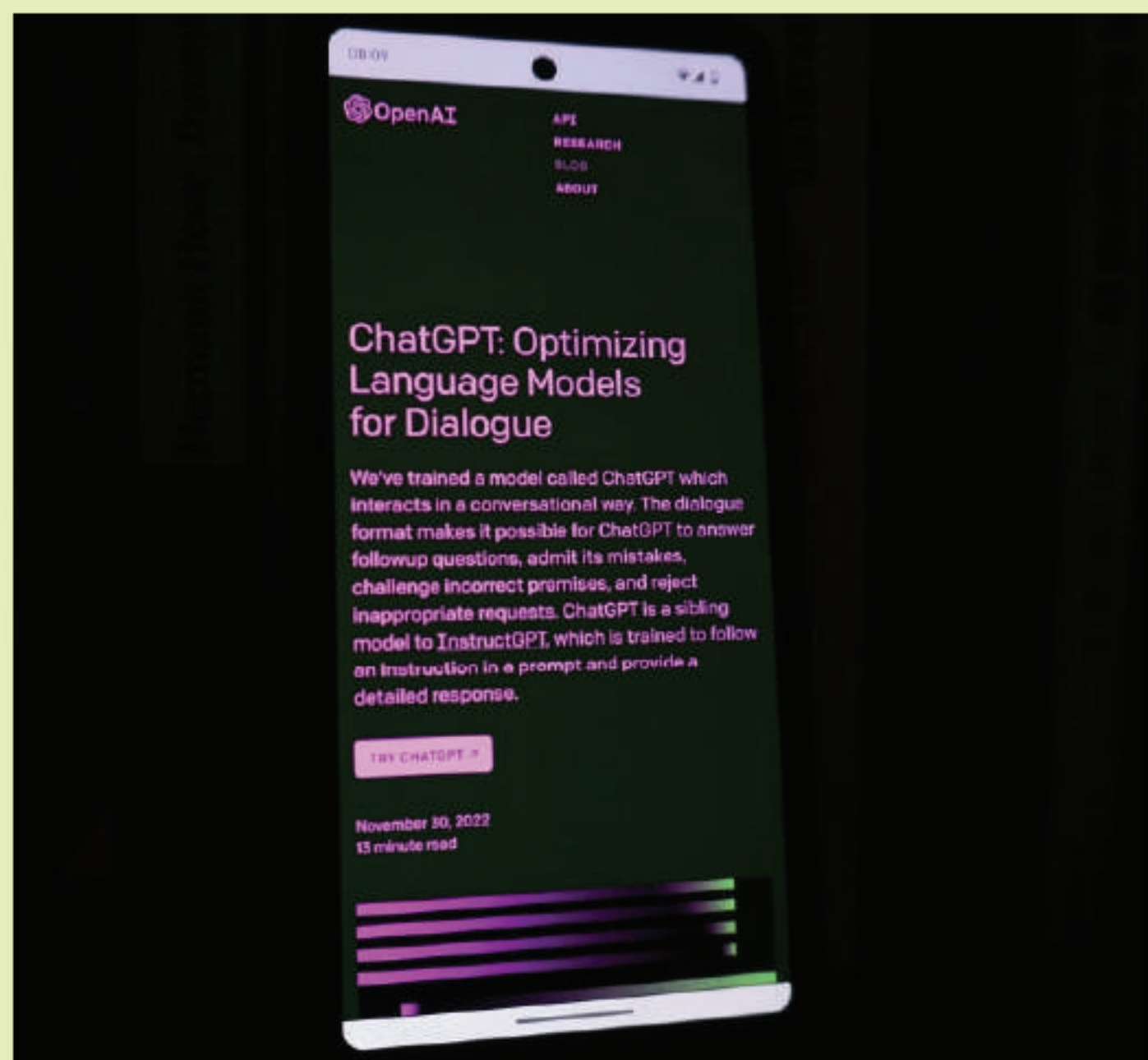


ChatGPT带来的冲击力只是开始。目前，ChatGPT的发展阶段犹如回到1993年，Yahoo第一次横空出世。Yahoo的出现，向我们宣告了网络世界的降临。Yahoo通过整理网际网络的信息而引起全球关注。在那个时候，网际网络犹如一片荒野，什么都没有。1993年，我们没有亚马逊、谷歌、阿里巴巴、腾讯、京东商城、YouTube、脸书，更别说后来的Lazada、Shopee、抖音Tik Tok等。到了今天，这些网站都成为了我们生活不可或缺的一部分。

目前，ChatGPT带来了类似的革命。它终于把人工智能带进了我们的日常生活，并且，这次犹如30年前的Yahoo一样，将会引爆一场人工智能的革命。目前，全球所有的科技大佬都已经争先恐后地投入人工智能的研发。相信不久的将来，将会看到一系列的产品出现，而进一步改变我们的生活。

科技创新从来就不是一个新的课题。在两百年前，瓦特发明蒸汽机，引发了工业革命。经过了两百年，往往每数十年就有新的科技出现，进而颠覆了我们的日常生活。而且，新的科技出现，往往会造就一批企业新贵出现，称霸市场。

如果我们拿出1992年和2022年全球10大市值最高企业相比，我们就看到它的巨大差异。1992年，全球市值最高企业，有福特汽车、通用汽车、埃克森美孚等企业；2022年，我们看到的是微软、谷歌、特斯拉、亚马逊等科技企业。其中，特斯拉的市值更是通用汽车、福特汽车与丰田汽车的市值总和。



科技创新不止是颠覆市场，它还进一步改变游戏规则。

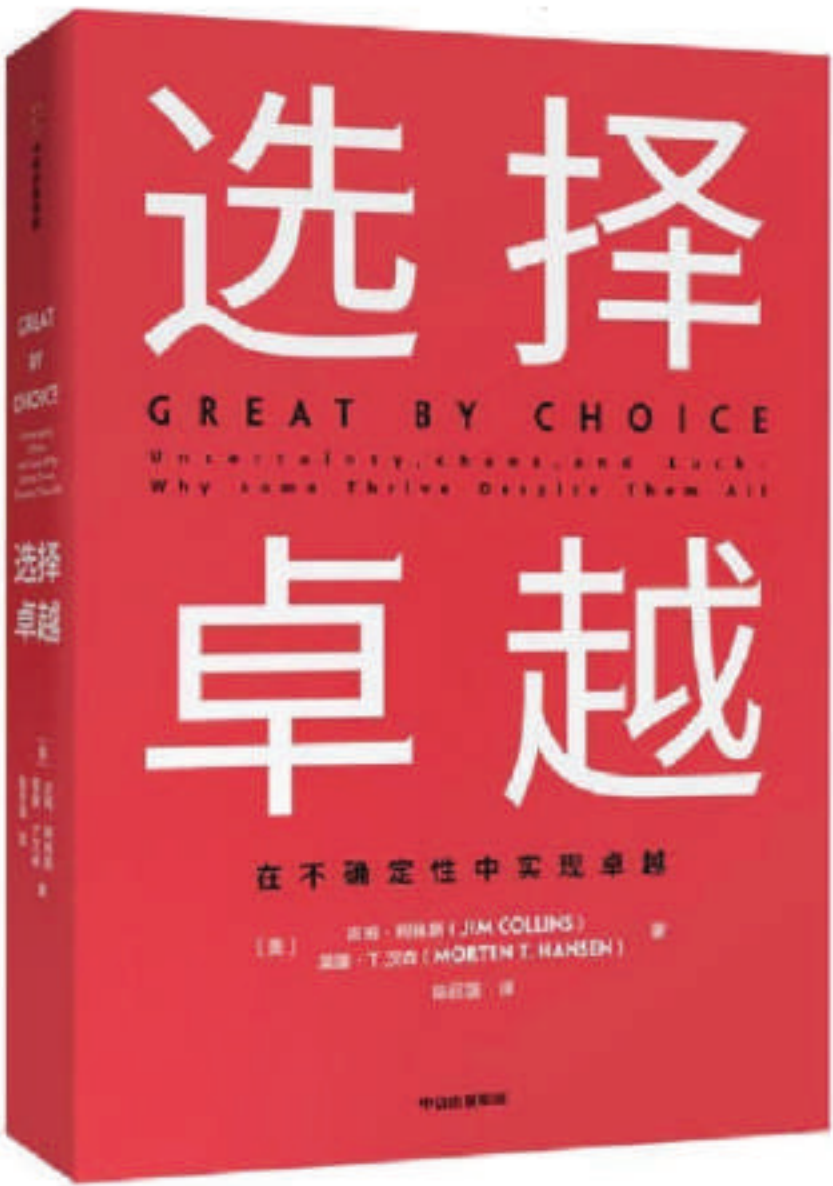
对于70后、80后，甚至90后，笔者相信大家记忆里都有一个熟悉的场景，在我们成长的岁月里，肯定有祖父母、父母亲、兄弟姐妹一家三代挤在狭小的客厅一起观赏电视节目。看电视是家家户户一家大小的共同娱乐节目。但是，放眼今天，这种场合已经很难再现。每个人，无论大人小孩，都人手一机，各自选择自己爱看的节目。很多人家里的电视已经沦为摆设。这就是最典型游戏规则的改变。

当市场游戏规则改变，企业老板有没有与时俱进，开始进行变革，就变得很关键。很多企业老板对于变革非常茫然，对于新事物的出现和改变感到非常迷茫，不懂如何下手。

其实，变革是生活的一部分。我们必须有一个很正确的认知——我们必须很清楚意识到我们所处于的世界是不断地在变化。只是有些变化是快变量，有些变化是慢变量。快变量，即因为突发事件导致市场出现急剧变化，如过去三年的疫情出现，让全球措手不及。慢变量则是需要通过一段时间酝酿，才会出现的改变。科技颠覆的出现，基本上都是属于慢变量。因此，企业老板是拥有足够的时间来应付科技的变化。

关键是，很多老板有意无意地忽视了其中的变化。

1993年，《侏罗纪公园》电影横空出世，震撼了全球电影迷。电影里利用所谓的基因科技，让恐龙复活回到现代，从此我们就认识了一个全新的恐龙世界——侏罗纪纪元。这套电影一口气拍了七部续集，从1993年到2022年，横跨三十年，打造了一个恐龙世界给全球的电影迷。



“

现实世界里，我们都知道，侏罗纪的恐龙最后都步上灭绝之路。最主要是因为环境变化，导致恐龙无法适应而灭绝。企业也是面临同样的命运。市场在变化，如果不随着市场的变动而改变，下场就犹如侏罗纪的恐龙，沦为灭绝

”

面对慢变量的科技改变，企业老板如何应对？其实，就是通过“先发子弹，后发炮弹”的思维方式应对。这个思路来自于吉姆·柯林斯的书《选择卓越》。他的理论很简单：我们先用部分的资源测试新科技如何运用在本身的企业，一旦发觉到可行之处，就一鼓作气投入资源，马上行动拥抱改变。

接下来的十年，随着5G的出现、人工智能的普及、自动化革命的降临，我们将面临一场史无前例的大变局。老板们，再不拥抱变化，那么我们犹如侏罗纪的恐龙，很快灭绝。



一年之计在于春。到了新的一年，每家企业都应该有一个年度战略计划。

何谓战略？战略就是选择、方向和取舍。

对于一家企业来说，年度战略计划就是要策划好在新的一年里企业未来的发展方向是什么？如何分配公司的资源？公司未来的聚焦在哪方面？这一切对于企业未来发展都是非常重要的。因此，对于一年一度的战略计划，企业必须放很多心思去考虑和布局。

战略布局我称之为“五三一工程”——5年的梦想、3年的理想和1年的目标。它是一个战略路线图，即5年后你的企业想抵达的目的地。

5年的未来

5年的梦想就是，身为老板，你想象一下5年后，你希望自己的企业发展到了如何？你的业绩、收入、企业版图达到了什么高度？你的行业将会出现什么变化？而且，最重要的就是，如果你今天不做好准备和布局，那么5年后你一定后悔的事？

这个问法是要激发老板内心深处的紧迫感。

时间过得很快，2020年第一次面临冠病病毒，2023年就过去了3年了……那么5年，想起来好像很遥远，事实上，一眨眼就到了。

如果你觉得5年后的世界你很茫然，那么就去研读行业报告，推断行业的趋势，以及出席聆听专家的分析。

综合了外部信息，自己做一个判断未来行业的趋势将会如何。这就是眼光。做生意有时候就是靠老板的眼光和对于未来的判断。

所以，身为老板，你有梦想吗？你5年后的梦想又是什么？

1年的迫切

制定了3年理想战略目标之后，那么接下来就要很现实，很认真，很仔细的思考未来1年的目标了。

1年的目标就是非常务实，非常踏实的去利用行动把自己的目标实现。

未来1年的目标就是首先，要花70%的时间聚焦把眼前的业务做好。因为，业绩治百病。有了业绩，有了现金，有了钱，很多事情可以通过钱去解决，并且有了钱以后还可以奖励员工，让员工更加努力提升自己，让员工在企业的贡献更大。

但是，如果只是聚焦做好眼前的工作是无法拓展企业未来发展。而且，1年的目标也不可能实现，更遑论3年的理想和五年的目标。

因此，企业必须腾出30%的精力，做那些可以实现战略目标的事。这就是我们所说的OKR (Objective Key Result) 即目标和关键成果。

【五三一工程】

5 年的梦想
3 年的理想
1 年的目标

1 年 3 年 5 年

3年要怎样？

5年是一个方向。5年或者订一个朦胧的目标。那么接下来就要想3年后，你的企业发展将会如何？

身为企业老大，3年后的企业，你心中有数吗？3年后你心中的理想又是如何？3年其实不遥远，12个季度就是3年了。

并且，未来3年，你的行业会不会出现巨大变化。如果会，你如何应对？机会是留给有准备的人。那么你会不会做出一些调整去迎战未来3年可能出现的变化。

我称之为3年的理想——因为3年的日子不算远。那么老板是否要或更多心思去思考未来3年的变化以及公司未来3年的布局。从产品、市场、人才、财务、供应链等各方面的布局安排会出现哪方面的变化。这都是老板必须思考的。通过12季度的布局，企业就可以一步一脚印的迈向自己理想目标。

而且，3年的理想必须和5年的梦想挂钩。因为5年的梦想是一个遥远的目标，但是3年的理想是进一步把5年的梦想迈向现实。3年的理想是实现5年梦想必经之路。

OKR与KPI

OKR是企业进行目标管理的一个简单有效的系统，能够将目标管理自上而下的贯穿到基层和整个企业。

譬如说，一家零售连锁店明年想提升业绩10%。那么你需要做了什么才能够提升这10%的业绩？这就是OKR，即你要做的事情。你需要开多两家分店，那么开分店是你的OKR，开两家分店就是你的KPI（key performance index）即关键绩效指标。KPI就是衡量组织或者团队的重要目标的表现如何量化的指标。

当老板定下明年开两家分店，那么问题就是什么时候开这两家分店？这就是企业内部给员工订下的KPI，目标必须能够量化。例如，企业订下第二季度和第四季度各开一家分店，那么就要把截止日期和负责人名字填上，明确规定这个KPI谁是负责人，以及什么时候必须完成。

1年目标实现3年理想

当KPI 定下来之后，负责人和截止日期也完成后，接下来企业就必须给予这个负责人资源去完成他的KPI。资源即是钱、人和时间。所有KPI都需要资源去完成的，并且，负责人需要把完成的KPI拆解出来，例如，开一家分店需要包含的工作、人数以及所有相关工作流程按照季度，月度和每周进度列出来，以方便检查，并且必须每一周开周会监督进度以及做出适当的调整。

1年的目标，按照笔者的经验，千万不要订太多目标，因为我们还要维护原来的业务，因此，OKR最多不要超过3个月，并且必须有很明确的KPI、负责人以及截止日期。

这1年的目标是实现未来3年理想的第一步，非常重要。因此，必须把工作的流程步骤细节按照季、月和周把它拆解出来。如果第一年无法完成的目标，那么必然影响未来3年的理想，更别说5年的梦想。



OKR, KPI

将执行力贯彻到底

执行是王道，是每一家企业必须笃信的信念。

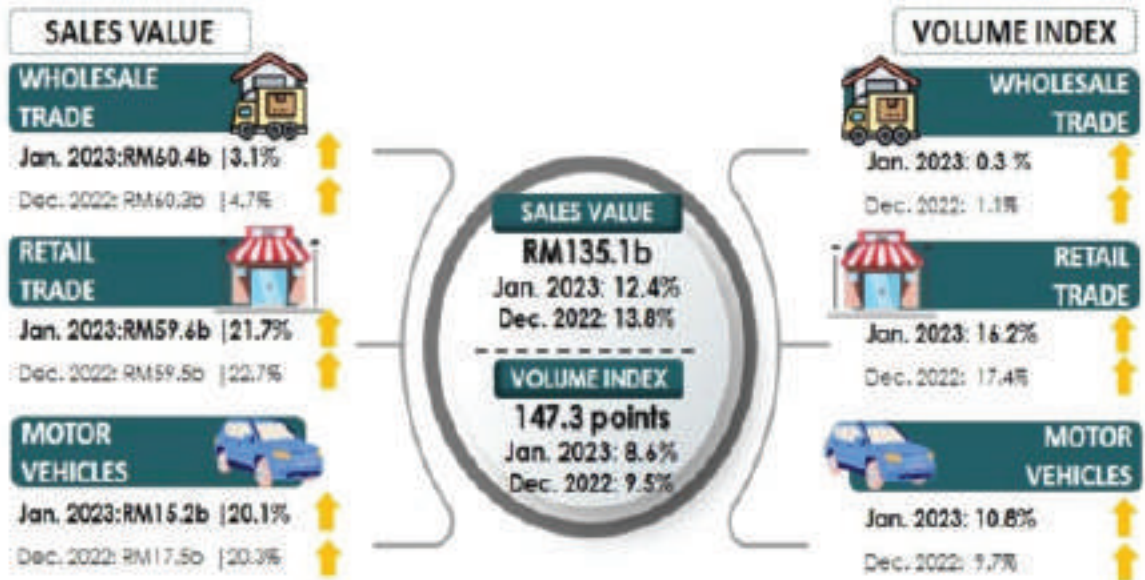
企业缺乏执行力，什么事都干不了，而执行力有赖于明确的目标、仔细的计划、可量化的KPI 以及有担当的负责人才能够实现。不然，到了最后，一个年度战略计划就变成一纸空文，纸上谈兵，对于企业未来发展毫无用处。

因此：

- 一家企业能否成功有赖于企业老板的领导力和贯彻计划的执行力；
- 一家企业成功肯定是全体员工的功劳；一家企业的失败肯定是老板的问题。

5年的梦想，3年的理想，1年的目标，“五三一工程”是协助老板实现梦想，打造成功企业的第一步。

Malaysia's Wholesale & Retail Trade recorded sales value amounted RM135.1 billion, grew 12.4 per cent in January 2023



DEC. 2022
2.3%

SEASONALLY ADJUSTED
VOLUME INDEX (MONTHLY)

JAN. 2023
-4.4%

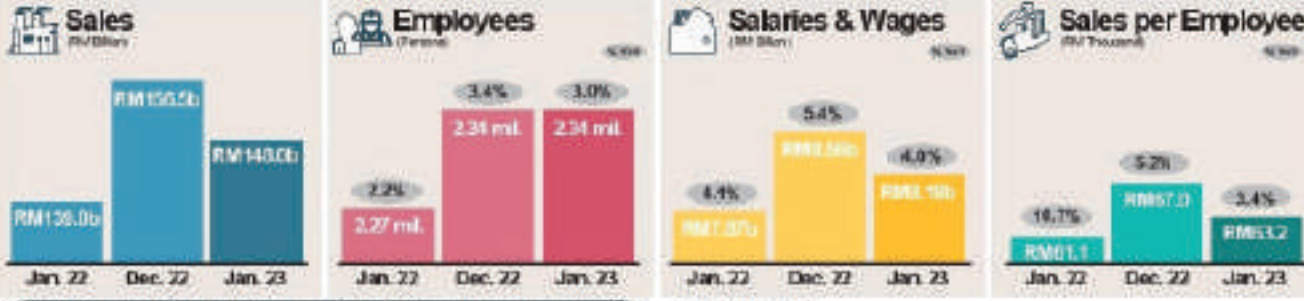
MAIN GROUPS (SALES VALUE)



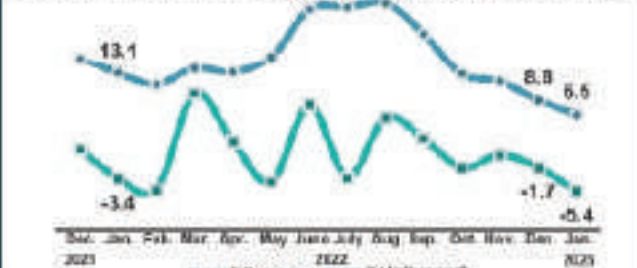
Percentage change: Year-on-Year

Source: Performance of Wholesale & Retail Trade, January 2023
Department of Statistics Malaysia (DOSM)

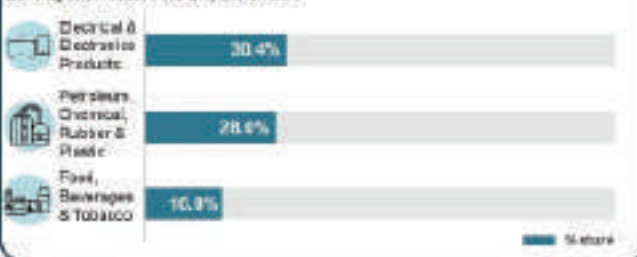
The sales value of the Manufacturing sector rose modestly by 6.5 per cent to RM148.0 billion in January 2023. A total of 2.34 million employees were engaged in this sector with salaries and wages paid amounting to RM8.18 billion



Sales of the Manufacturing sector, Dec. 2021 - Jan. 2023 (% change)



More than two-thirds of manufacturing sales value was contributed by Electrical & Electronics Products (30.4%), Petroleum, Chemical, Rubber & Plastic (23.2%), and Food, Beverages & Tobacco (19.8%) sub-sectors.

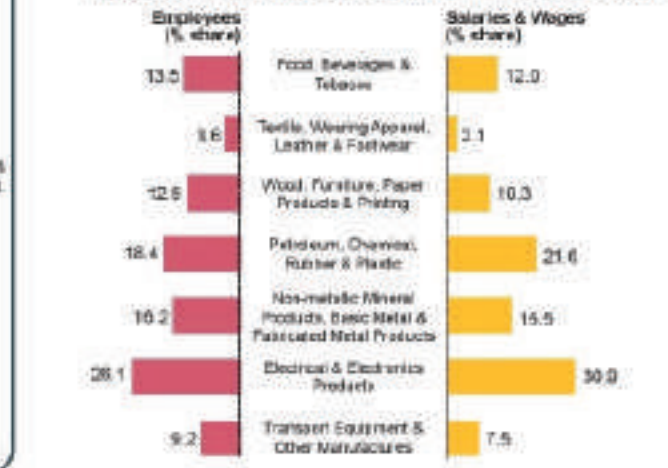


Employees

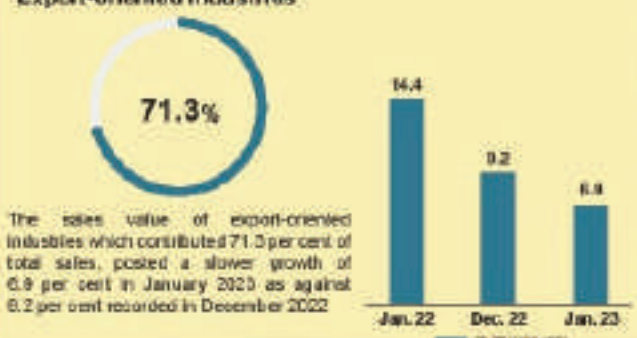
Employees in the Manufacturing sector were concentrated largely in Electrical & Electronics Products (26.1%), Petroleum, Chemical, Rubber & Plastic (14.4%), and Non-metallic Mineral Products, Basic Metal & Fabricated Metal Products (19.2%) sub-sectors.

Salaries & Wages

More than 50 per cent of salaries & wages paid contributed by Electrical & Electronics Products (30.9%), and Petroleum, Chemical, Rubber & Plastic (21.8%) sub-sectors.

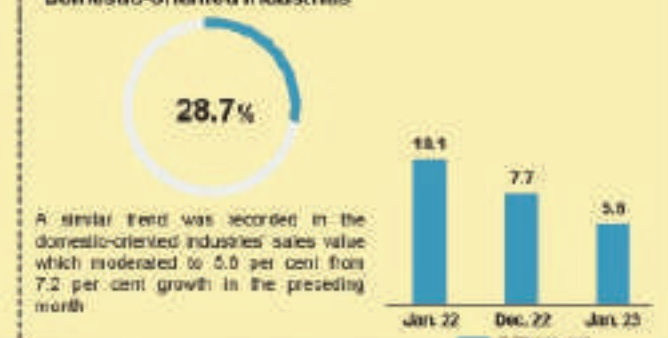


Export-oriented Industries



The sales value of export-oriented industries which contributed 71.3 per cent of total sales, posted a slower growth of 6.8 per cent in January 2023 as against 14.4 per cent recorded in December 2022.

Domestic-oriented Industries



A similar trend was recorded in the domestic-oriented industries' sales value which moderated to 5.9 per cent from 18.1 per cent growth in the preceding month.

Source: Manufacturing Statistics Malaysia, January 2023, Department of Statistics Malaysia (DOSM)

Malaysian Economic Statistics Review

SNAPSHOT

Malaysia's GDP Q4 2022: 7.0% | Q3 2022: 14.2%

PRODUCTION

- Agriculture Q4 2022: 1.1% Share: 0.2%
- Mining & Quarrying Q4 2022: 6.8% Share: 0.4%
- Construction Q4 2022: 10.1% Share: 3.0%
- Services Q4 2022: 8.9% Share: 58.6%
- Manufacturing Q4 2022: 3.9% Share: 24.0%

EXTERNAL SECTOR

Exports

Jan 2023: RM112.8b ▲1.0%
Q4 2022: RM363.1b ▲14.8%
Q3 2022: RM419.6b ▲38.3%

Imports

Jan 2023: RM44.7b ▲2.0%
Q4 2022: RM325.6b ▲18.7%
Q3 2022: RM355.1b ▲46.5%

LABOUR MARKET

Number of Employed Persons

Q4 2022: 15.94 mil persons ▲3.2%
Q3 2022: 15.93 mil persons ▲3.6%

Unemployment rate

Q4 2022: 3.6%
Q3 2022: 3.7%

PRICES

Consumer Price Index (CPI)

Jan 2023: ▲3.7%
Q4 2022: ▲3.0%
Q3 2022: ▲4.5%

Producer Price Index (PPI)

Jan 2023: ▲1.3%
Q4 2022: ▲3.9%
Q3 2022: ▲6.5%

PRODUCTION

- Production of Fresh Fruit Bunches (Oil Palm)
Jan 2023: 7,134,849 tonnes ▲11.2%
Dec 2022: 8,209,965 tonnes ▲14.9%
- Production of Natural Rubber
Dec 2022: 30,556 tonnes ▼26.7%
Nov 2022: 28,048 tonnes ▼5.0%
- Industrial Production Index (IPI)
Q4 2022: ▲4.1%
Q3 2022: ▲12.2%
- Saloe Value of Manufacturing Sector
Q4 2022: RM474.4b ▲11.1%
Q3 2022: RM407.0b ▲22.5%
- Revenue of Services Sector
Q4 2022: RM528.8b ▲14.9%
Q3 2022: RM517.5b ▲32.3%
- Volume Index of Services
Q4 2022: ▲11.7%
Q3 2022: ▲23.1%

Percentage Change: Year-on-Year Source: Malaysian Economic Statistics Review, Vol. 2/ 2023, Department of Statistics Malaysia (DOSM)