马来西亚家具总会简报 NEWSLETTER

ISSUE 12, DECEMBER 2021

马来西亚家具总会理事(2021/2023)就职宣誓典礼 MFC GC 2021/2023 Swearing In Ceremony

马来西亚家具理事会继 2021 年 12 月 3 日的常年会员 大会和改选后,在2021年12月20日举行了马来西亚家具总 会理事(2021/2023)就职宣誓典礼。

就职宣誓典礼在吉隆坡希尔顿酒店举行。现场共有超过 100位嘉宾出席,包括了开幕主宾马来西亚原产业部长拿 督祖莱达、马来西亚原产业副部长拿督斯里黄日升、马来 西亚厂商联合会(FMM)总会长拿督斯里拿督苏添来、马 来西亚中华总商会(ACCCIM)总会长拿督卢成全、来自各 部门的高级官员以及马来西亚各木材协会的领航人等。

On December 20, 2021 (Monday), the Malaysian Furniture Council conducted the swearing-in ceremony for its Governing Committee 2021/2023 following its Annual General Meeting on December 3, 2021.

The ceremony was held at KL Hilton Hotel and saw the attendance of more than 100 guests including several guest of honours such as MPIC Minister, YB Datuk Hajah Zuraida Kamaruddin, MPIC Deputy Minister, YB Dato' Seri Dr Wee Jeck Seng, ACCCIM President Datuk Low Kian Chuan, FMM President Datuk Soh Thian Lai and others.

















总会长邱曜仲在致词中提到很荣幸获得理事们的支持,得以继续连任。他强调,家具行业需要一个强大且团结的理事会才能继续向前迈进、为行业做出贡献。而种植及原产业部长则表示,家具行是木基领域最重要的部门之一,它为国家所带来的收益是无可厚非的。

仪式随后进行了就职宣誓典礼, 并与开幕主宾合影留念。

In his speech, MFC President Mr Khoo Yeow Chong said that it is an honour to be able to serve a second term and the furniture industry needs a strong and united GC to move forward while MPIC Minister's YB Datuk Zuraida said that the furniture industry is an essential part of the timber sector as it generates revenue to the nation.

The ceremony then proceeded with the swearing-in session followed by a group photo together with the guest of honour.











马来西亚家具总会 2021年度常年会员大会 MFC Annual General Meeting 2021

本应当於2021 年 6 月召开的马来西亚家具总会常年会员大会,再度因全面行动管制令的施行而被迫展延;最终於 2021 年 12 月 3 日(星期五)得以顺利召开。

除了 2019/2021年度的理事外,当天出席观礼的还有马来西亚木材理事会主席Puan Hajah Norrida Yusoff和首席执行员Tuan Muhtar Suhaili。

马来西亚木材理事会主席在其致词中提到,家具业对于整个木材行业的重要性,更提到了家具出口业为国家带来的贡献。

由于今届理事改选年只收到了14份提名表格,因此所有提名人在没有竞选的情况下,顺利成立的马来西亚家具总会 2021/2023 年度的理事会。

经过复选后,邱曜仲再度连任马来西亚家具总会总会长一职。有鉴于大 多数的上届理事都留任,因此总会长希望新届理事会能够延续公会一贯 的作业、继续为行业争取最大的福利。

After being forced to delay due to the Full Movement Control Order back in June 2021, the 2021 Annual General Meeting (AGM) of the Malaysian Furniture Council (MFC) is finally held on December 3, 2021 (Friday).

Other than the 2019/2021 MFC office bearers, the AGM was also attended by the Malaysian Timber Council Chairman and Chief Executive Officer, Puan Hajah Norrida Yusoff and Tuan Muhtar Suhaili respectively.

In her maiden speech, Puan Hajah Norrida mentioned the immense contribution the furniture industry has provided towards the annual export of the timber sector.

As only 14 nominations were received, there is no election for the MFC Governing Committee members for 2021/2023.

Following an internal discussion, Mr Khoo Yeow Chong has been selected as the MFC President for a second term. As most of the GC members are from the 2019/2021 batch, it is hopeful that it can ensure continuity of the ongoing tasks undertaken by the council currently.



Malaysian Furniture Council

Annual General Meeting

年会员大会



MAJLIS PERABOT MALAYSIA MALAYSIAN FURNITURE COUNCIL

马 来 西 亚 家 具 总 会

ADVISOR 顾问团(2021/2023)



荣誉顾问 HONORARY ADVISOR TAN SRI ABDUL MAJID KHAN



执行顾问 EXECUTIVE ADVISOR CHUA CHUN CHAI 蔡春才



EXECUTIVE ADVISOR RICHARD KO LIANG JOO 许烺裕



执行顾问 EXECUTIVE ADVISOR SUNNY TER SOON PENG 戴春平



执行顾问 EXECUTIVE ADVISOR DESMOND TAN BOON HAI 陈文海



执行顾问 EXECUTIVE ADVISOR NEO CHEE KIAT 梁志杰



ADVISOR DATUK CHA HOO PENG , JP 拿督谢和平



质问 ADVISOR HENDRY KONG WOOI KEAT 龚伟杰



^{顾问} ADVISOR BO ENG CHEE 巫英智



^{顾问(税务)} ADVISOR(TAX) RICHARD WONG YOKE SAN 黄郁桑



顾问(税务) ADVISOR(TAX) DATO'CHUA TIA GUAN 拿督蔡兆源



顾问(法律) ADVISOR(LEGAL) LAUTIAN LEI 刘天雷



順问(法律) ADVISOR(LEGAL) LEE SZE YIN 李詩韻

GOVERNING COMMITTEE 理事会(2021/2023)



总会长 PRESIDENT KHOO YEOW CHONG 邱曜仲



署理总会长 DEPUTY PRESIDENT JEFFERY ENG CHONG YEU 黄宗佑



副总会长 VICE PRESIDENT JAMALUDIN CHE MURAD



副总会长 VICE PRESIDENT WONG KOK HOON 黄国坤



副总会长 VICE PRESIDENT DATO'ERIC LEE KONG SIM 拿督李光森



副总会长 VICE PRESIDENT TERENCE PUAH XIANG HUI 潘祥江



副总会长 VICE PRESIDENT LIM HEE TIANG 林喜长



副总会长 VICE PRESIDENT MAH KONG YEOW 马光耀



VICE PRESIDENT DATO' STANLEY GOH LYE FOO 拿督吴来富



副总会长 VICE PRESIDENT LEE POH SIANG 李宝祥



^{息秘书} SECRETARY GENERAL MATTHEW LAW KIAN SIONG 刘建祥



副总秘书 DEPUTY SECRETARY GENERAL GOH SONG HUANG 吴松煌



耐总秘书 DEPUTY SECRETARY GENERAL LEO CHIANG KOK SZE 张国诗



^{总财政} TREASURER CHRIS YAU KOK SIANG 姚国祥



^{副总财政} DEPUTY TREASURER ALANTEO SHIEW HON 张晓峰



理事 COMMITTEE DANIEL HUTIAN SUM 胡天顺



理事 COMMITTEE CH'NG KAI SHEN 庄凯升



理事 COMMITTEE ALFRED YOW SONG VOOI 丘尚卫



^{理事} COMMITTEE CHAU YOKE CHUN 邹一全



理事 COMMITTEE JEORGE YEE LUB YAP 余信龙



理事 COMMITTEE NICK WEE ING LONG 黄运陇



理事 COMMITTEE SIN WI SERN 沈威盛



^{理事} COMMITTEE MOH KIM WAH 英锦华



理事 COMMITTEE STEVE ONG YEOU HUAN



理事 COMMITTEE KOAY CHEE KHOON 郭志坤



理事 COMMITTEE FAZLI SHAH BIN SIMPON



理事 COMMITTEE SHARONTSANG SIU LAN 曾小兰



理事 COMMITTEE DATO'KENNY LOW CHIN KOON 拿督刘景坤



理事 COMMITTEE LEE NGEE YONG 李益 荣



理事 COMMITTEE JEFF NG ZI ZHEN 黄子祯

马来西亚家具总会小组组员 MFC Sub-Committee (2021/2023)

Sub-committees / Associations	Names	
Human Resource (人力资源) Secretary: Aik Mund	1	Jeffery Eng (Chief)
	2	Mah Kong Yeow
	3	Goh Song Huang
	4	Wong Kok Hoon
	5	Alan Teo
Raw Material & Marketing (原料与市场) Secretary: Xiao Yan	1	Lim Hee Tiang (Chief)
	2	Dato Stanley Goh
	3	Wong Kok Hoon
	4	Steven Loo
	5	Dato Kenny Low
Domestic Retail & Renovation (内销零售&装修) Secretary: June	1	Terence Puah Xiang Hui (Chief)
	2	Lee Poh Siang
	3	Jeorge Yee
	4	Lee Ngee Yong
	5	Alfred Yow
	6	Beh Nam Yao
	7	Daniel Hu
	8	Leo Chiang
	9	Nick Wee
	1	Jamaludin bin Che Murad (Chief)
Special Task Force - Industry, Finance,	2	Dato' Eric Lee Kong Sim
Insurance (工业、金融与保险) Secretary: Aik Mund	3	Jeff Ng
	4	Sin Wi Sern
	5	Nick Wee
MFC Youth Club (青年俱乐部) Secretary: June	1	Dato Kenny Low (Chief)

东盟家具工业理事会(AFIC) AFIC's New Chairman for 2021- 2023





东盟家具工业理事会(AFIC)在2021年11月24日召开了其第40届理事会会议,同时也举行了成员主席国交接仪式。

基于新冠病毒疫情的蔓延,菲律宾得以延长其主席国身份;而遵守其成员主席国轮换政策,新加坡从2021年至2023年接任主席国一职。

新的东盟家具工业理事会将由新任主席Mr Ernie Koh领航,而辅助以其秘书长Mr Jake Tan。

Mr Ernie 在其首次演词中提到,他会继续秉承菲律宾主席在任期间所推广的活动,以确保其连续性。他也指出,由于现今消费者对可持续性课题已有了一定认识,因此该行业更需通过其 "AFIC 2025" 计划来接受这种必然性,并将成立一个特别工作小组来继续探讨。

最后,新加坡将于2022 年举办第 41 届东盟家具工业委员会会议,详情有待公布。

On November 24, 2021, the ASEAN Furniture Industries Council (AFIC) conducted its 40th Conference meeting alongside its chairmanship turnover ceremony.

In adherence to its rotation policy, Singapore is then selected to helm the chairmanship position for 2021 to 2023 after originally requesting the incumbent Chairman, the Philippines to continue for another year from 2020 due to the Covid-19 pandemic.

Under the new leadership, the AFIC Chairman will be helmed by Mr Ernie Koh while Mr Jake Tan will be its Secretary-General.

In his maiden speech, Mr Ernie said that he plans to continue some activities which started during the Philippines chairmanship to ensure continuity. He added that as consumers are now more knowledgeable about the issue of sustainability, it is imperative that the industry embrace this inevitability through its AFIC 2025 roadmap, and a special taskforce will be formed to work with stakeholders.

The final announcement would be that Singapore will be hosting the 41st AFIC Meeting in 2022 with further details to be announced.

Source: https://www.aseanfurniture.org/singapore-assumes-leadership-of-asean-furniture-industries-council-for-a-two-year-term/



马来西亚家具总会拜会中总·赠送《领航号》 MFC Courtesy Visit to ACCCIM

马来西亚家具总会邱曜仲总会长於2021年11月30日率领各州领导拜访马来西亚中华 总商会(中总),赠送《领航号》予中总,以祝贺中总百年会庆,也就工商界课题 进行交流。

交流会上,双方就多项工商界所面对的课题,包括外劳短缺、经商成本增加、货柜箱短缺、环境、社会及治理(ESG)等进行商议。马来西亚家具总会青年俱乐部团长拿督刘景坤和其青年俱乐部会员,与中总青商团署理团长共同商议如何推动数字经济、本地人才外流等课题。

中总主席拿督卢成全在交流会上指出,马来西亚家具总会一直保持非常密切的联系。 两会也多次就工商界的课题召开会议,并共同与政府部门及部长们展开会议,反映 家具业所面临的课题。

交流会结束前,总会长赠送《领航号》给中总主席拿督卢成全,并进行合影留恋。

On November 29, 2021 (Monday), the Malaysian Furniture Council (MFC) paid a courtesy visit to The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) in conjunction of the latter's centennial anniversary and to exchange constructive ideas.

During the event, a number of issues were discussed such as the shortages of foreign workers, rise of operation costs, the dearth of shipping containers and environmental, social and governance (ESG). MFC Youth Chief Dato Kenny Low and his youth members also discussed issues such as the promotion of digital economy, brain drain and to assists youths to increase their income were deliberated, with the Deputy President of ACCCIM Young Entrepreneurs Committee (YEC) and his committee.

Dato' Low Kian Chuan, President of ACCCIM said that both parties have been maintaining a close relationship and there were also meetings with the government to discuss on the issues pertaining by MFC.

The courtesy visit concluded with the presentation of a souvenir in the form of a 'ship' to ACCCIM by the MFC delegates led by President Mr Khoo Yeow Chong followed by a joint photo session.















2026年全球辅助家具市场将达53亿美元 Global Assistive Furniture Market to reach \$US 5.3 billion by 2026

全球市场在后疫情时期发生了变化。根据GIA(Global Industry Analytics Inc)一份题为《辅助家具~全球市场轨迹与分析》的指出,辅助家具能协助残疾人士进行日常活动,从而为他们的生活提供便利和改变。

其全球市场规模预计将从2020年的38亿美元增长至2026年的53亿美元。美国目前的辅助家具市场预计在 2021年可达到20亿美元,仅美国就占据了全球市场份额的51.42%。

而名列世界第二大经济体的中国市场,预计在2026年时,其规模可达3.203亿美元;除却德国以外的其他欧洲市场,在分析期结束前预计可达2.071亿美元。

据报告指出,亚太地区需求增长的原因之一,是可支配收入的增加以及人们对辅助家具好处的意识不断提高。

The global marketplace will be a different environment post – Covid 19. According to a report titled "Assistive Furniture – Global Market Trajectory & Analytics" by Global Industry Analytics Inc (GIA), it mentioned that assistive furniture makes a difference for individuals with long term disabilities as it assists individuals in normal day- to- day activities.

Its global market is projected to reach \$US 5.3 billion by 2026 from the estimated \$US 3.8 billion in 2020. Currently, the assistive furniture market in the US is estimated to be US\$ 2 billion for 2021 and the country alone took up 51.42% of the global market share.

China, the world's second largest economy is estimated to reach an estimated market size of \$US 320.3 million by 2026 while the rest of the European market excluding Germany will reach US\$ 207.1 million by the end of the analysis period.

One of the reasons why the Asia-Pacific region will witness a boost in demand is attributed to the rise of disposable income and growing awareness among people regarding the benefits of assistive furniture.

Source: https://www.prnewswire.com/news-releases/global-assistive-furniture-market-to-reach-5-3-billion-by-2026--301440373. html.





ASSISTIVE FURNITURE - GLOBAL MARKET TRAJECTORY



* Our research program is ongoing and dynamic

DATE	TABLES	PAGES	EDITION
DEC 2021	210	542	7

The report covers top influencer insights & transcriptions of their opinions about the market & its future.

GEOGRAPHIES - INDEPENDENTLY ADDRESSED

USA, Canada, Japan, China, Europe, France, Germany, Italy, UK, Asia-Pacific, Australia, India, South Korea, Other Geographies,

SEGMENTS - INDEPENDENTLY ANALYZED

Type >

Beds Riser Reclining Chairs Railings & Bar Door Openers

Application >

Home Care Assisted Living Facilities Hospitals & Nursing Homes

COMPETITORS PROFILED - 156

Ai Squared Bausch & Lomb, Inc. Blue Chip Medical Products, Inc. Drive Medical Design and Manufacturing Exact Dynamics B.V. GN ReSound Group Inclusive Technology Ltd. Invacare Corporation Jabbla B.V.B.A. View complete list at www.StrategyR.com

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家族企业的传承瓶颈



罗炜雄 ⊕

企业家兼周游列国的MBA讲师。曾于毕马威会计事务所担任营销总监多年,也是 多个亚洲著名政论清谈电视栏目的常驻嘉宾,常探讨经济、商业、政治热门课题 与最新市场趋势。

家族企业在马来西亚占据了非常重要的地位——在马来西亚股票交易所70%的上市公司,基本上都属于家族企业,而马来西亚96%的中小型企业都是由家族企业组成。因此,家族企业为这个社会创造了庞大的工作机会,创造了无数财富,为社会做出很大的贡献。

中国人有一句话"富不过三代",这句话在家族企业传承反映的非常真实。根据很多学术报告研究显示,大约有30%的家族企业可以交给第二代接班传承,到了第三代,只有10%做到传承,至于第四代,只有区区3%的家族企业得以传承。从这个数据显示,家族企业传承是多么不容易。

在马来西亚能够跨过百年的家族企业更是屈指可数,如: 余仁生、Royal Selangor、United Malacca、Claytan以及义香等。

何谓家族企业?

家族企业的股权主要掌控在家族成员手上,而且很多家族企业的一把手,主要职位都是家族成员组成。家族企业最明显的特征就是——企业内很多员工都有血缘关系。

家族企业股权传承、财富传承、管理权传承融合一体,当中的难度和复杂随着家庭内部关系而变得复杂。成功的家族企业传承是保证家族企业财产与权力传递和延续的关键。

家族企业传承面临很多挑战,其中最重要的原因是——家族企业传承是一个漫长的过程。一般来说,第一代传承给下一代接班的过程可能需要十五年到二十年。由于时间的漫长,因此变数很多。很多家族企业的演进是从夫妻档, 兄弟姐妹帮进展到堂兄表弟。成长环境不一样,理念不一样,这些因素造成家族企业传承遇到了很多瓶颈。

家族企业传承最常遇到的问题是——创一代和创二代接班意愿问题。创一代的爸爸是穷爸爸,创二代的爸爸是富爸爸。在完全不同的成长环境,造成了第二代往往对于传承家族企业的意愿不强烈。除此之外,创一代因为环境条件的限制,所以所受到的教育程度可能不高,当他们创业成功后,积累一些财富后,肯定为他们孩子提供更好的教育。受过高深教育的创二代往往对于创一代的企业经营理念、手法、作风就有很多的看法,导致最后创二代接班意愿不高。又或者,创二代找到了自己的人生目标,放弃了传承家族企业的念头。

第二种家族企业传承挑战是——接班人的能力问题。虽然我们看过很多所谓"虎父无犬子"的例子,但是我们也见证过"一代不如一代"的事实。创一代因为草创时期备受考验,经历了很多基层历练,练成了一身武功;创二代是天兵,因为受过高等教育,没有从基层做起,缺乏了江湖打滚的历练,在处理事情方面明显比第一代逊色。而且接班时间漫长,变数多而复杂。虽然创二代能力有瑕疵,但是因为血缘关系而成为了第二代掌门人,结果家族企业往往就断送在创二代手中。

家族企业传承的另一个瓶颈是,创一代和创二代的价值观出现了明显分歧。教育程度、成长环境、社会阅历和思想观念让创一代和创二代出现了价值观上的鸿沟。这种价值观的分歧也导致很多创二代对于接班家族企业意兴阑珊而离开。

最后一个挑战就是家族企业里血缘关系的员工多,而导致公司内部门派林立,并且还无法"秉公办理"。姨妈姑姐 叔伯兄弟占据公司不同岗位会导致创二代觉得,在公司无论做什么事情都寸步难移。而且,因为大家为了各自的利 益就会拉帮结派,在公司搞起办公室政治,这一切也会让创二代对于公司前景产生疑惑和信心动摇。这种场景犹如 香港电视剧里的剧情。

家族企业传承失败,很多时候往往是因为创一代缺乏了长期计划的思考。创一代必须有一个清楚的认知,即家族企业传承是一个漫长的过程,因此需要精心计划和细心管理。家族企业传承牵涉的问题复杂,简单来说就是股权的拥有权和公司财产的转移以及公司管理权的交接。所谓谈钱伤感情,这也是为何家族企业传承往往会出现纠纷,甚至对簿公堂。

创一代必须规划出一个家族企业接班的路线图。这个接班路线图需要划分几个阶段,并且时间可能需要长达10到15年,甚至20年。首先必须确认并开始细心挑选接班人,这一阶段可能需要一段时间观察,而且需要让候选人经过不同历练;其次,一旦相中了接班人就需要全方位的给予培训和历练,这是一个非常关键的一步。这是因为创一代有很多知识或者经验是隐形知识,不容易传授给创二代。第三步就是创一代也需要为创二代组成他自己的接班班底,毕竟一朝天子一朝臣,所以创一代的班子,创二代未必能够调动。第四步就是"扶上马送一程"。创一代可以开始把部分权力交出来给创二代做决策,一方面让创二代学习有所担当,另一方面也是一种考验。最后就是达到全身而退,由创二代全面掌权。

家族企业传承过程很漫长,且变数多,这也是导致70%家族企业在第一代人手中就结束,而90%家族企业无法成功让第三代接班的主因。因此,到了第四代也就区区3%能够生存。了解家族企业传承的复杂程度,就能理解为何家族企业传承那么艰难。

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不断城市化的亚洲区域促进了奢侈家具市场的增长 Rising Urbanisation in Asia foster's growth for the luxury furniture market

尽管新冠疫情严峻,但联合市场研究公司(Allied Market Research)刚发布的《亚太奢侈家具市场报告》预测,2020年全球奢侈家具市场规模高达54亿美元。

出现增长的主要原因之一是由于可支配收入的增加,以及亚太地区不断演变的消费生活方式。这一转变也带动了该地区的几个国家带来了国内生产总值(GDP)增长,其中以快速城市化和可支配收入增加的中国为首。

在奢侈品市场中,木制奢侈家具是迄今为止最大的来源贡献,占总市场收入的24%。这可归因於消费者对木制奢侈家具的高度审美需求。

然而,从增长角度来看,以玻璃为主的奢侈家具将经历从2015年至2020年,最高复合年均增长率(CAGR)的8%。

Despite the Covid-19 pandemic, the Asia Pacific Luxury Furniture Market Report by Allied Market Research predicted that the global luxury furniture market in 2020 is US\$ 5.4 billion.

One of the key reasons why such an increase took place was due to the rise of disposable income and also an evolving consumer lifestyle mainly in the Asia-Pacific region. This growth has also generated an increase of GDP of several countries in this region with China leading the way due to its rapid urbanisation and increase in disposable income.

Within the luxury market itself, wooden luxury furniture was by far the largest contributor at 24% of the total market revenue. This could be attributed to its high aesthetic appeal towards the consumer's demand.

Nevertheless, looking from the lens of growth, glass based luxury furniture will be experiencing the highest Compound Annual Growth Rate (CAGR) of 8% from 2015 -2020.







Ashley Furniture扩展到亚利桑那州凤凰城 Ashley Furniture expands into Phoenix, Arizona





全球最大的家具制造商Ashley Furniture Inds,将在2021年12月底前扩展其业务到亚利桑那州凤凰城托尔森地区。225,000平方英尺的新工厂将生产室内装潢,预计将创造大约200个新的就业机会。

该公司目前已从2021年12月8日起,开始为其制造职位开展招聘活动。有了这个新地点,Ashley Furniture将扩展其在美国的13个生产设施基地。

该公司总裁兼首席执行官Todd Wanek表示,家具的高需求量促使管理层决定增加制造、零售和营运量。

这家家族企业位于威斯康星州阿卡迪亚,在155个国家共有超过2万家零售家具店。

Ashley Furniture Inds, the world's largest furniture manufacturer will be expanding into Tolleson, the greater Phoenix area, Arizona by the end of December 2021. The 225, 000 square foot new plant will be manufacturing upholstery and expected to create approximately 200 new job opportunities.

Currently, the company is already conducting a hiring campaign since December 8, 2021 for its manufacturing positions. With this new location, this will see Ashley Furniture expanding its national network of 13 production facilities in the United States.

Todd Wanek, its President and CEO said that the high demand for furniture has led to the management's decision to increase its manufacturing, retail and operations capacity.

The family-owned business is based in Arcadia, Wisconsin and sells furniture in more than 20,000 stores across 155 countries.



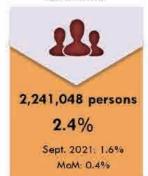


Malaysia's Manufacturing sales remains double digit growth, 15.3 per cent with an amount of RM140.7 billion in October 2021





NUMBER OF EMPLOYEES



SALARIES & WAGES



SALES VALUE PER EMPLOYEE

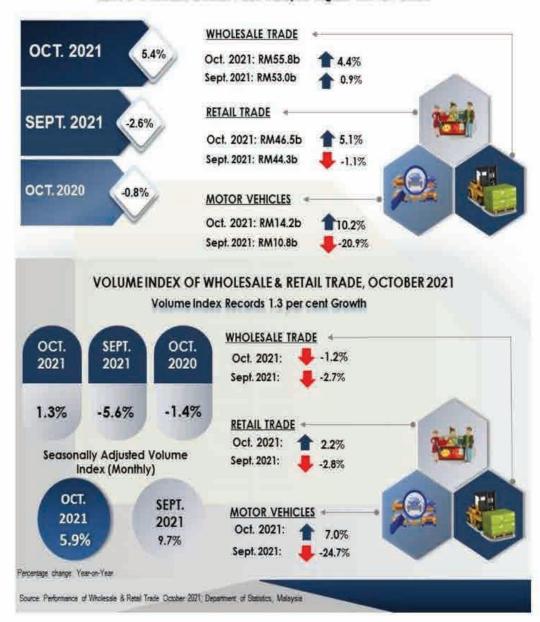


YEAR-ON-YEAR CHANGES IN SALES VALUE BY SUBSECTOR (%)



SALES VALUE OF WHOLESALE & RETAIL TRADE, OCTOBER 2021

Sales of Wholesale & Retail Trade Malaysia Register RM116.4 billion





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