MALAYSIAN FURNITURE NEWS

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Malaysian Furniture Council (MFC): "One United Council, One Clear Direction"

The merger of Malaysian Furniture Industry Council (MFIC) and Malaysia Furniture Entrepreneur Association (MFEA) on July 5, 2014, to become the Malaysian Furniture Council marks an important milestone for the forward development and enhancement of the Malaysian furniture industry.

The MFIC, which was established in 1978, is recognised by its national status in 1991 by the Government under MTIB Act. Meanwhile, the MFEA, which was established in 2003, is a composition of the country's 13 States Furniture Associations.

At the Member Congress in 2013, majority of the new council members have voted unanimously with a clear mandate to activate the merger exercise. In line with the said resolution, the MFEA and MFIC selected key members to form a merger group towards seeking a satisfactory solution for both organisations. Finally, after 3 rounds of diligent discussion and with much deliberation on the macro issues, the merger team drafted a new constitution that was in line with the vision and objective of the two Associations and the newly recognized constitution is enshrined by the merged organization.

With a keen determination to speak in one voice, the consensus for a merger between the MFIC and MFEA at the convened member congress on July 5, 2014 was unanimously approved and successfully achieved.

The merger exercise finally came to fruition after several years of hard efforts between the two council members. Going forward, it is hoped that members will provide the necessary guidance for the two council members to undertake their tasks in accomplishing the desired mission. A new Federation election will be held in September 2014.

The birth of the Malaysian Furniture Council (MFC), which is a combination of two council members, will become the only sole National Body to lead the advancement and development of the Furniture Industry.

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My heartiest congratulations to Malaysia Furniture Entrepreneur Association (MFEA) and Malaysian Furniture Industry Council (MFIC) in debut issue of its much awaited newsletter – Malaysian Furniture News. This is welcome news as such media will keep the industry players updated with news on the furniture scenario, both local and international.

I applaud the merger of MFIC and MFEA which has united two large organizations as one representative body for the industry and the nation. With the merger, the industry is now served through one body one voice and paves the way for further development to the industry and members, at the same time will promote Malaysia's furniture globally. With more than 3,000 members, the council will strive to make great efforts to improve competitiveness of the Malaysian furniture industry and develop market opportunities globally for all. The furniture business is an evergreen one and has great potential.

Malaysia will chair the 2015/2016 ASEAN Furniture Industry Council (AFIC) and has pledged to work closely with AFIC members to develop and grow the business together. The 10 ASEAN countries with a population of more than 600 million, serves as a huge market for its products, providing opportunities for all member countries. In this aspect, we could create an ASEAN brand and promote it internationally.

The habit of consumer spending has a bearing on the sustainability and growth of any fast moving consumer goods industry. For the furniture industry, there is no exception. Malaysia's market size of US$2 billion on the back of US$280 billion GNP, the furniture spending is $0.71 per US$100.00. There is still much room for improvement in our domestic market in the future. However, we have to take positive steps to spur the growth of the industry by inculcating higher quality products and services. To gain market share, we must conduct market research studies and undertake relevant marketing strategies to meet market needs.

Lastly, I wish MFIC & MFEA every success in our quarterly Newsletter.

Thank you.

Mr. Sunny Ter
President of Malaysian Furniture Industry Council (MFIC)

Firstly, I would like to congratulate the Council for the successful publication of the debut issue of Malaysian Furniture News. The Council aims to communicate relevant international and domestic furniture-related information to members and the public sector on a quarterly basis. This will enable us to be updated with the latest information. And for this, I wish to thank the members of the group for their effort.

It is enlightening to note that the Malaysia Furniture Entrepreneurs Association (MFEA) and Malaysian Furniture Industry Council (MFIC) had convened a congress and successfully passed all resolutions for the merger on 5th July 2014. Both organizations are now successfully merged. Thus, we will stand as a single voice to contest for better government policies and to promote the development of the Malaysian furniture industry. On this note, I am grateful to the members of the merger preparatory committee, council members and delegates for their trust and inclusive spirit of cooperation to make the merger a success.

The organizational operations will continue to function on the basis of their original foundations. I hope all members will continue to contribute positively towards reflecting a more pragmatic spirit of service to boost the confidence of the industry, and continuously develop the Malaysian furniture industry to greater heights.

For the first four months of this year, exports of furniture registered revenue of RM 2.625 billion, an increase of 18%, compared RM 2.223 billon for the corresponding period of last year. The export of furniture for this year is estimated to grow 15% to about RM 8.5 billion. We hope that with the recovery of the economy, the government can capitalize on this opportunity and hasten the application approvals for foreign workers, particularly Bangladeshi workers in furniture industry, as soon as possible. With the growth of the furniture industry, we are confident that it will help generate more foreign exchange earnings and create better economic benefits for the country.

Finally, I wish to once again congratulate the Council for the successful debut issue of Malaysian Furniture News, and hope that it will be informative and be a linkage to provide business opportunities to the furniture industry.

Thank you.

Mr. Richard Ko
President of Malaysia Furniture Entrepreneur Association (MFEA)

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Ministerial Meeting To Resolve Key Industry Issues

A ministerial meeting was held between the Minister of Plantation Industries and Commodities (MPIC), YB Datuk Amar Douglas Uggah Embas, and furniture industry players on 27 May 2014 at the Ministry of Plantation Industries and Commodities.

The main objective was to discuss with the furniture industry players on the inclusion of furniture under the Forest Law Enforcement, Governance and Trade – Voluntary Partnership Agreement (FLEGT-VPA). The discussions focused on development of FLEGT-VPA and report on furniture industry participation in FLEGT-VPA.

The meeting was briefed by Dato' Dr Freezailah Che Yeom, National Advisor of FLEGT. Industry players were updated on the latest development of FLEGT-VPA between Malaysia and European Union (EU), guidelines of the Timber Legality Assurance System (TLAS) tables and issues that need to be considered under the product scope of FLEGT-VPA.

Subsequently, the meeting was followed by a presentation by Dr Jalaludin Harun, Director-General of MTIB. According to him, 76 companies or 51% has accepted the inclusion of furniture into the FLEGT-VPA based on a recently conducted survey. He further elaborated that these companies have exported RM1.5 billion of furniture, representing 65% of total exports from the studied samples.

The following issues were also brought to the attention of the Minister:-

The meeting was chaired by the Honourable Minister.

Members of the furniture industry and key officials from MPIC and relevant agencies posing for a group shot with the Honourable Minister (seated in the centre).

1. Increasing bureaucracy
   MFEA representative raised concern of the burden over the bureaucratic policy, for example, the government authority needing 10 days to issue an export license.

2. Incremental cost
   MFIC representative expressed the view that if the FLEGT-VPA were to be implemented, it will increase the cost of manufacturing of furniture. Three scenarios were given. Based on the scenarios given, he summarized that the incremental costs of furniture manufacturing remains unavoidable.

3. Fulfill the requirements under TLAS
   Furniture industry players are of the view that they are not ready to be included under the FLEGT-VPA as they are not able to fulfill the requirements under the Timber Legality Assurance System (TLAS) e.g. licensing of furniture factory and workers safety and health.

On the licensing of furniture factory, the MPIC Minister is of the opinion that a temporary license will be granted to a furniture factory that has no factory license. The Minister also pointed out that a Cabinet paper will be prepared by MPIC to be submitted to Cabinet for further deliberation.

Malaysia's Free Trade Agreements

Under the World Trade Organisation (WTO), it allows free trade agreements with a proviso that tariffs are eliminated substantially on all trade. Malaysia has since embarked on a number of Free Trade Agreements (FTAs) either regionally or bilaterally. Malaysia's objectives in pursuing FTAs are to seek better market access by addressing tariffs and non-tariffs barriers; further facilitate and promote trade, investment and economic development; enhance competitiveness of Malaysian exports and capacity building in specific targeted areas through technical cooperation and collaboration.

FTAs currently pursued with selected countries are not confined to liberalisation and market opening measures alone. They are comprehensive and include investment, trade facilitation, intellectual property rights (IPR) as well as economic cooperation in areas such as:

- competition policy;
- standards and conformity assessment;
- information and communication technology;
- science and technology;
- education and training;
- research and development;
- financial cooperation;
- Small and Medium Enterprises (SMEs) development; and
- paperless trading.

To date, Malaysia has established FTAs with the following countries:

- Japan;
- Pakistan;
- New Zealand;
- India;
- Chile; and
- Australia.

At the regional level, Malaysia and its ASEAN partners have established the ASEAN Free Trade Area. ASEAN has also concluded FTAs with China, Japan, Korea and India, as well as Australia and New Zealand.

Self-declaration Mechanism For Tax Exemption

The Malaysian Investment Development Authority (MIDA) has eased further the cost of doing business for the manufacturing sector by putting in place a self-declaration mechanism for exemption of import duty and sales tax on machinery and equipment.

Effective 2 May 2014, manufacturers would no longer be required to submit applications for exemption of import duty and/ or sales tax to MIDA.

A new self-declaration mechanism requires manufacturers to apply once to MIDA for a confirmation letter as a manufacturer and apply permission to import the products free from Customs duties.

Eligibility

The Customs Duties (Exemption) Order 2013 (under item 115) and/or Sales Tax (Exemption) Order 2013 (under item 106) provide an exemption for the followings:-

For enquiries and clarification on the self-declaration mechanism for tax exemption, please contact Tariff Division of Malaysian Investment Development Authority (MIDA) (Tel: 03-22673539 or Fax: 03-22745156 or Email: tariff@mida.gov.my)

For other enquiries, please contact Jane Choong or CYTan of the MFIC Secretariat at Tel: 03-92822333.

Exemption	Machinery and Equipment	Spare Parts and Consumables
Import Duty	• Imported; or • Purchased from Licensed Manufacturing Warehouse, Bonded Warehouse or Free Zone	No exemption. Full rate of duty will apply
Sales Tax	• Imported; or • Purchased from a Licensed Manufacturing Warehouse, Bonded Warehouse or Free Zone; or • Purchased from a manufacturer (licensed under Sales Tax Act, 1972)	• Imported; or • Purchased from Licensed Manufacturing Warehouse, Bonded Warehouse or Free Zone; or • Purchased from a manufacturer (licensed under the Sales Tax Act, 1972)

A Resounding Success for the 3rd China Xianghe International Home Culture Festival

The 3rd China Xianghe International Home Culture Festival, held from 28 April to 3 May 2014, was a resounding success.

The five-day event was jointly organized by the China Furniture Association, Hebei Province Furniture Association and Xianghe International Furniture City. Invited guests to the event included embassy and consulate officials, industry associations, international media alliance members and well-known enterprises from Singapore, Malaysia, South Korea, Sweden, Turkey, Thailand, Spain, Japan, the Philippines and other countries.

Well attended by members of China Furniture Association and member units exceeding 30 provinces, it brought together more than 3,000 Chinese enterprises dealers and buyers, Chinese mainstream media and over 200 authoritative industrial media to report on this event.

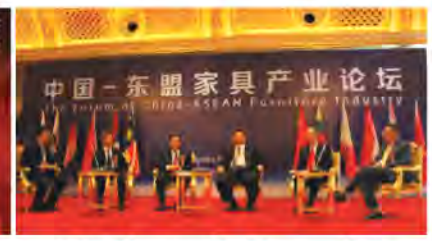
Over the five days, the event showcased the colourful Xianghe folk culture, exhibited more than 1,500 variety of goods, as well as over 7,500 brands of furniture and attracted daily traffic flow of 35,000 visitors.

At the opening ceremony, China Furniture Association and the Xianghe International Furniture City signed a long-term strategic cooperation framework agreement.

At the China Furniture Association Economic Information Committee preparatory meeting and the "Deepening Reform, Innovation and Development" International Forum, Mr. Zhu Changling, President of China Furniture Association, delivered the keynote speech dwelling on deepening reforms, innovation and development, boosting the continuous progress of the furniture industry, the current international economic situation, China's opening up policy and proposed development of the China furniture industry.

Mr. Zhu Changling, President of China Furniture Association, was the keynote speaker at Xianghe furniture industry international promotion conference. Xianghe County Deputy Magistrate, Jiao Guoqiang, introduced Xianghe's economic status, while Xianghe Furniture City management committee managing deputy director, Chuan Bowen, addressed the development of the Xianghe furniture industry.

The first ASEAN - Chongqing China Home and Living Expo



During the opening ceremony, accompanied by an upbeat music, a bunch of red text on a crystal ball beating, Liu Qiang and Anbar together presided over the opening of the inaugural ASEAN Home Expo.

The first ASEAN - Chongqing China Home and Living Expo had its grand opening in well-known Kaien International Furniture City at Banan District, where a gorgeous fashion industry pinnacle event was officially staged.

The exhibition, held from 16 to 20 May, 2014, occupied a total exhibition area of about 400,000 square meters. It attracted more than 2500 furniture and related industries participating manufacturers and distributors from mainland China, Hong Kong, Macao and Taiwan regions, ASEAN and Africa. Over 3000 brands were exhibited comprising total exhibits of more than 10 million units.

The ASEAN Home Expo this year is the first joint exhibition by 10 Southeast Asian countries in China.

The opening ceremony was officiated by District Mayor, Chen Gang. Other VVIPs included Vice Mayor Liu Qiang, Chairman of the ASEAN Furniture Industries Council Anbar, City External Trade Bureau Director XuQiang, City Forestry Bureau Secretary Wu Ya, City Trade Promotion Council Chairman Chen Yu, District Party Secretary Li Jianchun, deputy director of the Municipal Bureau of Tourism Qin Dingbo, Vice Chairman of City Federation of Industry and Commerce Chen Gangjian, vice-consul of the Consulate General of the Philippines in Chongqing Suzi, as well as furniture industry association officials from Indonesia, Singapore, Vietnam, Malaysia, Myanmar, Laos and other countries.

In his speech, XuQiang said the China - ASEAN strategic partnership vigorously promoted economic and social development between the two sides, and have made important contributions to regional peace, stability and prosperity.

The rapid progress of bilateral pragmatic cooperation, from 2002 to 2012, has resulted in average annual growth of 23.6% in bilateral trade volume, and has now reached US$ 400 billion. Mutual investment totalled more than US$100 billion, an increase of 3.4 times. China has become the largest trading partner of ASEAN, while ASEAN is China's third largest trading partner. This has enabled China and ASEAN to build the world's largest free trade area in developing countries.

XuQiang added that along with Chongqing booming trade with ASEAN, they have reached an agreement to jointly organize the ASEAN - Chongqing China Home and Living Expo annually from 2014 at Kaien International Furniture City, Banan District, Chongqing, China.

The ASEAN and African furniture occupied a total exhibition area of 5,000 square meters. Each of the countries furniture and home accessories with most local characteristics brought unprecedented exotic feeling for the majority of consumers. Domestic first-class furniture brands accounted over 3000, with more than 800 are well-known brands. Domestic and foreign distributors and exhibitors was more than 2,500.

Among the important activities during the Expo was the China - ASEAN Furniture Industry Forum held at the Sheraton Hotel in Chongqing.

The main objective of the forum is to strengthen China's furniture industry's exchanges and cooperation with ASEAN countries, and jointly promote the development of China and ASEAN countries' furniture industry.

The leaders discussed cooperation between China and ASEAN on the furniture industry and they expressed high optimism about its prospects. Hong Kong Furniture Association Senior Advisor Mr. Chen Qinghua also suggested that ASEAN countries to use Chongqing as the entry point, through Kaien International Furniture City to rapidly introduce ASEAN furniture to China, and enhance ASEAN furniture brand awareness and influence in China.

In Collaboration with TFIC & CDC...A New Frontier!

A courtesy visit by an MFIC delegation to the Thailand Furniture Industry Club (TFIC) and Crystal Design Center (CDC) in Bangkok has opened the doors to new business opportunities and collaboration between the Thai and Malaysian furniture industry.

MFIC President, Mr. Sunny Ter, who led the delegation on 30 June 2014, was accompanied by MFIC Secretarty General Mr. Nelson Tan, general manager Ms. Sally Liew and Mr. Ricky Chin, Event/PR Manager of EFE Expo.

The MFIC delegation had a roundtable discussion with TFIC Chairman, Mr. Chaiyong, and his committee members to gain further insights into the Thai furniture industry and discussed ways for further collaboration.

The principal objective of the visit was to learn more on TFIC's activities and to further promote AFIC/ASEAN relations through the respective furniture shows. It was a fruitful meeting where both parties would reciprocate with participation in the respective fairs of TIFF and EFE.

On the visit to Crystal Design Center (CDC) in Bangkok, the MFIC team was briefed with a tour of CDC by its manager, Mr. Deli Labarck. The Center housed various types of furniture of contemporary designs as well as furnishings, including lightings and decorations. Cooperation with CDC to invite exhibitors from Thailand to participate in EFE 2015 was also established.

The collaboration with TFIC and CDC was most encouraging and could lead to a rewarding and fruitful participation by Thailand for EFE 2015.

Exchange of Souvenirs Between TFIC & MFIC

Courtesy Visit Singapore Furniture Industries Council

A six-member Malaysian delegation paid a courtesy visit to the Singapore Furniture Industry Council (SFIC) on 18th June, 2014 in efforts to strengthen solidarity and cooperation among members of the Asean Furniture Industry Council (AFIC).

Organised by the Malaysian Furniture Industry Council (MFIC), the delegation was led by its President, Mr. Sunny Ter. The entourage also included Mr. Nelson Tan, MFIC Secretary-General; Mr. Richard Ko, MFEA President; Mr. C.C. Chua, MFEA Secretary-General; Ms Sally, EFE Expo General Manager and Mr. C.Y. Tan, from MFIC Secretariat.

The delegation met Mr. Steven Chew, Mr. Phua Boon Huat, Mr. Jerry Tan of the SFIC and staff members of the SFIC Secretariat.

Among the matters discussed during the visit were the transfer of the AFIC Chairmanship from Indonesia to Malaysia and the enhancement of ASEAN through the AFIC platform. Members had a fruitful discussion on the forward direction towards strengthening their networking activities.

Presenting token of appreciation to SFIC

Jerry Tan of SFIC welcoming Malaysia's delegation

U.S. Imports Up 8% in 2013

Furniture shipments increased to USD19.7 billion

U.S. furniture imports rose 8% last year, propelled by shipments from China and Vietnam as well as emerging players such as India and Indonesia, which are becoming more important resources, particularly for case goods importers. Worldwide furniture shipments to the United States rose to $19.7 billion in 2013 from $18.3 billion the year before.

China remained the top foreign furniture resource for the U.S. with USD11.6 billion in shipments, up 7% from $10.8 billion in 2012. This was followed by Vietnam, which saw a double-digit increase of 11%, pushing its shipments to over the $2 billion mark for the first time.

North American neighbours Canada and Mexico followed, with gains of 7% and 11%, respectively, which put Canada's shipments at just over $1 billion and Mexico's at $964.7 million. Indonesia displaced Malaysia in the top five most important global resources, a factor largely due to Malaysia's 9% drop in 2013 shipments. Indonesia's shipments to the U.S. rose 8% to $600.7 million, just slightly above the $598.7 million from Malaysia.

Others in the top 10 included Italy, Taiwan, India and Poland. While coming off low numbers, India and Poland had some of the strongest percentage growth of 24% and 16%, respectively. Italy also had a strong year, with 17% growth, while Taiwan's shipments fell 13%.

Countries like Malaysia faced challenges in 2013, partly due to increases in labour rates, a factor that caused uncertainty for wholesalers and retailers alike. Other countries such as China, Vietnam and Indonesia also faced rising labour rates, but they apparently weren't enough to stem the influx of product coming from those countries.

Perhaps not surprisingly, upholstery was a growth category out of China. It was up 10% in volume compared with wood bedroom, which was down 11% for the year. One reason bedroom continues to suffer - in 2012 it was down 14% - is due to the ongoing U.S. anti-dumpling duties still in effect on Chinese wood bedroom furniture. Vietnam, which doesn't have duties on bedroom, saw its shipments in the category rise 7%.

Source: Furniture Today

Enticing Furniture Spending Culture

The habit of consumer spending is indeed an interesting factor for it has a bearing on the sustainability and growth of any fast moving consumer goods (FMCG) industry. For the furniture industry, the trend to its sustainable growth is no exception. The need to evolve the spending culture and creatively create a positive perception will bring mutual benefits to both the consumers and suppliers alike.

In this debut issue of the Malaysian Furniture News, the editorial team spoke to Mr. Sunny Ter, President of the Malaysian Furniture Industry Council (MFIC), to share his thoughts on the topic.

According to Ter, it is important for everyone to firstly appreciate the profound meaning of the word "culture".

He says culture simply means a common understanding. "For example, if a person is of a good behaviour, we have to recognize and give due credit to him/her. On the contrary, if his/her behaviour is impolite, we should encourage that person to avoid such behaviour.

"Similarly for us to gain recognition for our efforts, we must lead by good example. This can have a positive influence on our relatives, friends, colleagues, business associates and even the younger generation," adds Ter.

Ter emphasizes that there is a need to evolve on the spending culture by taking positive measures to spur the growth of the industry.

He says the industry players must change their way of thinking to match market needs and consumer preferences by inculcating higher quality products and services.

Furniture Versus Luxury Products

Currently, furniture spending is a negligible fraction of the total consumer spending, even in most developed countries. The bulk of consumer spending is notably on vacations, luxury cars, branded apparels and beverages. In developing and under-developed economies, the consumer spending on furniture is obviously much lower although the industry caters for different market segments.

For the Malaysian furniture industry to gain market share, it has been acknowledged that more in-depth market research studies have to be conducted as well as the implementation of relevant marketing strategies to meet market needs.

The key industries that the furniture sector needs to compete efficiently are in the middle and higher-end market segments.

Unlike branded luxury products, the perception of the majority consumers is that furniture is just a household item that does not reflect an individual's lifestyle or status. However, such perception may be incorrect as furniture has several qualitative benefits which many consumers may not be aware of – be it for decorative, personal taste or investment purposes.

Enticing Spending

Ter is optimistic of a slew of solutions to entice consumer spending on furniture. Among them is the need to educate consumers on the various aspects that a piece of furniture can serve their needs, for example apart from the aesthetics aspects, there is also the functional and health aspects, environmental issues, etc.

"Another important area is the evolution of consumer spending can impact the national economy. When consumer spending increases, it will create a positive growth to the economy. This, will in turn, create more employment opportunities for the people which bodes well for the nation's prosperity. The fruition of furniture spending should not only be limited to the domestic economy, but also to tap the opportunities in today's borderless world.

On the justification that consumer spending on furniture can improve the economy, Ter says it can best be illustrated by the research conducted on the consumer furniture spending and its impact on the economy (see chart).

In the case of Germany, based on the GNP of US$3.6 trillion against its furniture market size of US$ 41.0 billion, the Germans spent an average US$1.25 for every US$100.00. Meanwhile, whilst the USA has a larger furniture market size of US$95 billion on the back of its GNP of US$ 15 trillion, the average spending on furniture is US$0.63 to every US$100.00. Similarly, France and Greece have lower spending as compared to their respective market size and GNP.

As for Malaysia, our furniture market size of US$ 2 billion on the back of US$280 billion GNP, the furniture spending is $0.71 per US$100.00. This is an indication that there is still much room for improvement in our domestic market in the future. Taking into consideration of the future GNP and population growth, the potential growth is estimated to be around 60%.

Intangible Benefits

Many people do not realize that spending on furniture is more than an investment. For antique collectors, furniture is definitely an investment, as its value will appreciate over time. However, there are several distinguishing qualitative values such as its enhancement and improvement to the home environment.

"From my past experience, I have noticed that families tend to spend more quality time together at home when they have invested in a quality set of furniture. It indirectly helps the family members to save money and strengthen family bonding.

"A piece of furniture can help improve human relationship. If your home is comfortably and aesthetically decorated with the right blend of furniture, it creates a wholesome environment. If you were to invite your friends, relatives and associates, they will feel comfortable and become closer to you," rationalizes Ter.

In his parting shot on kicking off the furniture spending culture, Ter confidently expresses that if all the industry players were to take the lead, it will boost industry growth by one percent. By extending the culture to their family members and relatives, the anticipated growth will rise to 5%. With a further extension to their friends and business associates, the multiplier effect will be a significant growth of between 30% and 50%.

How more consumer spending on furniture can improve the economy?

Country		Size of furniture market (USD Billion)	Total GNP (USD Billion)	Percent (%)
German		41.00	3,594	1.25
Malaysia		2.00	280	0.714
U.S.A		95.00	15,037	0.629
France		12.37	2,776	0.445
Greece		0.831	283	0.293

Impressive 16.4% Export Growth in Q1

Malaysian furniture exports registered an impressive growth of 16.4% to RM 1,945.3 million for the first quarter this year from RM 1,671.6 million posted in the corresponding period of 2013.

For the period under review, the Americas were the largest contributors to Malaysian furniture exports accounting for 35.3% of total exports. This was followed by Asia with a 16.7% share of the market, while Europe and Asean stood at 15.7% and 11.7%, respectively.

The USA remained Malaysia's largest export destination with exports valued at RM 571.38 million -- growth of 15.62% -- from RM 494.18 million recorded in the first quarter of 2013, and a market share of 29.37%. Japan took the second spot with market share of 9.56% valued at RM 186.01 million, an expansion of 9.19%, from RM170.36 million in the previous corresponding period. Australia was ranked third with an imposing growth of 25.34% with exports valued at RM 146.26 million, compared to RM116.70 million for the year-on-year quarter.

Among the top 20 export markets for Malaysian furniture that have shown significant growth of over 30% for Q1 were The Philippines with a growth rate of 66.42%, France (61.59%), China (59.58%), United Arab Emirates (43.28%) and Germany (40.87%), South Korea (36.89%) and Saudi Arabia (33.41%).

Of the total exports, wooden furniture accounted for RM 1,544 million or 79.4% of the four main categories. Seats and its parts took second placing valued at RM 187.7 million, or 9.7% share, while metal furniture and furniture parts generated export values of RM 130.2 million (6.7% share) and RM68.1 million (3.5% share), respectively.

In terms of wooden furniture exports, the bedroom wood furniture segment garnered 31% share, while seats, nes with wooden frame took 19 % and other wooden furniture acquired 35%. The wood kitchen furniture sector posted a market share of 8%, while office furniture was 7%.

During the same period, Malaysia's imports of furniture rose significantly by 36.9% to RM 399.02 million from RM 291.5 million in the quarter of the previous year.

The top five importing countries were China with import values at RM138.32 million or 34.66% share of total imports, followed by Thailand at RM68.70 million (17.22% share), Japan (RM46.51 million or 11.65% share), Indonesia at RM 24.66 million (6.18%) and Germany at RM16.15 million or 4.05%).

Imported furniture into Malaysia mainly comprised seats and its parts valued at RM207.1 million, commanding a whopping 51.9% share of total furniture imports. Wooden furniture accounted for 27.3% share valued at RM 108.8 million, while furniture parts and metal furniture were valued at RM 42.8 million and RM 24.3 million, respectively.

MALAYSIA'S EXPORTS OF FURNITURE, BY COUNTRY (TOP 20)

Data sorted by value of 2013 (As at 16.5.2014)

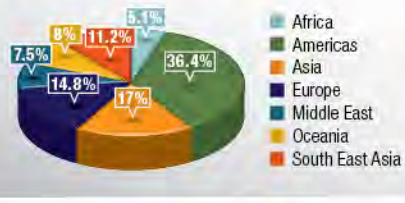
	COUNTRY	2013[P]		2013 (Jan-Mar)[P]		2014 (Jan-Mar)[P]		
		Value (RM Mil.)	Share %	Value (RM Mil.)	Share %	Value (RM Mil.)	Share %	Change %
	TOTAL EXPORTS	**7358.35**	**100.00**	**1671.62**	**100.00**	**1945.32**	**100.00**	**16.37**
1	UNITED STATES OF AMERICA	2100.72	28.55	494.18	29.56	571.38	29.37	15.62
2	JAPAN	668.18	9.08	170.36	10.19	186.01	9.56	9.19
3	AUSTRALIA	600.95	8.17	116.70	6.98	146.26	7.52	25.34
4	SINGAPORE, REPUBLIC OF	592.10	8.05	124.41	7.44	150.13	7.72	20.68
5	UNITED KINGDOM	306.53	4.17	79.62	4.76	90.03	4.63	13.08
6	UNITED ARAB EMIRATES	262.96	3.57	53.42	3.20	76.54	3.93	43.28
7	CANADA	221.60	3.01	54.29	3.25	63.21	3.25	16.43
8	INDIA	210.37	2.86	41.73	2.50	51.48	2.65	23.35
9	SAUDI ARABIA	147.45	2.00	32.00	1.91	42.69	2.19	33.41
10	RUSSIAN FEDERATION	104.19	1.42	23.93	1.43	29.16	1.50	21.87
11	PHILIPPINES	101.71	1.38	18.19	1.09	30.27	1.56	66.42
12	KOREA, REPUBLIC OF	101.34	1.38	22.96	1.37	31.44	1.62	36.89
13	ALGERIA	93.29	1.27	21.90	1.31	20.18	1.04	-7.86
14	CHILE	87.78	1.19	19.59	1.17	19.82	1.02	1.14
15	GERMANY, FEDERAL REPUBLIC OF	84.12	1.14	23.29	1.39	32.80	1.69	40.87
16	THAILAND	82.80	1.13	18.30	1.09	17.06	0.88	-6.76
17	INDONESIA, REPUBLIC OF	77.49	1.05	15.86	0.95	14.01	0.72	-11.70
18	CHINA, PEOPLE'S REPUBLIC OF	72.83	0.99	11.81	0.71	18.85	0.97	59.58
19	FRANCE	66.91	0.91	16.13	0.96	26.06	1.34	61.59
20	SOUTH AFRICA, REPUBLIC OF	63.20	0.86	11.15	0.67	10.85	0.56	-2.73

MALAYSIA'S IMPORTS OF FURNITURE, BY COUNTRY (TOP 20)

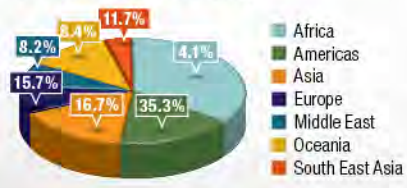
Data sorted by value of 2013 (As at 16.5.2014)

	COUNTRY	2013[P]		2013 (Jan-Mar)[P]		2014 (Jan-Mar)[P]		
		Value (RM Mil.)	Share %	Value (RM Mil.)	Share %	Value (RM Mil.)	Share %	Change %
	TOTAL IMPORTS	**1547.82**	**100.00**	**291.50**	**100.00**	**399.02**	**100.00**	**36.88**
1	CHINA, PEOPLE'S REPUBLIC OF	629.48	40.67	107.35	36.83	138.32	34.66	28.85
2	THAILAND	180.63	11.67	34.54	11.85	68.70	17.22	98.93
3	JAPAN	167.30	10.81	40.35	13.84	46.51	11.65	15.27
4	INDONESIA, REPUBLIC OF	90.78	5.87	19.26	6.61	24.66	6.18	28.04
5	GERMANY, FEDERAL REPUBLIC OF	72.43	4.68	10.69	3.67	16.15	4.05	51.12
6	KOREA, REPUBLIC OF	67.47	4.36	15.89	5.45	7.75	1.94	-51.21
7	UNITED STATES OF AMERICA	49.16	3.18	12.35	4.24	11.21	2.81	-9.27
8	TAIWAN	38.85	2.51	7.53	2.58	12.01	3.01	59.53
9	VIETNAM, SOCIALIST REP. OF	38.79	2.51	5.08	1.74	18.73	4.69	268.26
10	SINGAPORE, REPUBLIC OF	37.98	2.45	4.56	1.56	11.19	2.80	145.59
11	ITALY	28.48	1.84	5.63	1.93	8.99	2.25	59.73
12	POLAND	19.01	1.23	3.85	1.32	4.83	1.21	25.51
13	INDIA	16.96	1.10	1.97	0.67	6.32	1.58	221.58
14	HONG KONG	16.79	1.08	2.21	0.76	4.54	1.14	105.26
15	NETHERLANDS	15.35	0.99	1.80	0.62	0.99	0.25	-44.94
16	FRANCE	9.05	0.58	3.55	1.22	1.22	0.31	-65.66
17	BELGIUM	7.80	0.50	0.07	0.03	2.32	0.58	3033.99
18	SWEDEN	7.79	0.50	1.87	0.64	1.16	0.29	-38.09
19	PHILIPPINES	6.75	0.44	1.89	0.65	1.31	0.33	-31.02
20	CANADA	6.12	0.40	1.88	0.65	1.21	0.30	-35.64

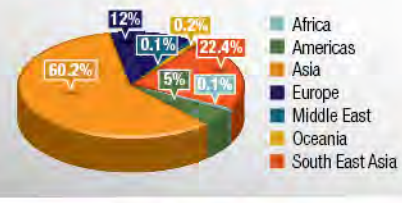
MALAYSIA' S EXPORTS OF FURNITURE, BY REGION *(JAN- MARCH 2013)*



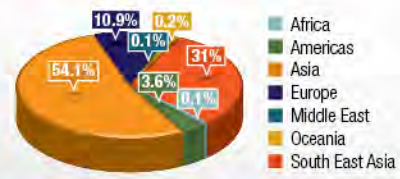
MALAYSIA'S EXPORTS OF FURNITURE, BY REGION *(JAN- MARCH 2014)*



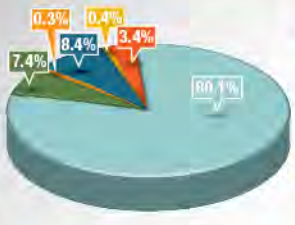
MALAYSIA'S IMPORTS OF FURNITURE, BY REGION *(JAN- MARCH 2013)*



MALAYSIA'S IMPORTS OF FURNITURE, BY REGION *(JAN- MARCH 2014)*

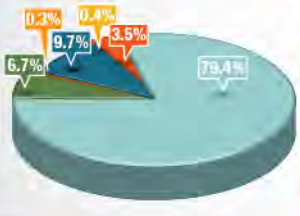


MALAYSIA'S EXPORT OF FURNITURE DETAILS



Jan-Mar 2013
Total Exports: **Rm1,671.6 Million**
- Wooden Furniture **RM1,341 Million**
- Metal Furniture **RM123.1 Million**
- Plastics Furniture **RM5.3 Million**
- Seats and Its Parts **RM140 Million**
- Furniture of Other Materials **RM6.1 Million**
- Parts of Furniture **RM56.2 Million**

Wooden Furniture
- Office Furniture of Wood
- Kitchen Furniture, Wood
- Bedroom Furniture, Wood
- Other Wooden Furniture
- Seats, Nes, With Wooden Frame



Jan-Mar 2014
Total Export: **Rm1,945.3 Million**
(Increased **16.4%** from Jan-Mar 2013)
- Wooden Furniture **RM1544 Million**
- Metal Furniture **RM130.2 Million**
- Plastic Furniture **RM6.7 Million**
- Seats and Its Parts **RM187.7 Million**
- Furniture of Other Materials **RM8.6 Million**
- Parts of Furniture **RM68.1 Million**

Wooden Furniture
- Office Furniture of Wood
- Kitchen Furniture, Wood
- Bedroom Furniture, Wood
- Other Wooden Furniture
- Seats, Nes, With Wooden Frame

MALAYSIA'S IMPORTS OF FURNITURE DETAILS

Jan-Mar 2013
Total Imports: **Rm 291.5 Million**
- Wooden Furniture **RM 73.7 Million**
- Metal Furniture **RM 23.4 Million**
- Plastic Furniture **RM 8.8 Million**
- Seats and Its Parts **RM 149 Million**
- Furniture of Other Materials **RM 5.9 Million**
- Parts of Furniture **RM 30.7 Million**

Jan-Mar 2014
Total Imports: **Rm399 Million**
(Increased **36.9%** from Jan-Mar 2013)
- Wooden Furniture **RM 108.8 Million**
- Metal Furniture **RM 24.3 Million**
- Plastic Furniture **RM 7.8 Million**
- Seats and Its Parts **RM 207.1 Million**
- Furniture of Other Materials **RM 8.2 Million**
- Parts of Furniture **RM 42.8 Million**

MALAYSIA EXPORTS AND IMPORTS OF FURNITURE IN 2013 & 2014, MONTHS AND QUARTERS AND ANNUAL

MONTH	Exports			Imports		
	RM mil.	Change M-o-m %	Change Y-o-y %	RM mil.	Change M-o-m %	Change Y-o-y %
2013[P]						
January	650.2	-0.9	**13.7**	109.2	-8.3	**2.2**
February	438.4	-32.6	**-30.2**	79.0	-27.7	**4.3**
March	583.0	33.0	**-13.4**	103.3	30.8	**8.1**
April	551.7	-5.4	**-12.1**	112.2	8.6	**3.9**
May	576.6	4.5	**-12.9**	128.2	14.2	**2.7**
June	546.3	-5.3	**-20.0**	133.3	4.0	**7.0**
July	633.4	15.9	**-10.9**	150.8	13.1	**12.4**
August	640.4	1.1	**-5.0**	127.7	-15.3	**-0.3**
September	658.7	2.9	**-13.7**	141.8	11.0	**17.6**
October	718.9	9.1	**4.0**	141.0	-0.6	**9.7**
November	664.4	-7.6	**0.2**	146.0	3.6	**12.4**
December	696.3	4.8	**6.2**	175.2	20.0	**47.2**
2014[P]						
January	754.8	8.4	**16.1**	142.8	-18.5	**30.7**
February	553.2	-26.7	**26.2**	123.5	-13.5	**56.4**
March	637.4	15.2	**9.3**	132.8	7.5	**28.5**

QUARTER						
	RM mil.	Change Q-o-Q %	Change QY-o-Qy %	RM mil.	Change Q-o-Q %	Change QY-o-Qy %
2013[P]						
Q1	1,671.6	-16.8	**-10.8**	291.5	-22.8	**4.8**
Q2	1,674.6	0.2	**-15.1**	373.8	28.2	**4.6**
Q3	1,932.5	15.4	**-10.1**	420.4	12.5	**9.8**
Q4	2,079.7	7.6	**3.5**	462.1	9.9	**22.4**
2014[P]						
Q1	1,945.3	-6.5	**16.4**	399.0	-13.7	**36.9**

ANNUAL	Exports		Imports	
	RM mil.	Change %	RM mil.	Change %
2013[P]	7,358.4	-8.1	1,547.8	10.9
2013(Jan-Mar)[P]	1,671.6	-	291.5	-
2014(Jan-Mar)[P]	1,945.3	16.4	399.0	36.9

Source: Department of Statistics, Malaysia.
Notes: [P]-provisional data

EXPORT FURNITURE EXHIBITION 2015...
BIGGER, BETTER & MORE EXCITING!

The Export Furniture Exhibition 2015 (EFE 2015) promises to be bigger, better and more exciting following the resounding success of its preceding year which registered record orders and larger turnout of trade visitors.

EFE 2015, the 11th edition, will again be held at the iconic Kuala Lumpur Convention Centre (KLCC), Malaysia's premier convention centre, from 4-7 March, 2015. For next year, the event is expected to occupy some 20,000 gross square meters. For the first time, it will feature an International Pavilion with participation from ASEAN countries, China and the region.

EFE 2014, which was held from 5-8 March 2014, made its debut at the KLCC with the participation of more than 250 international and Malaysian exhibitors. The four-day showcase posted yet another solid year with estimated sales of US$714 million, an increase of 5% and a 10% jump in attendees to 9,364 visitors including international buyers from 120 countries.

The outcome underscores the continued growth, strength and relevance of EFE as one of the leading and most business results-focused global furniture trade shows in the region. It demonstrates the growing interest from global buyers, distributors and planners who recognises the value and versatility of Malaysian-produced furniture for commercial and retail use.

A comprehensive range of products from bedrooms to bathrooms, outdoor to indoor furniture, office to home varieties, outstanding wood furniture were displayed. From tracking the latest trends to finding new niches, EFE listens closely to the market to meet the needs of the end users. EFE also offers itself as a gateway for international players to penetrate the regional market. It has played an important role in contributing to the furniture industry over the past decade. More so, its track record through sales exceeding US$700 million earlier this year in EFE 2014 speaks volumes of its contribution.

EFE has been praised for the value it brings to exhibitors and visitors alike and is proud to be servicing the Malaysian and global furniture industry for the past 10 years and will continue to do so, and provide even more future business opportunities.

2015年马来西亚家具出口展览会...更大、更好和更精彩！

2015年马来西亚家具出口展览会（EFE2015）有望成为更大、更好、更精彩的项目。它在之前一届取得了空前的成功，订单数量创造了记录，更大的贸易群众参观。

2015年EFE，已是第11届，将从2015年3月4日至7日，再次在标志性马来西亚最大的会议中心吉隆坡会议中心（KLCC）举行。明年的展会，预计将占据约20,000平方米展地。它也将第一次具有一个国际展区，来自东盟、中国及区域的国家将参与。

从2014年3月5日至8日举行的2014年EFE，首次亮相于吉隆坡会议中心（KLCC），吸引超过250个国际和马来西亚的参展商参与。为期四天的展览展示了另一个丰收的一年，销售额估计达7亿1,400万美元，增长了5%，以及参观者增加了10%，达到9,364人次，其中包括来自120个国家的国际买家。

这个结果强调了EFE作为本区域一个领先的和最注重商业成果的全球家具贸易展的持续增长、强度和相关性。它体现了来自全球的买家、经销商和规划者越来越大的兴趣，承认马来西亚生产的家具作为商业及零售用途的价值和多功能性。

展览会展示了全面的产品范围，从卧室到浴室，户外到室内的家具，办公室到各种居家家具和优秀的实木家具。从追踪最新趋势到寻找新的市场，EFE密切关注市场，以满足最终用户的需求。EFE还扮演作为国际商家渗透到区域市场的门槛。它在过去十年在促进家具业发展已经发挥了重要作用。特别是今年在2014年EFE取得超过7亿美元的销售额记录，更说明了它贡献的数量。

EFE一直受到称赞，对于它带给展商和观众的价值获得一致好评，并且为在过去10年服务马来西亚和全球家具业感到自豪，并会继续这样做，以在未来提供更多的商机。

EFE 2014 AT A GLANCE

- 11,000 gross square meters of exhibition and display area.
- 6 HALLS of indoor exhibition space.
- 9,364 TRADE VISITORS from 120 COUNTRIES.
- 230 INTERNATIONAL & LOCAL participating COMPANIES
- Total Export Sales Generated: USD $714 MILLION

Perak Charity Dinner Donates To Noble Cause

The inaugural fundraising dinner organized recently by Perak Furniture Association in aid of the less fortunate raised funds totaling RM64,965.00.

All proceeds were donated to three charitable bodies, namely, Sin Chew Foundation and the Malaysian Anti-Cancer Association with each receiving RM20,000, while the balance was donated to the Ni Heart-Kidney Charity Organization.

The diners were entertained to live performances by renowned singer Zhuang Xue-Zhong, Fang Ai-Ling and others with popular evergreen songs.

Following the success of the Charity Dinner, Perak Furniture Association Deputy Chairman Huang Xun-Ming said the Association has decided to make it a biennial event to help raise funds for a noble cause.

The opening ceremony was officiated by the President, Huang Ming-Xun together with council members Zhang Pil-Rui, GuoYin-Nan, LuoTian-Fu, ZhengKe-Yang, Luo Ling, Liang An-Wei, Liu Jin-Hua and other invited guests.

霹雳慈善晚宴捐赠给崇高的事业

霹雳州家具同业公会首度举行慈善晚宴，协助社会比较贫苦不幸人士，成功筹获6万4,965令吉款项。

所有善款捐赠予三个公众服务团体，即星洲日报基金会和马来西亚防癌协会各得2万令吉，余额捐赠予妮心肾脏慈善机构。

晚宴的余兴节目包括著名歌手庄学忠和方爱凌现场演唱多首悦耳动听曲子。

随着慈善晚宴的成功，霹雳州家具同业公会署理主席黄峋铭表示，该会已决定每两年举行一次，以帮助筹集善款进行崇高的事业。

宴会开幕仪式由会长黄峋铭，以及理事张玺瑞、郭应楠、罗添福、郑可扬、罗林、梁安伟、刘锦华和其他受邀贵宾一起主持。

Successful PENFURNEX Showcases Traditional Tools and Latest Designs

The three-day Penang Home Exhibition (PENFURNEX), hosted by the Penang Furniture Association, at Penang International Convention and Exhibition Center (PICE) from 11-13 July 2014, was a great success with overwhelming response from the general public.

Apart from displaying the finest quality furniture and furnishings, it also showcased the fast disappearing traditional furniture tools that aims to educate and give the younger generation an insight into the wisdom of the sages.

Penang Furniture Merchants Association President Wei Jin-Shun said the furniture industry is a very old and traditional one, and has today become rapidly automated with the advancement of technology. Hence, many people do not understand and appreciate the usage of the traditional furniture tools.

"To preserve the heritage of the furniture industry, the Association has spent three years preparing for the establishment of Penang Furniture Museum where these tools are exhibited," said Wei.

The PENFURNEX opening ceremony was officiated by Penang Chief Minister Lim Guan Eng who said Northern Malaysia's first IKEA multinational furniture store branch will enter Penang soon.

"It will be a challenge to Penang furniture industry, but I believe IKEA will not make impact on furniture industry. Instead, it will prompt furniture players to improve their competitiveness which will benefit the entire furniture industry in the long run," he said.

The Penang Furniture Committee Chairman Huang Min Bao urged the State's industry players to explore international opportunities by participating at overseas fairs, while the association aims to organize an Asean or even Asian furniture fair in the future.

PENFURNEX成功展出传统工具和最新的设计

由槟州家具同业公会主办，为期三天的槟州家居展览会（PENFURNEX），从7月11日至13日，在槟城国际会展中心（PICE）成功圆满举行，公众参观反应非常热烈。

除了展示最优质的家具和摆设，它也展示了快速消失的传统家具和工具，目的是教育年轻一代，让他们见识先贤的智慧。

槟州家具同业商会会长魏金顺说，家具业是很古老、传统的工业，而随着科技的发展，家具业已从手工业成长成采取机器化与自动化作业。因此，导致很多人不明白和珍惜传统的家具工具。

魏金顺说，"为了保存古老的传统家具工具，公会耗费3年筹备成立槟州家具文物馆，展出这些珍贵的工具。"

槟州家居展览会的开幕礼由槟州首席部长林冠英主持。他说，北马首间宜家（IKEA）跨国家具店分行，即将进军槟城。

他说，"它对槟州的家具业者是个挑战，不过我相信宜家不会对家具业者造成冲击。反而，它将促使业者提高竞争力，长远来说是让整个家具业受惠。"

槟州家具委员会主席Huang Min Bao，敦促该州业者参加海外展会，以开拓国际商机，而该公会的未来目标是举办东盟乃至亚洲家具博览会。

Overwhelming Response For MF3 2014

The 7th Malaysian Furniture & Furnishing Fair 2014 (MF3 2014) held from July 12-14 drew overwhelming response from exhibitors and visitors. Held at the KLCC and offering locally manufactured products of "export quality products factory price", the showcase featured 200 booths occupying over 10,000 sq. metres.

Over the three days, it attracted thousands of visitors and ended with consumers enjoying more than RM350,000 cash voucher rewards in the "Spend and Win" promotions with a minimum spending of RM1,000. Six cash prizes and a Disney Series pull-out bed set worth RM2788 as well as a comprehensive kitchen department were up for grabs.

KLSFEA Secretary General, Mr Albert Khoo, and MFIC President, Mr Sunny Ter, were invited to draw the five winners of the cash prizes of RM3,333, while the RM33,333 Grand Prize was drawn by MF3 Organizing Chairman, Mr Alfo Chong.

In addition, there was also the "Best Booth Design" competition where the Gold winners were Moscule Design (72 sqm below) and Novel Furniture S/B (72 sqm above). Puan Sarimah, MFPC CEO, Mr Francis Ng, Principal of Alfa International College, Mr Sita Hong and ACG Media Business Development Manager were the judges for the competition.

2014年MF3反应热烈

由隆雪家具企业商会主办的马来西亚家具与装饰展销会（MF3）已迈入第7届并于吉隆坡会展中心占地约10,000平方米，展出摊位至少200家 ，分别是各类型家具产品和居家陈设品等摊位。这个一站式的家具展览会，有利于消费者直接享有最优惠的厂商价格，同时一次性购买各类具有出口品质的家具和陈设品。

连续3天的马来西亚家具及装饰展销会已于7月13日圆满落幕。展销会期间吸引了数以万计的消费者造访。今年的MF3推出许多令人兴奋的展前及展中优惠的活动，其中包括“消费及赢奖”、“消费及兑换”，以及面子书“赞”后赢奖竞赛等等。这3天的展会所派发的奖金、奖品超出总值35万令吉，势必让消费者满载而归。

除此之外，MF3主办单位也特设了“最佳摊位设计比赛”的环节，鼓励参展商多花心思于摊位的设计及建造，以便吸引更多造访者光顾。今年主办单位邀请来自马来西亚家具促进局首席执行员莎丽玛、创育国际学院校长Francis Ng、ACG Media商务发展经理Sita Hong先生担任“最佳摊位设计比赛”的评审团。最佳摊位设计比赛共分为72平方尺以下及72平方尺以上两个组别。今年被评为72平方尺以下 的“最佳摊位设计”的金奖得主由MOSCULE DESIGN获得，而72平方米以上的金奖摊位则由NOVEL FURNITURE SDN BHD 获得。

压轴好戏就在展会最后一天的《购买及赢奖》活动，在百人见证之下，由隆雪家具企业商会秘书长邱爱博，马来西亚家具工业总会会长戴春平，MF3筹委会主席张添福先后抽出1份33,333令吉巨奖，5份3333令吉现金大奖及1份迪斯尼单人床床基的得奖幸运儿!

Promoting Sarawak Furniture Industry

The Sarawak Furniture Industry Association (SFIA) has successfully organized a grand fashion Home Fair from April 10-13th this year at Kuching CityOne Megamall Exhibition Centre. Acting as a one-stop shopping platform for consumers, the fair also provided an opportunity to showcase the East Malaysian furniture industry.

More than 30 exhibitors participated in the four-day event which attracted more than 10,000 visitors and buyers.

Organised by the SFIA for the fourth consecutive year, it was sponsored and supported by the Sarawak Timber Industry Development Board. The Fair aims to enhance public awareness, strengthen the local industry and act as a catalyst for Sarawak businessmen to explore export markets and contribute to the economy.

The preparatory work for the fifth series is now in progress. The home fair is scheduled from 29 August to 1 September 2014 at the Kuching CityOne Megamall Exhibition Centre. Open to the public, the visiting hours are from 10:00am to 10:00pm. For more details, please contact the SFIA at Tel: 6082-457270 or Mr. Allen Tan: 6082-426993.

推广砂拉越家私工业

砂拉越家私工业联合会于今年4月10至13日，假古晋CityOne Megamall展览中心，成功举办了一项盛大的时尚家居博览会。作为消费者一站式购物平台，博览会也提供机会展示东马家私工业。

超过30家参展商参加了为期四天的活动，吸引了超过1万访客和买家。

由SFIA连续第四年举办的博览会，获得砂拉越木材工业发展局的赞助和支持。该博览会旨在提高公众意识，加强对地方工业和充当催化剂，激励砂拉越商人开拓出口市场，对经济作出贡献。

第五系列的准备工作现在正在进行中。该家居博览会定于8月29日至9月1日，在古晋的City One Megamall展览中心举行。向公众开放，访问的时间是从上午10点到晚上10点。欲了解更多详情，请联络 SFIA，电话：6082-457270 或 Allen Tan 先生：6082-426993。

From left: Mr. Ho Tion Soo (SFIA Advisor), Mr. Fam Shin Hoe (SFIA Deputy President), Kapitan Lai Swee Ylan (SFIA Permanent Honorary President), Ms. Sim Lee Beng (SFIA President) and Mr. Liew Nyen Sen (SFIA Advisor)
左起：砂拉越家私工业联合会顾问何长雄、署理主席范庆豪、永久名誉主席甲必丹赖瑞源、主席沈丽明以及顾问刘彦升。

Johor Furniture & Appliance Fair in November

The Johor Bahru Furniture Association (JBFA) will be organizing the 14th Johor Furniture & Appliance Fair on November 7 and 8, this year.

Using "Furniture" as its theme, the two-day event will feature furniture, furnishings, appliances, designs, wallpaper and flooring and decoration, etc. As a "one-stop" platform, it will be showcasing a variety of local manufactured products that offers comfort, environmental friendly and unique designs of high quality and high-end home products.

The fair aims to create the home concept in consumers' mind and to enhance a modern lifestyle. It is also to encourage demand for higher quality assurance as well as to strengthen regional business and economic development.

After hosting the 13th series in May recently, the JBFA is constantly upgrading the image of the show, in order to break through the limits of excellence, through the years of growth. The last event was a successful breakthrough for the Association in reducing cost rental with comfortable environment, and reduced membership booth rent, which eventually helped reduced the burden of JFBA.

The Johor Furniture and Appliance Fair is an event that is extremely anticipated by Johor consumers. It also provides an excellent opportunity for the industry players to establish and strengthen their networking.

400 Booths at Batu Pahat Furniture Showcase

Inspired by the successful series of the previous "Taste of Home Fairs" series held last October and December, the Batu Pahat Furniture Association has once again organized the third session of the showcase from April 30 to May 4, this year.

Held at the Batu Pahat Summit Square, the five-day event occupied a total exhibition area of 60,000 sq. ft. with 400 booths, making it the largest series ever. On display were a wide range of products from furniture, appliances, bathroom appliances, to interior decoration, glass and white steel industries and a host of accessories.

Batu Pahat Furniture Association cum the Fairs' Chairman Liu Guo-wen said the showcase provided networking opportunities for the industry players to share their experience and knowledge.

"It also offered the public an excellent opportunity to purchase a variety of local premium brands of furniture. Furthermore, it generated record sales of more than RM2 million, which is really gratifying," added Liu.

For further information or those interested in participating at the next series, please contact: Fion Goh 012-766 7003.

11月柔佛家具与电器展

新山家具同业公会(JBFA)将在今年11月7日和8日，主办第14届柔佛家具与电器展。

使用“家具”为主题，此为期两天的活动将包括家具、家饰、家电、设计、墙纸和地板装饰等。作为一个“一站式”平台，将展示各种本地制造的产品，提供舒适、高品质和高端家居产品，具环保和独特的设计。

此展览会为消费者营造心目中的“家”概念和提升现代生活品味。它也要求品质保证，以及加强区域商业及经济发展。

在5月举办第13届系列展后，经过多年的成长，JBFA不断提升展会的形象，以打破卓越的界限。最近的项目是一次成功的突破，在降低成本租金，提供舒适的环境，并减少会员的展位租金，并最终减少JFBA的负担。

柔佛家具与电器展是柔佛消费者非常期待的项目。它还提供了业界一个很好的机会，建立和加强他们的网络。

峇株巴辖家具展销会400个展销摊位

受到去年10月和12月的“品味家居展销会”系列展的成功所鼓舞，峇株巴辖家具同业公会于今年4月30日至5月4日，再次主办了第3场的展销会。

设于高峰广场的展销会为期5天，占总面积6万方呎，共设有400个展销摊位，是历来最大规模家居展销会。展出产品包括家具、电器、浴室用具、室内装修、玻璃和白钢业等，以及许多装饰品。

峇株巴辖家具同业公会兼家居展销会主席刘国文表示，展销会提供了业者交流机会，分享他们的经验和知识。

刘氏补充，“它提供民众机会购买本地优质品牌的各种家具。另外，它更创下超过200万令吉的惊人销量成绩，真是可喜可贺。”

如需进一步信息或有兴趣参加下一个系列，请联系：Fion Goh 012 – 7667003。

LUBAN DINNER 鲁班晚宴

DATE	STATE / DISTRICT	DATE	STATE / DISTRICT	DATE	STATE / DISTRICT
6 July 2014	Sabah Furniture Association 沙巴家具公会	12 July 2014	Persatuan Peniaga-Peniaga Perabut Batu Pahat 峇株巴辖家具公会	19 July 2014	Sarawak Furniture Industry Association 砂拉越家私工业联合会
8 July 2014	Malacca Furniture Manufacturers And Traders Association 马六甲家具同业公会	13 July 2014	Persatuan Pengilang Dan Peniaga Perabut Kluang 居銮家具同业公会	25 July 2014	Johor Bahru Furniture Association 新山家具同业公会
9 July 2014	Kelantan Furniture Manufacturers And Traders Association 吉兰丹家具同业工商会	19 July 2014	Muar Furniture Association 麻坡家具同业商会	1 Nov 2014	Penang Furniture & Timber Industry Association 槟州家具同业商会

第一季度显著的16.4%出口增长

马来西亚家具出口总额今年第一季度取得显著的16.4%成长率，达到19亿4,530万令吉，相比2013年同期的16亿7,160万令吉。

在评估期内，美洲是马来西亚家具出口最大的贡献者，占出口总额的35.3%。其次是亚洲，共16.7%市场份额，而欧洲和东盟分别维持在15.7%和11.7%。

美国仍然是马来西亚最大的出口目的地，出口总值5亿7,138万令吉–增长15.62%–从2013年第一季度的4亿9,418万令吉，和29.37%的市场份额。日本排名在第二位，市场份额是9.56%，价值1亿8,601万令吉，扩张了9.19%，从去年同期的1亿7,036万令吉。澳洲名列第三位，增长显著达25.34%，出口总值1亿4,626万令吉，比较按年季度的1亿1,670万令吉。

在马来西亚家具出口排名前20的市场，都在第一季度表现出超过30%以上的显著增长，其中菲律宾成长率是66.42%、法国（61.59%）、中国（59.58%）、阿联酋（43.28%）和德国（40.87%）、韩国（36.89%）和沙特阿拉伯（33.41%）。

在出口总额中，木制家具占四大类的15亿4,400万令吉，或79.4%。座椅及其部件占第二位，总值1亿8,770万令吉，或9.7%的份额，而金属家具和家具部件的出口价值分别是1亿3,020万令吉（6.7%市场份额）和6,810万令吉（3.5%市场份额）。

在木制家具出口方面，卧室实木家具分类囊括24.7%的份额，而座椅，内斯木制构架占了14.8%，其它木制家具占了27.5%。木材厨房家具占6.5%市场份额，而办公室家具是5.9%。

在木制家具出口方面，卧室实木家具分类囊括31%的份额，而座椅，内斯木制构架占了19%，其他木制家具占了35%。木材厨房家具行业占8%市场份额，而办公室家具是7%。

在同一时期，马来西亚的进口家具显著增加了36.9%，至3亿9,902万令吉，从之前一年季度的2亿9,150万令吉。

排名前五位的进口国是中国，进口价值是1亿3832万令吉或占全部进口的34.66%，其次是泰国6870万令吉（17.22%），日本（4651万令吉或11.65%），印尼2466万令吉（6.18%）和德国1615万令吉或4.05%。

马来西亚的进口家具主要包括座椅和部件，价值2亿0710万令吉，占总进口家具高达51.9%的份额。木制家具占了27.3%的份额，价值1亿0880万令吉，而家具部件和金属家具的价值分别为4,280万令吉和2,430万令吉。

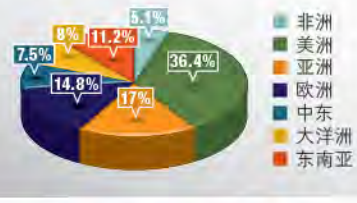
马来西亚家具出口，按国家（首20个）
数据根据2013年的价值编排 (截至 16.5.2014)

	国家	2013[P] 价值(百万令吉)	2013[P] 份额%	2013 (Jan-Mar)[P] 价值(百万令吉)	2013 (Jan-Mar)[P] 份额%	2014 (Jan-Mar)[P] 价值(百万令吉)	2014 (Jan-Mar)[P] 份额%	改变%
	出口总量	7358.35	100.00	1671.62	100.00	1945.32	100.00	16.37
1	美国	2100.72	28.55	494.18	29.56	571.38	29.37	15.62
2	日本	668.18	9.08	170.36	10.19	186.01	9.56	9.19
3	澳洲	600.95	8.17	116.70	6.98	146.26	7.52	25.34
4	新加坡	592.10	8.05	124.41	7.44	150.13	7.72	20.68
5	英国	306.53	4.17	79.62	4.76	90.03	4.63	13.08
6	阿拉伯联合酋长国	262.96	3.57	53.42	3.20	76.54	3.93	43.28
7	加拿大	221.60	3.01	54.29	3.25	63.21	3.25	16.43
8	印度	210.37	2.86	41.73	2.50	51.48	2.65	23.35
9	沙地阿拉伯	147.45	2.00	32.00	1.91	42.69	2.19	33.41
10	俄罗斯	104.19	1.42	23.93	1.43	29.16	1.50	21.87
11	菲律宾	101.71	1.38	18.19	1.09	30.27	1.56	66.42
12	韩国	101.34	1.38	22.96	1.37	31.44	1.62	36.89
13	阿尔及利亚	93.29	1.27	21.90	1.31	20.18	1.04	-7.86
14	智利	87.78	1.19	19.59	1.17	19.82	1.02	1.14
15	德国	84.12	1.14	23.29	1.39	32.80	1.69	40.87
16	泰国	82.80	1.13	18.30	1.09	17.06	0.88	-6.76
17	印尼	77.49	1.05	15.86	0.95	14.01	0.72	-11.70
18	中国	72.83	0.99	11.81	0.71	18.85	0.97	59.58
19	法国	66.91	0.91	16.13	0.96	26.06	1.34	61.59
20	南非	63.20	0.86	11.15	0.67	10.85	0.56	-2.73

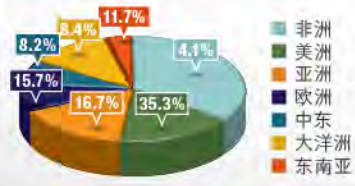
马来西亚家具进口，按国家（首20个）
数据根据2013年的价值编排 (截至 16.5.2014)

	国家	2013[P] 价值(百万令吉)	2013[P] 份额%	2013 (Jan-Mar)[P] 价值(百万令吉)	2013 (Jan-Mar)[P] 份额%	2014 (Jan-Mar)[P] 价值(百万令吉)	2014 (Jan-Mar)[P] 份额%	改变%
	进口总量	1547.82	100.00	291.50	100.00	399.02	100.00	36.88
1	中国	629.48	40.67	107.35	36.83	138.32	34.66	28.85
2	泰国	180.63	11.67	34.54	11.85	68.70	17.22	98.93
3	日本	167.30	10.81	40.35	13.84	46.51	11.65	15.27
4	印尼	90.78	5.87	19.26	6.61	24.66	6.18	28.04
5	德国	72.43	4.68	10.69	3.67	16.15	4.05	51.12
6	韩国	67.47	4.36	15.89	5.45	7.75	1.94	-51.21
7	美国	49.16	3.18	12.35	4.24	11.21	2.81	-9.27
8	台湾	38.85	2.51	7.53	2.58	12.01	3.01	59.53
9	越南	38.79	2.51	5.08	1.74	18.73	4.69	268.26
10	新加坡	37.98	2.45	4.56	1.56	11.19	2.80	145.59
11	意大利	28.48	1.84	5.63	1.93	8.99	2.25	59.73
12	波兰	19.01	1.23	3.85	1.32	4.83	1.21	25.51
13	印度	16.96	1.10	1.97	0.67	6.32	1.58	221.58
14	香港	16.79	1.08	2.21	0.76	4.54	1.14	105.26
15	荷兰	15.35	0.99	1.80	0.62	0.99	0.25	-44.94
16	法国	9.05	0.58	3.55	1.22	1.22	0.31	-65.66
17	比利时	7.80	0.50	0.07	0.03	2.32	0.58	3033.99
18	瑞典	7.79	0.50	1.87	0.64	1.16	0.29	-38.09
19	菲律宾	6.75	0.44	1.89	0.65	1.31	0.33	-31.02
20	加拿大	6.12	0.40	1.88	0.65	1.21	0.30	-35.64

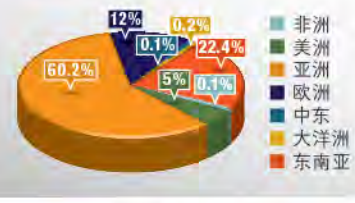
马来西亚家具出口，按区域
（2013年一月–三月）



马来西亚家具出口，按区域
（2014年一月–三月）

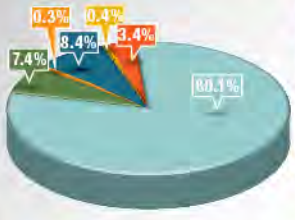


马来西亚家具进口，按区域
（2013年一月–三月）



马来西亚家具进口，按区域
（2014年一月–三月）

马来西亚家具出口详情



2013年一月–三月
总出口量：**16亿7千1百60万令吉**
- 木质家具 **13亿4千1百万令吉**
- 金属家具 **1亿2千3百10万令吉**
- 塑胶家具 **5百30万令吉**
- 椅子和部件 **1亿4千万令吉**
- 其它材料家具 **6百10万令吉**
- 家具部件 **5千6百20万令吉**

木质家具
- 办公木质家具
- 厨房家具，木材
- 卧室家具，木材
- 其它木质家具
- 座椅，内斯，与木框

2014年一月–三月
总出口量：**19亿4千5百30万令吉**
从2013年一月–三月增加16.4%
- 木质家具 **15亿4千4 百万令吉**
- 金属家具 **1亿3千零20万令吉**
- 塑胶家具 **6百70万令吉**
- 椅子和部件 **1亿8千7百70万令吉**
- 其它材料家具 **8百60万令吉**
- 家具部件 **6千8百10万令吉**

木质家具
- 办公木质家具
- 厨房家具，木材
- 卧室家具，木材
- 其它木质家具
- 座椅，内斯，与木框

马来西亚家具进口详情

2013年一月–三月
进口总量：**2亿9千1百50万令吉**
- 木质家具 **7千370万令吉**
- 金属家具 **2千3百40万令吉**
- 塑胶家具 **8百80 万令吉**
- 椅子和部件 **1亿4千9百万令吉**
- 其它材料家具 **5百90万令吉**
- 家具部件 **3千零70万令吉**

2014年一月–三月
进口总量：**3亿9千9百万令吉**
从2013年一月–三月增加36.9%
- 木质家具 **1亿零8百80万令吉**
- 金属家具 **2千4百30万令吉**
- 塑胶家具 **7百80万令吉**
- 椅子和部件 **2亿零7百10万令吉**
- 其它材料家具 **8百20万令吉**
- 家具部件 **4千2百80万令吉**

马来西亚在2013年及2014年的家具出口和进口，月、季度及年度

月	出口 百万令吉	出口 改变按月%	出口 改变按年%	入口 百万令吉	入口 改变按月%	入口 改变按年%
2013[P]						
一月	650.2	-0.9	**13.7**	109.2	-8.3	**2.2**
二月	438.4	-32.6	**-30.2**	79.0	-27.7	**4.3**
三月	583.0	33.0	**-13.4**	103.3	30.8	**8.1**
四月	551.7	-5.4	**-12.1**	112.2	8.6	**3.9**
五月	576.6	4.5	**-12.9**	128.2	14.2	**2.7**
六月	546.3	-5.3	**-20.0**	133.3	4.0	**7.0**
七月	633.4	15.9	**-10.9**	150.8	13.1	**12.4**
八月	640.4	1.1	**-5.0**	127.7	-15.3	**-0.3**
九月	658.7	2.9	**-13.7**	141.8	11.0	**17.6**
十月	718.9	9.1	**4.0**	141.0	-0.6	**9.7**
十一月	664.4	-7.6	**0.2**	146.0	3.6	**12.4**
十二月	696.3	4.8	**6.2**	175.2	20.0	**47.2**
2014[P]						
一月	754.8	8.4	**16.1**	142.8	-18.5	**30.7**
二月	553.2	-26.7	**26.2**	123.5	-13.5	**56.4**
三月	637.4	15.2	**9.3**	132.8	7.5	**28.5**

季度	出口 百万令吉	出口 改变按季%	出口 改变按季/年%	入口a 百万令吉	入口a 改变按季%	入口a 改变按季/年%
2013[P]						
Q1	1,671.6	-16.8	**-10.8**	291.5	-22.8	**4.8**
Q2	1,674.6	0.2	**-15.1**	373.8	28.2	**4.6**
Q3	1,932.5	15.4	**-10.1**	420.4	12.5	**9.8**
Q4	2,079.7	7.6	**3.5**	462.1	9.9	**22.4**
2014[P]						
Q1	1,945.3	-6.5	**16.4**	399.0	-13.7	**36.9**

年度	出口 百万令吉	出口 改变%	入口 百万令吉	入口 改变%
2013[P]	7,358.4	-8.1	1,547.8	10.9
2013(一月–三月)[P]	1,671.6	-	291.5	-
2014(一月–三月)[P]	1,945.3	16.4	399.0	36.9

来源：统计局，马来西亚.
注意：[P]–临时数据

美国进口在2013年增长8%

家具出货量增加至197亿美元

美国家具进口去年增长8%，受到来自中国和越南，以及新兴的国家，例如印度和印尼的出货量鼓舞，正成为越来越重要的货源，尤其是对商品进口商。世界各地家具运往美国的出货量，从2012年的183亿美元增长至2013年的197亿美元。

中国仍是美国最大的国外家具来源，出货量达116亿美元，比2012年的108亿美元增长7%。其次是越南，出现了11%的双位数增长，推动其出货量第一次突破20亿美元大关。

北美邻国加拿大和墨西哥紧随其后，分别取得7%和11%收益，加拿大的出货量为10亿美元和墨西哥是9亿6千470万美元。印尼取代马来西亚作为前五大最重要的全球资源，主要的一个因素是由于马来西亚2013年的出货量下降了9%。印尼到美国的出货量增长8%至6亿零70万美元，只是略高于来自马来西亚的5亿9千870万美元。

其它在前10名的包括意大利、台湾、印度和波兰。虽然排位比较低，印度和波兰显示了最强的增长比率，分别是24%和16%。意大利也有不俗的一年，有17%的增长，而台湾的出货量下降了13%。

马来西亚等国家在2013年面临了挑战，部分原因是由于劳工成本上涨，对批发商和零售商造成一个不确定性因素。其它国家，如中国、越南和印尼也面对劳工成本上涨，但这些显然都不足以阻止产品从这些国家涌入。

也许并不奇怪，室内装饰是一个在中国以外的成长类别。它的数量增长10%，比较木制卧室家具在同期下跌11%。其中一个原因寝室家具继续下跌 – 在2012年下跌14% – 是由于正在进行的美国对中国木制卧室家具反倾销税依然有效。越南没有卧室家具税，在该类别的出货量增长7%。

来源：今日家具

诱惑人的家具消费文化

消费者的消费习惯 的确是一个有趣的因素。它对任何快速消费品（FMCG）行业的可持续性和增长，有一定的影响。对于家具行业，它的可持续发展的趋势也不例外。消费文化需要进化，和创意性地创造积极的看法，会对消费者和供应商带来互惠互利。

在这本马来西亚家具资讯的创刊号中，编辑团队访问了马来西亚家具工业理事会（MFIC）会长戴春平先生，以分享他对此课题的想法。

戴春平说，大家首先欣赏“文化”一词的深刻内涵是重要的。他说，文化只是意味着一个共同的认识。“举个例子，如果一个人有好行为，我们必须承认，并对他/她给予适当的赞誉。反之，如果他/她有不礼貌的行为，我们应该鼓励他避免这种行为。

戴春平补充说，“同样的，对于我们的努力能够获得认可，我们必须树立好榜样。这可以对我们的亲戚、朋友、同事、商业伙伴，甚至年轻一代产生积极的影响。这种影响可以培养和增强，通过与所有利益相关者保持密切接触。”

戴春平强调，善用哲学方法在家具行业上，有必要在消费文化上进化，通过采取积极措施，促进该行业的发展。

他说，业者必须改变自己的思维，通过提供更高品质的产品和服务的方式，以满足市场需求和消费者偏好。正是这种共识形成的文化，对消费者和业内人士，形成一个双赢的局面。

家具对战豪华产品

目前，家具消费在总消费里是一个微不足道的部分，即使是在最发达的国家。大部分人的显着消费支出是在假期、豪华车、品牌服装和饮料。在发展中国家和落后经济体，对家具的消费支出明显偏低，虽然业界迎合不同的细分市场。消费者的消费习惯，它已被承认，必须进行更深入的市场调查研究，以及实施相关的营销战略，以满足市场的需求。

戴春平解释说，“这是了解各个市场收入和消费者购买力的经济学课题。然而，我们也必须考虑到，国家在未来提高收入水平，较高的社会和人口增长的潜在机会。家具行业需要有效的竞争重点行业是在中高端细分市场。高消费在很大程度上与时尚产品和服务品牌相关，尤其是在旅行和休假；服装、鞋、高档手表和汽车、昂贵和精细的饮料和雪茄等等。

不像高档品牌产品，广大消费者的感知是家具仅仅是一个家庭项目，并不反映个人的生活方式或地位。然而，这样的看法可能不正确，因为家具有几个定性好处，是许多消费者可能不知道的 – 无论是用于装饰，个人品味或投资的目的。

诱惑消费

戴春平对数个吸引消费者花费在家具上的解决方案表示乐观。其中之一是需要在各个方面教育消费者，某一件家具能满足他们的需求，例如，除了美学方面，也有功能性和健康方面，环境课题等。

“另一个重要领域是消费的演变可能影响国家经济。当消费支出增加，它会创建一个正面增长的经济。这又会为人们创造更多的就业机会，预示着国家的繁荣。家具消费的成果，不仅限于国内经济，而且要利用今天无国界世界的机会。

对家具消费开支可以改善经济的理由，戴春平说，它的最佳说明途径，是对消费者的家具消费及其对经济的影响（见图表）进行的研究。

在德国的情况下，根据3.6兆美元国民生产总值，相比410亿美元的家具市场规模，德国人平均每100.00美元就花费1.25美元。同时，虽然美国拥有比较大的家具市场规模，即950亿美元相比国民生产总值15兆美元，在家具上的平均花费为每100.00美元花费0.63美元。同样的，法国和希腊拥有较低的支出相比，比较它们各自的市场规模和国民生产总值。

至于马来西亚，我们的家具市场是20亿美元，相比2800亿美元国民生产总值，家具的开支为每100.00美元花费0.71美元。这个迹象表明，国内市场未来还有很大的提升空间。考虑到未来的国民生产总值和人口增长，估计潜在的增长约为60%。

无形效益

许多人没有意识到，花费在家具更是一个投资。对于古董收藏家，家具绝对是一种投资，因为它的价值会随着时间的推移而增值。但是，有几个显着的定性值，例如它提高和改善了家庭环境。

“从我过去的经验，我已经注意到，当家庭已经投资了一套优质的家具，他们往往会花费更多的时间一起在家里。在某种程度上，这将间接地帮助家庭成员省钱和加强家庭凝聚力。戴春平合理化说，“一件家具可以帮助改善人际关系。事实上，如果你的家以美观舒适的家具装饰，它创造了健康的环境。如果你邀请你的朋友、亲戚和伙伴，他们会感到舒适，更贴近你。

在他启动家具消费文化的临别赠言上，戴春平自信地表示，如果所有的业内人士都带头，这将推动行业增长一个百分点。如果将文化延伸到他们的家人和亲戚，预期的增长将上升到5%。随着进一步扩展至他们的朋友和商业伙伴，乘数效应将是30%至50%的显著成长。

在家具上更多的消费支出如何改善经济?

国家		家具市场规模 (10亿美元)	国民生产总值 (10亿美元)	巴仙(%)
德国		41.00	3,594	1.25
马来西亚		2.00	280	0.714
美国		95.00	15,037	0.629
法国		12.37	2,776	0.445
希腊		0.831	283	0.293

第三届中国香河国际家居文化节空前的成功

第三届“中国香河国际家居文化节”，从4月28日至5月3日举办，是一个空前成功的项目。

此次活动由中国家具协会、河北省家具协会和香河国际家具城共同主办。这次活动邀请了新加坡、马来西亚、韩国、瑞典、土耳其、泰国、西班牙、日本、菲律宾等多个国家的使领馆官员、行业协会、国际媒体联盟成员以及知名企业。

中国三十多个省的家具协会及会员单位出席活动，汇聚了中国3000多家企业的经销商和采购商，中国主流媒体、行业权威媒体200余家对本次活动进行了报道。在为期5天的活动期间，展示了丰富多彩的香河民俗文化，7500余家家具品牌的十万余种商品展出，每日客流量达到3.5万人次。

在中国家具协会经济信息委员会成立大会筹备会暨“深化改革，创新发展”国际论坛上，中国家具协会理事长朱长岭将进行题为《深化改革，创新发展，助推家具行业持续进步》的主题演讲，介绍了当前国际经济形势，中国对外开放相关政策，并对中国家具行业的发展提出了建议。

在香河家具产业国际推介会上，中国家具协会理事长朱长岭致辞。香河县副县长焦国强介绍了香河的经济发展情况。香河家具城管委会常务副主任揣柏文介绍香河家具产业情况。

首届中国(重庆)–东盟家具博览会

首届中国（重庆）—东盟家具博览会将在巴南区铠恩国际家居名都隆重开幕，一场华丽时尚的行业巅峰盛会将正式上演。

本届东博会展期由2014年5月16日至20日，布展面积达40万平方米，共有来自大陆、港、澳、台地区、东盟及非洲的2500余家家具及相关产业的厂家和经销商参展，参展品牌达到3000多个，展品共10余万套。

本届东博会是东南亚十国首次在中国联合参展，印度尼西亚、马来西亚、菲律宾、新加坡、泰国、文莱、越南、老挝、缅甸和柬埔寨都将本国最具特色的家具产品、家居饰品等带到展会现场。

开幕式由市长陈刚主持。其他高官显要包括副市长刘强、东盟家具工业理事会主席安巴、市外经贸委主任徐强、市林业局局长吴亚、市贸促会会长陈渝、区委书记李建春、区长陈刚、市旅游局副局长秦定波、市工商联副主席陈钢建、菲律宾驻重庆总领馆副领事苏子，以及印尼、新加坡、越南、马来西亚、缅甸、老挝等国家的家具工业协会负责人出席开幕式。

徐强在致辞中表示，中国—东盟战略伙伴关系有力地促进了双方经济社会发展，并为地区和平、稳定和繁荣作出了重要贡献。

双方务实合作进展迅速，从2002年到2012年，双边贸易额年均增长23.6%，目前已达到4000亿美元；相互投资累计超过1000亿美元，增长3.4倍。中国成为东盟最大贸易伙伴，东盟是中国第三大贸易伙伴，中国和东盟建成了世界上最大的发展中国家自由贸易区。

徐强说，伴随着重庆与东盟日益蓬勃的贸易往来，我们也共同达成了2014年及今后每年在中国重庆市巴南区铠恩国际家居名都共同举办东盟家具博览会的协议。

本届东盟家博会所有展馆均位于室内，东盟及非洲家具总布展面积达5000平方米，各国最具本土特色的家具产品和家居饰品将为广大消费者带来前所未有的异域风情感受。国内外一线家具品牌3000多个，其中知名品牌800多个，参展的国内外经销商达2500余家。

作为东博会期间重要活动之一，中国—东盟家具产业论坛昨日在重庆喜来登大酒店举行。

本次论坛最重要的目的就是在加强中国家具产业与东盟国家家具产业的交流与合作，共同推动中国和东盟各国家具产业的发展。

此外，与会领导关于中国与东盟家具产业的合作进行了探讨，均表示非常看好其发展前景。香港家具协会高级顾问陈清华先生还建议，东盟国可将重庆作为切入口，通过铠恩国际将东盟家具快速引入中国，提高东盟家具在中国的品牌知名度与影响力。

除了展示展销外，此次东盟家博会还将开展第28届东盟家具产业联盟会议。

开幕式上，伴随着欢快的音乐，一串火红的文字跳动在水晶球上，刘强和安巴共同为首届东盟家博会启幕。

与TFIC和CDC的合作...一个新领域！

马来西亚家具工业总会（MFIC）代表团礼貌造访位在曼谷的泰国家具工业俱乐部（TFIC）和水晶设计中心（CDC），为泰国和马来西亚家具业之间彼此打开广阔的新商机和合作大门。

代表团由马来西亚家具工业理事会（MFIC）总会长Sunny Ter戴春平带领，2014年6月30日抵达，随行者包括MFIC秘书长陈明成；EFE Expo总经理Sally Liew女士和EFE Expo 公关经理Ricky Chin。

MFIC代表团与TFIC主席Chaiyong先生及其同僚召开了圆桌会谈，听取泰国家具业汇报，增进了对其了解，并讨论积极开展合作。

这次访问主要目的也在于更好地了解TFIC的活动，从而进一步推动东盟国家同行组织AFIC成员发展更紧密关系，参与彼此举办的家具展。有关会谈成果丰硕，双方与会者确实推进TIFF和EFE展览会，同沾其利。

访问团随后参观曼谷水晶设计中心（CDC），听取了经理Deli Labarck先生关于该中心的汇报。该中心陈设了类型繁多跟上时代设计家具，尚有装饰项目，如照明等级精心设计。众位代表藉由此行与CDC巩固了双方合作，特别是邀请泰国派出参展商到来参加2015年EFE展览。

与TFIC和CDC合作展望十分令人鼓舞，并可望促成泰国方面同行参与2015年EFE展销会，满载而归。

纪念品交换仪式

加强AFIC成员之间关系

一个六人组成的马来西亚代表团于2014年6月18日，拜访了新加坡家具工业理事会（SFIC），努力加强东盟家具工业理事会（AFIC）会员间的团结与合作。

由马来西亚家具工业总会理事会（MFIC）主办，代表团由总会长戴春平先生带领。随行人员还包括MFIC秘书长陈明成先生；MFEA马来西亚家具同业总会总会长许烺裕先生；MFEA秘书长 C.C. Chua 先生；MFIC秘书处EFE Expo总经理 Sally Liew 女士和MFIC秘书处C.Y. Tan 先生。

马来西亚代表团会见了SFIC的 Steven Chew 先生，Phua Boon Huat 先生，Jerry Tan 先生和SFIC秘书处的工作人员。

在访问期间讨论的事项，包括AFIC的主席职位，从印尼转移到马来西亚，以及通过AFIC 平台增强东盟合作。委员对前进的方向，进行了具有成果的讨论，有助于加强他们的联络活动。

赠送纪念牌

SFIC的Jerry Tan欢迎马来西亚代表团

部长级会议讨论影响行业的主要问题

种植与原产业部长(MPIC)尊敬的拿督阿玛道格拉斯·乌加恩巴斯，与家具业者之间，于2014年5月27日举行了一次部长级会议。

它的主要目标是与家具业者洽谈，将家具列入森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)。该讨论集中在森林执法、施政与贸易 – 自愿伙伴协议的发展和家具业者参与森林执法、施政与贸易 – 自愿伙伴协议的报告。

该会议听取了森林执法、施政与贸易(FLEGT)全国顾问拿督菲查拉仄廉博士的汇报。行业人士被告知马来西亚和欧盟(EU)之间的森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)的最新发展，木材合法性保障体系(TLAS)表格的指引和需要在森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)产品范围下考虑的课题。

随后，会议举行了一个由马来西亚木材工业局(MTIB)总监贾拉鲁丁哈伦博士的介绍。

据他介绍，根据最近进行的调查，76家公司或51%已经接受了把家具列入森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)。他进一步阐述，这些公司已经出口价值15亿令吉家具，占研究样品出口总额的65%。

部长欢迎所有参加会议者

大合照

以下课题也获得部长的注意：

1. 官僚作风增加
   MFEA代表提出对官僚政策引起的负担表示关注，例如，政府机构需要10天签发出口准证。

2. 成本增加
   种植与原产业部代表认为，如果森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)获得执行，它会增加制造家具的成本。他提出三种可能的情况。根据所提供的情景，他总结了家具制造成本增加仍然是不可避免的。

3. 履行木材合法性保障体系(TLAS)下的规定家具业人士认为，他们不准备被列入森林执法、施政与贸易 – 自愿伙伴协议(FLEGT-VPA)下，因为他们无法满足木材合法性保障体系(TLAS)下的规定，例如，家具厂的准证和工人的安全和健康。

针对家具厂的准证，种植与原产业部长的意见是，授予一个临时准证给予没有准证的家具厂。该部长还指出，该部门会准备一份内阁文件，以提呈给内阁作进一步商议。

马来西亚的自由贸易协定

在世界贸易组织(WTO)之下，它允许自由贸易协定其中一个条件是所有贸易的关税将显著的消除。马来西亚自此签订了多项自由贸易协定(FTA)，无论是区域性或双边性质的。马来西亚签订自由贸易协定的目标，是通过解决关税和非关税贸易壁垒，去寻求更好的市场通路；进一步推动和促进贸易、投资和经济发展；通过技术合作和协作，提升马来西亚的出口竞争力和特定领域的能力建设。

目前与特定国家所签订的自由贸易协定，并不只局限于自由化和市场开放的措施。它们是全面的，包括投资、贸易促进、知识产权(IPR)，以及在以下领域的经济合作：

- 竞争政策；
- 标准及符合性评估；
- 信息及通讯科技；
- 科学及科技；
- 教育和培训；
- 研究和开发；
- 金融合作；
- 中小型企业(SMEs)的发展；和
- 无纸贸易。

迄今，马来西亚与下列国家签订了自由贸易协定：

- 日本；
- 巴基斯坦；
- 纽西兰；
- 印度；
- 智利；和
- 澳洲。

在区域层面，马来西亚和东盟的合作伙伴已建立了东盟自由贸易区。东盟还与中国、日本、韩国和印度，以及澳洲及纽西兰签订自由贸易协定。

免税自行申报机制

马来西亚投资发展局(MIDA)通过设立机械设备进口税和销售税免税自行申报机制，已进一步缓和制造业做生意的成本。

从2014年5月2日生效，制造商将不再需要提交豁免进口税和/或销售税的申请给予MIDA。

新的自行申报机制要求制造商，只须向MIDA申请一次作为一个制造商的证实函，并申请许可以进口免征关税产品。

Eligibility

资格

2013年关税(豁免)法令(115项)和/或2013年销售税(豁免)法令(106项)提供豁免下列事项：–

如要查询并澄清自行申报机制免税，请联系马来西亚投资发展局的关税分部(MIDA)(电话：03–22673539，或传真：03–22745156或电邮：tariff@mida.gov.my)

如有其它疑问，请联络MFIC秘书处的Jane Choong 或 CY Tan，
电话：03–92822333。

豁免	机械及器材	备件和消耗品
进口关税	• 进口;或 • 从授权的制造仓库，保税仓库或保税区购买	无豁免。将应用关税全价
销售税	• 进口;或 • 从得到授权的制造仓库，保税仓库或保税区购买;或 • 从制造商那里购买(根据1972年营业税法令授权)	• 进口;或 • 从得到授权的制造仓库，保税仓库或保税区购买;或 • 从制造商那里购买(根据1972年营业税法令授权)

马来西亚家具资讯

第一刊 2014年9月

马来西亚家具理事会(MFC):
“一个联合理事会，一个明确的方向”

马来西亚家具工业总会（MFIC）和马来西亚家具同业联合总会（MFEA）在2014年7月5日，合并成为马来西亚家具总会（MFC），标志着马来西亚家具业的向前发展的一个重要里程碑。

马来西亚家具工业总会于1978年成立，并且于1991年在MTIB法令下得到政府承认地位。另外，马来西亚家具同业联合总会成立于2003年，是由全国13州家具公会组成。

在2013年的MFEA会员代表大会上，新届理事会的大部分成员，再次在会员代表大会上议决进行合并事宜。配合有关议决，MFEA与MFIC遴选了主要会员，组成了一个合并小组，进一步商议以达致双方能够满意的方案。终于，经过三个回合的商谈，针对主要课题商议后，合并小组草拟了新的章程，符合两会的愿景和目标，而新的受承认的章程，已列为新的合并组织的宪章。

带着发出一个声音的决心，马来西亚家具工业总会(MFIC) ，与马来西亚家具公会联合总会(MFEA)，在2014年7月5日的会员大会上，一致通过和成功达致合并的共识。

在两个理事会多年努力之后，合并的工作终于开花结果。展望未来，希望会员可以提供所需的指导予两个理事会成员，以完成接下来的工作，完成使命。新总会的选举将在2014年9月举办。

马来西亚家具理事会(MFC)的诞生，是两会合二为一后的新总会，将以一个完整的总会，带领家具业前进与发展。

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我衷心祝贺马来西亚家具企业家协会（MFEA）和马来西亚家具工业理事会（MFIC）其期待已久的通讯创刊号登场 - 《马来西亚家具资讯》。这是值得欢迎的消息，因为这样的媒介将保持业界对本地和国际家具业前景的新闻不时更新。

我赞赏MFIC和MFEA的合并，团结两大组织成为一个行业和国家代表机构。通过这项合并，这个行业现在是通过一个机构和一个声音服务。而且，它铺平了道路，为工业和成员谋求进一步发展。这将有效地在全球推广马来西亚的家具。理事会拥有超过3000名会员，将努力提高马来西亚家具业的竞争力，和为所有人发展全球范围内的市场机遇。家具企业是一种常青企业，并具有很大的潜力。

马来西亚将主持2015/2016 年东盟家具工业理事会（AFIC）并承诺与东盟家具工业理事会（AFIC）成员密切合作，以一起发展和壮大业务。东盟10国有6亿多人口，作为一个巨大的产品市场，为所有成员国提供了机会。在这方面，我们可以创建一个东盟品牌和在国际上推广。

消费者的消费习惯，影响了任何快速消费品行业的可持续发展和增长。对于家具行业，也不例外。马来西亚的市场规模是20亿美元相比2800亿美元国民生产总值，家具消费为每100.00美元消费0.71美元。国内市场在未来还有很大的提升空间。然而，我们必须采取积极步骤，通过灌输更高品质的产品和服务，以促进该行业的发展。为了获得市场份额，就必须进行市场调查研究，并进行相关的营销策略，以满足市场的需求。

最后，我希望MFIC&MFEA在我们的季刊的出版取得圆满成功。

谢谢！

戴春平
马来西亚家具工业理事会会长

首先，我祝贺《马来西亚家具资讯》创刊成功。总会将透过资讯季刊传达有关国际与国内家具相关信息予会员以及政府部门。以后大家可以获得最新资讯，在此我感谢季刊组成员所付出的努力。

各位同业，2014年7月15日MFEA和MFIC在同一天举办常年会员大会，也顺利通过所有合拼的议案。秘书处正积极处理一些技术性手续。两个总会终于合拼成功了，从今以后我们将以一个声音，同心协力向政府争取更好的政策推动马来西亚家具业的发展。在此我感谢合拼筹委会成员，理事以及全国中央代表给于的信任以及包容的精神使得合拼成功。

总会会务在原有的基础上得以继续发展，我希望同业门能继续以正面的能量来体现更踏实的服务精神以提振同业的信心，继续为马来西亚家具业的发展作出更大的贡献。

各位同业，今年首4个月的家具出口统计为马币26.25亿，对于去年同期的出口马币22.23亿，共增长了18%。估计我国今年家具出口将成长15%，约马币85亿。我们希望政府在全球经济复苏的同时能把握良机尽快的批准家具业的外劳申请，特别是开放孟加拉外劳予制造业。为国家带来更多外汇以及更好的经济效益！

最后，我再次祝贺“马来西亚家具资讯”创刊成功，期许为家具业带来更多的资讯以及商机！

谢谢！

许烺裕
马来西亚家具同业联合总会会长

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