

# MFC Signs MoU with VTAR 与拉曼技职学院合作 Education Going Places 家具总会办家具课程



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# MFC signs MoU with VTAR on Certified Furniture Course

The Malaysian Furniture Council (MFC) and the VTAR Institute entered into a Memorandum of Understanding (MOU) to complement and cooperate with each other in their respective efforts to start and promote "Furniture Skills Technology Certification Course" on 3 March 2016.

The MOU was signed by Mr. Chua Chun Chai, President of MFC, Madam Tan Cheng Liang, Chief Executive Officer of VTAR Institute. Y.B Dato' Sri Liow Tiong Lai, Minister of Transport Malaysia, Datuk Dr. Pang Chau Leong, Director-General of Department of Skills Development, Y.B Datuk Wee Jeck Seng, Chairman of Malaysian Timber Council (MTC) and Y.B Senator Datuk Yoo Wei How, Chairman of VTAR Institute witnessed the signing ceremony which took place at VTAR Institute.

"As the world demand for Malaysian furniture product increase, the need for a wider pool of skilled and qualified human talent for furniture production is increasingly sought after. I believe the Furniture Skills Technology Certification Course will perpetuate talent among the locals, especially in the implementation of high advanced technology to automate production line, whilst reducing our dependency on foreign workforce and ensuring the production of furniture

in Malaysia is truly Malaysian", Chua Chun Chai said during the signing ceremony.

"The Furniture Skills Technology Certification Course is tailored made for furniture industry to produce skilled manpower who are trained and qualified to enhance the competitiveness of local industries in the global market."

"This program is recognized by Department of Skills Development, an agency under the Ministry of Human Resources for co-ordination and control of training skills through apprenticeship with the National Dual Training System (SLDN) conducted by industries and institutes. 20 companies agreed to provide training venue and coaches for the program."

## 与拉曼技职学院办家具课程

2016年3月3日，马来西亚家具总会与拉曼技职学院，签署合办家具工艺文凭课程合作备忘录。

该合作备忘录是由马来西亚家具总会会长蔡春才与拉曼技职学院首席执行官陈清凉签署：交通部长兼马华总会长拿督斯里廖中莱、人力资源技术发展局总监拿督彭紹良、马来西亚木材理事会主席拿督斯里黄日昇及拉曼技职学院主席拿督姚炜豪一起见证这项签署协议。

蔡春才在仪式上致辞时表示，随着全球市场

对大马制造家具的需求增加，本地家具制造商对人才要求逐渐提高。此项课程能够培训本地家具制造熟练技术人员，同时减轻青年失业问题，逐步减少依赖外劳。

他说，该项课程是为本地家具制造商量身定制，训练出来的高技术人员有助于提高本地业者在全球市场的竞争力。

"此项家具工艺文凭课程受到人力资源部属下技术发展局（JPK）推行的双培训课程（SLDN）承认。目前大约有20间工厂同意为学生提供技职训练机会。"





# 75 students start 8 months training of SKM 2

On 4th April 2016, the first set of furniture courses students began arriving in Vtar Institute ahead of the start of the new academic year. The second group of students arrived in May, making the total of 75 students.

To date, the students have completed 2 months of classroom theory; they were set to undergo practical training in 20 companies.

Students have to accomplish 20 % theory and 80 % practical hands-on sessions in the area of the field. Students will get the Sijil Kemahiran Malaysia (SKM) Level 2 & 3 after completion of the course. The certification is recognized by the government and the Malaysian Furniture Council.

The course does not involve any tuition fees. Besides this, the Department of Skills Development (JPK) will give the total monthly allowance of RM 300. In addition, students will be given a further allowance, accommodation, transport and insurance during the internship by the factories.

Eligibility to apply for this course, must be Malaysian citizens aged 16 and above and able to speak and write in Bahasa Malaysia or English.

The syllabus includes the basics of furniture making, understanding and selection of furniture, materials, manufacturing, coating, quality control, machine control and product packaging. After graduation, students will be able to create a complete set of furniture by themselves.



# 75 名学生展开8个月SKM2训练

2016年4月4日，拉曼技职学院迎来了第一批的新生；而第二批的新生则在5月报到，使报读家具工艺课程的新生人数增加至75人。

目前，这些学生已经完成2个月的理论课，他们已经安排到马来西亚家具总会属下近20间会员工厂实习。

在此计划下，学生必须在拉曼技职学院完成20%理论课，另外80%实习课须到工厂实习。完成学业者可取得大马技术证书第二级及第三级。此证书获得政府及马来西亚家具总会承认。

学生不但无需缴付学费。技术发展局每月另外提供300令吉津贴给学生。在实习期间，工厂也会根据学生个别情况，提供津贴、住宿、交通及集体保险。

该课程是提供给年龄16岁或以上，刚离校、没有相关工作经验、或有意进修的工厂员工。课程大纲包括家具制造基础、家具材料认识与选用、机械加工操作等，结业后的学生能够独立制造一整套家具。

## MFC Furniture Course Sub-Committee Members 总会家具课程小组成员

1. Chua Chun Chai 蔡春才
2. Albert Khoo 邱爱博
3. Poh Leong Yah 傅良亚
4. Candice Lim 林丽兰
5. Dato Chua Chee Hieng 拿督蔡志贤
6. Ngai Chin Soon 魏金顺
7. Ong Chong Kiong 黄从宗



# Get Ready For An Exciting EFE 2017.... Block Your Calendars !



Huge Buyers registration 登记处挤满人潮。

The Export Furniture Exhibition (EFE), one of Southeast Asia's largest annual industry trade shows, returns from March 8-11 next year and exhibitors taking part will enjoy exclusive privileges for the bigger, inspiring and exciting show.

The 2017 fair will held again at Kuala Lumpur Convention Centre (KLCC) marking the 13th year of EFE in business and continued growth as one of the region's most prominent global furniture sourcing centre for buying professionals from over 135 countries and regions.

More than 300 exciting exhibitors from Malaysia, China and ASEAN countries will showcase top quality modern and contemporary furniture with their latest collections and designs for bedrooms, living areas, kitchens, bathrooms, children, office, dining, outdoor living, hotel furniture, occasional including furniture fittings and accessories. Moving into its 13th year, EFE 2017 with a gross exhibition space of 30,000sqm, will have 8 Halls to connect buyers with world market leaders.

For the first time, it will feature a "India Export Pavilion." The objective of the India Export Pavilion is to provide opportunities and networking to do export to the world's largest democratic country by our local manufacturers. India is one of the fastest growing major economies today and the second most populous country in the world with more than 1.2 billion people. It is also the world's 7th largest country by area and the 7th largest economy by nominal GDP and the 3rd largest by purchasing power parity (PPP). The Indian furniture market is estimated to be worth US\$17,922 million and Malaysia's furniture export to India in 2015 was ranked number 6th after UK with RM344.6 million in export. Opportunities for export of furniture to India is huge with its increasing demand, fuelled by the boom in housing and commercial construction, increasing income levels and influence of global lifestyle trends. Hopefully, Malaysia can ride on India's growth with the presence of a India Export Pavilion at EFE 2017 and will further increase furniture exports to India.

EFE – Malaysia's premier destination for the furniture industry, is a key buying and networking event in the furniture industry. Presented by the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd, a wholly owned company of MFC, EFE is a platform of opportunities for the industry by the industry.



Providing Opportunities to SMEs by MTC  
MTC 为中小型企业提供商机。



Ongoing Business Discussion  
商业洽谈热络进行。

Overwhelming Response  
at PDP Seminar  
PDP 讲座会反应热烈。



Congratulation to all award winners  
恭喜所有得奖者。

## Platform to Facilitate Business Opportunity

- ▶ Quality Exhibitors cum World-Class Furniture
- ▶ 100% Export
- ▶ Your Platform of Opportunity for Business Expansion
- ▶ 5 Stars Venue - KLCC
- ▶ Excellent Buyers' Facilities & Services - Your Convenience, Our Concern

## 2017年东南亚最大型的出口家具展强势归来，您准备好了吗？

东南亚最大型的出口家具展将于明年3月8日至11日再度卷土重来。届时，参展商将享有更多振奋人心的优惠与特权。

作为马来西亚首屈一指，也是业界年度盛事的2017年出口家具展，由马来西亚家具总会属下出口家具展有限公司主办。

迈入第13个年头的2017出口家具展将再度在吉隆坡国际会展中心（KLCC）举行。该展览已逐渐茁壮成长，为全球超过135个国家和地区，提供专业的采购及交流商机。

届时，将有超过300名来自马来西亚、中国和东盟国家的参展商，展出顶级品质的现代与时尚家具，同时也将陈列新颖设计与系列的寝室、客厅、厨房、浴室、儿童、办公室、饭厅、户外家具、酒店家具、活动家具与配件等家具。

2017年出口家具展的总展览面积达30,000平方公尺，并设有8个展馆以接待来自世界各地的买家。

该展也首次增设“印度出口馆”，旨在为本地厂家提供出口到堪称“世界最大民主国家”的机会和网络。印度乃当今增长最快的主要经济体之一，该国不仅拥有全世界第二多人口，即逾12亿人民的国家；按面积比例计算，也是世界上第七大国。该国的国内生产总值在全球排名第七，以及全球购买评价中排行第三的经济体。

预计印度的家具市场总额达179亿9900万美元，而马来西亚在2015年出口到印度的是继英国之后，屈居第六，总出口额达3亿446万美元。随着房屋与商家建筑热潮的推波助澜下，进一步一推高人民的收入水平之际，再加上全球生活潮流趋势影响下，该国的需求量不断增加，扩大了出口家具到该国的机会。

希望马来西亚能搭上印度迅速崛起的这趟列车，期盼2017年家具展中的印度馆能为厂家带来更多的收益，增加印度的出口额。

## 促进商机的平台

- ▶ 高质量的参展商及世界级家具
- ▶ 100% 出口
- ▶ 您扩展业务的良好平台
- ▶ 五星地点—吉隆坡国际会展中心（KLCC）
- ▶ 优质买家的设施与服务—我们关心您的便利



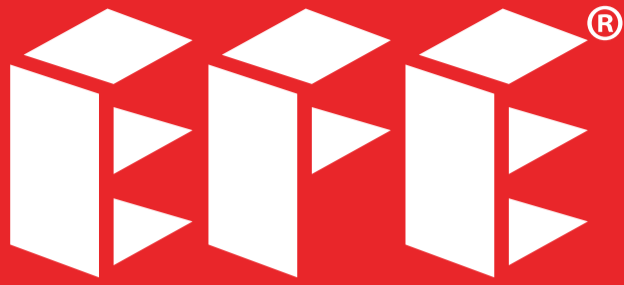
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Malaysian Furniture Council

Organised by:



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Ministry of Plantation Industries and Commodities



Malaysian Timber Industry Board



Malaysian Timber Council



Malaysian Furniture Promotion Council



Malaysia External Trade Development Corporation



Malaysia Investment Development Authority



Malaysia Tourism Promotion Board



Asean Furniture Industries Council

Supported by:



Malaysia Convention & Exhibition Bureau



Malaysia Truly Asia



## 出口家具展……圆满落幕

2016年出口家具展突破严峻的市场形势，在3月5日至8日展开短短四天的展览中，创下了第二大销量，达到7亿3000万美元的亮眼佳绩。

由马来西亚家具理事会属下出口家具展有限公司举办的出口家具展，为全东南亚最大的出口家具展，也为亚洲最大的采购盛事拉开序幕。为期四天，在吉隆坡国际会展中心举行的展览共有257名全国各地的参展商，当中余半是首次参展。

第12届出口家具展共吸引了超过9,000名来自135个国家与地区的人士一起共襄盛举。在优质的买家和强大新买家的衬托下，活动中心内一片沸腾，参展商忙中带笑，气氛欢愉。

去年，誉为高质量与超值卖场的出口家具展，不仅提供多元化的选择，也是为行业服务的重要桥梁。去年展会一共创下了8,000名来自128个国家和地区的访客，更带来6亿7千万令吉订单的收益。根据主办单位资料显示，2016年买家流量相对稳定，主客源主要来自大洋州、北美、中东、南亚和东南亚和东亚等地。

2016年出口家具展的重点之一——中国出口馆。由于现今中国对实木家具的需求量颇高，这次的展览也为本地参展商提供了出口到中国的机会。

此外，展览的另一个重点就是由大马木材工业局与马来西亚家具促进局携手推崇，高品质原创设计的专业设计师计划（PDP）。专业设计师计划涉及4名厂家、4名国家专业设计师、8名来自设计部门Tanggam计划的设计师，以及4名内部设计师。为了保持和维持马来西亚的世界排名，如今我国着重于设计文化发展，从原厂设备制造商（OEM）转型为原厂设计制造商（ODM）和原厂品牌制造商。访客与参展商均给予上述两项重点活动，正面积极的评价。

# EFE 2016...A Resounding Success!

Despite the challenging tough market conditions, the Export Furniture Exhibition (EFE) 2016 rang up its second highest sales ever of US\$703 million as it concluded its recent March 5-8 show on a positive note.

Organized by EFE Expo Sdn. Bhd., a wholly owned company by Malaysian Furniture Council (MFC), the four-day annual event which kicked off the furniture buying season in Asia as one of the Southeast Asia's biggest furniture events, featured 257 exhibitors from Malaysia and the region, with over 50% new exhibitors, at the Kuala Lumpur Convention Centre (KLCC). The upbeat mood and busy networking in the trading halls were buoyed by quality buyers and the strong presence of new buyers. More than 9,000 attendees from 135 countries and regions attended the 12th edition of EFE.

In 2015, the show, well known as a quality and value for money market place cum an event by the industry for the industry, boasted with extensive selections, recorded US\$670 million orders with over 8,000 visitors from 128 countries and regions. According to the organizer, buyer traffic to EFE 2016 was relatively steady from the following regions – Australasia, North America, Middle East, South Asia, South-East Asia and East Asia.

Among the side highlights of EFE 2016 was the China Export Pavilion (CEP) where Malaysian exhibitors were provided with an opportunity to do export to China where currently there is a strong demand of solid wood furniture products. Another highlight was the Professional Designers Programme (PDP) mooted out by Malaysian Timber Industry Board (MTIB) in collaboration with the Malaysian Furniture Promotion Council (MFPC) in their efforts in producing high-quality products with original designs. The PDP involved 4 Malaysia pride recipients manufacturers, 4 international professional



VIPs Tour of Exhibition. 贵宾们参观展位。

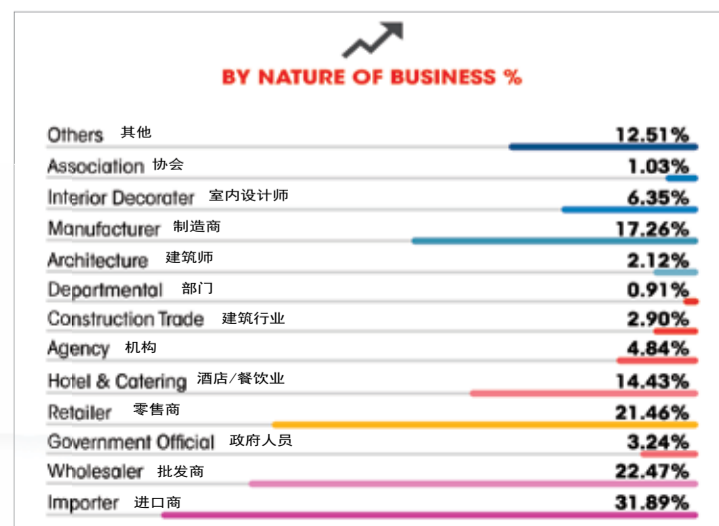
designers, 8 designers from the Tanggam program and 4 in-house designers. To maintain and improve Malaysia's world ranking, today the Malaysian industry is focused on the development of the culture of design, to transform its companies from "OEM" (Original Equipment Manufacturer) to "ODM" (Original Design Manufacturer) and "OBM" (Original Brand Manufacturer). Both the highlights have brought very positive feedbacks by visitors and exhibitors.



Welcome to China Export Pavilion (CEP) 欢迎莅临中国出口馆。

## Top 20 Visitor Countries 首20个访客国家

China 中国	Indonesia 印尼	Hong Kong 香港
India 印度	United Kingdom 英国	Taiwan 台湾
Australia 澳洲	Vietnam 越南	South Africa 南非
Singapore 新加坡	UAE 阿联酋	Mauritius 毛里求斯
United States 美国	Canada 加拿大	Lebanon 黎巴嫩
Philippines 菲律宾	Saudi Arabia 沙地阿拉伯	
Japan 日本	Algeria 阿尔及利亚	



\* Percentage add up more than 100% as this is a multiple choice question. 由于这是多选题目，因此百分比总计超过100%。

	2015	2016	2017 (Expected 预计)
Local Visitors 本地访客	4589	3,203	3,523
Foreign Visitors 海外访客	3732	5,950	6,545
TOTAL:总数	8321	9,153	10,068
No. of Countries 国家数量	128	135	141
Total No. of Exhibitors 总参展商数量	245	257	270
Total No. of Foreign Exhibitors 海外参展商	36	40	44
Total Export Sales Generated 总出口销售概	USD \$670mil 6亿7千万美元	USD \$704mil 7亿400万美元	USD \$739mil 7亿3千900万 美元

# MFC Hails Japan's Home Living Media Visit To Malaysia



Collaboration with Home Living – Promoting Malaysian Furniture in Japan. 与Home Living杂志合作，在日本推广马来西亚家具。

With the successful visit by Furniture Today of USA in 2015 to various Malaysian furniture manufacturing companies, the Malaysian Furniture Council (MFC), has organized another similar visit by 'The Home Living'- Japan's top national trade magazine from Aik Co., Ltd. The renowned company is a member of Japan Specialized Newspaper Association, a government approved aggregate corporations formed by 90 papers representing each industry. The objective of the visit is to further promote furniture trade between Japan and Malaysia and to provide export opportunities to the Japanese market for our industry players through the media visit.



Deep Furniture



Zolano Design



Simewood



Goodnite

In 2015, Japan was Malaysia's fourth largest trading partner with total trade valued at RM127.4 billion, the country is also Malaysia's third largest export destination valued at RM73.8 billion and fourth largest source of imports at RM53.6 billion. Furniture export was valued at RM758 million in 2015 and continues to grow.

Mr Jun Nagano of Home Living conducted a six-day visit from 10 to 15 July 2016 to 18 furniture manufacturing companies in the central, south and northern regions of Peninsular Malaysia. The companies visited by Mr Nagano are:-

- Coco Industries Sdn Bhd
- Goodnite Sdn Bhd
- Deep Furniture Sdn Bhd
- Future Sofa Sdn Bhd
- Goodnite Sdn Bhd
- Home Upholstery Industries Sdn Bhd
- Hup Chong Furniture Sdn Bhd
- Imei Furniture Industries Sdn Bhd
- Jin Sheng Furniture Industry Sdn Bhd
- Latitude Tree Furniture Sdn Bhd
- LSK Mattressworld Sdn Bhd
- Tawei Furniture Sdn Bhd
- Marcoco Furniture Industries Sdn Bhd
- Mobilia Sdn Bhd
- Mocof Sdn Bhd
- Simewood Products Sdn Bhd
- Spring Art Industries Sdn Bhd
- Zolano Design Sdn Bhd
- United Woodwork Sdn Bhd

MFC would like to thank all the respective companies for their cooperation in making the Home Living media visit a great success. We would also like to convey our deepest appreciation and thanks to Mr Jun Nagano and Mr Takayoshi Nagashima, President of Aik Co., Ltd for making the visit possible which marks another successful event to serving the furniture industry by the council.



Malaysian Furniture Council (MFC)



LSK Mattressworld



United Woodwork



Marcoco

## 马来西亚家具总会 邀请日本媒体《Home Living》来马考察

日本家具专业杂志《The Home Living》，受到马来西亚家具总会的邀请，于7月10日至15日来马展开6天的考察。总会希望借助该杂志对马来西亚家具业展开深入报道，以打响马来西亚家具在日本的知名度。

这是继去年美国权威杂志《今日家具》来马考察，报道见报并大获好评后，总会再次举办类似的活动，而这次的目标瞄向传统市场——日本。这次媒体考察任务的宗旨，是为了促进马日两国的家具贸易，并向本地业者提供出口至日本市场的机会。

该杂志的记者长野纯先生，将会在这期间南下北上，安排到访中马、南马及北马的18间家具厂商。到访工厂如下：

- Coco Industries Sdn Bhd
- Goodnite Sdn Bhd
- Deep Furniture Sdn Bhd
- Future Sofa Sdn Bhd
- Goodnite Sdn Bhd
- Home Upholstery Industries Sdn Bhd
- Hup Chong Furniture Sdn Bhd
- Imei Furniture Industries Sdn Bhd
- Jin Sheng Furniture Industry Sdn Bhd

- Latitude Tree Furniture Sdn Bhd
- LSK Mattressworld Sdn Bhd
- Tawei Furniture Sdn Bhd
- Marcoco Furniture Industries Sdn Bhd
- Mobilia Sdn Bhd
- Mocof Sdn Bhd
- Simewood Products Sdn Bhd
- Spring Art Industries Sdn Bhd
- Zolano Design Sdn Bhd
- United Woodwork Sdn Bhd

《The Home Living》是日本Aik Co. Ltd集团旗下的贸易杂志。该公司是日本专门新闻协会的成员，该协会由代表日本各行业的90家报纸杂志组成，获得政府的全力支持。

去年，日本是马来西亚第四大贸易国，总贸易额为1千274亿令吉。日本是我国的第三大出口国，出口总额达到738亿令吉；以及第四大进口国，进口总额为536亿令吉。其中，家具出口额为7亿5千800万令吉，该数据每年都在增长中。

马来西亚家具总会衷心感谢所有参与公司的积极配合，使到这次的媒体考察任务顺利进行。我们也藉此感谢长野纯先生及Aik Co., Ltd 社长Takayoshi Nagashima先生的支持，让总会为服务行业举办的活动再次获得成功。



Director General of MTIB Dato Dr. Jalaluddin Harun  
马来西亚木材工业局总监拿督贾拉鲁丁博士

# Innovation & Excellence of the Malaysian Timber

“ The pace of rapidity Malaysia’s timber exports to other countries in the form of furniture and others continue to increase every year. It is also gaining interest in several new countries that do not want to miss out on local product. An evening with Y.Bhg. Dato ‘ Dr. Jalaluddin Harun, Board Director of the Malaysian Timber Industry to get more information about the excellent performance of the Malaysian timber. ”

**Question: Malaysia is now flooded with various types of furniture design, especially from China, Scandinavia and Indonesia. How about the request that uses local wood furniture in Malaysia and abroad?**

Although Malaysia is flooded with the various types of furniture design from abroad, Malaysian’s furniture still get excellent demand in local and international markets. Based on CSIL 2014, Malaysia’s ranked as the eighth largest exporter of furniture in the world.

In 2015, Malaysia’s exports of wooden furniture in the international market increased by 14.5 %, from RM6.36 billion to RM7.29 billion. Malaysian’s furniture has been exported to more than 160 countries such as the US ( RM3.0 billion ) , Japan ( RM650.5 million ) , Australia ( RM535 million ) , United Kingdom ( RM374.5 million ) , the United Arab Emirates ( RM221.4 million ) and India ( RM150.7 million ) .

**Question: Which countries import more products of wood and presumably why Malaysia scored against Myanmar and Indonesia?**

Timber is one of the important sectors for the economic development of the country. In 2015, Malaysia exported a total of RM22.14 billion product of wood, an increase of 6.5% compared to RM20.79 billion in 2014. Wooden plywood furniture and product of lumber were three biggest contribution to the country’s timber exports with export value, furniture RM7.29 billion (increased by 14.5%) and lumber RM3.18 billion (increased by 19.6%).

While plywood exports totaled RM4.69 billion (decreased by 9.9%) compared to the value of exports in 2014. Japan, the United States and India is the third largest market for Malaysian products of timber with export value record, Japan with RM4.02 billion, US India company of RM3.07 billion and RM1.89 billion.

**Question: How about the percentage of local youth who want to joint venture into the timber?**

Generally, the percentages of young people venture into this timber are beginning to show an increase over the previous year. The increasing result of the program as a program that has been implemented by the Malaysian Timber Industry Board (MTIB) to attract young people involved into the industry of timber through a variety of promotional activities such as seminars, roadshows and reinforced with a career talk and periodically executed by location.

Campaign to attract youths also actively involved social media, carnival and other commodities and

others. For example, in MTIB itself can be seen through the increasing application of Form 3 Assessment leavers (PT3 ) for admission to the Program Processing Technology Zone in WISDEC that offering only 25 participant per session.

**Question: What about the reception or audience response towards Malaysia’s artificial wood furniture?**

Malaysia real wood furniture is always in high demand in the local market or even from abroad because local wood has a distinctive aesthetic properties value and privileges.

This is to meet the demand and the trend of today’s society, whether domestic and international level. Standard and quality of furniture as required by the user should be enhanced and the furniture industry should continue to be expanded, to innovate and become safer to use.

In addition, dynamic design, adequate supply of raw materials and the latest technology need to be addressed to ensure the new market always existed for the preservation of the furniture industry.

To ensure products of wood continue to demand in the international market, MTIB implementing various promotional activities and market development in the country through participation in exhibitions and trade fairs organized by various parties to promote timber products manufactured furniture products by the own local company’s.”

**Question: How does the promotion or exposure of these skills to youth or young entrepreneurs out there who might be interested in learning the skills of wood?**

“MTIB is an agency under the Ministry of Plantation Industries and Commodities (MPIC) which was appointed by the Ministry of Human Resources as the lead agency industry (Industry LeadBody-ILB) for human development sectors of the country’s timber industry. As ILB, MTIB has been working closely with all training centers, higher education institutions such as IKM, ILP, HGBN, Pusat Giat MARA, universities and others to produce and meet the needs of skilled workers for this sector, particularly in the furniture industry.

Between MPIC strategy through the TLB is increasing youth participation in this sector, including attracting local labor. Efforts to attract local youth serving in the timber industry continued through image enhancement program in wood industry. Negative perception of industrial wood should be removed. Recognition and appreciation program wood industry

should be introduced as early as primary school level, as in the education system in the west.

As stated earlier, the program of seminars, roadshows and career talk strengthened and implemented according to location and time. Campaign being organized through social media will attract more youths. In addition, rural youth are also encouraged to acquire skills that allow rural people to improve skills in the timber through the programs designed specifically for them for a period of 10 to 12 months”.

**Question: How MTIB involvement in schools to expose students to this sector?**

In early 2012, MTIB and the Kementerian Pendidikan Malaysia (KPM) that known as Kementerian Pelajaran Malaysia has signed a memorandum of understanding (MOU). Consequently, a variety of activities, particularly in the improvement of human capital have been carried out between the two sides. Newest through implementation KV, in the wood-based sector are taught early school leavers in particular to the Penilaian Menengah Rendah (PMR).

With exposure at this early stage, youth are expected to help create the workforce as well as having the knowledge and skills but are more likely involved in the wood-based industry sector. KV program is of two years at the certificate, four years and three months at the Diploma level skills.

MTIB through training centers namely Development Wood Industry Skills Centre (WISDEC) which was established in 1995, is offering various training programs for youth such as the Certificate of Design and Furniture Making (PDM), Professional Certification Program in Development Wood Processing and Finishing Technology Management (TPP) and Wood-Based Industry Apprenticeship Scheme (furniture”).

**Question: How about the MTIB strategy in order to improve the local workforce in the youth against foreign workers?**

Among the efforts and progress made including the cooperation of the industry to develop jobs opportunity that equivalent to the qualification of skills acquired by the youth, promote the adjustment of salaries among employers or companies, in line with the qualification skills of the youth, promote early education about the timber industry adopted from pre-school to hold the concept of Do It Yourself (DIY) in the development of prototypes of wooden furniture. Besides, need to encourage competition in manufacturing furniture or design for primary and secondary schools”.

## 马来西亚生产创新与优质木材

“近年来我国的木制品如家具火速蹿红，多国消费者追赶潮流趋势采购，促使我国的木材出口额大幅增加。大马木材工业局总监拿督贾拉鲁丁在了一项访谈中分享我国木制品优秀表现的资讯。”



**问：马来西亚充斥各类，尤其是来自中国、斯堪的纳维亚和印尼的家具设计。请问国内外的本地木材的需求量的情况如何？**

虽然马来西亚充斥各种各样外国设计的家具，但无论在国内还是国外，本地木制家具的需求量依然非常高。根据2014年的数据显示，马来西亚乃世界第八大家具出口国。

2015年，马来西亚出口到国际市场的出口额上从63亿6千万令吉增加了14.5%，达到72亿9千万令吉。马来西亚出口家具到超过160个国家，如：美国（30亿令吉）、日本（6亿5千零50万令吉）、澳洲（5亿3千500万令吉）、英国（3亿7千450万令吉）、阿拉伯联合酋长国（2亿2千140万令吉），以及印度（1亿5千零70万令吉）。

**问：哪国是进口最多马来西亚木制品的国家呢？与缅甸及印尼相比之下，为什么消费者会首选马来西亚木材呢？**

木材业是国家重要的经济脉搏，马来西亚在2015年的木制品出口额达221亿4千万令吉，比2014年的207亿9千万令吉增加了6.5%。胶合板和锯木家具是我国三大出口值最高的产品，其出口率分别是72亿9千万令吉（增长14.5%），以及31亿8千万令吉（增加19.6%）。

然而，胶合板的出口额却比2014年减少了9.9%，达46亿9千万令吉。日本、美国和印度是三大进口马来西亚木制品的国家。日本占了对多，达40亿2千万令吉、美国与印度分别是30亿7千万令吉和18亿9千万令吉。

**问：本地有多少年轻人投入与木材相关的行业呢？**

整体而言，投入与木材相关行业的年轻人的比例与往年相比，已逐渐提升。这主要是大马木材工业局（MTIB）近年来在积极的在多地展开各类活动如座谈会、巡回展、职业讲座等来吸引年轻人参与。

我们也在社交媒体与社区嘉年华会中展开活动，我们从中发现申请进入家具加工科技课程就读的初中上评估考试（PT3）毕业生的人数已增加，这比起木业技术发展中心只提供25个名额多。

**问：请问消费者对马来西亚木制家具的接受度和受欢迎程度高吗？**

本地木制家具拥有独特色彩与风格，一直深受国内外消费者的欢迎，需求量也相应的高。为了与时俱进与追上时尚潮流，制造商需制造符合消费者需求的高水准与高质量的家具。为消费者提供创新求变与安全的家具，不仅是行业的自我提升，也有助于开拓业务的版图。

另一方面，业者除了需加入更多动感元素设计、还需拥有充足的材料供应，以及采用新科技，这有助于开发更多的新市场，确保家具业能永续性发展。

为了确保国际市场对木制品的需求，大马木材工业局也在国内举行的博览会中，推广马来西亚生产的木制品。”



**问：木材工业局如何推广木工工艺，以便青少年和年轻企业家对木材木工工艺产生兴趣？**

大马木材工业局是种植与原产业部旗下的一个机构，也是人力资源部委任为国家木材业提倡人文素养的领航机构。身为领头羊的大马木材工业局联同各培训中心、大专院校，如马拉工艺学院、工业培训学院、HGBN和马拉技术发展中心、大学等等合作培训更多熟练的技术专才，以满足市场特别是家具业的需求。

种植与原产业部通过大马木材工业局所实施的策略，提高本地青少年投入木业领域，以及吸引本地劳动市场的兴趣。然而，我们必须提升木业的形象，摒除他们心目中的负面印象。此外，我们也可仿效西方教育体系，在小学阶段就灌输有关木材工业的知识。

另一方面，我们也积极地在不同的地点举行座谈会、巡回展和职业讲座，同时也通过社交媒体推广，以吸引青少年的注意。此外，我们也为郊区的青少年提供为期10至12个月的木材技术培训课程，让他们有一技之长。

**问：大马木材工业局如何在学校向学生推广此木业呢？**

大马木材工业局早在2012年与教育部签署谅解备忘录，并在学校举办各项活动，以提升人文素养。最近，我们也为初中三毕业生提供与木业相关的初级技能职业课程。

其实，学生在完成首段的课程后，就已是具知识与技能的人力了。此外，参与技能培训的学员可在完成2年的课程后获得技能证书；至于4年3个月的课程则可获得技能文凭。

大马木材工业局透过旗下成立于1995年的木业技术发展中心（WISDEC）推出多项的青年培训计划，如家具设计与制造证书、专业管理发展证书、木材加工与完工技能证书，以及木工（家具）学徒计划。

**问：大马工业局有何策略以鼓励年轻人本地劳工，改善依赖外劳问题？**

我们已积极和多方配合，为青少年提供与技能相符的就业机会，同时也鼓励雇主采取实行同工同酬的薪酬制度，以及在学前教育推广与木制家具相关的DIY概念。另外，我们也将将在中小学举办各种家具设计与制做比赛。”



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Interview with

# Datuk Dr. Abdul Rahim Haji Nik



CEO of Malaysian Timber Council

“ We believe the TPPA will provide greater market access for Malaysian timber products, especially furniture in the TPPA countries.....it provides easier access and better opportunities through lower tariffs and lower trade barriers when conducting business with these countries. ”

**MFN: MTC has registered significant progress under your leadership. How do you plan to bring it forward to greater heights? What is your plan to assist the furniture industry to achieve NATIP's export target of RM16 billion by 2020?**

Abdul Rahim: During my tenure as MTC's CEO, I will strive to lead MTC as the prime organisation in spearheading the promotion of Malaysian timber products, including wooden furniture to the global markets and to further increase export revenues for the country.

In this regard, MTC has been relentlessly involved in promoting Malaysian timber products and wooden furniture by participating in various international trade fairs and organizing marketing missions.

Compared to last year, MTC has increased its participation in the number of trade fairs this year, especially for furniture. To date, MTC has successfully organised group participation in the January Furniture Show in Birmingham, the Malaysian International Furniture Fair (MIFF) and the Export Furniture Exhibition (EFE). The next major activity will be MTC's participation in Furniture China where MTC will be organising a Furniture Pavilion.

Through MTC's activities, more than RM28.4 million in sales has been achieved for furniture in terms of sales so far this year. Based on MTIB's statistics, the export of wooden furniture from January to May 2016 has increased 9.6% to RM3.0 billion compared to the same period last year.

In the upcoming years, MTC will be organizing more group participation in international furniture trade fairs to assist the furniture industry achieve NATIP's 2020 target of RM16 billion exports. MTC will also intensify its marketplace promotion programmes to assist Malaysian furniture companies in achieving greater diversification of its exports to traditional, emerging and niche markets.

**MFN: How do you see the current state of the Malaysian furniture sector in the global market place?**

Abdul Rahim: The Malaysian furniture sector needs to be more innovative in developing new product lines and to introduce new designs on a more regular basis to cater for the fast-changing consumer tastes and preferences in an increasingly competitive global market environment. For example, I was made to understand that Chinese furniture exporters could launch a lot more new product lines with new designs within a year compared to their Malaysian counterparts.

As such, our industry players must endeavor to be more efficient in their productivity and innovativeness to take on their global competitors by moving up the value chain instead of relying largely on Original Equipment Manufacturer (OEM) production and competing on price as well as playing the "volume game" with lower cost producers.

Malaysian industry players are strongly encouraged to shift towards exporting more on an Original Design Manufacturer (ODM) and Original Brand Manufacturer (OBM) basis by developing globally recognised home-grown brands.

Malaysia is currently the eighth largest furniture exporter in the world. In 2015, the total export of Malaysian furniture was valued at RM9.14 billion, an improvement of 14.1% over the previous year (RM8.01 billion). In terms of wooden furniture alone, Malaysia exported RM7.3 billion in 2015, an increase of 14.5% over the previous year (RM6.3 billion). The US continued to be the single largest market with an import value of RM2.83 billion (+23.1%) accounting for more than one-third of Malaysia's total export of wooden furniture.

Japan and Singapore were the second and third largest markets after the US, for Malaysian furniture, with imports valued at RM758 million (+11.9%) and RM716.6 million (+9.6%), respectively.

The current Ringgit value against major currencies, particularly the US Dollar, will benefit Malaysian exporters of furniture where the import content is minimal. This will translate into higher export earnings, which will contribute towards achieving NATIP's Vision 2020.

Beside these top three markets, China, India and countries in Europe have shown signs as strong potential markets for Malaysian furniture based on their current economic growth.

**MFN: What are MTC's main strategies towards increasing Malaysia's share of the Chinese furniture market?**

Abdul Rahim: To achieve greater penetration of the Chinese market, one must firstly, try to understand the domestic consumers' tastes and preferences such as preferred designs and finishings, colours as well as materials used, all of which relate to the local cultural inclinations of the Chinese society.

Being a huge country, there are also differences in consumers' preferences and spending patterns in different parts and cities, e.g., first-tier and second-tier cities, of China. In this regard, MTC through its Guangzhou office will conduct more market surveys and studies in relevant parts of China to gather useful market intelligence that could assist our industry members to achieve greater market penetration.

MTC must also capitalize on other factors that could benefit the industry such as the increased costs in raw materials and labour in China that have pushed some

Chinese furniture retailers to outsource from overseas. Malaysia still has the advantage of lower labour and raw material costs over Chinese furniture manufacturers. As many Chinese furniture retailers are now outsourcing, we should seize the opportunity to promote Malaysian furniture.

In line with China's development strategy and framework of its "One Belt, One Road" plus the Malaysian Government's pledge to achieve US\$160 billion in China-Malaysia bilateral trade by 2017, MTC has put in place various promotional programmes and activities to expand Malaysia's presence in this market.

Among these activities will be MTC's organising of a Malaysia Pavilion, for the second consecutive year, in Furniture China this September. Occupying total floor space of 750sqm in Hall N2 of the Shanghai World Expo Exhibition and Convention Centre in Pudong, the MTC Malaysia Pavilion will see the participation of 18 Malaysian furniture companies which will be showcasing their latest products and designs. Six of the 18 Malaysian furniture exhibitors are first-time participants with MTC.

Last year, the MTC-organised "Malaysia Pavilion" in Furniture China 2015 generated confirmed and potential sales totaling RM36.05 million. I am confident that this year, the total potential sales will exceed that of last year.

In addition, MTC has formed several Task Force groups, one of which is for Furniture, to explore market opportunities. The Task Force groups comprise representatives from the Malaysian timber and furniture industry.

**MFN: China's "One Child" policy had resulted in furniture manufacturers outsourcing their production to ASEAN countries. What is the direction for our industry to gear-up in making further inroads into this world's biggest consumer market?**

Abdul Rahim: China's "One Child" policy has little to do with the "hollowing out" of its furniture manufacturing industry to third countries. It is the rising cost of labour, raw materials and coupled with the Chinese government's policy in discouraging polluting, labour intensive and low technology industries under its current economic transformation programme by moving away from large-scale manufacturing to high-technology advanced industries and services.



Economists have been projected that in the next 5-10 years' time, China might have to outsource its furniture manufacturing to lower cost and timber resource-rich countries such as ASEAN. This development might bode well for Malaysia which has an established furniture production base besides having its own timber resources to be the hub for making furniture for export to China. Hence, our furniture manufacturers should study the Chinese consumers' tastes and preferences to produce the right furniture products to gain a bigger share in the vast Chinese market.

It is also important to strengthen the branding of Malaysia-made products in the Chinese market as the consumers there have a strong preference for imported branded goods. Additionally, as I mentioned earlier, to compete with other international furniture manufacturers, Malaysian furniture manufacturers have to progress from OEM to ODM as well as OBM.

**MFN: PDP has been MFPC's signature programme. The industry thinks it is good for the programme to be continued. Should MTC take over to execute?**

Abdul Rahim: Likewise, we also feel the PDP is a good programme to continue. It complements well the Tanggam initiative by MTIB, which is meant to nurture and promote outstanding designers in the furniture industry. This is a policy issue to be decided by MPIC, and MTC will abide by the directive from the Ministry in due course.

**MFN: What is the potential impact of TPPA on Malaysian timber product industry?**

Abdul Rahim: Having signed the TPPA lately, the next phase is for Malaysia to ratify the agreement. All TPP members are given two years upon signing the TPPA to ratify any policy areas to be in sync with the agreed terms that binds all members under this trade pact. TPPA will only come into force in 2018. Malaysia has to ratify some of its Labour Laws to be in line with what have been agreed upon under the TPPA.

As far as the timber industry is concerned, we believe the TPPA will provide greater market access for Malaysian timber products, especially furniture in the TPPA countries. Of the 12 countries involved in the TPPA, 4 of them do not have any Free Trade Agreements with Malaysia. These are the US, Mexico, Canada and Peru. By having the TPPA, it provides easier access and better opportunities through lower tariffs and lower trade barriers when conducting business with these countries. For example, once the TPPA has been rectified, import tariff on plywood to Japan

will be eliminated eventually, and as you know, Japan is Malaysia's top market for plywood. The TPPA will provide easier market access and is therefore beneficial for our companies.

At the same time, within the 12 TPPA members, Vietnam can be considered as Malaysia's competitor in terms of the timber industry. Vietnam is aggressively working to become the leading timber product exporter to the US. Therefore, we need to be vigilant on how Vietnam capitalises on the TPPA to ensure that we are not disadvantaged.

Earlier, there have been so many sentiments on the TPPA in Malaysia, therefore it is important for all ministries, agencies and industries that are involved to be well-versed with the regulations in the TPPA. Firstly, we need to provide proper education and information on the TPPA and then, we need to strategise our business moves for all industries including timber, so that we can benefit from the TPPA.

**MFN: What are you really into outside of work?**

Abdul Rahim: I am currently attached to Academy Science Malaysia (ASM) as Associate Fellow and Fellow since 2012 and 2015. The academy acted as the 'Think Tank' of the nation for matters related to science, engineering, technology and innovation.

I'm also involved in several task forces and committees including the task force on haze. With the worsening haze situation affecting this region from year to year, we've formed the task force to look into the reason and what the government and industry can do in addressing this issue.

As I've already retired from government, with previous background, I would like to share my experiences and contacts with MTC in helping to grow the industry. That's why I decided to accept the position as MTC's CEO when I received the offer.

Occasionally, I also provide comments and reviews for government papers, and consultations to some business entities for their company future involvement in certain business. Meanwhile, I also involved in residents' association to address issues within the local community.

Unlike quite occupied with work before, I can now try to spend more time with family especially with my two grandchildren.

I can have more time reading! I did read a lot of nonfiction during my spare time. Besides, In the weekend, I can spend with my wife jogging in the park in Taman Tun Dr Ismail.



## 专访 拿督阿都拉昔聂博士 马来西亚木材理事会首席执行官

“我们相信跨太平洋伙伴关系协议将为我国的木材业，尤其是家具业，在协议成员国的市场带来更大的商机……通过此协议将可降低关税之际，降低商家进入有关国家经商的门槛。”

**马来西亚家具资讯：马来西亚木材理事会（MTC）在您的领导下蒸蒸日上，您将如何再创另一个高峰？国家木材工业政策（NATIP）设定在2020年达到160亿令吉出口额的目标，您将如何协助家具业达致目的？**

阿都拉昔：我在任职期间将竭尽所能，全力以赴带领马来西亚木材理事会，推广我国的木制品包括家具至全球，以增加国家的出口额。

马来西亚木材理事会不遗余力多年来参加许多的国家展销会，以推广本地木制品和家具。

与去年相比，今年理事会参与了多项的家具展，其中包括英国伯明翰的1月家具展、马来西亚国际家具展和马来西亚国际出口家具展。接着也将在中国家具展中设立马来西亚馆。

马来西亚木材理事会在系列活动中表现不俗，成功达到超过2,840万令吉销售额。根据马来西亚木材工业局（MTIB）提供的数据显示，今年1月至5月的木制家具的出口额与去年同时期增加了9.6%，达到30亿令吉的佳绩。

我们也将在今后参与更多的国际家具展，以协助家具业达致木材工业局订下，在2020年达到160亿令吉出口额的目标。MTC也将扩大市场版图，让协助我国家具商提高传统市场、新兴市场和利基市场的出口额。

**马来西亚家具资讯：您对于马来西亚家具在全球市场中的现状有何看法呢？**

阿都拉昔：马来西亚家具业需要开发更多新颖创意的产品，且需持续性推出新设计，满足迅速变化喜好和口味的消费者，并在竞争激烈的市场中占一席之地。据我了解，中国家具出口商可以在1年内，创建新系列家具的数个生产线，与大马家具制造商比较，他们的速度确实惊人，轻易把其他同行抛在后头。

为了加强自身的价值链，保持国际上的竞争力，本地业者需努力提升生产力和创新力，同时摒除依赖代工生产（OEM）、削价及“量购游戏”的低生产成本。

我们鼓励业者从原厂委托设计（ODM）和建立品牌（OBM）的基础下转移，并开发更多本土品牌。

目前，马来西亚是世界第八大家具出口国。我国在2015年的木制家具的出口额达91.4亿令吉，比去年的80亿令吉增加了14.1%。然而，美国依然是最大的进口市场，达28.3亿令吉（+23.1%），占了马来西亚三分之一的出口额。

此外，日本和新加坡是继美国后，第二和第三大进口最多马来西亚家具的国家，预计总进口额达7.58亿令吉（+11.9%）和7.166亿令吉（+9.6%）。

美元走强有利于对马来西亚家具出口商，这不仅有助于提高出口额，同时也能拉近了马来西亚木材工业政策的目标。

### Profile 简介：

- Datuk Dr Abdul Rahim Haji Nik, the former Deputy Secretary General (Environment) of the Ministry of Natural Resources and Environment (NRE), has been appointed CEO of the MTC, effective 16 Nov 2015.
- During his tenure at the Ministry of NRE, he coordinated and supervised policy issues relating to environmental management, climate change, forestry, biodiversity, wildlife and marine parks.
- He was also involved in the Green Technology and Climate Change Council, the National Biodiversity Council, and the National Water Resources Council, the Malaysian Forestry Research and Development Board, the Malacca Green Technology Council, the Approval and Implementation Committee of Iskandar Malaysia, Johor, MTC, the International Council member of International Union of Forestry Research Organisation (2010-2015) and WWF Malaysia Advisory Council. He is also an Associate Fellow and Fellow of Academy Science Malaysia since 2012 and 2015, respectively.
- Datuk Dr. Abdul Rahim began his career as a research officer in Forest Research Institute Malaysia (FRIM) in 1981, taking charge of hydrology and watershed research. He was with FRIM for 25 years and served through the rank and file up to being its Deputy Director General.
- Academically, he completed his PhD in Forest Hydrology from the University of Wales, United Kingdom in 1990 and has a Bachelor's degree in forestry and Master's degree from Louisiana State University (1979) and University of West Virginia (1981), USA, respectively.
- He has written more than a hundred technical and semi-technical papers in scientific journals and edited over 15 books.
- Datuk Dr. Abdul Rahim is married and is blessed with two sons and two daughters.
- 阿都拉昔聂博士是前自然资源与环境部（环境）副秘书长，于2015年11月16日受委为马来西亚木材理事会的首席执行官。
- 在担任副秘书长期间，主要负责协调及监督关于自然管理、气候转变、森林、生物多样性、野生动植物及海洋公园等政策上的事项。
- 参与多个国家委员会及协会，其中包括绿色科技与气候转变委员会、生物多样性委员会及国家水源委员会、马来西亚森林研究与发展局、马六甲绿色科技委员会、柔佛依斯干达批准与执行理事会、马来西亚木材理事会、国际森林研究组织联合会及马来西亚世界自然基金会顾问团。他也分别从2012年及2015年开始，成为马来西亚科学院的外籍院士及院士。
- 阿都拉昔聂博士的工作经历从1981年在大马森林研究局担任水文与流域研究员开始。他分别于1979年及1981年，在美国路易斯安那州立大学及西弗吉尼亚大学完成森林学学士及硕士，并在1990年取得森林水文学博士学位。他曾在科学期刊上发表超过上百篇技术与半技术论文，编写超过15本书籍。
- 已婚，膝下有2男2女。

除了上述3个市场，中国、印度和其他欧洲国家市场的经济成长现状，对我国家具业出口该国市场，仍有相当大的成长潜能。

#### 马来西亚家具资讯：马来西亚木材理事会采取什么策略方案来增加中国家具市场份额？

阿都拉昔：为了迎合中国市场的需求，首先需了解当地消费者的品味，如款式、颜色和材料。

首先，我们需依据中国社会本土的文化倾向，从中了解当地消费者的口味和首选的设计和装修、颜色以及所用材料的喜好，以实现对中国市场有更强的穿透力。

作为一个大国，中国拥有不同的地区和城市，如一线和二线城市，各地区消费者的偏好和消费模式各有差异。有鉴于此，马来西亚木材理事会通过在广州的办事处，在不同地区进行了市场调查与研究，以收集实用的市场资讯，协助本地业者渗透该国市场。

中国原材料和劳工成本增加的因素，促使部分中国家具零售商把生产外包到海外，也造成中国制造的家具成本提高。低廉原料和劳工成本仍是我国的优势，我们应打铁趁热，趁这个时候好好抓住机遇，推动马来西亚家具。

随着中国的“一带一路”倡议，再加上马来西亚政府放眼2017年马中两岸双边贸易框架额能达致1600亿美元，马来西亚木材理事会已积极制定和展开多项推广计划与活动，以阔大马来西亚的市场版图。

在芸芸活动中，今年的重头戏是9月举行的中国（上海）国际家具展。马来西亚木材理事会第二年参与此展，面积达750平方尺的“马来西亚馆”将在上海浦东世博会中的N2展示厅亮相。18家马来西亚家具公司，将展他们出崭新的产品与设计。在18名参展商中，当中6家首次在马来西亚木材理事会的旗帜下参展。

去年，“马来西亚馆”表现良好，确认与潜在的总销售量达到3,605万令吉。有鉴于此，我有信心今年潜在的总销售额会超越2015年。

与此同时，马来西亚木材理事会也成立了一支由本地木材与家具业者组成的工作小组，以发掘及开拓更多的家具市场和商机。

#### 马来西亚家具资讯：中国的“一胎化政策”已导致家具制造商的生产外包给东南亚国家。我们又该如何进入这个全球最大的消费市场呢？

阿都拉昔：中国的“一胎化政策”与该国家具制造业转移至第三国家不无关系。首先是劳动和材料成本节节上涨，其次是中国政府在经济转移计划上，采取遏止工业污染、劳动密集型及低技术产业的政策，推动先进高科技工业和服务业，以取代大规模制造业。

经济学家预测，在未来5至10年内，为了降低低成本，中国家具制造商不得不外包其家具制造到木材资源丰富的国家，如东盟国家。马来西亚丰富的木材资源，以及成熟的家具制造业，可作为家具出口到中国的枢纽，因此这对于马来西亚而言，无疑是个好消息。为此，我们的制造商应研究中国消费者的口味和喜好，以生产迎合当地市场的家具，才能在广阔的中国市场占一席位。

中国的消费者对于进口品牌商品情有独钟，因此我们应强化“马来西亚制造”的品牌。正如我早前所重申，若要与其他国际家具商竞争及齐名，那么本地制造商就应日就月将，从代工生产（OEM）到原厂委托设计（ODM）和建立品牌（OBM）。

#### 马来西亚家具资讯：专业设计师项目（PDP）被列为重点项目的，业者普遍一致认同是项计划应继续下去，马来西亚木材理事会又如何接替执行呢？

阿都拉昔：我们也认为由马来西亚木材工业局发起的专业设计师项目（PDP），与Tanggung配合下办得非常棒，也值得延续下去，以栽培更多具才华与优秀的家具设计师。这是马来西亚种植与原产部落落实的政策，马来西亚木材理事会也将遵从该部门的下一步指示。

#### 马来西亚家具资讯：跨太平洋伙伴关系协议（TPPA）将对马来西亚木制品带来什么正面影响呢？

阿都拉昔：随着近期内签署跨太平洋伙伴关系协议后，接着我国将进入确认（ratify）程序。

所有的成员国将可在签署TPPA的两年期限内，探讨有关协议是否能在贸易协定中与其他成员国的政策及条款结合。尽管跨太平洋伙伴关系协议仅在2018年才正式生效，但我国也需研究劳工法令与该协议是否一

致。

我们相信，跨太平洋伙伴关系协议将为我国的木材业，尤其是家具业带来更大的市场商机。在12个成员国中，其中4国，既美国、墨西哥、加拿大和秘鲁与马来西亚没有自由贸易协议。通过此协议将可降低关税之际，降低商家进入有关国家经商的门槛。

以日本为例，该国是马来西亚最大的胶合板市场。一旦协议生效后，出口到该国的胶合板进口税将被取消。有鉴于此，更多我国的公司将在此协议下受惠，商家也可更容易进入国际市场。

与此同时，在12个成员国中，越南是马来西亚木材业最大的竞争对手。近年来，越南十分积极，以成为最多木制品出口至美国的老大。有鉴于此，我们应把握机会善用跨太平洋伙伴关系协议，以免落单。

较早前，多方对于跨太平洋伙伴关系协议都持有许多不同的看法。为此，各政府部门、代理和业者皆需充分了解和熟悉TPPA之际，也需针对TPPA提高正确的教育与资讯。各行业包括木材业也需对此拟定有效的策略，才能在TPPA中受益。

#### 马来西亚家具资讯：您工作以外都在做些什么？

阿都拉昔：我分别于2012年及2015年开始，担任马来西亚科学院的外籍院士及院士。大马科学院是我国在科学、工艺及革新部属下的技术智囊团。另外，我也参与多项工作小组和委员会，其中包括烟霾专案小组。随着烟霾每年都在恶化中，小组的组成旨在探讨并向政府及业者提出解决的方案。

我已不在政府部门服务，不过以往的经历，让我能够与MTC分享我的经验和联系，以协助行业的发展。这也是为何我会答应接下担任首席执行官的重任。

我也会不时在政府的报告书上提供评论和意见，并为企业的未来发展方向给予咨询。当然，我也活跃于居民协会，为推动社区发展及居民福利出一分力。

以往因工作常把时间挤满，如今我可以抽出更多时间陪伴家人，尤其是两个孙子。此外，我有更多的时间阅读。我阅读很多非小说类书籍。每逢周末，我都会抽空陪伴家人在敦依斯迈医生的公园跑步。



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## Malaysia's Export Of Furniture, Top 20 Countries

(From 2015 to June 2016)

马来西亚家具出口，  
根据国家

(2015至2016年6月)

	Country 国家	2015				Jan - June 2015		Jan - June 2016			
		RM Mil 百万令吉	Share % 比率 %	Change (Value) 变化 (价值)	Change % 变化 %	RM Mil 百万令吉	Share % 比率 %	RM Mil 百万令吉	Share % 比率 %	Change (Value) 变化 (价值)	Change % 变化 %
	<b>TOTAL 总额</b>	<b>9,142.5</b>	<b>100.0</b>	<b>1,132.2</b>	<b>14.1</b>	<b>4,155.2</b>	<b>100.0</b>	<b>4,573.9</b>	<b>100.0</b>	<b>418.7</b>	<b>10.1</b>
1	UNITED STATES 美国	2,834.6	31.0	531.9	23.1	1,305.2	31.4	1,489.3	32.6	184.1	14.1
2	SINGAPORE 新加坡	716.6	7.8	63.0	9.6	326.2	7.8	393.0	8.6	66.8	20.5
3	AUSTRALIA 澳洲	687.7	7.5	77.8	12.8	322.6	7.8	364.6	8.0	42.0	13.0
4	JAPAN 日本	758.0	8.3	80.5	11.9	273.6	6.6	335.0	7.3	61.4	22.4
5	UNITED KINGDOM 英国	417.4	4.6	56.5	15.6	195.6	4.7	244.3	5.3	48.7	24.9
6	INDIA 印度	344.6	3.8	106.1	44.5	121.9	2.9	149.9	3.3	28.0	23.0
7	CANADA 加拿大	342.3	3.7	58.0	20.4	156.1	3.8	146.1	3.2	-10.0	-6.4
8	UNITED ARAB EMIRATES 阿联酋	284.9	3.1	11.5	4.2	151.4	3.6	130.8	2.9	-20.6	-13.6
9	SAUDI ARABIA 沙特阿拉伯	232.8	2.5	65.5	39.1	121.9	2.9	86.9	1.9	-34.9	-28.7
10	PHILIPPINES 菲律宾	144.1	1.6	17.0	13.4	56.2	1.4	85.5	1.9	29.3	52.1
11	CHINA 中国	144.4	1.6	40.7	39.2	51.6	1.2	84.7	1.9	33.1	64.1
12	ALGERIA 阿尔及利亚	109.9	1.2	24.7	29.0	55.0	1.3	66.8	1.5	11.8	21.4
13	REPUBLIC OF KOREA 韩国	138.5	1.5	19.1	16.0	64.7	1.6	64.1	1.4	-0.5	-0.8
14	FRANCE 法国	91.5	1.0	11.3	14.1	45.2	1.1	52.8	1.2	7.6	16.9
15	GERMANY 德国	103.4	1.1	-15.0	-12.6	61.2	1.5	52.7	1.2	-8.4	-13.8
16	THAILAND 泰国	70.5	0.8	0.8	1.2	30.2	0.7	44.0	1.0	13.8	45.7
17	NETHERLANDS 荷兰	65.0	0.7	14.5	28.8	28.2	0.7	38.3	0.8	10.1	35.8
18	CHILE 智利	89.4	1.0	-0.3	-0.3	47.4	1.1	34.3	0.8	-13.0	-27.5
19	INDONESIA 印尼	70.9	0.8	-5.6	-7.3	36.8	0.9	32.2	0.7	-4.6	-12.4
20	TURKEY 土耳其	12.4	0.1	3.6	40.8	5.5	0.1	28.5	0.6	23.0	422.3

## Malaysia's Import of Furniture, Top 20 Countries

(From 2015 to June 2016)

马来西亚家具进口，  
首20个国家

(2015至2016年6月)

	Country 国家	2015				Jan - June 2015		Jan - June 2016			
		RM Mil 百万令吉	Share % 比率 %	Change (Value) 变化 (价值)	Change % 变化 %	RM Mil 百万令吉	Share % 比率 %	RM Mil 百万令吉	Share % 比率 %	Change (Value) 变化 (价值)	Change % 变化 %
	<b>TOTAL 总额</b>	<b>2,234.0</b>	<b>100.0</b>	<b>564.2</b>	<b>33.8</b>	<b>1,013.7</b>	<b>100.0</b>	<b>1,194.3</b>	<b>100.0</b>	<b>180.5</b>	<b>17.8</b>
1	CHINA 中国	1,160.5	51.9	430.1	58.9	509.8	50.3	649.6	54.4	139.7	27.4
2	INDONESIA 印尼	126.6	5.7	34.2	36.9	61.1	6.0	82.0	6.9	21.0	34.3
3	THAILAND 泰国	127.3	5.7	-66.2	-34.2	62.3	6.1	70.0	5.9	7.7	12.4
4	JAPAN 日本	182.6	8.2	17.5	10.6	90.1	8.9	60.6	5.1	-29.5	-32.7
5	VIETNAM 越南	60.5	2.7	-8.0	-11.7	23.1	2.3	49.6	4.2	26.5	114.3
6	UNITED STATES 美国	70.9	3.2	20.7	41.2	36.3	3.6	49.4	4.1	13.1	36.0
7	GERMANY 德国	74.3	3.3	3.3	4.6	29.8	2.9	30.1	2.5	0.3	0.9
8	ITALY 意大利	67.0	3.0	30.7	84.5	19.6	1.9	27.8	2.3	8.2	41.6
9	TAIWAN 台湾	51.6	2.3	4.7	9.9	25.1	2.5	25.5	2.1	0.4	1.5
10	SINGAPORE 新加坡	26.2	1.2	-1.8	-6.3	14.1	1.4	18.0	1.5	3.9	27.6
11	UNITED KINGDOM 英国	49.9	2.2	43.5	680.9	18.0	1.8	17.9	1.5	0.0	-0.2
12	INDIA 印度	22.1	1.0	1.8	8.7	9.0	0.9	17.3	1.4	8.3	91.9
13	REPUBLIC OF KOREA 韩国	54.8	2.5	8.0	17.2	43.1	4.3	14.9	1.2	-28.3	-65.5
14	POLAND 波兰	27.7	1.2	6.7	31.6	11.7	1.2	14.0	1.2	2.3	19.2
15	HONG KONG 香港	10.2	0.5	-7.6	-42.6	6.0	0.6	9.7	0.8	3.8	63.5
16	NETHERLANDS 荷兰	9.6	0.4	5.5	134.2	2.6	0.3	6.4	0.5	3.8	143.5
17	FRANCE 法国	5.0	0.3	11.1	0.5	6.1	123.8	5.7	0.6	5.9	0.5
18	SWEDEN 瑞典	8.3	0.5	9.7	0.4	1.4	17.0	4.7	0.5	5.0	0.4
19	PHILIPPINES 菲律宾	5.4	0.3	4.3	0.2	-1.1	-20.1	2.3	0.2	4.3	0.4
20	LITHUANIA 立陶宛	5.2	0.3	7.5	0.3	2.2	42.9	3.2	0.3	3.6	0.3

## Malaysia's Furniture Export By HS/AHTN 6-DIGIT

(From 2015 to June 2016)

马来西亚家具出口，  
根据HS/AHTN  
6-DIGIT编码

(2015年至2016年6月)

	HS/AHTN	HS 6-DIGIT Description	2015			Jan - June 2015		Jan - June 2016		
			RM Mil 百万令吉	Share % 比率 %	Change % 变化 %	RM Mil 百万令吉	Share % 比率 %	RM Mil 百万令吉	Share % 比率 %	Change % 变化 %
	<b>TOTAL</b>		<b>9,142.5</b>	<b>100.0</b>	<b>14.1</b>	<b>4,155.2</b>	<b>100.0</b>	<b>4,573.9</b>	<b>100.0</b>	<b>10.1</b>
1	940110	Seats, aircraft	2,395.6	26.2	21.6	1,094.9	26.4	1,311.4	28.7	19.8
2	940120	Seats, motor vehicles	2,459.9	26.9	14.0	1,071.0	25.8	1,166.2	25.5	8.9
3	940130	Swivel seats	688.9	7.5	8.8	315.0	7.6	342.4	7.5	8.7
4	940140	Seats excl garden seats	633.6	6.9	7.7	307.8	7.4	300.0	6.6	-2.5
5	940151	Seats of bamboo or rattan	546.7	6.0	5.1	253.3	6.1	262.3	5.7	3.5
6	940159	Seats of cane, osier or similar materials (excl. of bamboo or rattan)	531.7	5.8	9.9	271.5	6.5	220.4	4.8	-18.8
7	940161	Seats with wooden frames, upholstered nes	398.7	4.4	23.1	194.8	4.7	219.7	4.8	12.8
8	940169	Seats with wooden frames, nes	286.8	3.1	5.1	116.8	2.8	175.1	3.8	49.9
9	940171	Seats w metal frames, upholsterd nes, o/t those of headg 94.02	346.9	3.8	-0.5	169.6	4.1	170.4	3.7	0.5
10	940179	Seats with metal frames, nes,o/t those of headg 94.02	209.4	2.3	14.2	79.8	1.9	136.7	3.0	71.4
11	940180	Seats nes, other than those of heading 94.02	283.2	3.1	52.3	112.1	2.7	105.8	2.3	-5.6
12	940190	Parts of seats other than those of heading 94.02	122.7	1.3	-1.6	58.7	1.4	44.0	1.0	-25.1
13	940310	Office furniture, metal, nes	70.9	0.8	53.7	32.1	0.8	34.0	0.7	5.8
14	940320	Furniture, metal, nes	61.7	0.7	-18.0	29.3	0.7	28.9	0.6	-1.4
15	940330	Office furniture, wooden, nes	21.5	0.2	-19.0	12.0	0.3	18.5	0.4	54.1
16	940340	Kitchen furniture, wooden, nes	32.2	0.4	12.3	14.8	0.4	14.8	0.3	-0.1
17	940350	Bedroom furniture, wooden, nes	28.0	0.3	20.1	12.1	0.3	12.5	0.3	3.3
18	940360	Furniture, wooden, nes	13.5	0.1	185.6	5.4	0.1	3.8	0.1	-28.9
19	940370	Furniture, plastic, nes	7.5	0.1	131.4	2.7	0.1	3.1	0.1	15.1
20	940381	Furniture of bamboo or rattan (excl. seats & medical, surgical, dental)	2.1	0.0	-69.6	0.9	0.0	2.5	0.1	162.7
21	940389	Furniture of cane, osier or similar materials (excl. of bamboo, rattan)	0.2	0.0	-74.9	0.1	0.0	1.0	0.0	1,161.8
22	940390	Furniture parts nes	0.8	0.0	-60.9	0.5	0.0	0.3	0.0	-33.1

## Malaysia's Furniture Import By HS/AHTN 6-DIGIT

(From 2015 to June 2016)

马来西亚家具进口，  
根据HS/AHTN  
6-DIGIT编码

(2015年至2016年6月)

	HS/AHTN	HS 6-DIGIT Description	2015			Jan - June 2015		Jan - June 2016		
			RM Mil 百万令吉	Share % 比率 %	Change % 变化 %	RM Mil 百万令吉	Share % 比率 %	RM Mil 百万令吉	Share % 比率 %	Change % 变化 %
	<b>TOTAL</b>		<b>2,234.0</b>	<b>100.0</b>	<b>33.8</b>	<b>1,013.7</b>	<b>100.0</b>	<b>1,194.3</b>	<b>100.0</b>	<b>17.8</b>
1	940190	Parts of seats other than those of heading 94.02	617.1	27.6	8.8	320.4	31.6	276.4	23.1	-13.7
2	940360	Furniture, wooden, nes	400.9	17.9	58.5	165.0	16.3	212.5	17.8	28.8
3	940390	Furniture parts nes	242.0	10.8	24.8	112.0	11.1	134.2	11.2	19.7
4	940320	Furniture, metal, nes	177.7	8.0	84.6	71.7	7.1	100.5	8.4	40.1
5	940350	Bedroom furniture, wooden, nes	105.4	4.7	92.3	37.1	3.7	73.3	6.1	97.4
6	940330	Office furniture, wooden, nes	43.4	1.9	51.1	18.3	1.8	61.5	5.1	235.2
7	940180	Seats nes, other than those of heading 94.02	125.3	5.6	-1.2	60.9	6.0	47.9	4.0	-21.3
8	940169	Seats with wooden frames, nes	69.1	3.1	17.7	33.5	3.3	41.2	3.4	23.0
9	940340	Kitchen furniture, wooden, nes	98.4	4.4	136.4	42.0	4.1	38.1	3.2	-9.2
10	940161	Seats with wooden frames, upholstered nes	51.7	2.3	52.4	21.6	2.1	31.8	2.7	47.2
11	940110	Seats, aircraft	61.1	2.7	192.2	23.9	2.4	28.1	2.4	17.2
12	940370	Furniture, plastic, nes	39.9	1.8	42.2	18.4	1.8	25.2	2.1	36.5
13	940389	Furniture of cane, osier or similar materials (excl. of bamboo, rattan)	37.8	1.7	27.0	15.1	1.5	25.1	2.1	65.9
14	940179	Seats with metal frames, nes,o/t those of headg 94.02	54.9	2.5	63.3	22.3	2.2	25.0	2.1	11.9
15	940171	Seats w metal frames, upholsterd nes, o/t those of headg 94.02	25.1	1.1	91.7	9.6	1.0	19.2	1.6	99.1
16	940310	Office furniture, metal, nes	29.6	1.3	28.9	14.4	1.4	18.3	1.5	27.3
17	940130	Swivel seats & variable height adjustment o/t those of headg 94.02	24.1	1.1	14.9	10.5	1.0	14.2	1.2	36.0
18	940120	Seats, motor vehicles	16.4	0.7	-52.9	10.3	1.0	10.0	0.8	-3.7
19	940140	Seats excl garden seats or campg equipment, convertible into beds	7.5	0.3	36.0	3.1	0.3	5.7	0.5	84.7
20	9403									



Delegation of MFC and state associations paid courtesy visit to Datuk Seri Mah Siew Keong.  
总会与州属会代表团礼貌拜会新上任部长马袖强。

## Courtesy Visit To MPIC Minister Mah Siew Keong on Foreign Worker Issue

### 家具总会拜会马袖强 商讨解决外劳短缺方案

On 19th July 2016, the delegation led by President of MFC, Mr. Chua Chun Chai, paid a courtesy visit with newly appointed Minister of Ministry of Plantations Industries and Commodities YB Datuk Seri Mah Siew Keong.

The meeting focused on the shortage of foreign labour issue. The meeting concluded with the consensus reached that YB Datuk Seri Mah Siew Keong agreed to assist the industry on foreign worker in urgent basis.

The member of delegation includes MFC Deputy President Mr Andy Ng, Vice President Mr. Jamaludin Bin Che Murad, Secretary General Mr. Richard Ko, Advisor Dr. Edward Foo, Committee Mr. Eng Chong Yew, President of KLSFEA Dato Eric Lee, Secretary General Mr. Albert Khoo, President of PFTIA Mr. Tony Tan, Advisor of MFA Mr. Bo Eng Chee, President Mr. Neo Chee Keat, Secretary General Mr. Poh Leong Yah, Committee Mr. Chris Yau, Advisor of SFA Ms. Sharon Tsang, President of BPFDA Dato Chua Chee Hieng and etc.

由马来西亚家具总会会长蔡春才率领的代表团，于2016年7月19日礼貌拜访新上任原产与种植部部长拿督斯里马袖强。

在会议上，代表团向部长表达了行业面对外劳短缺所带来的困扰及挑战等课题。拿督斯里马袖强表示将亲自会见副首相反映家具业因劳工短缺所引发的种种问题。

双方也在会议上商讨各解决方案，并已达成初步共识。

出席者包括总会署理会长黄有光、副会长Jamaludin、秘书长许焯裕、顾问胡禄铭博士、理事黄宗佑、隆雪家具公会会长拿督李光森、秘书长邱爱博、槟州家具同业商会会长陈多尼、麻坡家具同业商会顾问巫英智、会长梁志杰、秘书长傅良亚、沙巴家具公会顾问曾小兰、峇株巴辖家具公会会长拿督蔡志贤及霹雳家私同业公会署理会长黄响鸣等人。



Furniture industry leaders discussed about foreign labour issue with Datuk Seri Mah Siew Keong.  
家具业领袖们与马袖强商讨外劳短缺课题。

# MFC-HOBA MOU First Malaysian Pavilion Debuts in AIFE Nanning



Malaysian Furniture Council (MFC) signed a Memorandum of Understanding (MoU) with the HOBA Home Furnishings Group of China. The partnership is gear towards the participation in the 2nd Asian International Furniture Exhibition (Nanning) with the Malaysian pavilion expected to take up 1520 sq. metres of exhibition space.

The agreement was reached here in KL when the Asian International Furniture Exhibition (Nanning, AIFE) representatives visited MFC and discussed with representatives from 16 companies followed by visits to several well-known furniture companies.

Members of the HOBA representatives includes Secretary General of Council of Asia Furniture Associations (CAFA), and China National Furniture Association (CNFA) Ms. Tu Qi, Vice President of HOBA Mr. James Lin, Operating director Mr. Li Wan Hong and Vice International Marketing Director Ms. Zoey Lin.

President of MFC Mr. Chua Chun Chai, Vice President Mr. Sunny Ter and Mr. Nelson Tan, together with 20 over furniture players attended the meeting.

"Malaysian furniture industry shows continued strong momentum with real growth in the global market, but there are challenges and risks while trying to penetrate into China market. Therefore, it is welcoming news where HOBA provides an Asian furniture Exhibition and an Asian Pavilion platform, to assist



Malaysian furniture companies expanding into China market." said Mr. Chua Chun Chai.

He also hoped with the signing of MoU with HOBA as experienced partners, it will together help to explore and expand into the China market.

The 2nd Asian International Furniture Exhibition (AIFE) will be held from 11th to 18th September 2016 in Nanning, China. Organised by the Council of Asia Pacific Furniture Association (CAFA) and China National Furniture Association (CNFA), endorsed by the People's Government of Guangxi Zhuang Autonomous Region, this 40,000m<sup>2</sup> exhibition is expected to attract 500,000 visitors, namely developers, designers, distributors, retailers and consumers.

## 总会与好百年集团签订协议 南宁组建马来西亚馆

马来西亚家具总会与中国好百年集团与达成一项初步合作协议：总会将携至少16家会员公司，参加第二届亚洲国际家居（南宁）展览会，并组建面积超过1520平方公尺的马来西亚馆。

这是第二届亚洲国际家居（南宁）展览会筹备组，于7月20日与总会及20多家公司代表进行友好而热烈的洽谈，并走访了多家知名家具企业后，达成的共识。

到访的筹备组成员包括亚洲家具联合会秘书长兼中国家具协会副秘书长屠祺、好百年集团副总裁林绍华、自营总监李万洪、国际事务部副总监林泽瑛。

马来西亚家具总会总会长蔡春才，副总会长戴春平及陈明成等，共20多家企业出席了交流会。

蔡春才在会上表示，近年来马来西亚家具行业在全球市场发展势头良好，但在开拓中国市场方面仍面对不少的挑战及风险。因此，很高兴好百年集团提供亚洲展及好百年亚洲馆的平台，助力马来西亚家具企业开拓中国市场。

他也希望与好百年达成战略合作伙伴，借助好百年集团在中国市场深耕多年的基础上，一起开拓中国市场。

由亚洲家具联合会及中国家具协会联办，广西壮族自治区人民政府承办的第二届亚洲国际家居（南宁）展览会，将于9月11日至18日举行。该展会面积为4万平方公尺，估计可吸引逾50万名人次的到访，包括发展商、设计师、经销商、零售商及消费者。

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## MFC Led AFIC Chairmanship Record Best Performance at ACHLE Expo

总会在重庆——东盟家博会展现实力



VIPs at the Opening Ceremony of the 3rd ASEAN - China (Chongqing) Home and Living Expo. 嘉宾为第三届中国（重庆）——东盟家具博览会主持开幕。

Under the leadership of Mr Sunny Ter Soon Peng and Mr Nelson Tan Meng Seng, Chairman and Secretary General of ASEAN Furniture Industries Council (AFIC) respectively, the ASEAN furniture industry once again made their presence felt strongly in the Southwest Region of China.

A delegation of 90 comprising of AFIC Council Members and exhibitors converged in Chongqing, China in May 2016 for the 32nd ASEAN Furniture Industries Council Working Committee Meeting and 3rd ASEAN - China (Chongqing) Home and Living Expo (ACHLE). A few side events, namely the ASEAN - China (Chongqing) Hotel and Wooden Products Procurement and Ordering Ceremony, ASEAN Furniture Industry Promotion Conference, ASEAN - Chongqing Furniture Industry Business Matching Session and 5th ASEAN Furniture Industrial Contact Conference presented a platform for the ASEAN participants to develop relationship with buyers, distributors, retailers, manufacturers and even policy makers throughout the six-day event.

A strong showing of 28 exhibitors showcasing diversity in ASEAN manufactured furniture and handicraft item drew in large crowds to the expo and more importantly the creative and quality exhibits captured the attention of buyers, distributors and retailers during the by-invite only ASEAN - Chongqing Furniture Industry Business Matching Session.

To wind down from a hectic week of meeting, conference, exhibition etc, arrangements were made for the delegates to visit the Dazu Rock Carvings - an UNESCO World Heritage Site.

在东盟家具工业总会长戴春平和总秘书陈明成的率领下，东盟家具工业再次感受中国西南区的震撼。

东盟家具工业总会代表团与参展商一行90人于今年5月莅临中国重庆参与第32次东盟家具工业总会工作委员会会议，以及第三届中国（重庆）——东盟家具博览会。其他活动包括东盟——中国（重庆）木材制品暨酒店用品采购订货会、东盟家具工业推广研讨会、中国（重庆）——东盟商业对接环，以及第五届东盟家具工业联系研讨会。东盟参与者在为期6天的活动中，与采购商、经销商、零售商、制造商，以及政策制定者建立良好的关系。

28名参展商在中国（重庆）——东盟商业对接环活动期间中，展示了东盟创新与品质优越，独特高端风格和工艺精良的手工艺家具，成功获得采购商、经销商和零售商的垂青。

为了消除一周来忙碌的会议、研讨会会展览等活动的疲倦，大会也安排带团团到世界文化遗产——重庆大足石刻观光。



Officials and AFIC delegates at the opening of the 32nd ASEAN Furniture Industries Council Working Committee Meeting. AFIC官员及代表们出席第32次东盟家具工业总会工作委员会会议。



AFIC Delegates Visit the Dazu Rock Carvings. 东盟家具工业总会代表团参观重庆大足石刻时合照留影。



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## Fabulous and Glitzy MFA Luban Dinner

"Malaysian furniture export continues to grow tremendously, but the need for more foreign workers continues to be a snag!"

President of Federation of Johore Furniture Manufacturers and Traders Association Mr. Neo Chee Keat says serious shortage of labour has caused the furniture industry facing further operational problems. Due to acute shortage of workers, several furniture businesses cease operation recently.

He said, the export volume of furniture has gained a 14.1% of growth in 2015 at RM9.142 billion. If the government lifts the freeze order by supplying sufficient foreign labour to furniture making industry, the export volume is likely to cross RM10 billion this year. If foreign workers are insufficient this year, export volume would shrink.

It was a night of glamour, good food and great music at Muar Furniture Association's 34th Anniversary celebration and Master Luban's birthday dinner.

MTC Chairman Dato' Seri Wee Jeck Seng, MFC President Mr Chua Chun Chai, Secretary General Mr. Richard Ko, AFIC Chairman Mr. Sunny Ter, MFA Advisor Mr. Tan Chuan Choon, Executive Advisor Mr. Bo Eng Chee, Mr. Desmond Tan Boon Hai, Deputy President Mr. Koh Chon Chai, Secretary General Mr. Poh Leong Yah, Treasurer and Organising Chairman Mr. Ng Hock Chye.

Guests were entertained to performances by Shanghai Broadways Dance, live band and especially the lucky draw.



MFA staffs at the Birthday of the legendary Luban dinner.  
麻坡家具同业商会职员合影。



Younger leaders gathering at Muar Furniture Association's 34th Anniversary celebration and Master Luban's Birthday dinner. 家具业新生代领袖欢聚一堂。



Neo Chee Keat (second left) presenting a token of appreciation to Chua Chun Chai (third left).  
梁志杰赠送纪念品予蔡春才。左为辜春材；右起为黄福财、傅良亚及黄日昇。

## 麻坡家具同业商会 鲁班先师诞辰晚宴

"百亿基业经已现，万事皆备人力欠"！

柔佛州家具同业联合会会长梁志杰于2016年7月22日（星期五），在麻坡家具商会34周年纪念及鲁班先师诞辰晚宴上，发表上述感慨。

他说，持续一年的劳工严重短缺，严重影响厂家的生产线，甚至部分工厂因此关闭。

他指出，去年，马来西亚家具出口额创下91.42亿令吉的新高点，可见百亿出口的目标唾手可得，但是外劳严缺所带来的危机，可能会导致家具出口额锐减。

出席嘉宾包括开幕人马来西亚木材理事会主席拿督斯里黄日昇、马来西亚家具总会会长蔡春才、秘书长许烺裕、东盟家具工业理事会主席戴春平、麻坡家具同业商会常务顾问陈泉春、执行顾问巫英智和陈文海、署理会长辜春材、秘书长傅良亚及财政兼筹委会主席黄福财等人。

当晚晚宴亦呈献精采娱乐表演以娱观众，如上海百老汇歌舞表演，现场乐团等等。现场也有特备幸运抽奖奖品。

## PENFURNEX 2016, Another Successful Exhibition!

The Penang Home Exhibition (PENFURNEX) 2016 was successfully held from 24th to 26th June 2016 at SPICE Arena, Penang.

This is the 18th edition of PENFURNEX organised by Penang Furniture and Timber Industries Association.

The opening ceremony was graced by the Penang Chief Minister YB Mr. Lim Guan Eng, President of Malaysian Furniture Council Mr. Chua Chun Chai, Vice President Datuk Cha Hoo Peng and President of PFTIA Mr. Tony Tan were in attendance.

The three-day exhibition with over 118 merchants offered a wide range of household products, such as home furnishings, all types of furniture, appliances, floorings, CCTV and décor items, among many others.

In addition, all shoppers have the chance to participate in the lucky draws which offered attractive prizes worth RM100,000 including a new Proton Axia!



A Crowded exhibition at PENFURNEX 2016.  
PENFURNEX时尚家居展人潮络绎不绝。



Lim Guan Eng (from second left) and Tony Tan officiated the opening ceremony of PENFURNEX 2016.  
林冠英（左二）与陈多尼（右三）主持破冰开幕仪式。

## 槟PENFURNEX时尚家居展成功举办

由槟州家具同业商会主办的PENFURNEX时尚家居展，于6月24日至26日，假槟城国际竞技体育中心SPICE ARENA（PISA）展出。

已经进入第18个年头的PENFURNEX时尚家居展，是北马区最具规模的家具展，这次超过118个参展单位。展出的产品包括浴室配备、床褥、卧房配套、沙发组合、电视橱柜、餐桌椅、儿童家具、窗帘、墙纸、地毯、家居装饰品、户外花园布置、厨房用品配套、装饰设计、地板、灯饰品、炉灶、过泸水机、CCTV保安系统、办公室家具、电器及各类家电等，应有尽有，不胜枚举。

主办单位为了回馈多年来支持展览会的消费者，这次幸运抽奖环节不惜投下重本，设有总值10万令吉的奖品，让大家可以满载而归。首奖为槟州家具同业商会送出一辆市价3万1000令吉（不包括路税及保险）的Perodua Axia轿车。



# A New Milestone Towards the KL & Selangor Furniture Industry: KLSFIA & KLSFEA Merger MOU Signing Ceremony

## 2隆雪家具公会合并有利区域家具业发展

The Kuala Lumpur and Selangor Furniture Entrepreneur Association (KLSFEA) and Kuala Lumpur and Selangor Furniture Industry Association (KLSFIA)'s Annual General Meeting (AGM) has been approved merger of both association on 28th April. The merger constitution has been approved by ROS on 23 May.

Previously there were two Associations to serve the KL & Selangor members. However, this created confusion to both Government and our international buyers which also weakened the reputation of the industry. This merger will bring about a more positive impact to the

members by getting a better service and benefits as well as strengthening the union of the KL & Selangor Furniture industry.

In view of this, a merger proposal had been brought up and approved by the Boards of both Associations. There will be soon only one Association to represent the KL & Selangor Furniture Industry.

The MOU Signing Ceremony between KLSFEA & KLSFIA held on 11th Apr 2016. The merger MOU signed by the President of KLSFEA, Dato' Eric Lee and the President of KLSFIA, Mr. Matthew Law Kian Siong



The MOU was signed Dato' Eric Lee and Mr. Matthew Law Kian Siong, Mr. Chua Chun Chai witnessed the signing ceremony. 拿督李光森（左）和六建祥（右）在总会长蔡春才（中）见证下，完成签署隆雪家具企业商会和隆雪家具同业公会合并备忘录。

隆雪家具企业商会与隆雪家具同业公会，于4月28日在各自会员大会上获得通过，赞成两会合并的议案；两会合并新章程也已在5月23日获得社团注册局批准。

过去，隆雪区域一直都是由两个家具公会各自为政，为个别的会员提供服务。然而，同一州属却出现两个家具公会，确实让政府部门和国外同业感到混淆之余，也分散了行业的力量。如今两会的合并将凝聚同业的力量，发挥更大的影响力，为会员谋求最大的利益。

两会理事会终于在去年达成协议，将两大隆雪家具州属会合并为一，成为唯一代表隆雪家具业的州属会！

两会于4月11日，由隆雪家具企业商会（KLSFEA）会长拿督李光森及隆雪家具同业公会（KLSFIA）会长刘建祥，代表签订合并备忘录。



Members of KLSFEA attended the AGM. 隆雪家具企业商会会员踊跃出席今次会员大会。



# BPFA Celebrates Luban Birthday Dinner

A very successful and memorable celebration of Master Luban's birthday was organized by Batu Pahat Furniture Association on 15th July, 2016.

The event was held at Batu Pahat Grand Sea View Restaurant drew an attendance of more than 1,300 members and guests.

During The dinner, a national children singing competition opened to all from Malaysia was held in conjunction with the dinner. The competition aims to discover talents of singing and skills in performance.

The funds raised from the competition by the association are for educational and charity purposes.

The MTC Chairman Dato' Seri Wee Jeck Seng together with President of MFC Mr. Chua Chun Chai were the guest of honour during the dinner.

A donation of RM10, 000 by MFC was announced by Mr Chua Chun Chai for the event.



Honored guests beat the gong during the opening ceremony of the BPFA Master Luban's birthday celebration dinner. 嘉宾们一起主持鸣锣仪式，为鲁班先贤庆典晚宴拉开序幕。

## 峇株巴辖庆鲁班先贤庆典晚宴

峇株巴辖家具同业公会于7月15日，在海景宴宾楼筵开130席，庆祝鲁班先师诞辰。

该公会每年都会例常举办庆祝晚宴，以表扬鲁班先师不屈不挠，敬业乐业的伟大崇高精神。

该公会于今年的晚宴主办《大溪杯全国儿童唱游大赛》，届时将汇集全国各地参赛队伍进行切磋，为这些参赛小朋友提供一个展现才艺的平台，希望晚宴能在为慈善教育筹募的当儿，也能推动我们歌唱舞蹈文化表演，让表演艺术再放光华，所筹得之款项也将纳入该会教育及慈善基金以作捐献用途。

大会当晚也荣幸邀请到马来西亚木材理事会主席拿督斯里黄日昇担任晚宴开幕主宾。仪式上，大会特别赞助人马来西亚家具总会会长蔡春才，移交1万令吉作为晚宴活动基金。



Chua Chun Chai (fourth right) handing over the mock cheque to President of BPFA Dato Chua Chee Hieng (fourth left). 蔡春才（左四）移交模拟支票予峇株巴辖家具同业公会会长拿督蔡志贤。

# 5 Reasons Why You Should Join MFC

## 加入马来西亚家具总会的5大原因

- ★ MFC is the sole national industry representative recognised by the government
  - The MFC comprises of industry players dedicated to serving the industry's interest
  - Monitor policies affecting furniture industry
  - Assist industry to adapt to policy changes
- ★ Preference at all MFC activities and projects
  - Activities organised by organisations affiliated with MFC i.e. market survey and trade mission
  - Networking and business matching sessions
  - Seminars
- ★ Financial assistance and exclusive services to members
  - Group participation in international trade fairs and exhibitions. e.g. Furniture China, Birmingham January Furniture Show
  - Assist members to apply for Bangladeshi foreign worker through fast-track approval
  - Special rate to participate in Export Furniture Exhibition (EFE)
  - Eligible to apply for MTC Import Assistance Programme
  - Issuance of certificate to apply for export license
- ★ Receive first hand information about furniture industry
  - Regular and up-to-date industry news through emails
  - Instant communication thru Wechat business account (follow us at MFC-MY) and group chat
  - Free distribution of MFC bulletin - Malaysian Furniture News
- ★ Wood-based industry vocational courses to train local skilled labour for members.
  - MFC-VTAR Institute furniture certification program
- ★ 马来西亚家具总会是受到政府承认唯一全国性家具行业组织代表
  - 总会由家具业者组成，维护自身行业利益最大化
  - 监督影响行业的政策
  - 协助行业适应政策的改变
- ★ 优先参与总会的活动和计划
  - 总会相关组织举办的活动。例：市场考察及贸易任务
  - 网络与商业对接环节
  - 讲座
- ★ 为会员提供财务援助与专属服务
  - 集体参与国际贸易展。例：中国国际家具展览会、英国伯明翰国际家具展
  - 协助会员以快速管道申请孟加拉外劳
  - 特别价格参与出口家具展
  - 符合资格申请马来西亚木材理事会出口援助计划
  - 发出证书支持业者申请出口制造
- ★ 第一时间掌握家具业讯息
  - 通过电邮获悉最新行业资讯
  - 通过微信官方户口（加入MFC-MY关注我们）及群组即时与总会沟通
  - 免费派发总会会讯——马来西亚家具资讯
- ★ 木基工业技职课程为会员训练本地熟练劳工
  - 总会——拉曼技职学院家具证书计划



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# SMEs Encouraged To Enter Japanese Market

Entering the Japanese market is not tough as most local small to medium enterprises (SMEs) believe. There is a perception that it is very difficult to enter the Japanese market, yet it is much easier for Japanese companies to do business in Malaysia. However, this is not the case if proper measures are followed. The Malaysian External Trade Development Corporation (Matrade) and the Japan External Trade Organisation (Jetro) are available and ever ready to advise SMEs on the insights to doing business in Japan which included market opportunities, regulations and guidelines to export and invest as well as possibilities and potentials of business expansion to the archipelago.

As it is presently, a few local companies ranging across different products such as pellets, rubber wood to snack food which have already planted business roots in Japan can share their experiences. Recently, a half-day seminar on "Doing Business in Japan" co-organized by Matrade and Jetro, highlighted the possibilities and potentials of doing business in Japan. Mr. Akira Kajita, Jetro Managing Director, commented the event marked the second initiative this year to spur more trade activities between the two countries since the Japan-Malaysia Invest Symposium was held earlier in March. More than 300 enterprises participated in this event held at Menara Matrade.

As South-East Asia's economy grows faster and faster, including Malaysia, Japan has noted the importance of inviting investment from Malaysia to Japan. Although some of the SMEs that had entered the Japanese market were fairly new, it was a sign of progress. While they may only be sending in only one container at this time, this is a very positive development, especially when you

consider the close ties shared by Malaysia and Japan, and both countries being part of the TPP (Trans-Pacific Partnership). Some examples in terms of plywood and fresh chicken exports, which will eventually see reduction in duties imposed when the TPP comes into effect. These are some examples of how Malaysian companies will benefit through better access to the Japanese market.

With Tokyo hosting the next Olympics in 2020, SMEs are advised to capitalise on the opportunity to look into new business ventures. Coincidentally, this year marks the 59th anniversary of diplomatic relations between the two countries. In 2015, Japan was Malaysia's fourth largest trading partner with total trade valued at RM127.4 billion; the country is also Malaysia's third largest export destination valued at RM73.8 billion and fourth largest source of imports at RM53.6 billion. On top of the TPP, Malaysia and Japan are also connected as members of the Asean-Japan Comprehensive Economic Partnership. With the deep-rooted trade ties, SMEs and local companies could get access to potential Japanese market with a population of about 127 million, with consumers characterized as having a high level of disposable income and companies with strong global orientation.

To further promote bilateral trade and investment with Japan this year, 13 programmes will be held including the International Sourcing Programme, Export Acceleration Mission to Tokyo as well as the Trade and Investment Mission to Japan by Matrade. The Malaysian government urge and encourage SMEs to enter Japanese market as the strong business collaboration between Malaysia and Japan paves the way for opportunities to do business in Japan.

(Source: MATRADE)



## 中小型企业鼓励勇闯日本，开拓东瀛市场

马来西亚家具进入日本市场不再是遥不可及的梦想！

过去，我国中小型企业普遍认为，日本公司在我国做生意相对容易，反观本地商家要进入日本市场则是件非常艰巨困难的事。然而，倘若采取适当的措施与方案，进入日本市场就非天方夜谭的事了。如今，马来西亚对外贸易发展公司（Matrade）和日本贸易振兴机构（JETRO）已准备就绪，协助本地中小型企业开拓日本市场，为商家提供出口及投资相关的商机、规则与指导方针，以及各种扩展至该群岛可能性和潜力。

现在本地数家生产不同产品如小球、橡胶木和零食，在日本扎根多年的公司，愿意分享本身的经验。日前由马来西亚对外贸易发展公司和日本贸易振兴机构协办的“在日本从商”的研讨会中，着重于在日本做生意的可能性与潜能。日本贸易振兴机构董事经理

Akira Kajita在会上提及，为了加强日本与马来西亚两国的商贸活动，今年三月初于马来西亚对外贸易发展公司大厦举办的投资座谈会，就吸引了逾三百名企业家参与。

东南亚多国，包括马来西亚的经济迅速崛起，日本意识到马来西亚到日本到进行投资的重要性。尽管本地中小型企业进入日本市场的日子尚浅，却已是跨越向前迈进一大步的象征。纵使目前仅运送一个货柜，但这个非常积极正面发展的表现，尤其是考虑马来西亚与日本两国作为跨太平洋伙伴关系协（TPP）的一部分的密切关系。比如出口胶合板和生鸡，在跨太平洋关系协议中，被征收的税款明显减少了。由此可见，马来西亚的公司在此优势下，在进入日本市场时将受惠。

无独有偶的是，今年是马来西亚与日本，两国建交59周年。随着东京在2020年承办下一届的奥运会，中小型企业受促把握机会，寻找新的商企。

在2015年，日本是马来西亚第四大贸易伙伴，总贸易额达1,274亿令吉。此外，日本也是我国的第三大出口的国家，总值达738亿令吉，以及第四大进口来源，进口额达536亿令吉。除了跨太平洋伙伴关系协议（TPP），马来西亚与日本两国作为东盟——日本全面性经济伙伴协议。有了这层盘石桑苞的贸易往来，中小型企业与本地商家就能进入拥有1亿2700万人口，且具有高收入消费群，以及全球高定位企业及潜力的日本市场。

为了促进双边贸易与投资，今年将展开13项计划，包括国际采购计划，以及马来西亚对外贸易发展公司代表团到日本东京进行贸易与投资的“加速出口使命”。马来西亚政府敦促和鼓励中小型企业，顺着两国之间密切的业务合作所铺平的经商道路，相信进入日本市场之事是指日可待的。

(资料来源: MATRADE)



## ALTERNATIVE FUNDING FOR SMEs

### 中小型企业的融资管道

It is often difficult for a newly established business owner to get a conventional bank loan. Many entrepreneurs do not have enough strength or personal credit history of operation long enough operations to meet the five Cs for commercial loans. Now, as financial institutions tightened lending practices, many owners of small and medium businesses have found it is difficult to get their hands on funding.

Regarding the regular complaints among the SMEs about the lack of funds available, the The Secretariat for the Advancement of Malaysian Entrepreneurs (SAME) under the Prime Minister's Department, established to support small and medium enterprises in the growth and development of their businesses by giving advice in a timely manner and connect them to the resources available in the private sector and government.

SAME began operations on October 1, 2014 to complement the Government's efforts to stimulate the growth of SMEs under the National SME Master Plan and 11th Malaysia Plan to develop the contribution of SMEs to GDP to 41 % by 2020.

Chief Executive Officer (CEO), Neil Foo was invited to give a talk to members of MFC on June 21, 2016.

He said that the SAME has been built a network of partners to provide alternative financing in the form of venture capital, angel and crowd funding equity financing to SMEs.

"We provide guidance and advice to SMEs through language Multi One Stop Centre in Putrajaya to bring important information to SMEs in need of financial assistance, pitching or to become export-ready."

He urged the Chinese business community to eliminate the view that the financial subsidy is only available for Bumiputera.

"This is a misunderstanding, causing many Chinese businesses to react with skepticism to the program and the scheme and refused to apply."

"Anyone who has a genuine business and the potential that meet the criteria are eligible to apply for various financial aid."

(Source: SAME)

拥有充裕的资金，有助于企业家建立公司开拓市场。然而，筹措足够的资金，长期以来是中小企业在经营上所面对的难题。尤其是对新创企业，在难以符合商业贷款的5C条件，在融资方面更面对难题。市场上，又有哪些措施管道，能够缓解中小企业借贷融资难题？

为此，首相署马来西亚中小企业拓展中心（SAME）在首相署部长拿督斯里魏家祥博士领导下设立了一个全新的秘书处，“马来西亚中小企业拓展中心（SAME）”，通过系列的商业策划、企业发展教育工作坊等，为需要协助的中小企业提供服务。

成立于2014年10月1日，SAME是依据“2012-2020年中小企业大蓝图”的框架下，协助激活实现中小企业在国内生产总值的比率以增加至41%。

为会员提供这方面的资讯，总会于2016年6月21日，邀请首相署马来西亚中小企业拓展中心首席执行官符策勤，为会员进行解说。

他表示，中小企业在融资贷款方面，会存有一些迷思，包括认为只有商业银行能提供金钱资助，反之忽略了发展银行、创投基金、天使基金、众筹等其他融资的方式。

“商业银行是以利润为主，其审批贷款的条件会较严苛，而且利息较高；至于发展银行是可以提供高风险贷款，遴选条件也比较宽松，利息也比商业银行稍低。”

他说，有些中小企业则似懂非懂，误以为有些融资便利或奖掖只适合某个族群所能拥有，因此SAME希望透过巡回讲座，让他们能更了解，可以从哪些机构或管道申请怎样的贷款。

“我们将成为一个多语言一站式的商业及融资咨询中心，希望有效的提供一切有关国家机构属下的发展银行融资贷款的便利，贯彻国内外企业配对的资讯予中小企业主者。”

(资料来源：SAME)

#### SAME's Program SAME所举办的活动





## MTC's Smart Marketing Outlook

Industry experts share insights into marketing trends of timber and timber products under current economic climate

The Malaysian Timber Council's (MTC) Marketing Seminar entitled "Current Market Developments and Outlook for Malaysian Timber Products and Furniture in China, India, Europe, Philippines, Middle East and USA" proved to be an effective platform for deliberation as speakers addressed key issues surrounding the timber trade.

More than 150 participants comprising timber and timber products manufacturers, stakeholders, industry partners as well as senior officials from the palm oil sector attended the seminar. The speakers - Donald Amstad, Zhu Guangqian, Shital Dhiren Thacker, Andre de Boer, Nicolaas de Lange, Radhakrishnan Kandamath, and Cindy Squires - are experts who have their finger on the pulse of the industry.

Seminar participants paid close attention to the presentations by Amstad from Aberdeen Asset Management Asia Ltd, Zhu Guangqian from the China Timber and Wood Products Distribution Association, Radhakrishnan of Global Lumber Resources, UAE; de Boer from the European Timber Trade Federation; Squires of International Wood Products Association, USA; de Lange of the Chamber of Furniture Industries of the Philippines; and Shital from Space Rite.

Amstad in his paper "Current Global Economic Scenario" said that some industry players do not entirely understand China's economic strategies and that India is the "best country on the planet" for trade purposes.

The seminar was held on 17 March 2016 at the Intercontinental Hotel Kuala Lumpur and officiated by the Deputy Secretary-General of the Ministry of Plantation Industries and Commodities, Datuk M. Nagarajan on behalf of the Minister of the Plantation Industries and Commodities, His Honourable Datuk Amar Douglas Uggah Embas.

"The global economic growth in 2016 is expected to remain tepid. This is taking into account the projected performance of the developed economies, especially the major importing countries for timber and furniture products," said the minister in his speech which was read out by Nagarajan.

"This is further compounded by the fact that new, emerging markets offered lower cost of production which compete with timber products, especially furniture exports from Malaysia. Against this backdrop, we need to continuously explore new ideas in strengthening our market share as well as explore new markets," said Uggah.

The Malaysian timber industry also needs to be kept abreast of latest developments in the global arena that could affect its export performance. Malaysia's signing of the Trans-Pacific Partnership Agreement

(TPPA) on 4 February 2016 could pave the way for local timber exporters to enjoy access to bigger markets when the TPPA comes into force.

Besides bigger market access, Malaysian exporters can also benefit from lower tariffs and trade barriers which could bring about higher export. TPPA countries collectively account for 25.5% of the world trade.

MTC Chief Executive Officer Datuk Dr Abdul Rahim Nik said MTC will be embarking on more than 20 marketing as well as promotional activities to achieve higher sales and this seminar provided up to date information on markets which are crucial to Malaysia's timber and timber product exporters.

"Our marketing strategies have been carefully skewed towards increasing Malaysia's timber exports in our traditional as well as emerging markets," said Abdul Rahim, adding that MTC will be opening a new regional office in India.

He said India's growing middle class and demand for timber was a boon for Malaysian timber manufacturers.

For 2015, Malaysia's exports of timber and timber products, including wooden and rattan furniture, plywood and sawntimber, reached RM22.1 billion which was an increase of 6.5% over 2014 (RM20.5 billion).

This is the second time that MTC is organising the marketing seminar. The council plans on making it an annual event.



(Source: MTC)



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## 马来西亚木材理事会 精明营销观

世界顶尖的知名木材业专家齐聚一堂，分享木材木制品市场的经济市场趋势与精辟见解。



超过150名来自木材业、木制品制造商、商业合作伙伴和棕榈业高级官员出席由马来西亚木材理事会(MTC)于3月16日，在吉隆坡洲际酒店举行的《马来西亚木材与家具业在中国、印度、澳洲、菲律宾、中东和美国的发展前景》研讨会，聆听专家们的分享。

该研讨会上主讲人包括中国木材流通协会前会长兼首席专家朱光前、安本亚洲资产管理公司代表Donald Amstad、环球木业资源代表Radhakrishnan Kandamath、欧洲木材贸易联合会总秘书Andre de Boer、美国国际木制产品协会执行理事Cindy Squires、菲律宾家具业公会代表Nicolaas de Lange，以及印度Space Rite代表Shital Dhiren Thacker。

Donald Amstad讲题为《当前全球经济方案》中提到，部分业界人士不了解中国的经济战略，若以贸易目的而言，印度则是“地球中最好的国家”。

种植与原产业部副秘书长拿督M纳卡拉占代表部长拿督斯里道格拉斯在活动上致开幕辞时表示，预计2016年的全球经济增长保持温和，这是考虑发达经济体的预期表现，特别是木材和家具产品的进口国的因素影响。

“由于新兴市场用低成本来生产木材产品，特别从马来西亚的出口家具，出口的竞争成本较低将进一步复杂化整个情况。有鉴于此，我们需要加强市场份额之际，更需不断探索新思路，以及开拓新的市场。”

马来西亚木材行业应随机应变，了解及掌握全球趋势与影响其行业出口业绩的动静。马来西亚在2016年2月4日签署的跨太平洋伙伴关系协议中可能铺平了道路。为此，随着协议生效后，这或将为本地的木材出口商带来更大的市场。

跨太平洋伙伴关系协议中在世界贸易的占有率达25.2%。除了享有更大的市场外，马来西亚出口商业还可享有更低的入口关税，以及贸易壁垒带来的高出口额。

马来西亚木材理事会首席执行官拿督阿都拉欣表示，该理事会目前正如火如荼展开超过20项的市场营销与促销活动，以实现高销售额的目标，这也是这次研讨会要传达给参与者的重要讯息。

“除了为我国传统木材出口和新兴市场制定了一套市场策略，马来西亚木材理事会也将在印度设立新的办事处，进军当地市场。”

他指出，印度的中产阶级日益壮大，而且对马来西亚的木材需求是制造商的一大喜讯。2015年，马来西亚木材与木制品，包括木材和藤制家具，胶合板和锯木的出口额与2014年的205亿令吉相比增加了6.5%，达到221亿令吉。

“这是我们第二次举办市场研讨会，并计划该此活动列为年度活动。”

(资料来源: MTC)



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