MALAYSIAN FURNITURE COUNCIL

马来西亚家具总会简报 NEWSLETTER

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超历史最高记录,海外观众人次增长13.2%! 第28届中国国际家具展圆满闭幕! Reunion after a long separation, igniting passion in Pudong.

不负众望,幸得所托!

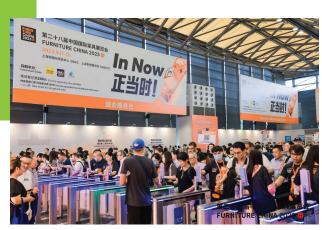
9月15日,第二十八届中国国际家具展览会(简称上海家具展)及2023摩登上海时尚家居展(简称摩登上)在上海浦东新国际博览中心、上海世博展览馆两地圆满闭幕。今年上海浦东家具家居双展参观人次159,374,其中国内观众达133,779人次,海外观众达25,595人次。值得一提的是,今年海外观众超历史最高记录,同比2019年增长13.2%,迎来新形势下国际化征程的高光时刻!

本届展会以"IN NOW正当时"为主题,通过"居住正当时、设计正当时、创变正当时、智联正当时"四个延展主题,聚焦新格局、新人群、新业态、新技术,不仅向全球行业人士展示了中国家具家居行业的3年成绩单与最新全面貌,也向海外观众释放出中国家具业对全球趋势的洞察。

On September 15th, Furniture China 2023 and Maison Shanghai 2023 concluded successfully at the Shanghai New International Expo Centre (SNIEC) and the Shanghai World Expo Exhibition and Convention Centre (SWEECC). This year's Furniture China 2023 and Maison Shanghai 2023 welcomed a total of 159,374 visits, among which 133,779 were domestic visits and 25,595 were overseas visits.

It's worth mentioning that this year's overseas visits exceeded historical records, growing by 13.2% compared to 2019. International exhibitors also made a strong comeback, with 146 participating companies, reaching 70% of the scale in 2019. It was a highlight moment for the internationalization journey in the post-Covid period!

This year's exhibition, themed "IN NOW," focuses on four extension themes: "Living IN NOW, Design IN NOW, Innovation IN NOW, Smart Link IN NOW." It focuses on new patterns, new audiences, new formats, and new technologies, not only showcasing a three-year report card and the latest comprehensive profile of the Chinese furniture and home furnishing industry to global industry professionals but also releasing insights into global trend.









Source: https://www.furniture-china.cn/en/about-fur/show-report

马来西亚馆 Malaysia Pavilion by MTC



























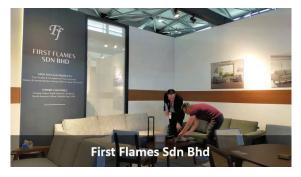












2023年中国(上海)国际家具博览会 · 引来大量参观者 CIFF Shanghai 2023 brings in a larger amount of visitors



随着边境重新开放,中国也开始举办一系列展览和实体活动,以满足人们对各种产品和服务被压抑已久的需求。而家具也在疫情期间,展示了其重要性。

因此,2023年中国(上海)国际家具博览会与2019年相比,参展人数增加了10.44%。在上海虹桥区国家会展中心举行的2023中国家博会,成功吸引了93,474名参观者,其中84,611名为本地参观者,其余8,863名来自国外。

本届展会以"引领消费新模式 · 服务新格局"为主题,分为八个主题区和四个会外活动,包括CIFF WMF国际木工展、CIFF上海商办空间站、CIFF上海潮向生活美学展、CIFF 上海都市户外展。总面积占34万平方米,在中国社交媒体频道上进行了46场直播,吸引了260万在线观众。

然而,中国家博会不仅仅是一个展览会,它代表着潮流、生活方式和设计文化,吸引了数百名行业专家在各种论坛上分享各自的想法和观点。



Following the reopening of borders, this saw a slew of exhibitions and physical events being held in China to cater pent up demands regarding various products and services. The same can be said for furniture as its importance has been profound during the pandemic days.

Thus CIFF Shanghai 2023, a well-known international furniture fair in China reports an increase of 10.44% in attendance compared to the 2019 edition. The exhibition, held at the National Exhibition and Convention Center in the Hongqiao District of Shanghai saw 93,474 visitors with 84,611 locals and the remaining 8,863 from abroad.

With the theme 'Leading New Modes of Consumption, Serving New Patterns' this resulted in the fair being divided into eight themed areas as well as four side events (CIFF WMF, CIFF Trend Life Aesthetics Exhibition, CIFF Commercial Office Space Exhibition and CIFF Urban Outdoor Exhibition). Spanning across 340k square metres, there were 46 live broadcasts on Chinese social media channels followed by 2.6 million online viewers.

Nevertheless, CIFF is more than just a mere exhibition as it represents trends, lifestyle and design-centric culture attracting hundreds of industry experts to give their ideas and views in the various forums held.

其中最引人注目的活动就是"2023年全球家居发展论坛 ~中国家居商业设计趋势大会",邀请了20名特邀嘉宾 针对城市规划、可持续设计、技术改革到生活方式、文 化融合、空间塑造等角度,分享他们对各自领域的长期 观察、思考与实践探索。

所有这些活动使2023中国家博会因其丰富的选择,而成 为渗透中国市场不可或缺的平台;使其能够驾驭中国市 场和趋势外,也让分销商和卖家有机会同时与潜在买家 会面。

总的来说,2023中国家博会吸引了大量中国观众,为制造商扩大国内客户群提供了合适的平台。因为中国的消费者群体拥有巨大的经济能力来保障他们各自的业务。





Among the standout event was the 2023 Global Home Furnishing Development Forum – China Home Furnishings Business Design Trend Conference where 20 special guests from the designing industry shared their views on urban renewal, sustainable design and technological advancement as well as lifestyle and cultural integration issues.

All these activities made CIFF Shanghai 2023 an indispensable platform for penetrating the Chinese market due to its variety of choices, making it capable to navigate the complex markets and trends in the nation. This also enables distributors and sellers to meet up with their potential buyers at the same time.

In conclusion, the huge number of Chinese visitors to the CIFF Shanghai 2023 expo serves as a suitable platform for manufacturers to expand their domestic customer base as China's consumer base has enormous economic capacity to safeguard their respective businesses.

Source: CIFF 2023 (Press Release September 2023)





中国的韧性和欧盟法规重塑全球木材业的格局 China's Resilience and EU Regulations Reshape Global Landscape on Timber Industry

2023年8月版的《全球木业指数(GTI)》报告显示,7个试点国家的木材行业形势喜忧参半。《全球木材指数》由国际热带木材组织(ITTO)创建,旨在促进木材贸易的商业信息和数据交换,并促进在稳定、透明和可预测的商业环境中的合作。

中国是全球最大的木材市场之一,8月份增长率为52.6 %;连续第二个月份突破50%的门槛(表明该行业的增长)。这积极势头可归功于四个一线城市(上海、北京、广州和深圳)所实施的国家新住房政策。

根据这项新政策,在该地区没有任何房产的家庭,无论过去是否有申请过住房贷款,都将被视为具有抵押贷款条件的首次购房者。这有望推动中国木材市场的增长。

至于邻国印尼,其情况相对稳定,《全球木材指数》仅比上个月的50.0%略有下降至48.1%。其伐木和产量有所增加,而出口订单保持稳定。

与此同时,巴西、刚果和马来西亚的《全球木业指数》 也略有改善;这些国家的指数分别上升到36.1%、36.0% 和37.9%,预示着前景将会更好。

然而,加蓬和墨西哥的情况并不乐观,这两国的《全球木业指数》分别从51.3%急剧下降到37.2%(加蓬)和从43.4% 下降到33.6%(墨西哥)。

在立法和监管方面,这些试点国家也在密切关注《欧盟森林砍伐法规》的执行情况。印尼和马来西亚更进一步于8月份启动了一个有关欧盟森林砍伐法规》的联合工作小组。



Legally covered: Woodflooring manufacture in Nanxun, China. Photo: R. Carrillo/ITTO

The August 2023 edition of the Global Timber Index (GTI) Report reveals a mixed landscape for the timber industry across 7 pilot countries. The GTI was created by the International Tropical Timber Organisation (ITTO) with the aim of facilitating business information and data exchange on timber trade as well as promoting collaboration in a stable, transparent, and predictable business environment.

China, one of the largest timber market globally registered 52.6% in August, the second consecutive month it has exceeded the threshold of 50% (indicating growth in the sector). This positive momentum can be attributed partially to the new national housing policy implemented in 4 first tier cities (Shanghai, Beijing, Guangzhou and Shenzhen).

Under this new policy, families which do not own any property in the region, regardless of whether they have taken a housing loan in the past will be treated as first time buyers with favourable mortgage conditions. This could hopefully drive growth in the Chinese timber market.

As for Indonesia, things are relatively stable where the GTI only saw a slight decline to 48.1% from the previous month's 50.0% where harvesting and production increased while export orders remained steady.

Meanwhile Brazil, Congo and Malaysia showed a slight improvement where the GTI in these countries rose to 36.1%, 36.0% and 37.9% respectively, indicating better days ahead.

Things were not so rosy for Gabon and Mexico however where the GTI in these countries registered a sharp decline from 51.3% to 37.2% (Gabon) and 43.4% to 33.6% (Mexico) respectively.

In terms of legislation and regulation, these pilot countries are also monitoring closely the implementation of the European Union Deforestation Regulation (EUDR). Indonesia and Malaysia went a step further by proceeding to initiate a joint taskforce regarding the EUDR with the commencement of the meeting back in August.

该联合小组的目的是在生产和消费国之间寻求一个共同立场, 以鼓励旨在加强相互理解和执行该法规的对话。

然而,许多企业对《欧盟森林砍伐法规》下所潜在的贸易歧视 表示担忧。在巴西众议院,农业、工业和委员会的一次会议上, 针对巴西木材产品提出讨论;并得出结论,出口到欧盟的35% 产品,将受到《欧盟森林砍伐法规》的潜在影响。

尽管2023年8月版的《全球木业指数》报告对世界各国的前景 提出不同的看法,但《欧盟森林砍伐法规》的影响日益显现, 促使生产国和消费国之间进行交谈。随着行业应对这些动态, 战略方法对于确保可持续增长,并遵守不断变化的监管框架至 关重要。 The aim of the taskforce is to seek a common ground between producing and consuming countries to encourage dialogue aimed at enhancing mutual understanding and implementation of the regulation.

Nevertheless, a number of enterprises have expressed concern on potential trade discrimination under the EUDR where the potential negative impacts of Brazilian timber products were brought up for discussion at a meeting of the agriculture, industry and committee of Brazil's Chamber of Deputies, concluding that a massive 35% of products exported to the EU will be affected by the EUDR.

In conclusion, while the August 2023 GTI Report offers a mixed perspective on the fortunes of various countries around the world, the impact of the EUDR looms large, prompting dialogue between producing and consuming nations. As the industry navigates these dynamics, strategic approaches will be crucial to ensure sustainable growth and compliance with evolving regulatory frameworks.

Source: https://www.itto.int/news/2023/09/15/china_strengthens_stimulus_for_real_estate_with_benefits_for_timber_market/



美国批发商寻求增加从马来西亚进口家具

US wholesaler seeks to increase furniture import from Malaysia

马来西亚政府最近前往美国争取投资者和买家,对许 多行业都产生了影响。这对家具行业而言更是项好消 息,因为美国仍然是本地制造商最大的出口市场。

投资、贸易和工业部部长东姑扎夫鲁表示,总部位于 芝加哥的家具进口商和批发商Top-Line Furniture Corporation在与他和其他部门官员在会议中提到,该 公司计划在未来几年将其从马来西亚的进口额增加到 每年马币2.3亿。

该公司与Wayfair、Bed Bath & Beyond、Walmart、 Target and Home Depot等一些最大的美国企业建立了 牢固的合作关系。这使得Top-Line经销的产品可以在 美国许多现代商店中轻松购得。

目前, Top-Line在全美国运营着三个分销点,包括在线零售商、批发商和直接面向消费者的平台。

增加进口量也与该公司的扩张计划同步。自2000年以来,这家美国公司从马来西亚采购的家具总额约为马币8.4亿令吉。

初步估计显示,未来几年从我国采购的新产品价值每年约为马币2.3亿。如果此计划成型,将为马来西亚经济带来巨大利益;不仅家具制造商,也为零部件(螺栓和螺母)供应链中的业者创造更多就业工作机会。

目前,《2022年美国家具市场报告》指出,预计到2026年,美国家具市场价值将达到2,889亿美元(折合马币1.35万亿令吉),从2022年到2026年复合年增长率为4.47%。



TOP-LINE

The government's recent trip to the United States to court investments and buyers has bore fruit for many sectors. This includes good news for the furniture industry as the United States remains the biggest export market for local manufacturers.

According to Minister of Investment, Trade and Industry, YB Tengku Zafrul Aziz, Top-Line Furniture Corporation a furniture importer and wholesaler based in Chicago, Illinois mentioned in a meeting with him and other ministry officials that it intends to increase its import from Malaysia to RM 230 million annually over the next few years.

The company has strong partnerships with some of the biggest American players such as Wayfair, Bed Bath & Beyond, Walmart, Target and Home Depot. This enables products distributed by Top- Line to be easily available in many contemporary stores in the United States.

Currently Top- Line operates three distribution locations across the country including online retailers, wholesalers and direct to consumer platforms.

The increase in import volume also moves in tandem with the company's expansion plan. Since 2000, total imports for the American company from Malaysia has amounted to approximately RM 840 million.

Rough estimation indicates that new product sourcing from our nation will be valued around RM 230 million annually for the next few years. Such a plan if turned into reality will bring massive benefit to the Malaysian economy as not only furniture manufacturers but players in the supply chain like component and parts (bolts and nuts) creates more job opportunity.

Currently, the US Furniture Market Report 2022 states that the US furniture market is expected to reach a value of US\$ 288.9 billion (RM 1.35 trillion) by 2026 with a compound annual growth of 4.47% from 2022 -2026.



美国房地产市场复苏助力越南木材加工业逐步复苏 Recovery in US housing market assists in gradual recovery of Vietnam's wood processing industry

越南木制品出口呈现逐步复苏迹象。尽管上半年同比下降了27.8%, 但第二季度较第一季度有望实现 15% 的增长。

2023年7月,越南木材和木制品出口额突破10亿美元,经历数月下降后出现的积极转变。越南农业与农村发展部报告称,前7个月该行业总出口收入达到了71亿美元,较去年下降了25%。

很多因素导致了这次的下降。例如,加拿大森林火灾导致木材供应中断,暂时影响了北美木材工厂。政策转变、通货膨胀以及全球经济放缓,让特别是美国和欧盟等主要进口区域,也出现了订单展缓的现象。

然而,专家预计这一趋势在2023年第四季度可能会出现逆转。稳定 利率和复苏中的美国经济,可能会推动对木制品的需求。美国房地 产市场在木制品消费中发挥着重要的作用,经历了全国新房建设带 来的波动后,目前已趋于稳定。

这间接有利于越南木材加工业,该行业今年的出口目标为175亿美元, 比去年略有增长。

随着时间的推移,在经济稳定和建筑需求增加的推动下,木制品的 消费预计将进一步增长。越南作为主要家具出口国的地位可能会保 持稳固,从而巩固其在世界前五名家具出口国的地位、多年来一直 保持15.4%的两位数增长。

最近出口收入的反弹显示着,越南木制品行业积极发展的轨迹。虽 然前路可能充满挑战,但面对全球变局,该行业的适应性和弹性将 迈向复苏和增长之路。







Vietnam's wooden product exports are displaying signs of gradual recovery. Despite a year-on-year decrease of 27.8% in the first half of the year, the second quarter saw a promising 15% increase compared to the first quarter.

In July 2023, the export value of wood and wooden products surpassed \$1 billion, signaling a positive shift after months of decline. The Ministry of Agriculture and Rural Development reported that the industry's total export earnings for the first seven months reached \$7.1 billion, down 25% compared to the previous year.

A myriad of factors caused this decline. For example, the disruption of timber supply due to forest fires in Canada temporarily impacted North American wood factories. Policy shifts, inflation, and a global economic slowdown, especially in key importing regions like the US and EU, also led to a reduced export volume.

However, experts foresee a potential reversal in the trend during the fourth quarter of 2023. Stable interest rates and a recovering US economy could drive demand for wooden products. The US housing market, which plays a vital role in wooden product consumption, is steadying after experiencing fluctuation due to new home construction across the country.

This indirectly benefits the Vietnam's wood processing industry, which aims for an export value of \$17.5 billion this year, a modest increase from the previous year.

As the year progresses, the consumption of wooden products is predicted to rise further, driven by stabilizing economies and increasing construction needs. Vietnam's position as a leading furniture exporter is likely to hold strong, reinforcing its status among the world's top five furniture exporter where it has registered double digits growth of 15.4% for many years.

The recent rebound in export revenue signals a positive trajectory for Vietnam's wooden product industry. While the journey ahead might be challenging, the industry's adaptability and resilience are poised to lead the way to recovery and growth in the face of global shifts.



安华从去年11月走马上任成为第十任首相以来,安然度过了8月的六州选举后,就马不停蹄地聚焦于推出他的经济政策。 这一切都是以他的昌明经济政策为主轴核心。

安华的昌明新经济列出了七大经济目标:

- 成为全球30大经济体(目前38名);
- 全球12个最具竞争力的经济体(目前27位):
- 提升劳动力工资占国家收入的45%(目前43.4%);
- 提升妇女就业率至60%(目前55.5%);
- 人力发展指标全球25(目前62位);
- 清廉印象指数25(目前61名);
- 财政赤字占GDP 3%或更低(目前5.6%)。



2023年10月13日,首相拿督斯里安华在国会颁布2024财政预算案。 (图片来源:安华脸书)

2023年10月13日,安华推出了他在任以来第二个财政预算案。这次的2024年财政预算案可以说是继他推出2030年新工业大蓝图(NIMP)和第12大马计划中期检讨报告后,所提出的短期落实方案。

首先,这是有史以来支出最高的财政预算案,总拨款额高达3938亿令吉。其中,行政开销为3038亿令吉;发展开销则为900亿令吉,占了财政预算案的百分之二十二,相较于去年,低了百分之三,不过数额仍算是历年新高。

其次,这次财政预算案的赤字从去年的GDP的5%降低到4.3%,可以反映安华政府致力于减低财政预算赤字的决心。因为疫情的关系,我们的负债率在过去三年从GDP的52%提升到62%,长远来说不利于我国经济发展。目前,每一年的利息支出就接近16.4%,换句话说,每一年利息支出就占用了财政预算的六分之一。

第三,马来西亚的税收和GDP的占比,在东南亚区域里可说是水平相对较低的。相比于新加坡的12.6%和泰国的16.4%,马来西亚的税收占比为11.8%。为了扩大收入,这次财政预算案提出了几项税务的调整。其中,服务税会从6%调整到8%,奢侈品税务则调整到5%至10%之间。对于年营业额超过一亿令吉的商家,政府将在明年要求他们落实电子发票制度,这将会有效杜绝很多偷税、漏税的行为。

第四,政府在这次预算案中极力调整补贴的政策,其中包括柴油的补贴。目前,马来西亚的RON 95柴油价格经过补贴后,成为全球第三便宜的柴油。因此,政府必须重新拟定补贴的政策。另外,政府也决定放开鸡蛋和肉鸡的价格管制,让市场决定价格,这是最为明显的补贴调整的信号。

2024财政预算案主要有三大策略:

第一, 提升政府治理打造良好效率

安华政府致力于推动政府体制改革,其中最重要的是国会通过了财政责任法。这项法案的目的是让政府的公共财政具有问责制和透明度。而且,政府会进一步推行政府采购法,以纳入公共招标等。2024财政预算案将专注于加强议会和法律机构的改革、数字政府的服务、优化公共服务、加强社会人性,以及确保财政可持续性。



政府也决定放开鸡蛋和肉鸡的价格管制,让市场决定价格,这是最为明显的补贴调整的信号。(图片来源:马新社)

第二,经济结构调整促进经济增长

2024财政预算案可说是延续了安华政府之前在2030 年新工业大蓝图和第12大马计划中期检讨报告中所 提出的方案。

2030年新工业大蓝图从4方面推动工业转型:

1) 首先是提高经济复杂性。2021年马来西亚经济复杂性全球排名24, 远远落后于全球排名第六的新加坡, 而泰国急起直追, 排名全球29名;

- 2) 其次是打造一个充满数字化国度科技支援;
- 3) 第三是推动净零排放目标:
- 4)最后就是维护经济安全和包容性。这个工业大蓝图圈定了航空航天、化学和石化、制药、数码经济,以及电子电器等 五大关键领域作为主要聚焦领域。

第12大马计划中期检讨报告主要是提高经济结构改革。其中,政府会聚焦于5个主要领域,即能源转型产业、技术和数字 化产业、高价值电气和电子行业、农业和农基工业,以及稀土行业。

在2024财政预算案中,政府都提出了相关政策以落实上述方案,如:

- 扩大马来西亚投资发展局(MIDA)和投资、贸易及工业部(MITI)权限,以扶持以上提及的重点工业;
- 对初创公司给予更多辅助;
- 聚焦人才培养;
- 扶持娱乐行业;
- 致力打造马来西亚成为全球回教基金中心以及全球清真中心;
- 考虑开放落地签证给印度和中国游客;
- 放宽第二家园计划;
- 考虑放宽工作签证申请条件。

这些政策的落实有助于推动马来西亚经济结构的转型。



第三, 提升人民生活水平

2024财政预算案虽然步上大选年,安华政府也花了很大篇幅派发很多糖果给予人民。譬如说,关爱援助金(STR)增至100亿令吉、赤贫家庭关爱援助金从3100令吉增至最高3700令吉、青年援助金则从350令吉增至500令吉、赤贫家庭享每月40令吉电费折扣等等。

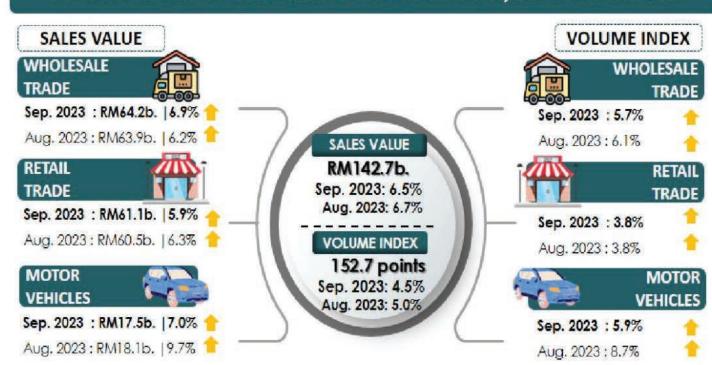
除此之外,预算案也会通过国民储蓄银行为小贩商提供14亿令吉小额贷款、拨款7亿2000万令吉鼓励妇女和年轻人创业,以及拨出80亿令吉为中小企业提供贷款基金。这一切政策都是协助中下层的群众得以通过小生意谋生,求生存找出路。政府的目标是希望通过这些针对性的援助计划,舒缓弱势群体在目前通货膨胀的趋势下所面对的生活压力。

安华政府的昌明经济政策可以说在努力地摆脱马来西亚过去25年所面对的中产收入陷阱的困境。目前,安华政府面临全球放缓、外贸不振的内忧外患局面,明年的经济增长能够达到百分之五增长实属不易,这一切有赖于安华政府团队能否落实这些经济政策了。





PERFORMANCE OF WHOLESALE & RETAIL TRADE, SEPTEMBER 2023



AUG. 2023 -0.02%

SEASONALLY ADJUSTED VOLUME INDEX (MONTHLY)

SEP. 2023 -0.5%

MAIN GROUPS (SALES VALUE)

WHOLESALE TRADE RETAIL TRADE MOTOR VEHICLES

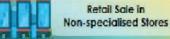
Other Specialised Wholesale

Aug. 2023: 6.2% | Sep. 2023: 8.6%

Wholesale of Household Goods Aug. 2023: 5.4% | Sep. 2023: 4.0%

Wholesale of Food, Beverages & Tobacco

Aug. 2023: 8.1% | Sep. 2023: 7.7%



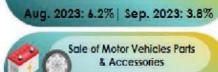
Aug. 2023: 7.2% | Sep. 2023: 8.7%

Retail Sale of Other Goods in Specialised Stores

Aug. 2023: 5.7% | Sep. 2023: 5.5%

Retail Sale of Other
Household Equipment in
Specialised Stores

Aug. 2023: 1.9% | Sep. 2023: 2.4%



Sale of Motor Vehicles

Aug. 2023: 20.7% | Sep. 2023: 17.2%



Aug. 2023: 21.6% | Sep. 2023: 18.6%











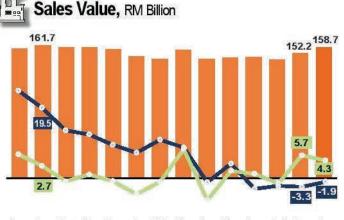






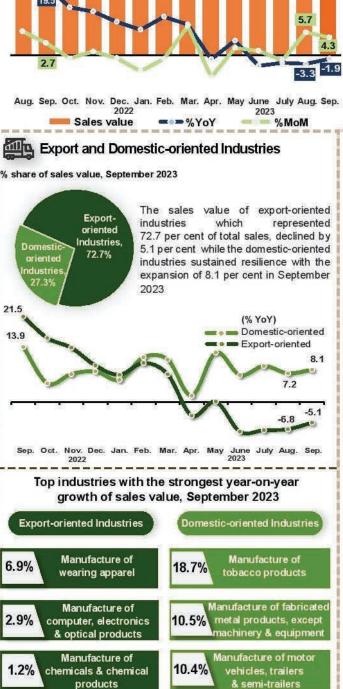
MANUFACTURING STATISTICS SEPTEMBER 2023

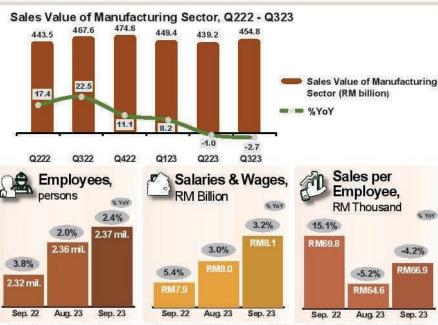
Manufacturing sector's sales value dipped by 1.9 per cent to RM158.7 billion in September 2023 A total of 2.37 million persons engaged in this sector with salaries and wages paid amounting to RM8.1 billion



More than two-thirds of Manufacturing sales value was contributed by Electrical & Electronics Products (34.9%); Petroleum, Chemical, Rubber & Plastic (25.0%); and Food, Beverages & Tobacco (17.6%) sub-sectors









centage change year-on-year MoM: Percentage change month-on-month

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



Malaysian Furniture Council (MFC)

: council@mfc.my : 603-9282 2333 email Lot 19A, 19th Floor, Menara PGRM 1 : 603-9286 2296 website: www.mfc.my Fax No 8, Jalan Pudu Ulu, 56100 Cheras, Kuala Lumpur, Malaysia.