

# FURNITURE NEWS

2018  
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## Malaysian Furniture Industry at a Glance 马来西亚家具行业概览

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- Malaysian furniture is made predominantly from **Rubberwood** - a plantation hardwood sustainably harvested.

**橡胶木**——一种可持续采伐的种植硬木，是制造马来西亚家具的主要材料。

- Furniture is **6 times higher** value-added compared to sawn timber and mouldings. 与锯材和模制相比，家具的附加值高出**6倍**。



- Furniture is a labour-intensive industry that employs **95,000**. 家具制造是劳动密集型工业，提供**95,000**个就业机会。

- Employee's productivity averages **RM 100,000** annually. 每年的平均劳动生产率达**RM100,000**。



- Malaysian furniture is exported to **160 countries** globally. 马来西亚家具出口至全球**160个国家**。

- Exports exceeded **RM 10 billion** in 2017 with 87% raw material content sourced locally. 2017年的出口额达**RM10 billion**，其中87%采用本地原材料。



Malaysian Furniture Council (MFC)

Lot 19A, 19th Floor, Menara PGRM 8,  
Jalan Pudu Ulu, Cheras, 56100 Kuala Lumpur, Malaysia.

Tel : +603 9282 2333  
Fax : +603 9286 2296

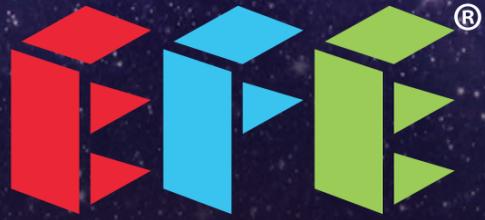
Email : council@mfc.my  
Website : www.mfc.my

@MFC-MY



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By Mr Chua Chun Chai, President of MFC  
蔡春才，马来西亚家具总会总会长



Since our last publication in March 2018, we have a new political administration that promised economic and institutional reforms heading the Federal Government, the appointment of new Ministers, escalation of the US-China trade wars, a decline of furniture exports (after six continuous years of growth), and too many others to mention.

As an export-oriented industry- with 80% of total production exported annually to 160 countries, the gloomy outlook for the global economy puts a dampener amidst hope that the change of government will bring about better policies, policy clarity and pro-business environment.

The Malaysian furniture industry is experiencing its first decline of exports in 6 years and this is not only due to global economy and declining global demand for furniture, but looking inwards, the crucial inputs such as material supply and availability of labour was uncertain for a lengthy period, resulting in manufacturers exercising caution and inability to operate higher capacity.

Recognising that MFC members have entrusted MFC to represent the furniture industry's interest at all levels, since the renaming of the Ministry of Plantation Industries and Commodities to Ministry of Primary Industries (MPI) and the appointment of YB Teresa Kok as MPI Minister, the MFC has presented a memorandum to the Ministry detailing the current performance of the industry, prospects of the industry and issues faced by the industry- namely, excessive bureaucracy, raw material supply and labour supply, as well as the sudden departure and repatriation of skilled foreign workers whom have been in employment for 10 years.

MFC has impressed on the Ministry how MPI and the Malaysian Timber Industry Board (MTIB) can play its roles in facilitating, regulating and ensuring sufficient and stable rubberwood supply for the downstream manufacturing sectors. This included challenging the official reported figures of the supply level of rubberwood and presenting the actual supply level after MFC conducted field studies throughout Peninsular Malaysia; measures and suggestions to ensure precious rubberwood raw materials are deterred and prevented from leaving the country illegally.

Moreover, the MFC also highlighted the MTIB Export License requirement and the listing of furniture as a prohibited item for export, as well as the Clean Air Regulation and Forestry License for furniture mills which are expected to be enforced in 2019. Often these

## Wind of Change, Stronger Performance Expected 家具业需突破重围，趁势崛起

regulations are overlapping as they are enforced and required by different regulatory bodies. It is unfortunate that furniture players have to absorb the cost arising from compliance in this challenging period of doing business both domestically and globally.

The MFC is committed to working closely with all stakeholders and policymakers to ensure that the furniture industry can thrive and achieve the National Timber Industry Policy (NATIP) goal of RM 12 billion in furniture export.

On the international front, the escalating US-China trade war is one to watch closely as it has been reported that the US is considering including furniture in the list of products imported from China that will face a 25% tariff. Amid US buyers' potential increase in demand for furniture from outside China, Research Analysts are predicting that Malaysian furniture players could gain from this trade war. It is not difficult to see why. Firstly, China is the largest furniture exporter to the US. Secondly, US is the biggest market for Malaysian furniture and exporters may capitalise on the trade wars to conduct more business with new and existing clients. Thirdly, there is no one exporting country that has the capacity to supply the amount of furniture that US imports from China.

This market opportunity provided by the ongoing trade war, coupled with the MPI Minister's announcement on 8 August 2018 that the Federal Government has no intentions of lifting the ban on rubberwood sawn timber export may just be what the industry needs to recover some of the decline in furniture exports experienced thus far this year.

自上期2018年3月家具资讯的刊出，我们迎来了新政府成立，承诺对联邦政府进行经济和体制改革，新部长走马上任，美中贸易战白热化，以及家具出口额下降（在过去6年连续增长）等的课题，不胜枚举。

作为一个出口导向型工业，每年外销至160个国家的家具占总产量的80%。眼看全球经济前景低迷，期许新政府捎来佳音，推出更完善、透明化的政策，以及制造亲商的环境。

马来西亚家具业在6年来，首次经历出口额下降的情况。这不但是因为全球经济和全球家具需求量减

少，再往深一层看，其他关键条件如材料和劳力供应长时间不稳定，导致生产商变得谨慎，无法提高产能。

马来西亚家具总会肩负重任，受总会会员之托成为整个家具业的代表，以维护行业的整体利益。在种植与原产业部更名为原产业部（MPI），并委任YB郭素沁为部长后，总会向该部提呈了备忘录，详细阐明行业目前的情况和前景，以及所面对的种种问题，包括过多的繁文缛节、原材料和劳力供应，还有已经工作了10年的熟练外劳突然离职被遣返回国。

总会向该部强调，原产部和马来西亚木材工业局（MTIB）对于促进、监察和确保下游制造业的橡胶木供应充足和稳定，扮演重要角色。因此总会提出重新审核官方报告的橡胶木供应数据，并提供总会在进行了马来西亚半岛实地考察后获得的真实供应数据。总会也提出更完善的措施和建议，以防止珍贵的橡胶木原材料通过非法途径从我国输出。

此外，总会提及有关MTIB出口准证的要求、家具被列为禁止出口物品、空气清洁条例，以及预料会在2019年开始向家具工厂实行的森林准证。这些条例通常都是重叠的，且由不同的监管机构执行。很遗憾地，在这个无论是开展国内还是海外业务都挑战重重的时期，家具业者被迫承担上涨的成本。

总会一直致力于和各利益相关者以及政策制定者紧密合作，以确保家具业蓬勃发展，实现国家木材工业政策（NATIP）的目标，达到马币120亿令吉的家具出口额。

在国际方面，美中贸易战逐渐白热化。据报道，美国考虑把家具纳入产品清单，向中国征收25%的进口关税。眼看美国买家对中国境外的家具需求将可能增加，研究分析员预测，马来西亚家具业将会在这场贸易战中渔人得利。这不难看出端倪，首先，中国是美国最大的家具出口国。第二，美国是马来西亚家具的最大市场，出口商可利用贸易战，乘机向新旧顾客开展更多业务。第三，目前未有任何一个家具出口国，有能力供应美国从中国进口家具的同等数量。

这场僵持不下的贸易战，提供了不一样的市场机会。再加上，原产部部长于2018年8月8日公布，联邦政府无意撤销橡胶木出口禁令。这可能成为家具业的一股动力，有助于业者从今年家具出口额下降的阴霾中走出来。

| Year 年份                             | Billion (RM)<br>十亿 (马币) | Change (%)<br>差异 (%) |
|-------------------------------------|-------------------------|----------------------|
| 2015                                | 9.14                    | 14.1%                |
| 2016                                | 9.53                    | 4.3%                 |
| 2017                                | 10.14                   | 6.4%                 |
| 2017 (Jan - June)<br>2017 (1月 - 6月) | 4.88                    | 6.7%                 |
| 2018 (Jan - June)<br>2018 (1月 - 6月) | 4.53                    | -7.2%                |

Malaysian Furniture Exports 2015 to June 2018.  
马来西亚自2015年至2018年6月的家具出口额。

# Highlights of Another Sparkling Export Furniture Exhibition 2018

## 2018年马来西亚国际出口家具展●主题亮点纷呈●精彩无限

Export Furniture Exhibition (EFE) which is one of Southeast Asia's leading industry shows concluded its biggest show much to the satisfaction of its exhibitors and visitors on 12th March 2018 after four successful days, with exhibitors meeting more buyers from a wider base of countries. The show held at Kuala Lumpur Convention Centre (KLCC) was a resounding success with signing orders right up to the close of the show.

The four sparkling days of bustling trade from March 9 to 12 in the Malaysian capital, Kuala Lumpur, attracted 12,087 trade visitors with 7,854 international buyers from 140 countries and a good turnout of strong buyers from emerging regions. This was an increase of 11.2% over EFE 2017 and was 9.4% bigger with 320 exhibitors from Malaysia, China, Singapore, India, Korea and Indonesia. The 2018 fair covered 32,000 square meters at the Kuala Lumpur Convention Centre. EFE has emerged as one of region's springboards into the fast growing markets in Southeast Asia, Central Asia, Africa, South America, Eastern Europe and Middle East. Malaysia's furniture export recorded RM10.135 billion in 2017, an all-time high, to which EFE has contributed significantly. This was an increase of 6.4% as compared to 2016 of RM9.529 billion. Furniture exhibitions like EFE would continue to contribute significantly to the export revenue of Malaysia.

One of the highlights of the fair was the third installment of the Professional Designers Programme (PDP) where young designers showed their creative and innovative furniture designs much to the attraction of many buyers and visitors to the show. In collaboration with the Malaysian Timber Industry Board (MTIB), Italian and Belgian designers including Tanggam, the PDP3 programme has been an inspiration to our young Malaysian designers. In addition to the PDP3, the Export To Asia Pavilion (E2A) was another highlight of the fair where opportunities abound for manufacturers wanting to export to Asian markets. The E2A platform was a hive of activities for the exhibitors. The organizers are grateful and thankful to the Malaysian Timber Council (MTC) who has sponsored and supported E2A Pavilion & SME Assistance Program.

The MFC Awards and Best Booth Competition have both been very inspiring and challenging encouraging manufacturers to look deeper into real furniture manufacturing environment for creative ideas.

The organizers are delighted at the sales record as they have delivered yet again despite the global economic uncertainties. This underscores the continuing appeal of EFE and how it remains relevant in the global furniture market. We are happy we are getting more high quality buyers from all over the world. Exhibitors were pleased with the presence of many buyers with strong purchasing



EFE 2018 Official Opening Ceremony by YB Datuk Seri Mah Siew Keong, Minister of Plantation Industries & Commodities! From Left: Dato Gooi Hoe Hin, MTC Chairman; YB Datuk Seri Mah Siew Keong, Minister of Plantation; Mr Chua Chun Chai, MFC President & EFE Chairman, Mr Mad Zaidi, Timber, Tobacco & Kenaf Industries Development Undersecretary of MPIC and Dato Dr. Jalaluddin Harun, Director General of Malaysian Timber Industry Board (MTIB).

种植与原产业部部长拿督斯里马袖强为EFE2018主持开幕典礼。(左起)马来西亚木材理事会主席拿督魏和兴、种植与原产业部部长拿督斯里马袖强、马来西亚家具总会长暨EFE主席蔡春才、原产部高级副秘书长Mad Zaidi及马来西亚木材工业局总监贾拉鲁丁齐祝贺!



The Signing of Memorandum of Understanding between Malaysia Furniture Council and China Furniture Industry Group Representative for Strategic Cooperation. Witnessed by YB Datuk Seri Mah Siew Keong, MPIC Minister and MFC Committee Member.

马来西亚家具总会与中国家具业代表团体签署战略合作备忘录，由种植与原产业部部长拿督斯里马袖强与一众理事一同见证。

power to place orders on the spot and new business from more emerging markets in Africa, South America, Middle East and Europe. Exhibitors are pleased with their strong order books. This is definitely a big boost for EFE going into our 15th anniversary next year. This year has again reinforced EFE's global standing as a very effective and productive sourcing hub.

The 15th Export Furniture Exhibition 2019 will run from 9-12th March at Kuala Lumpur Convention Centre and we look forward to welcoming you again.

马来西亚国际出口家具展 (EFE)为东南亚领先的行业展会之一，成功举办了为期四天的展会后，终于在2018年3月12日在一片参展商和访客的满意声中落下帷幕。成功的让参展商与更多国际买家会面，订单接踵而来。这场在吉隆坡会展中心 (KLCC) 举行的展览会取得了圆满成功。

3月9日至12日在马来西亚首都吉隆坡举行的四天展会，吸引了12,087名访客，其中包括来自140个国家的7,854名国际买家以及来自新兴地区的强劲买家。这比EFE 2017增长了11.2%。在320家参展商当中，分别由来自马来西亚、中国、新加坡、印度、韩国和印尼的参展商，也同时增长了9.4%。2018年的国际出口家具展览会 (EFE) 在吉隆坡会展中心的展出面积占32,000平方米，已成为该地区进入东南亚，中亚，非洲，南美，东欧和中东等快速增长市场的跳板之一。2017年的马来西亚家具出口额创下了101.35亿令吉的历史新高，EFE对此做出了巨大的贡献。相比2016年的95.29亿令吉家具出口额，增长了6.4%。EFE家具展将会继续为马来西亚的出口收入做出更多努力与贡献。

EFE的活动亮点之一，专业设计师计划3 (PDP3) 是年轻的设计师们施展他们设计才华的堡垒，也展示了他们的创意和创新家具设计，吸引了许多买家和参观者的眼球。在马来西亚木材工业局 (MTIB) 与意大利和澳洲设计师及Tanggam设计师的合作下，专业设计师计划3，一直是年轻的马来西亚设计师的设计灵感来源。此外，出口亚洲馆 (E2A) 也是展会的另一亮点，为打出口亚洲市场的制造商提供了很多机会。为此，主办单位对马来西亚木材理事会 (MTC) 赞助的出口亚洲馆(E2A)与中小企业援助计划表示感谢与感激。

马来西亚家具创意奖和最佳展位设计比赛既鼓舞人心更具挑战性，鼓励制造商深入研究创新的家具产品并打造别具一格的陈设布置与家具空间。

尽管全球经济存在不稳定因素，但主办单位对销售记录仍感到满意与乐观。这突显了EFE的持续吸引力以及它在全球家具市场中的重要性。我们很高兴能吸引到更多世界各地的优质买家到访EFE。同时参展商也很高兴收获了许多拥有强大购买力的买家和订单，同时也开创了一些来自非洲、南美洲、中东和欧洲的更多新兴市场的新业务。参展商对此深感满意。这也



DEEP Furniture Sdn Bhd is the WINNER for Best Booth Design (Bare Space above 120 sqm). 最佳展位设计 (展位面积120平方米及以上) 的金奖得主 DEEP Furniture Sdn Bhd



The Malaysian Timber Council "MTC" sponsored the "Export to Asia Pavilion" to promote the furniture exports throughout Asia. 马来西亚木材理事会赞助“出口亚洲馆”助推广家具出口全亚洲。

### WINNERS OF MFC AWARDS 2018

#### 2018年马来西亚家具创意奖冠军得主



Designed by industry veterans, you're sure to see the best and brightest items on display all in one place which connects the latest design and décor at the "EFE 2018 Branding Corridor!" 具有最新设计和装潢的“EFE 2018品牌走廊”是一个吸睛地带，展示着展商最新和最亮眼的展品!

是EFE明年进入第15周年的一大推动力。今年，EFE再次巩固了其高效、高生产率采购中心的全球地位。

第十五届马来西亚国际出口家具展将于2019年3月9日至12日在吉隆坡国际会展中心隆重引爆，期待着您再次的光临!

## EFE Buyer Introduction Program (BIP) & International Sourcing Program (INSP)

马来西亚国际出口家具展买家优惠计划(BIP) 与国际采购计划 (INSP)  
卓有成效 助展商提升出口销售



Buyers Night, a party to socialized with exhibitors, buyers and medias all around the world.  
买家之夜, 是一个与参展商以及来自世界各地的买家与媒体的共餐及交流派对。

An exhibition by the industry for the industry, EFE has since provided opportunities to industry players wanting to do export and has encouraged furniture manufacturers to do export ever since it was inaugurated in 2005. In its endeavor to woo and attract overseas buyers and visitors to its annual event, EFE has indulged in many programs to attract buyers to Malaysia. Apart from the many promotions and road-shows (local & overseas), two prominent programs in collaboration with MATRADE are the 'Buyer Introduction Program (BIP)' and the 'International Sourcing Program (INSP)'. These programs have been very successful and has reached out to many overseas buyers to source for furniture products from Malaysia. The objective of these programs are to attract more buyers from all over the world to source for high quality Malaysian made furniture products including furniture accessories and for trade expansion.

The objective of the International Sourcing Programme (INSP) is to attract more international buyers to source for Malaysian furniture. INSP is part of MATRADE's strategies to enhance market access for the local furniture industry and promoting Malaysia at the same time by inviting buyers and trade community to Malaysia. At the recent EFE 2018, a total of 500 pre-arranged business meetings was organized for 40 Malaysian companies with 64 foreign buyers. The buyers were from 24 countries namely India, China, Indonesia, USA, Japan, South Korea, Saudi Arabia and Myanmar, among others. Products that were sourced among others included bedroom sets, sofas, dining tables, chairs and shelves. It resulted in RM34.25 million of export sales, an increase of 71.9 per cent as compared to RM19.92 million recorded in 2017.

Both the International Sourcing Program (INSP) and the Buyer Introduction Program (BIP), a collaborative event with MATRADE was a resounding success with positive impact in EFE 2018 as well as in the past. INSP has for many years created positive impact to the Malaysian companies. In collaboration with MATRADE, we look forward to another successful cooperation with further increase in export sales in EFE 2019. Malaysian companies keen to take part in MATRADE's INSP can contact MATRADE via email at [info@matrade.gov.my](mailto:info@matrade.gov.my) or EFE Expo Sdn Bhd at [pr@efe.my](mailto:pr@efe.my)

### The Hosted Buyer Introduction Program offer for international buyers in 2019 with the following:

- ✓ CASH SPONSORSHIP \* 1 time for 1 company
- ✓ FREE ADMISSION TO THE FAIR
- ✓ FREE ACCESS TO THE BUSINESS MATCHING PLATFORM
- ✓ ACCESS TO DEDICATED BUYER VIP LOUNGE WITH COMPLIMENTARY BEVERAGE
- ✓ SPECIAL INVITATION TO THE BUYER NETWORKING NIGHT
- ✓ FREE 1 DAY PASS FOR KL CITY TOUR \*
- ✓ FREE TRANSFER FROM AIRPORT TO EXHIBITION VENUE
- ✓ B2B BUSINESS MATCHING WITH EXHIBITORS
- ✓ INTERPRETER SERVICES PROVIDED \*

\*Terms & conditions apply

### 2019年特邀买家优惠计划为国际买家提供以下服务:

买家特享:

- ✓ 现金赞助 \* ( 每公司只限一次 )
- ✓ 免费入场
- ✓ 免费进入商务配对平台
- ✓ 可进入专属买家贵宾厅享用免费饮料
- ✓ 特邀参加 “EFE买家之夜” ,
- ✓ 免费吉隆坡一日游通行证 \*
- ✓ 免费机场接送服务
- ✓ 一对一的商务配对
- ✓ 提供专业翻译员服务 \*

\*须符合条款与条规



Excellent product quality, honesty & trustworthy and professional services of exhibitors, are favored by overseas buyers. 参展商的优良产品素质、诚信态度与专业服务, 得到许多海外买家的青睐。



马来西亚出口家具展 (EFE) 作为一个行业的展览会, 自2005年成立以来, 已为想要做出口贸易的家具业者提供了商机, 并一直鼓励家具制造商出口家具, 开拓海外市场。为了吸引海外买家和参观者参加家具行业的年度盛会, EFE积极策划了许多项目以吸引买家到访马来西亚。除了各种本地与海外促销活动与巡展, 两个著名的合作项目“买家优惠计划 (BIP)”和“国际采购计划 (INSP)”在EFE的主催与马来西亚对外贸易发展局 (MATRADE) 全力支持下, 取得卓越成效, 并与许多海外买家联系, 以采购马来西亚的家具产品。这些计划的主要目的是吸引更多来自世界各地的买家, 采购高品质的马来西亚制造家具产品, 包括家具配件和扩大贸易范围。

国际采购计划 (INSP) 的目标是为了吸引更多的国际买家采购马来西亚家具。此计划也是马来西亚对外贸易与发展局 (MATRADE) 战略的一部分, 以加强当地家具业的市场和推广马来西亚的同时, 邀请买家和贸易商到马来西亚。在近期的2018年马来西亚国际出口家具展 (EFE), 为40家马来西亚家具公司安排了500次与64名外国买家的预安排商务会议。买家分别来自24个国家, 即印度、中国、印度尼西亚、美国、日本、韩国、沙特阿拉伯和缅甸等国家。其采购产品包括卧室套装、沙发、餐桌、椅子和货架。透过此项目, 出口销售量达到了34.25百万令吉, 相比2017年的记录19.92万令吉增长了71.9%。

EFE与马来西亚对外贸易与发展局 (MATRADE) 合作的买家计划 (BIP) 与国际采购计划 (INSP) 取得巨大的成果, 对EFE的过去和现在都产生了积极的影响。多年来, 国际采购计划 (INSP) 也为马来西亚公司起了正面的影响。在接下来的合作中, 我们期待与马来西亚对外贸易发展局 (MATRADE) 再创佳绩并进一步增加EFE2019的出口销售额。有兴趣参加由EFE与马来西亚对外贸易发展局联手举办的国际采购计划(INSP)的公司可电邮至EFE, [pr@efe.my](mailto:pr@efe.my)或MATRADE, [info@matrade.gov.my](mailto:info@matrade.gov.my)。



First Collaboration of Malaysia Furniture Council (MFC) and MATRADE on the Buyers' Introduction Program & International Sourcing Program (INSP).

马来西亚家具总会 (MFC) 和马来西亚对外贸易发展局 (MATRADE) 首次合作买家优惠计划及国际采购计划。

# Export Furniture Exhibition 2019 A Robust Trading Platform!

## 2019年马来西亚国际出口家具展 (EFE) 一个更全面与强大的商贸平台

The annual Export Furniture Exhibition (EFE) 2019 is held during the onset of the Asian International Furniture Fairs in March at the Kuala Lumpur Convention Centre (KLCC), Malaysia, from 9 – 12 March.

With 15 years of fair experience since 2005, EFE remains as one of the leading furniture and furnishings exhibitions in Asia dedicated to regional and international companies looking to penetrate the global market. EFE is a favorite and essential trading and showcasing platform for the global furniture industry. Covering the entire furniture sector of home furniture, outdoor furniture, home décor, office furniture, commercial furniture, hotel furniture, children furniture and furniture parts and accessories, EFE 2019 will see an upgraded presentation of fascinating design and lifestyle to feast your eyes.

The 15th EFE will present a fantastic feast for the furniture and home furniture industry with an expansion of another 2 halls (Total 10 halls) with an exhibition space of 35,000 sqm as compared to 8 halls in 2018 (32,000 sqm). Sales to date has been very encouraging with more than 80% sold out. Some of the listed big furniture players include Novel Furniture Sdn Bhd, Marcoco Furniture Industries Sdn Bhd, Hup Chong Furniture Sdn Bhd, Home Upholstery industries Sdn Bhd, First Flames Sdn Bhd, Deep Furniture Sdn Bhd, Zolano Design Sdn Bhd, Tawei Furniture Sdn Bhd.

EFE 2019 is expected to attract more than 16,000 international trade buyers and visitors from 140 countries. With its theme "Fine Furniture, World Market" EFE keeps dedicating herself to creating the most valuable platform for the industry and offering the best trading exhibition, communication and promotion opportunities. It is a show not-to-be-missed.

We look forward to welcoming you at EFE 2019. See you soon.

每年一度的国际出口家具展览会 (EFE) 将于三月份的亚洲国际家具展览会期间, 即9-12日在马来西亚吉隆坡会展中心 (KLCC) 举行。

自2005年以来, EFE拥有15年的会展经验, 马来西亚国际出口家具展 (EFE) 仍然是亚洲领先的家具展览会之一, 致力于服务打入全球市场的区域与国际公司。马来西亚国际出口家具展 (EFE) 是全球家具行业最受欢迎及不可错过的交易和展示平台, 所涵盖的家具类别有户外家具, 家居装饰, 办公家具, 商业家具, 酒店家具, 儿童家具, 家具零件和配件等。EFE 2019 将展示更多新颖迷人的设计和更具家居时尚感的产品, 让您大饱眼福。

第十五届马来西亚国际出口家具展 (EFE) 将额外增加2个展厅 (共10个展厅), 展览面积由2018年的32,000平方米扩大至35,000平方米, 为您带来一场更精彩和盛大的场面。到目前为止, 超过80%的展位已经售罄, 成绩非常令人鼓舞。展出的大型家具公司包括有Novel Furniture Sdn Bhd, Marcoco Furniture Industries Sdn Bhd, Hup Chong Furniture Sdn Bhd, Home Upholstery industries Sdn Bhd, First Flames Sdn Bhd, Deep Furniture Sdn Bhd, Zolano Design Sdn Bhd, Tawei Furniture Sdn Bhd.

EFE 2019预计将吸引来自140个国家的16,000多名国际贸易买家和访客。EFE以“精品家具, 世界市场”为主题, 2019年马来西亚国际出口家具展 (EFE) 预计将吸引来自140个国家的1.6万多名国际贸易买家和访客。EFE以“精致家具, 全球市场”为主题, 致力于为行业创造最有价值的平台, 提供最佳的商贸展览、交流和推广机会。这绝对是一个您不容错过的家具盛会。

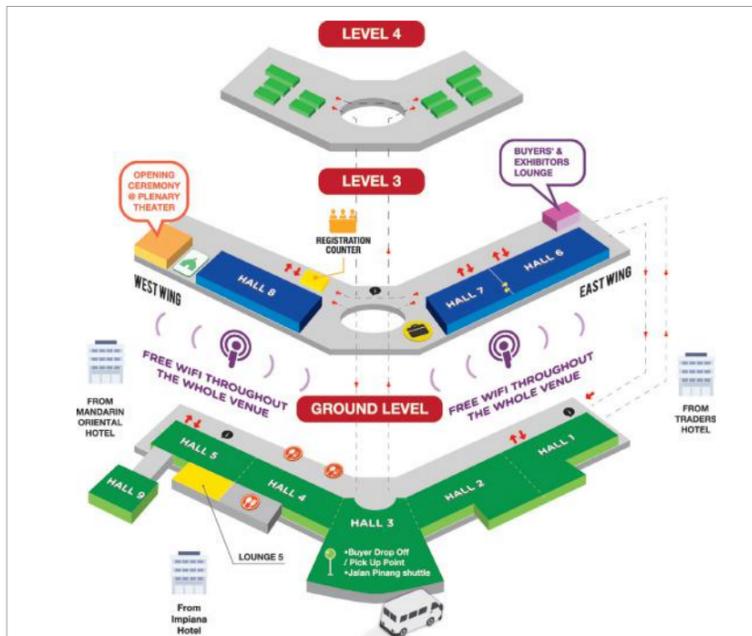
我们期待您参加2019 马来西亚国际出口家具展。EFE欢迎您!



**BOOK YOUR SPACE NOW! 现在就预订您的展位!**

**Ebelle: 012-787 6332**  
ebelle@efe.my

**Cherie: 016-229 8020**  
cherie@efe.my



In the coming 15th of Export Furniture Exhibition (EFE) 2019, EFE will be expanding to another 2 hall (total 10 halls) in Kuala Lumpur Convention Centre (KLCC).

第十五届2019马来西亚国际出口家具展将在吉隆坡国际会展中心 (KLCC) 扩大展览面积, 增加2个展厅 (共10个展厅)。

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急救室

### EXHIBITOR TESTIMONIALS 参展商评价



**Candice Lim, Director,**  
**DEEP Furniture Sdn Bhd**

In 2018, I think the market is a little slower than usual and there were not many buyers. However, for the first and second day of the exhibition, the number of buyers in EFE 2018 has exceeded our expected amount. I am also very happy because buyers in EFE 2018 are different than buyers in EFE 2017 as they came from new countries.

在2018年, 我认为市场比往常慢一点, 买家不多。然而, 在展览的第一天和第二天, 买家数量超出我们的预期数量。同时, 我也很高兴在EFE2018收获了来自不同国家的新买家。



**Jeffrey, Chief Marketing Officer**  
**Zolano Ideally Comfortable**

First, I would like to take this opportunity to say thank you to EFE. My customers are very satisfied with all the transportation service. Picking up buyers from the airport to the hotel, hotel to the fair, EFE is doing very well to host the overseas buyers. In EFE 2018, I am glad as most of my buyers are from Southeast Asia, Australia and Europe. With this successful event I will participate in the coming 2019 EFE.

首先, 我想借此机会感谢马来西亚国际出口家具展 (EFE)。我的顾客都非常满意交通服务上的安排, 不管是从机场到酒店, 酒店至展览馆, EFE在招待国际买家的安排做得非常好。在2018年的马来西亚国际出口家具展, 我很高兴收获了不少来自东南亚、澳洲及欧洲的国际买家。我非常期待也将会继续参加2019年度的马来西亚国际出口家具展!

**Ivan Teo, General Manager, First Flames Sdn Bhd**

This is the 2nd year that I participated EFE, I would like to take this opportunity to thank EFE for taking the time and effort to promote EFE 2018 to overseas and invite many potential buyers to this event. This gives us the potential to grow our business.

这是我第二年参加 EFE, 我想借此机会感谢 EFE花时间和精力将EFE 2018推广到海外, 并邀请了许多潜在买家参加此次活动。这使我们能够更进一步拓展业务。



# EXPORT FURNITURE EXHIBITION EXPANDS IN 2020.... BIGGER AND BETTER TO SERVE THE INDUSTRY !

## 2020年马来西亚国际出口家具展（EFE）扩馆升级 大力推进 将更好地服务于整个家具行业

The Export Furniture Exhibition (EFE) 2018 concluded with a resounding success after an eventful four-day run from 9-12 March at the Kuala Lumpur Convention Centre (KLCC). Making its fourteenth debut, EFE 2018 attracted 12,087 trade visitors including 7,854 international buyers from 140 countries. EFE 2019, the upcoming 15th edition, scheduled from 9-12 March at KLCC has already achieved more than 80 per cent sales to date. More than a decade on, EFE continues to reinforce its position as an ideal business platform for the international furniture industry. The positive sentiments received on the show floor is a testament to visitors' satisfaction over the quality content presented and their overall show experience, emphasizing the event's increasing importance in the eyes of industry professionals.

Moving forward with a vision to be bigger, better and stronger to serve the industry to the best of its ability, EFE Expo Sdn Bhd, the Organizer has inked a MOU with the Convex Malaysia Sdn Bhd., the venue provider, for a three years tenancy at KLCC (2018 -2020). KLCC has been home to EFE for the past four years and is a valued EFE venue partner. KLCC remains as one of the preferred exhibition centres in Malaysia. It has world class facilities, professional team, an integrated precinct in the heart of Kuala Lumpur next to the Petronas Twin-Towers.

The Kuala Lumpur Convention Centre's expansion is due to be completed in mid-2019. The extension will provide an additional 12,000 sqm of flexible and multi-purpose space. The mixed-use commercial development will enhance the Centre's existing world-class infrastructure, grow Kuala Lumpur's reputation as a premier business events destination and help attract trade visitors to EFE as well.

EFE has progressively and steadily expanded over the years. EFE 2018 occupied 8 halls with 32,000sqm of exhibition space. The upcoming EFE 2019 will have 9 halls with 35,000sqm of exhibition space. Come 2020 with the KLCC expansion completed, EFE 2020 will boost 47,000sqm of entire KLCC Exhibition Hall.

MFC in its drive towards serving the industry has provided an EFE trade platform to encourage industry players to do export at an affordable price and to increase our nation's export revenue. The organizers of Export Furniture Exhibition will continue in its endeavor to provide the highest level of event planning services and help grow the furniture industry and working closely with the government and its agencies to further increase furniture export and place Malaysia as one of the top five largest furniture exporting countries in the future.

EFE 2020 is scheduled from 9-12 March 2020 and we look forward to welcome you.



Kuala Lumpur Convention Centre's expansion provide additional flexible and multi-purpose space.

吉隆坡国际会展中心的扩建提供了额外的灵活和多用途空间。

马来西亚国际出口家具展（EFE）于2018年3月9日至12日在吉隆坡国际会展中心（KLCC）举办了为期四天的展会，取得圆满成功。2018年第十四届马来西亚国际出口家具展吸引了12,087名贸易访客，其中包括了来自140个国家的7854位国际买家。即将于2019年3月9-12日于吉隆坡国际会展中心（KLCC）举办的第十五届马来西亚出口家具展览（EFE 2019），迄今已售出超过70%展位，成绩让人鼓舞。十余年来，马来西亚国际出口家具展不断提升作为国际家具行业理想商贸平台的地位。在展会上更获得积极与正面的反馈，证明了访客对EFE所呈现的优质展品及其整体展示体验的满意度，在行业的专业人士眼中更发挥着日益重要的作用。

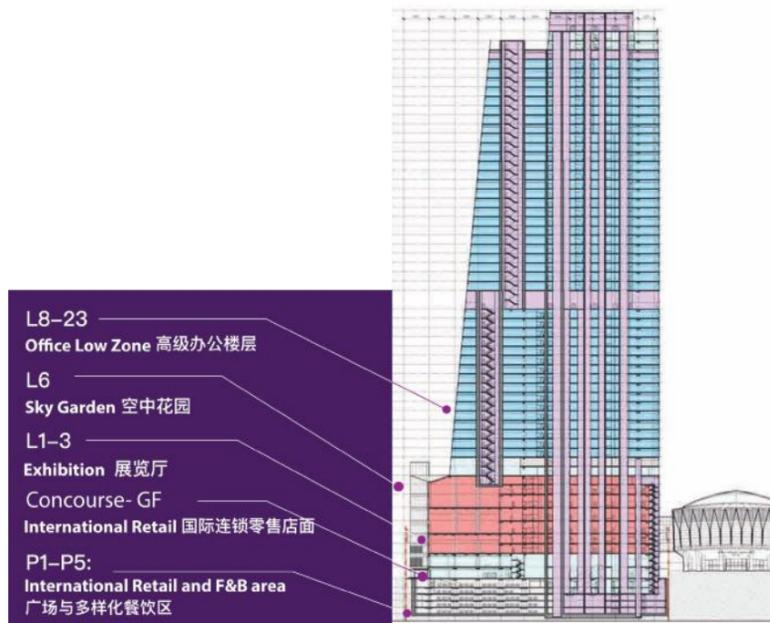
为了展望更大，更好，更强的愿景，为业界提供最好的服务，主办单位马来西亚出口家具展有限公司EFE Expo Sdn Bhd与吉隆坡国际会展中心Convex Malaysia Sdn Bhd签署了一份合作备忘录，在KLCC进行为期三年（2018-2020）的租赁。在过去的四年里，KLCC一直是EFE重要场所的合作伙伴也是EFE常驻之地。KLCC仍是马来西亚首选的国际展览中心之一，它不仅拥有世界一流的设施，专业的团队，同时坐落于吉隆坡市中心的综合区，毗邻双子塔。

吉隆坡会展中心的扩建工程将于2019年年中完成。该扩建项目将增设12,000平方米的灵活多用途空间。混合商业发展用途的新展馆将加强会展中心现有的世界级基础设施，增加吉隆坡作为首要商业活动目的地的声誉并有助于吸引更多贸易访客到访马来西亚国际出口家具展。

多年来，马来西亚国际出口家具展（EFE）已逐步稳健的扩大。EFE 2018占地8个大厅，总面积达32,000平方米的展览空间。而即将到来的EFE 2019将扩展至10个展厅，总面积高达35,000平方米的展览空间。KLCC在2020年完成扩建后，EFE2020将拥有吉隆坡会展中心全馆展览总面积的47,000平方米。

MFC在为行业服务的过程中提供了一个EFE贸易平台，鼓励业者以实惠的价格出口并增加我们国家的出口收入。出口家具展的主办单位将继续努力提供最高水平的活动策划服务，帮助发展家具行业，并与政府及其代理机构密切合作，进一步增加家具出口，将马来西亚推向成未来五大家具出口国家之一。马来西亚家具总会（MFC）致力于为家具行业服务之余，也提供了一个国际贸易平台——马来西亚国际出口家具展（EFE），以鼓励业者以可实惠的价格进行出口并增加我国的出口收入。主办单位马来西亚国际出口家具展有限公司将继续努力，提供最高水准的活动策划服务以帮助家具行业并与政府及其他机构密切合作，进一步增加家具出口，希望将马来西亚家具出口推向世界第5强的家具出口国之一。

2020年马来西亚国际出口家具展将计划于2020年3月9日至12日在吉隆坡会展中心继续引爆。我们期待着您的光临。



Kuala Lumpur Convention Centre's expansion completing in mid-2019.  
吉隆坡国际会展中心扩建计划将在2019年中旬落成。



## DATO' LOW KIAN CHUAN IS NEW MTC CHAIRMAN

### 拿督卢成全受委马来西亚木材理事会主席

Dato' Low Kian Chuan has been appointed as the new Chairman of the Malaysian Timber Council (MTC), effective 27 July 2018, succeeding Dato' Gooi Hoe Hin.

Dato' Low, 58, who holds a Bachelor of Economics and an Advanced Diploma in Business Administration from the Wilfrid Laurier University, Canada, started his career in the timber industry by working at his father's sawmill in Terengganu shortly after graduating from the university in 1984. He is currently the Executive Chairman of Low Fatt Wood Group of Companies, a full-fledged integrated wood-based processing and manufacturing organisation.

Known for his sense of fairness and approachability, Dato' Low has a long history with the timber industry which revolves around his involvement in the Timber Trade Federation Malaysia (TTFM). Established in 1957, TTFM was one of the pioneer organisations that consolidated and brought together those in the timber sector, especially the sawmillers. It was also one of the key associations that was instrumental in the formation of MTC. In 2000, TTFM was renamed the Malaysian Wood Industries Association (MWIA) as proposed by Dato' Low himself.

Dato' Low, representing Terengganu Wood Industries Association (TWIA), joined TTFM as a committee member before becoming its treasurer and later, as president of MWIA from 2005-2017. He retired as president last year and is now the Adviser of MWIA. He was also a Trustee on MTC's Board and president of the Malaysian Timber Association (MTA) from 2015-2017. MTA is a timber organisation which represents all the timber industry associations in Malaysia, including those in Sabah and Sarawak.

Among his notable achievements was mooted the idea of producing premium grade laminated scantlings or lamscants. Dato' Low initiated the R&D to produce high grade lamscants for niche markets, which resulted in the registered trademark called Lamtec Malaysia, a label for premium wooden laminated scantlings in 2004.

"To strive in the timber industry, we must understand that innovation exists at the very edges of our expertise and the information that we have yet to discover," said Dato' Low, who believes that technological advancements are some of the key pointers that help the industry sustain itself under challenging trading environments.

Besides the timber industry, Dato' Low also serves as Secretary-General of the Associated Chinese Chamber of Commerce and Industry of Malaysia (since 2012), Treasurer General of the National Chamber of Commerce and Industry of Malaysia (since 2016) and a board member of several government and corporate bodies. He is also an independent non-executive director of the Bank of China.

Dato' Low's vast exposure and experience in the timber industry and other sectors will further elevate MTC as an organisation that advances the collective interest of its stakeholders. His enthusiasm and keen sense of commitment will undoubtedly enable him to steer MTC to greater heights.

In accepting his appointment, Dato' Low said: "I look forward to working closely with all my industry colleagues in this new position."

拿督卢成全于2018年7月27日接替拿督魏和兴，正式受委为马来西亚木材理事会 (Malaysian Timber Council, MTC) 主席。

现年58岁的拿督卢成全于1984年毕业于加拿大伟佛罗利亚大学经济系，兼修商业行政高级文凭。学成归国后，他进入其父亲位于登嘉楼的锯木厂，开启其木业生涯。目前，他已是一个以木材加工和制造为主的卢发木材集团的执行主席。

卢成全投身木业已久，在行内因公平合理和平易待人而备受推崇。他早期加入于1957年成立的马来西亚木商公会 (TTFM)。该公会是巩固和汇集木业人士的先驱组织之一，会员多以板厂业者为主，其也是促成马来西亚木材理事会成立的重要推手之一。在卢成全的提议下，马来西亚木商公会于2000年易名为马来西亚木材工业总会 (MWIA)。

卢成全曾代表登嘉楼板厂公会 (TSA) 出任马来西亚木商公会的董事成员，并被推选为该公会的财政，更于2005年至2017年间连续获选出任该会会长。他在去年卸任后仍受委为该公会的顾问。卢成全曾于2002年至2015年出任马来西亚木材理事会的信托董事。之后，他于2015年至2017年担任马来西亚木材公会 (MTA) 的总会长一职，成为全马各大木材组织联合代表团体的发言人。

卢成全成就辉煌，曾提出生产优质集成材 (Lamscant) 的想法，并领导特别开发小组研发集成材产品，最终在2004年创立了马来西亚高级集成材自有品牌Lamtec Malaysia，作为高端木制集成材的标签，成功推入欧洲市场。

除了木业团体，卢成全也曾受委担任许多政府机构的董事职位，其中包括马来西亚中小企业机构、人力资源发展机构以及马新商业理事会。在商团组织方面，卢成全自2012年受委马来西亚中华总商会 (ACCCIM) 总秘书；同时也自2016年获委为

马来西亚全国总商会 (NCCIM) 总财政。此外，他还获得中国银行委任为马来西亚中国银行独立董事。

卢成全在木材领域和社团组织多年的见识与经验，以及对发展大马木业的热诚，将能更好带领马来西亚木材理事会，迈向全体木业的另一个高峰。

卢成全表示，木材业者须发挥专业优势和创意，开发潜在市场以及导入先进的生产工艺，以在这具挑战性的贸易环境下，提高竞争能力。他将在未来与业者们互相配合，共同推动木业的持续发展。

## MTC PROMOTES RICHARD YU TO CEO

### 俞端庄先生受委马来西亚木材理事会首席执行官

MTC has announced the appointment of Mr. Richard Yu as the CEO of MTC effective 13 March 2018.

Mr. Yu's appointment had been unanimously decided by the MTC Board of Trustees.

Mr. Yu joined MTC, a council under the Ministry of Primary Industries, as its Deputy CEO in January 2016. He was appointed as Acting CEO in November 2017, succeeding Datuk Dr Abdul Rahim Nik whose term as CEO ended then.

Mr. Yu has spent a good part of his working life providing strategic direction and thought leadership to numerous highly reputable organisations in the country and overseas.

Prior to joining MTC, Mr. Yu held various high level management positions in Asian Institute of Finance (AIF), Mercer Malaysia (Marsh & McLennan Companies), Multimedia Development Corporation, Thames Water PLC, PricewaterhouseCoopers and Arab-Malaysian Group.

During his stint of over 27 years with these corporations, he has led, managed and provided strategic and innovative solutions covering corporate finance strategy and human capital.

The industries he covered included, inter alia, financial, banking, utilities, oil and gas, healthcare, technology and consumer goods.



马来西亚木材理事会 (MTC) 于2018年3月13日正式宣布委任俞端庄先生为马来西亚木材理事会首席执行官。

董事会一致决定推选俞端庄先生为马来西亚木材理事会的首席执行官 (CEO)。

俞端庄先生于2016年1月加入隶属种植与原产业部的马来西亚木材理事会，时任署理首席执行官，并在2017年11月，前首席执行官拿督阿都拉欣博士的任期结束后，暂代首席执行官一职。

俞端庄先生曾在国内外很多著名机构任职，并提供策略方针和思维领导。

加入马来西亚木材理事会之前，他曾担任亚洲金融学院、美世咨询公司 (美国威达信集团公司)、多媒体发展机构、泰晤士水务公司、普华永道和阿马集团的高级管理职位。

在这些集团任职超过27年内，他带领该集团领导、管理以及提供相关企业财务与人力资本的策略和创新解决方案。

他曾投身多个领域，其中包括金融业、银行、公用事业、石油与天然气、医疗保健、科技以及消费品。



# MALAYSIAN TIMBER CONFERENCE 2018

*Towards A Better Tomorrow*

## 18 October 2018

Le Meridien Hotel, Kuala Lumpur Sentral

Come and join us, as our panel of speakers give you insightful takeaways on the timber industry's changing landscape

### PROGRAMME

- 8.30am Registration / Refreshments
- 9.30am Welcoming Remarks by YBhg. Dato' Low Kian Chuan, Chairman of MTC
- 9.40am Opening Speech by YB Puan Teresa Kok, Minister of Primary Industries
- 10.00am Nine speakers comprising industry practitioners and experts from across the globe including Switzerland, Italy, US and Malaysia will be presenting their papers
- 4.00pm Q & A Session
- 5.00pm End of Conference

Programme Highlight: An expert from the Centre for Industrial Studies (CSIL) will be sharing her views in her presentation entitled "World Furniture Outlook: Future Perspectives & Opportunities".



|  |        |
|--|--------|
| Members of Malaysian Timber Trade Associations | RM150  |
| Non-members & others                           | RM200  |
| Students                                       | RM50   |
| International participants                     | USD300 |

For enquiries, email us at [timberconference@mtc.com.my](mailto:timberconference@mtc.com.my)



**MALAYSIAN TIMBER COUNCIL**

**MTC HEADQUARTERS**  
T +60 3 9281 1999  
E [council@mtc.com.my](mailto:council@mtc.com.my)

**MTC LONDON**  
T +44 207 222 8188  
E [mtclondon@mtc.com.my](mailto:mtclondon@mtc.com.my)

**MTC GUANGZHOU**  
T +86 20 3877 3019  
E [mtcchina@mtc.com.my](mailto:mtcchina@mtc.com.my)

**MTC DUBAI**  
T +971 4 4279 823  
E [mtcdubai@mtc.com.my](mailto:mtcdubai@mtc.com.my)

**MTC BENGALURU**  
T +91 80 4853 8888  
E [mtcindia@mtc.com.my](mailto:mtcindia@mtc.com.my)



[www.mtc.com.my](http://www.mtc.com.my)





**Mr. XU Xiangnan**

*Chairman of Council of Asia Furniture Associations (CAFA)*

*President of China National Furniture Association (CNFA)*

徐祥楠

亚洲家具联合会会长，中国家具协会理事长

According to the latest report of CSIL, China is the number one furniture manufacturer country in the world, accounting for 39% of total global furniture production. China has also taken over United States of America, Germany, India, Italy and Poland etc to become the top furniture exporter in the world.

根据CSIL最新报告显示，中国是全球第一家具生产国，占世界家具生产值的39%，领先于美国、德国、印度、意大利和波兰等其他主要生产国，同时也是全球第一家具出口国。

## 1 Compared to other major furniture production country, what is the competitive edge of the Chinese furniture industry?

与其他主要家具生产国相比，中国家具业具备什么优势？

Mr. XU Xiangnan: Since after the reform and opening up, the furniture industry in China has gone through 30 years of development and has successfully developed a few important furniture production areas such as Pearl River Delta, Yangtze River Delta, Beijing-Tianjing-Hebei, Dongbei, Szechuan. At the same time, there are about 50 furniture industrial clusters scattered in the whole country that can provide convenience base for the drastic growth of furniture industry in China. In the recent 10 years, as industrialization migrates from east coastal area to middle and west, the development of furniture industry in China has been improved overall.

徐祥楠：改革开放以来，中国家具业经过30年的发展，形成了珠三角、长三角、京津冀、东北、四川等几个重要产区，具备深厚的产业基础。同时，遍布全国的50个家具产业集群，为中国家具业的快速发展提供了便利条件。近十年来，随着东部沿海地区向中西部地区进行产业转移，中国家具业整体发展水平得到了全面提升。

## 2 Which are the countries that China export its furniture to? What is the other potential market?

中国家具主要出口至哪些国家？有哪些潜在市场？

Mr. XU Xiangnan: Base on the export recorded in 2017, the top 10 export markets for China furniture industry are United States of America, Japan, United

Kingdom, Australia, Germany, Hong Kong China, Korea, Canada, France and Singapore. Compared to the 3 main traditional markets- which are United States of America, Japan and Europe Union, the ASEAN market and BRIC countries- Brazil, Russia and India are potential markets for China furniture export. In 2017, export to the BRIC countries exceeded 12%, and the momentum remains strong. As the development continues to thrive along with "the Belt and Road Initiatives" strategy, there will be opportunities created when China develops in these respective countries.

徐祥楠：从2017年出口的情况来看，中国家具出口的前十大市场是美国、日本、英国、澳大利亚、德国、中国香港、韩国、加拿大、法国和新加坡。相对于美国、日本和欧盟这三大传统市场，东盟十国及金砖国家（除中国外其他四国）是中国家具出口的潜在市场。特别是金砖四国，2017年，中国对其出口增幅超过12%，很有发展潜力。随着“一带一路”的持续建设，中国对沿线国家市场的发展也将迎来机遇。

## 3 What are the current challenges faced by furniture industry in China? How can the challenges be handled?

中国的家具业目前面临哪些挑战？如何应对这些挑战？

Mr. XU Xiangnan: China economic growth is now moving into the new normal. It is not the critical timing for furniture industry to transform and upgrade. As the threshold for international trading is elevated, global market becomes more competitive. Inflation in cost of raw materials, human resources, logistic and

environmental care has worsened the situation. The furniture industry in China is proactively realigning its development strategies such as improving design quality, strengthening product innovation, implementing standard in infrastructure, improving product quality, incorporating green concept, improving production technology, applying new furniture materials, upgrading production technique, establishing online and offline channels of sales, fulfilling consumer need, expediting Intelligent manufacturing, promoting the combination of industrialization and information technology etc. We need the multiple-dimensional approach to trigger another revolution in furniture industry in China.

徐祥楠：目前，中国经济发展进入新常态，家具行业也处于转型升级的关键时期。面对国际贸易壁垒增高，国际竞争更加激烈，原材料、人力、物流、环保等成本上升的严峻形势，中国家具业正在积极调整发展策略。通过大力提升设计水平，加强产品研发；积极推动标准化建设，提高产品质量；践行绿色环保理念，提升生产工艺；应用新型家具材料，改进生产技术；拓展线上线下渠道，更好满足消费需求；加快发展智能制造，促进工业化与信息化的融合。多种方式共同努力，推动中国家具业的进一步转型。

## 4 Can you comment about the prospect for the collaboration between China and Malaysia in furniture industry?

请您谈谈中国与马来西亚家具业的合作前景？

Mr. XU Xiangnan: China and Malaysia are trade partner. In 2017, China has exported furniture at value about USD1.051 billion to Malaysia and imported from

# Introduction of China National Furniture Association (CNFA)



## 中国家具协会 中国家具协会简介

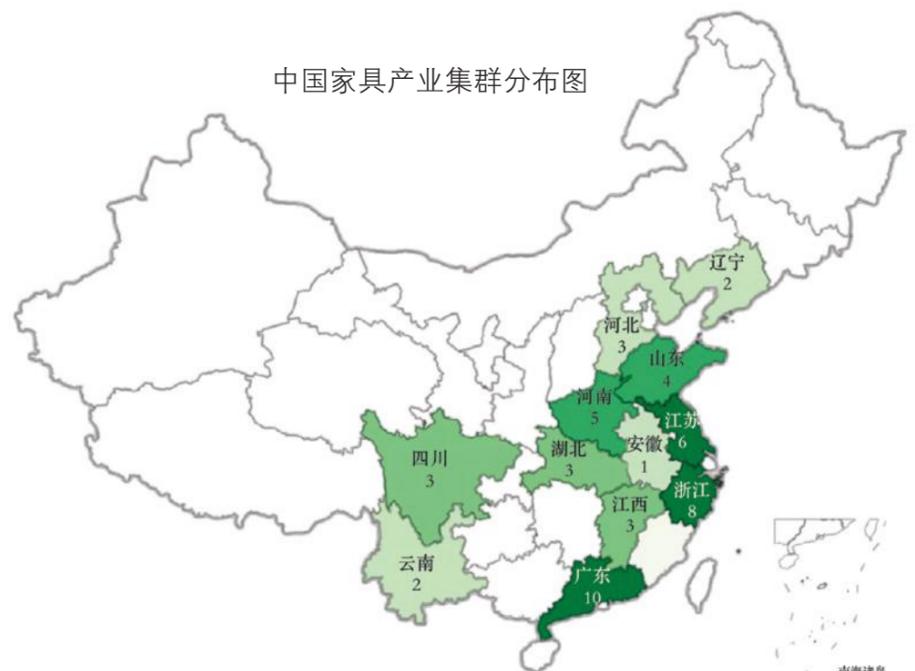
China National Furniture Association was established in 1988. It is a national organization by the Chinese furniture industry and related industries of production, management, research, teaching and other enterprises, as well as social groups and individuals voluntarily formed. CNFA has 7500 member companies currently.

The main work of CNFA include organize the China International Furniture Expo (Furniture China), promote the development of industrial clusters, develop information work, industry training organizations, promote the furniture design, participation in standards revision and setting work, and in the work of the ISO/TC136 and the ISO/TC480, promote communication and cooperation between China and the global furniture industry and so on. CNFA was elected Chairman Membership of the Council of Asia Furniture Associations (CAFA) since December 5th, 2014.

中国家具协会成立于1988年,是由中国家具行业及相关行业的生产、经营、科研、教学等企事业单位以及社会团体和个人自愿组成的全国性行业组织。协会目前有会员企业7500家。

中国家具协会的主要工作是主办中国国际家具展览会、促进产业集群发展、开展信息工作、组织行业培训、推动家具设计、参与家具标准制定工作,并参与国际家具标准化委员会(ISO/TC136)和全国家具标准化委员会(ISO/TC480)工作、促进中国与全球家具产业的交流与合作等。自2014年12月起,中国家具协会为亚洲家具联合会会长单位。

中国家具产业集群分布图



Malaysia at value about USD53.84 million. Both parties have built a strong base for trading collaboration. At the same time, Malaysia has responded and participated positively to the "the Belt and Road Initiatives" initiative, and the collaboration with China in various sector is getting more intense since last 5 years. As the consumerism structure in China is now upgraded, and with a greater collaboration between the two countries, the prospect of collaboration in furniture industry will be very huge.

徐祥楠：中马互为贸易合作伙伴，2017年中国家具向马来西亚出口10.51亿美元，从马来西亚进口5383.8万美元，双方在贸易合作方面具有很好的基础。同时，马来西亚作为“一带一路”倡议的积极响应者，近五年来与中国在各领域的合作不断加深。随着中国消费结构的升级，以及中马两国产能合作的推进，中马家具业的合作前景非常广阔。

## 5 How can the bilateral collaboration between Malaysia and China be implemented in the furniture industry?

马中家具领域的双边合作应以什么方式进行？

Mr. XU Xiangnan: Furniture businesses in Malaysia are mainly operating by Malaysians Chinese, which naturally giving convenience to the collaborations between furniture players from China and Malaysia. This bilateral collaboration should focus on the exhibition trades and technical exchanges. At the same time, the OEM collaboration based on their respective needs will bring mutual benefits to both parties. CNFA and MFC are the members of CAFA, which enable them to organize exchange activities through the platform of CAFA in order to explore the potential of collaboration between two associations. As the chairman of CAFA, I am willing to provide exchange opportunities for players from China and Malaysia to facilitate faster growth of furniture trades between the two countries.

徐祥楠：马来西亚的家具企业大部分由华人经营，这使得中马两国家具合作具有天然的便捷性。双边的合作应着重于展览贸易和技术交流，根据各自需求，开展OEM合作也可以为双方带来效益。中国家具协会与马来西亚家具总会同为亚洲家具联合会（CAFA）成员，双方可借助CAFA平台组织交流活动，共同挖掘双方的合作潜力。作为亚洲家具联合会会长，我也非常愿意为中马企业提供交流机会，促进中马家具贸易额实现更快的增长。

## 6 What do you think about the future trend of furniture industry in China?

您认为未来中国家具业将呈现怎样的趋势？

Mr. XU Xiangnan: At present, the economic globalization has broken down the walls of this industry, all furniture businesses are no longer individual entity, but they are inter-related to each other, and involved in the development together. As China market continues to loosen its policy for a more liberalized business environment, the China furniture industry will gradually gain a higher positioning in the entire global value chain. From the perspective of China furniture industry, economy in China has been transformed from rapid quantitative growth into sustainable qualitative growth. Innovation driven, intelligent transformation, strengthening the foundation, green development etc are the directions for all industries. These will ensure a stable and healthy economic growth.

徐祥楠：当前，经济全球化令全球各国家具业的发展不再是独立的个体，而是彼此交融，共同发展。随着中国对外开放水平的进一步提升，中国家具行业在全球价值链中的位置也将逐渐攀升。从中国家具业本身来说，在中国经济由高速增长转向高质量发展的阶段，创新驱动、智能转型、强化基础、绿色发展将是行业努力的方向，也将推动行业继续保持稳定健康的发展趋势。



Courtesy visit by Mr Chua Chun Chai to Mr XU Xiangnan.

(left: Hup Chong Furniture S/B Export Manager Joyce Tee, MFC committee Mr Daniel Hu, MFC President Mr Chua Chun Chai, CNFA President Mr XU Xiangnan, China Tianjin Furniture Trade Association President Mdm Gao Xiu Zhi, CNFA Vice sec general Ms Linda Tu, MFC COO Mr Daniel Ho)

徐祥楠理事长会见马来西亚家具总会会长蔡春才。

（左起合众企业经理郑佩蓉，大马家具总会理事胡天顺，总会长蔡春才，中国家具协会理事长徐祥楠，天津市家具行业协会会长高秀芝，中国家具协会副秘书长屠祺，大马家具总会营运总监何志光）

## 中国家具产业集群分布表

| 序号 | 名称                | 所在地              |
|----|-------------------|------------------|
| 1  | 中国红木家具生产专业镇       | 广东省中山市大涌镇        |
| 2  | 中国椅业之乡            | 浙江省湖州市安吉县        |
| 3  | 中国家具商贸之都          | 广东省佛山市顺德区乐从镇     |
| 4  | 中国实木家具之乡          | 山东省德州市宁津县        |
| 5  | 中国家具出口第一镇         | 广东省东莞市大岭山镇       |
| 6  | 中国西部家具商贸之都        | 四川省成都市武侯区        |
| 7  | 中国家具制造重镇、中国家具材料之都 | 广东省佛山市顺德区龙江镇     |
| 8  | 中国金属玻璃家具产业基地      | 河北省廊坊市胜芳镇        |
| 9  | 中国实木家具产业基地        | 辽宁省大连市庄河市        |
| 10 | 中国北方家具商贸之都        | 河北省廊坊市香河县        |
| 11 | 中国欧式古典家具生产基地      | 浙江省台州市玉环县        |
| 12 | 中国传统家具专业镇         | 广东省台山市大江镇        |
| 13 | 中国古典家具名镇          | 广东省中山市三乡镇        |
| 14 | 中国东部家具商贸之都        | 江苏省苏州市相城区（蠡口）    |
| 15 | 中国民族木雕家具产业基地      | 云南省大理白族自治州剑川县    |
| 16 | 中国板式家具产业基地        | 四川省成都市崇州市        |
| 17 | 中国出口沙发产业基地        | 浙江省嘉兴市海宁市        |
| 18 | 中国中部家具产业基地        | 江西省赣州市南康市        |
| 19 | 中国古典家具文化产业基地      | 山东省滨州市阳信县        |
| 20 | 中国北方家具出口产业基地      | 山东省青岛市胶州市胶西镇     |
| 21 | 中国华中家具产业园         | 湖北省潜江市           |
| 22 | 中国家具彰武新兴产业园区      | 辽宁省阜新市彰武县        |
| 23 | 中国办公家具产业基地        | 浙江省杭州市           |
| 24 | 中国金属家具产业基地        | 江西省宜春市樟树市        |
| 25 | 中国浴柜之乡            | 浙江省杭州市瓜沥镇        |
| 26 | 中国苏作红木家具名镇—海虞     | 江苏省常熟市海虞镇        |
| 27 | 中国苏作红木家具名镇—碧溪     | 江苏省常熟市碧溪街道       |
| 28 | 中国家具红安新兴产业园       | 湖北省黄冈市红安县        |
| 29 | 中国西南家具产业基地        | 四川省成都市新都区        |
| 30 | 中国（瑞丽）红木家具产业基地    | 云南省德宏傣族景颇族自治州瑞丽市 |
| 31 | 中国仙作红木家具产业基地      | 福建省莆田市仙游县        |
| 32 | 中国红木（雕刻）家具之都      | 浙江省金华市东阳市        |
| 33 | 中国东部家具产业基地        | 江苏省南通市海安县        |
| 34 | 中国中原家具产业园         | 河南省新乡市原阳县        |
| 35 | 中国京作古典家具产业基地      | 河北省保定市涞水县        |
| 36 | 中国钢制家具基地          | 河南省洛阳市庞村镇        |
| 37 | 中国红木家具文化园         | 浙江省衢州市龙游县        |
| 38 | 中国家具电商产销第一镇       | 江苏省徐州市睢宁县沙集镇     |
| 39 | 中国长江经济带（湖北）家居产业园  | 湖北省荆州市监利县        |
| 40 | 中国校具生产基地          | 江西省抚州市南城         |
| 41 | 中国中部（清丰）家具产业基地    | 河南省濮阳市清丰县        |
| 42 | 中国软体家具产业基地        | 山东省淄博市周村区        |
| 43 | 中国(信阳)新兴家居产业基地    | 河南省信阳市羊山新区       |
| 44 | 中国中部（叶集）家居产业园     | 安徽省六安市叶集实验区      |
| 45 | 中国家具展览贸易之都        | 广东省东莞市厚街镇        |
| 46 | 中国华东实木家具总部基地      | 浙江省宁波市宁海县        |
| 47 | 中国广作红木特色小镇        | 广东省广州市石碁镇        |
| 48 | 中国兰考品牌家居产业基地      | 河南省开封市兰考县        |
| 49 | 中国办公家具重镇          | 广东省中山市东升镇        |
| 50 | 中国沙集电商家具产业园       | 江苏省徐州市睢宁县        |

# Interviewing Ms Candice Lim, the Executive Director of Deep Furniture Sdn Bhd

## Deep Furniture Sdn Bhd执行董事， 林丽兰女士专访

Malaysian Furniture News is delighted to have an opportunity to interview Ms Candice Lim, the Executive Director of Deep Furniture Sdn Bhd from Muar in this edition, about her experience leading the furniture industry to penetrate the China market. She has also commented about the local furniture trade platform – Export Furniture Exhibition (EFE) during the interview.

China is one of the largest markets in the world, and the most important trading partner for Malaysia. All companies are interested to venture into the Chinese market. Ms Candice expressed her views that China has unlimited potential that will continue to be expanded in near future. In addition, the purchasing power remains high among the Chinese buyers. Ms Candice managed to meet many Chinese buyers by chance during EFE expo, and subsequently harnessed the network to open the gateway towards penetrating the Chinese market.

### Product Distinctiveness Enhances The Brand Identity and Demand for China Market

Ms Candice told Malaysian Furniture News that at present, the China market favours products in full range series. Hence, series of furniture design introduced by Deep Furniture has perfectly matched their needs. Complete series of product is the fundamental of manufacturer to gain competitive advantage. This not just fulfil the preference of Chinese buyers, but also helps products to stand out in targeted market, enhances brand influence, and exhibits its value.

While comparing the different needs between the China market and other countries, she shared that China being one of the countries which produce furniture has a very high requirement for quality. Products must be unique to stand as one of the market players in China. Hence, producing innovative and unique product is a very effective way to uphold competitiveness. This can be achieved via collaboration among industry players to build brand and synergise unique product design from different company to create a brand-new furniture series, in order to penetrate China market.

### Quality Endorsement Increases Product Differentiation

“Furniture that exported from our country into China is considered imported goods to China buyers. All those buyers have high expectation of imported furniture. Therefore, apart from meeting the minimal quality requirement, the products need to be accredited with product certification, such as green product certification, toxic-free certification for paints and wooden materials etc. All these endorsements can enhance corporate image effectively, and allow consumers to identify the difference between local produce and imported goods, subsequently building their confidence towards our products.”

She admitted that it is not easy to go into China market. Not just because of the stringent quality expectation by China buyers, but they are more interested in getting whole series furniture. Of course, some of them may purchase occasional furniture, which are usually cheaper. As far as product price and measurement are concerned, she thought that the difference is not obvious comparing China market to other countries.

### EFE Organised to Create Opportunity to Local Companies

Export Malaysia Exhibition (EFE) is one of the most magnificent annual trade expos in South East Asia region. This event attracts many exhibitors, buyers and related market players from both local and abroad to explore business opportunity. Ms Candice said, EFE is an ideal trading platform for Malaysian exhibitors and market players. EFE is organised by Malaysian Furniture Council (MFC) to service this industry, but not to generate profit. In addition, MFC always maintains a tight bond with all furniture-related associations and manage to obtain the latest news and market trend through mutual proactive interaction.

On the other hand, MFC as an organisation which represents the industry, has been working closely with government agencies such as Malaysian Timber Council (MTC) and Malaysian Timber Industry Board (MTIB). They have given strong support to EFE, and also provide incentive to exhibitors, such as organising business matching, and sourcing and providing travel and accommodation arrangements to buyers. MTIB has been strongly supporting the promotion and improvement on design quality by local manufacturer via Professional Designers Programme (PDP). The board is accountable to promote local designer and furniture to groom more young talents. The furniture industry in our market needs to transform from OEM to ODM and OBM. Therefore, we need to realign the resources of Malaysia furniture design and designer to gradually launch Malaysian designer furniture brand. Also, MATRADE is promoting EFE to other countries. In a nutshell, this expo has



successfully harnessed the support and assistance from government to pull in relevant businesses, hence creating impact for exhibitors.

It is imperative to highlight about the location advantage for EFE that is at Kuala Lumpur Convention Centre (KLCC). Strategically situated at the central business district, surrounded by hotels and all kind of facilities, restaurants and entertainments are plenty as options, offering the best expo experience to buyers and exhibitors. Most of them opt to stay at hotels nearby the expo location for the best convenience. Everything is just a few steps away. They do not need to suffer with traffic in KL.

### Encourage Local Furniture Manufacturer to Evolve from Tradition; Innovate Furniture Design to Enhance Product Uniqueness

Ms Candice suggested, furniture manufacturers in Malaysia should focus in improving product design and differentiation. While maintaining product quality is important, designs cannot be similar, it has to be special, innovative and stand out. Otherwise, products are difficult to be outstanding in the market.

She also advised that furniture can be made using a variety of materials. Other materials or combination of different materials can be considered to create a product that is extra ordinary. In terms of product design, there will be no breakthrough if only depended on manufacturer. They can collaborate with designer to stimulate new ideas and present a novel design.

By observing the successful market players, we realise that they always put in a lot of effort in product development and innovation. That invites opportunities and helps them to move forward with brighter path. Looking at the fact that furniture production machines and technique are almost similar among the manufacturers, hence it is not difficult to keep product quality at par level. In conclusion, Madam Lim summarised that manufacturers can invest more resources in new design creation and materials application, tapping the advantage of various materials in South East Asia countries for cross-over application. This may turn out to be a new direction. If industry players do not enhance product design, we shall be losing our uniqueness and market competitiveness. Slowly, visitors to expo will be getting lesser.



马来西亚家具资讯很荣幸在本期会讯访问麻坡Deep Furniture Sdn Bhd的执行董事，林丽兰女士，与大家分享她带领家具业打入中国市场的经验谈，同时也透露了她对本地业者的展会-马来西亚国际出口家具展（EFE）的看法。

中国是世界主要的经济体之一，亦是我国的最大贸易伙伴，大家都对进入中国市场跃跃欲试。林丽兰女士对此表达了她对中国市场的见解，她认为这是一个潜能无限的市场，在不久的将来还会不断扩大，而且中国买家的消费能力偏高。在机缘巧合下，林女士在EFE展会上结识到很多中国买家，从而打开了进军中国市场的机会大门。

#### 产品特色助推品牌，打开中国销路

林女士表示，目前中国市场趋向于整个系列的产品，而Deep Furniture 所推出的系列家具设计正符合他们的要求。完整的产品系列让生产商在整体上获得竞争优势，这不只迎合了中国买家对整个系列产品的偏好，也让产品在目标市场更有吸引力并且有助于扩大品牌影响力，显示其价值所在。

而在比较中国市场和其他国家买家对于产品的不同需求时，她分享说，身为家具生产国之一的中国对进口家具的品质要求很高，同时，产品必须很有特色才能在中国市场上占一席之地。而推出创新和有特色的产品，是一个非常有效的竞争途径。这可以通过业者之间的合作创立品牌，结合各企业的独特产品设计形成一个家具系列，共同打入中国市场。

#### 质量认证提高产品差异性

“我国的家具出口至中国，对中国买家来说就是进口货。这些买家对进口家具有一定的需求，我们要确保产品质量达标之余，也必须具备各式各样的产品认证，包括绿色环保、油漆和木材原料等无毒无害的认证。这些认证能有效提高企业形象，让消费者轻易区分中国自家产品和马来西亚进口的家具，并增强他们对我们产品的信心。”

她坦言，业者要打入中国的市场并不容易，不但因为中国买家对产品的要求相当高，而且他们多数对购买整个

系列的家具较有兴趣。当然，也有少数买家会购买不成系列的单品，但都属于较平价的产品。在产品的价格和尺寸方面，她认为中国市场的要求和其他国家相比之下，差异并不大。

#### 总会主办的EFE为本地业者开拓商机

马来西亚国际出口家具展（EFE）是东南亚地区最盛大的年度贸易展会之一，每年吸引许多来自国内外的参展商、买家和业界人士到访洽商。林女士表示，EFE对马来西亚参展商和业者来说是一个很好的贸易平台。首先，EFE是由家具总会（MFC）主办的展会，宗旨是为了服务行业，不是志在赚钱。再来，总会与各国的家具代表协会都保持紧密联系，通过双方积极交流，可获取行业的最新资讯和市场的趋势变化。

另外，总会作为一个业者的公会，与官方部门如马来西亚木材理事会（MTC）和马来西亚木材工业局（MTIB）的合作密切。他们不但大力支持EFE的活动，也为展商提供资助，例如举办商业配对以及提供买家优惠旅游配套和住宿配套。而且MTIB一直大力支持推广及提升厂商的设计水平，特别是木材工业局所带动的专业设计师项目（Professional Designers Programme, PDP）中，该局应推广本地设计师及家具，培育更多年轻设计师。我国家具业须从现有的原始设备制造商（OEM）转型至原始设计制造商（ODM）和最终的原始品牌制造商（OBM）。所以必须整合马来西亚家具生产的设计与设计师资源并逐步在国际上推出马来西亚家具的设计品牌。同时，马来西亚对外贸易发展机构（MATRADE）也为EFE在全球做宣传。简单来说，展会获得政府的支持和协助招商，实在让展商事半功倍。

接下来，不得不提EFE展会的地点优势-吉隆坡会展中心（KLCC）。位于吉隆坡市中心的理想位置，周围酒店林立，设施一应俱全，餐厅和娱乐消费的地方也多不胜数，为买家和参展商提供便利。因此，他们大多都选择下榻在展馆附近的酒店，不管是参观展会还是到餐厅用餐或购物娱乐，只需步行就能到达，免受塞车之苦。

#### 鼓励本地家具生产商打破传统，创新设计增添产品特色

林女士建议，马来西亚的家具生产商应该着重于提升产品的设计和差异性。在保持产品品质之余，设计也不能千篇一律，必须确保产品设计有特色及创新，否则很难在市场上脱颖而出。

另外，她也提及，家具生产不一定要使用单一材料，也可考虑使用其他不同的材料或混合材料，才能创造出与众不同的产品。若在产品方面，仅依靠生产商本身难以获得突破，可向外寻找国内或国外的设计师合作，才能创造不同的火花，带出新颖的设计。

借鉴行内的成功业者，他们都一直不断地在产品开发创新上努力，才迎来了发展契机，拥抱更美好明天。眼看时下生产家具的机械设备和技术大同小异，想要产品达到一定的品质水准已不是难题。因此，林女士总结，生产商可以在创新设计和材料应用这部分下功夫，利用东南亚国家在各种材料方面的优势，进行混搭应用，这也不失为一个新方向。如果业者没有加强产品的设计，我国的家具将失去特色和市场竞争力，渐渐地，到访展会的买家人数将会越来越少。



# WORKFORCE NEEDS OF THE FURNITURE INDUSTRY: CHALLENGING THE MYTHS AND FACING THE REALITY!

## 家具业的劳力需求： 挑战行业迷思，正视现实情况！

**Professor Dr. Jegatheswaran Ratnasingam\***

*Faculty of Forestry, Universiti Putra Malaysia.*

杰嘉德斯瓦兰博士教授

任职于马来西亚博特拉大学森林学院

The furniture sector in Malaysia has produced a sterling performance in 2017, generating export revenue in excess of RM 10.1 billion, while providing employment to almost 92,000 people. Against this background, there is almost no truth in the argument that this is a sunset industry, as the furniture industry has continued to register higher growth annually despite facing challenges with sustainable raw materials supply and also shortage of workforce.

**However, the warranted question is about the quality of the growth and if the growth rate is sustainable?**

From a study undertaken by the International Furniture Research Group (IFRG) in collaboration with the Faculty of Forestry at Universiti Putra Malaysia in 2016, it was established that almost 69% of the workforce in the furniture industry are of foreign-contract workers, from countries such as Bangladesh, Myanmar, Nepal and Pakistan. By virtue of the fact that these countries are not major furniture producing nations, it may be safely assumed that these workers have almost no prior experience or exposure to the woodworking industry. In order to train a single worker with the basic woodworking skills to ensure that he is able to operate a single machine productively will take up to 14 days, which in turn will cost the furniture factory RM 900 in training and supervision cost. These workers, in turn will take up to a minimum of 6 months to achieve the optimal skills level, before they can be allowed to operate the machine independently. In essence, the shortest learning curve for a foreign worker is approximately 7 months, and if the worker is hired on a two-year contract, the benefits to be gained is indeed reduced, unless a long-term employment contract of at least five-years is worked out. Further, with the labor productivity in the furniture industry being at RM 63,000 per worker per year, compared to the average labor productivity of the overall manufacturing sector in the country standing at RM 108,000 per worker per year, the real benefit of employing foreign contract workers in the furniture industry is minimal.

**So, why do furniture manufacturers want to continue hiring foreign contract workers?**

The local workforce is not particularly excited about the employment opportunities in the furniture sector. Although the associated 3D-syndrome (i.e. dirty, dangerous and demeaning) appear to deter young people from entering the industry, the reality is there are many choices available to the local workers, where some of them, offer better working conditions and better salaries, especially in the electrical and electronic (E&E) sectors. On the other hand, the steady flow of graduates from Diploma and Degree program in Wood Technology and its related courses from institutes of higher learning such as Universiti Putra Malaysia (UPM), Universiti Malaysia Kelantan (UMK), Universiti Malaysia Sarawak (UNIMAS), Universiti Tun Hussein Onn Malaysia (UTHM) and polytechnics such as Politeknik Sultan Salahuddin Abdul Aziz Shah (PSSAAS), are really not being employed in the industry due to a skills-mismatch and unrealistic expected remunerations. A tracer study conducted by the Faculty of Forestry at UPM in collaboration with MFC in 2015/2016, found that employment of Wood Technology graduates were relatively low in the furniture industry in Malaysia, making up less than 5% of the middle-management and upper middle-management positions in the mills. The main reasons for this trend was identified to be: (1) lack of practical skills, (2) too much focus on theory, (3) poor analytical and communication skills, (4) skills-mismatch, (5) insufficient exposure to industry environment, and (6) lack of interest, attention and not disciplined.

Against this background, furniture manufacturers have resorted to employing foreign workers, who despite the associated problems, are much required in order to keep the factories operating. In fact, for the current level of technologies used in the furniture industry, which is predominantly 1st and 2nd generation processing technologies, the desirable workforce must be skilled and hands-on in nature, rather than theoretical in nature. In fact, the workers with Diploma qualifications appear to be more marketable than those with Degree qualification, as the furniture industry has much more employment opportunities at the middle management levels, usually bridging the workers on the shop-floor and the management. In this context, there may be a need to relook at the training programs offered at the skills development centers such as WISDEC, FITEC and V-TAR College, to ensure its continued relevance to the industry's workforce requirements.

Having been in the industry for almost 15 years and having been in academia for more than a decade, I realize that it is the quality of the human capital that will ensure the future growth of the furniture industry. I have come to accept this as the criterion of utmost importance, based on my years of teaching experience in Germany, United Kingdom, France and South Africa. Unless, there is a constant pool of young, enthusiastic and motivated apprentices, the human capital needs of the industry may always remain a challenge, as the industry is one that is operating in a cost-sensitive mode, especially with its focus of contract-manufacturing or original equipment manufacturing (OEM) strategy.



As one furniture manufacturer put it to me nicely.....

***"I need workers who can do the job, which is about planning, executing and correcting the tasks to ensure the highest quality at minimal cost. Unfortunately, I usually get workers who are well grounded in theory, and lack the necessary practical and hands-on skill to do the job immediately!"***

As it stands, the Malaysian furniture industry is labor-intensive and its desire to shift towards mechanization and automation is limited, except in areas where consistent quality is highly desirous especially in the surface coating or painting areas. As a result, work-flow, data acquisition and process optimization is often stifled on the shop-floor, resulting in inefficiency and loss of productivity. It is also of no surprise that much of the technical know-how is within the realms of a few highly skilled workers, who have been in employment with the respective companies for quite some time. This in turn, limits the upscaling of skills among the production workers, as they are only taught and exposed to know-how on a need-to-know basis by these skilled workers. In order for the local workforce, be it the young graduates or school-leavers, to enter into employment in the furniture industry, there is a need for an accommodating mind-set, from both potential employers and employees. The learning-curve will be long, but with motivation and desire, both parties will benefit through a transformed furniture industry, that has steady skilled and knowledgeable workforce that is able to ensure that the furniture industry move along further the value-chain, producing more innovative and creative furniture products!

马来西亚家具业在2017年的表现卓越，不但出口收益超过马币101亿令吉，同时也为约92,000人提供了就业机会。尽管面对可持续性原料供应和劳工短缺的挑战，家具业每年的增长有增无减，这足以证明家具业并不是一个日落行业。

**然而，我们有必要探讨的一个问题是增长的质量，以及增长率的可持续性？**

根据一项由国际家具研究集团（IFRG）和马来西亚博特拉大学森林学院于2016年合作进行的研究显示，家具业近69%的劳力是来自国外的合同工，包括孟加拉、缅甸、尼泊尔和巴基斯坦。事实上，这些国家都不是主要的家具生产国，因此保守假设这些工人几乎没有任何相关的经验或接触过木工行业。为了训练一名工人的基本木工技能以确保他能有效地操作一台机械需时14天，而这将耗费工厂高达马币900令吉的培训和监督费用。接下来，这些工人需要至少6个月的时间来达到理想的技能水平，厂方才会允许他们独立操作机器。总结来说，一名外劳耗时约7个月才能让工作上手，若他们的雇用合同为期两年，那雇主未必能从中获益，除非该雇用期限被延长至5年或以上。此外，家具业达到每名员工每年马币63,000令吉的劳动生产率，相比我国整个生产业所达到的每名员工每年马币108,000令吉的平均劳动生产率，家具业雇用外劳能带来的真正效益实质上是微乎其微的。

**那么，为何家具生产商仍要继续雇用外劳？**

本地劳动力对于家具业所提供的就业机会兴趣缺缺，虽然3D岗位（即指肮脏、危险和低下的工作）被视为阻止年轻人投入行业的绊脚石，但实际情况是，本地工人的工作选择繁多，其中一些甚至提供更好的工作条件和待遇，尤其是电子行业。另外，木材工艺文凭和大学学位课程的毕业生，以及来自高等学府如博特拉大学、吉兰丹大学、砂劳越大学、敦胡先安大学和工艺学校如苏丹沙拉胡汀阿都阿兹沙工艺学院的相关课程毕业生源源不绝，却因技能失配和不切实际的预期薪资而未获受聘于行业。一项由博特拉大学和马来西亚家具总会合作进行的2015/2016毕业生流向调查结果显示，木材工艺课程毕业生在马来西亚家具业的就业率相对较低，占工厂内中层管理人员以及中高级管理人员职位的比例不超过5%。该趋势的主要导因

是：（1）缺乏实践技能，（2）过度专注于理论，（3）分析和沟通技巧逊色，（4）技能失配，（5）未充分接触工业环境，和（6）缺乏兴趣、关注以及不守纪律。

在这情形之下，家具生产商转而雇用外劳，即使连带诸多问题，但为了维持工厂的正常运作实在别无他法。实际上，家具业目前所沿用的技术水平，主要是第一代和第二代的加工技术，所以员工必须掌握技能和具备亲身实践条件，而非理论性质。因此，拥有文凭资格的员工反而比大学毕业生更加受落，这是因为家具业多数聘请中层管理人员，以通过他们建立一道联系工厂员工和管理层的桥梁。鉴于以上情况，我们有必要重新检讨技能发展中心如WISDEC、FITEC和拉曼技职学院所提供的培训课程，以确保其课程关联性与行业的劳动力需求持续匹配。

本人在这个行业历经15载光阴，同时也在学术界服务了十余年，深刻体会到人力资本的质量决定了家具业的未来发展，因而视之为最重要的标准，这多少也因为我过去在德国、英国、法国和南非的多年教学经验。基于我们是成本敏感型工业，尤其专注于合同制造或原始设备制造（OEM）策略，除非能确保不断有年轻、热情和积极的学徒加入，不然行业对人力资本的需求将永远都只是个挑战。

正如一位家具制造商对我所说……

**“我需要可以胜任策划、执行和纠正工作任务的员工，务求以最低成本达到最好质量。然而，我通常只遇到理论基础扎实，但缺乏必要实践技能的员工来即时完成工作！”**

马来西亚家具业目前是劳动密集型工业，除了一些对于质量稳定性有严格要求的区域，特别是表面涂层或涂装区域，该行业对转型至机械化和自动化的意愿其实很有限。因此，工作流程、数据采集和流程优化总是在工厂内停滞不前，造成低效率和生产力下降。对于大部分的专门技能只有少数熟练员工可以掌握，已经是司空见惯的情况，而他们已经在该公司工作了好一段岁月。反之，这无形中限制了生产工人的技能提升，因为这些熟练员工只会让他们接触或传授他们所需要知道的基本技能而已。为了让本地劳动力，无论是年轻毕业生还是离校生就业于家具业，潜在雇主和员工都必须要有个适应性思维。虽然这需要较长时间来适应和掌握新技能，但双方将会在动力和愿望驱使下，通过家具业的转型来达到双赢的局面。行业也会因此而吸纳拥有稳定技术和丰富知识的员工，以确保家具业在价值链上进一步推进，生产更多新颖、创新的家具产品！



The apprenticeship program held by industry and vocational school like VTAR Institute create opportunity for employment and career advancement to local young talents. 由行业和技职学校如拉曼技职学院开办的学徒培训计划为本地年轻人才提供就业和职业发展机会。



Apprentices are being grounded in the practical experience of undertaking a real job, supervising by the experienced skilled workers in factory.

工厂里经验丰富的熟练员工带领学徒们从实践中学习，加强他们的实际工作能力。

## Industrial Policies and the Manufacturing Sector in East Malaysia

### 东马的制造业和工业政策

The announcement by Sabah to restrict the export of logs temporarily to ensure sufficient supply to meet domestic needs of the downstream factories in the state signals the new government's shift in reviving the timber industry of Sabah- in line with the policy of the long-term Sabah timber industrialisation programme.

Whilst the ban of log export from Sabah may be temporary, this heralds a new beginning that the state government intends to help the local industry and to develop the downstream sectors.

Over in Sarawak, Chief Minister Datuk Patinggi Abang Johari Abang Openg had in July 2018 said the state government was aware of the danger of being too dependent on the export of raw material and that Sarawak aims to further diversify from commodities-based industries to manufacturing and adding value to raw materials.

With Sarawak's export of furniture currently accounting for less than 5% of total timber and timber products export or RM 47 million in 2017, in order to realise the Sarawak Timber Transformation Plan of RM 6 billion worth of furniture exports by 2030, Pusaka Timber Industries Sdn Bhd in August 2018 signed memorandums of understanding (MoUs) with counterparts in Vietnam to collaborate on furniture manufacturing.

MFC has also been willing and generous in sharing of knowledge, observations and opportunities for the future development of the furniture industry in Sarawak. In June 2018, Sarawak Timber Industry Development Corporation and its appointed consultant met and interviewed MFC Advisor Mr Sunny Ter Soon Peng as STIDC was conducting the Forestry and Timber Industry Masterplan study. One of the objectives of the study was to determine the direction of the forestry and timber industry in Sarawak for the next 20 years. In essence, this is a downstream masterplan in the making and with the right policies and interventions, Sarawak will be able to capitalise on its material supply to rise as a furniture powerhouse.

On top of generating jobs and propelling more economic activities, furniture fetches 6.5 times higher value-added compared to sawn timber. Therefore, sound industrial policies must be in place to ensure that the downstream manufacturing sector is able to thrive with stable inputs of material and labour, considering Sabah and Sarawak are resource rich states.



沙巴日前宣布暂时限制出口木桐，以确保供应充足，能够满足该州下游工厂的国内需求。这意味着新政府配合长期的沙巴木材工业化项目政策，转向重振沙巴木材业。

虽然禁止树桐从沙巴出口只是暂时性的，但却是州政府有意协助本地工业和发展下游领域的好预兆。

另一方面，砂劳越首席部长拿督阿邦佐哈里于2018年7月发表，州政府意识到过度依赖原材料出口是非常危险的，因此砂劳越意图让以商品为基础的工业多样化发展成制造业并且为原材料增值。

目前，砂劳越的家具出口还不到木材和木材产品出口总收入的5%，仅有马币4700万令吉。砂劳越木材转型计划放眼在2030年达到马币60亿令吉的家具出口额。为了达到该目标，Pusaka Timber Industries Sdn Bhd和越南业者于2018年8月签署合作备忘录，以合作生产家具。

总会一直以来非常乐意和慷慨分享知识、意见和机会，以协助砂劳越家具业的未来发展。砂劳越木材工业发展局偕同顾问于2018年6月到访，为他们正在进行的森林和木材工业整体计划研究，访问了总会顾问戴春平先生。该研究的宗旨之一是为了测定砂劳越的森林和木材工业在未来20年的方向。事实上，这是一项正在制定的下游整体计划，配合适当的政策和介入，砂劳越能够利用其材料供应，崛起成为家具业一大势力。

除了创造就业机会和促进更多经济活动，家具所带来的附加值比锯材高出了6.5倍。考虑到沙巴和砂劳越都是拥有丰富资源的州属，因此必须建立完善的工业政策，以确保材料和劳工的稳定供应，来推动下游制造业的蓬勃发展。

#### About the author.....

*Prof. Dr. Jegatheswaran Ratnasingam, is one of the leading furniture industry experts in the Asian region. With 30 years of experience in industry-academia, he has been on industrial development consultancy assignments in many countries of the world. He also presently holds Honorary Professorships of the Brunel University (UK) and University of Applied Sciences in Rosenheim, Germany for his immense contributions to the development of the global furniture industry. He is currently, the Professor of Furniture Manufacturing and Management at the Faculty of Forestry, Universiti Putra Malaysia. He is Advisor to the Malaysian Furniture Council.*

#### 关于作者……

杰嘉德斯瓦兰博士教授是亚洲地区数一数二的家具行业专家。拥有长达30年的行业和学术经验，他一直在世界各国从事工业发展咨询工作。他也获得英国布鲁内尔大学和德国罗森海姆应用技术大学所颁发的名誉教授学位，以表扬他为全球家具业发展作出的重大贡献。目前，他任职于马来西亚博特拉大学，是森林学院的家具制造与管理学系教授。同时他也是马来西亚家具总会的顾问。

# JFA and BPPFA Master Luban's Birthday and Charity Dinner 2018

## 柔佛州家具同业联合会与峇株吧辖家具同业公会主办 2018纪念鲁班先师诞辰晚宴【鲁班匠心精神陈贵材联友之夜】



BPPFA'S president, Dato' Chua Chee Hieng (front row fourth from right) presents a token of appreciation to the Guest-of-Honour, YB Gan Peck Cheng (front row fifth from right).  
峇株吧辖家具同业公会会长，拿督蔡志贤（右四）在晚宴上送赠纪念品予特别嘉宾，YB颜碧贞（右五）。

JFA celebrated Master Luban's birthday with a dinner on 28th July 2018 (Saturday). Hosted by BPPFA at the Batu Pahat Grand Sea View Restaurant, it was a glamorous night for a good cause. The 150-table banquet cum charity dinner also raised funds for education and charity.

Guest-of-Honour Penggaram Assemblyman cum Johor State Assembly Deputy Speaker YB Gan Peck Cheng graced the event. Also present were Johor Chief Minister's Special Officer for Chinese Affairs, Mr. George Poh Eng Guan; Malaysian Furniture Council's Deputy President, Mr. Andy Ng; MFC Vice President, Mr. Matthew Law Kian Siong; MFC Secretary General, Mr. Albert Khoo; Federation of Johor Furniture Manufacturers and Traders Association's Treasurer, Mr. Vincent Tan Mui Hwa; Johor Bahru Furniture Association's President, Mr. Goh Lai Chai and Segamat Furniture Manufacturers and Traders Association's President, Dato Seri Chia Ling Suang.

The association has always been passionate about education and with the support from association members, suppliers and contractors, a total of RM 200,000 was raised during the dinner. Organiser donated the fund towards the Batu Pahat Chinese high schools education and development fund by Bandar Penggaram Associated Chinese Schools.

柔佛州家具同业联合会庆祝“2018年缅怀鲁班先师诞辰纪念”晚宴，轮值峇株吧辖主办，订于7月28日（星期六），晚上7时正，假峇株吧辖海景宴宾楼举行筵开150席，与此同时，峇株吧辖家具同业公会也于当晚借此嘉庆，主办“联友之夜”慈善晚宴，以筹募该会教育及慈善基金。

今年的晚宴也邀请数支高水准的表演，大会当晚也荣幸邀请到柔佛州议会副议长兼帆加兰州议员颜碧贞担任晚宴开幕主宾。出席嘉宾包括柔佛州务大臣华人事务官傅惠敏、马来西亚家具总会署理总会长黄有光、副总会长刘建祥及秘书长邱爱博、柔佛州家具同业联合会财政陈美和、新山家具同业公会会长吴来财、昔加末家具同业公会会长拿督斯里谢能川。

该会热心教育，在同业以及联友家具有限公司属下供应商与承包商的协助下，一共筹得逾20万令吉义款，全数捐至峇株吧辖五校董事会作为华仁中学教育与发展基金。



BPPFA contributes the fund to Bandar Penggaram Associated Chinese Schools for education and development purposes.  
峇株吧辖家具同业公会移交当晚捐款给峇株吧辖五校董事会作为教育与发展基金用途。

## JFA New President : Keh Wee Kiet

### JFA理事会接纳MFA会长郭伟杰出任JFA新任会长



Mr Keh Wee Kiet 郭伟杰

The 5th Committee Meeting of Federation of Johore Furniture Manufacturers and Traders Association (JFA) was held on 23rd June 2018 at the Johor Bahru Furniture Association (JBFA).

The committee accepted Muar Furniture Association (MFA) President, Mr Keh Wee Kiet as President of Federation Of Johore Furniture Manufacturers And Traders Association (JFA).

The MFA Extraordinary General Meeting (EGM) on 2nd June 2018 culminated in the election of the 19th MFA Board of Committee and the new MFA leadership replaced 6 MFA representatives in the JFA.

The 6 new JFA representatives from MFA are Mr Keh Wee Kiet, Mr Ng Hock Chye, Ms Candice Lim Le Lan, Mr Vincent Tan Mui Hwa, Ms Florine Lim Xin Yi, and Mr Goh Song Huang.

The JFA Committee Meeting accepted Mr Keh Wee Kiet as President, Mr Ng Hock Chye as Vice President, Ms Candice Lim Le Lan as Secretary General, Mr Vincent Tan Mui Hwa as Treasurer, whilst Ms Florine Lim Xin Yi, and Mr Goh Song Huang serves as committee members.

Moreover, the 4th Malaysian Furniture Council (MFC) Governing Committee 2017/2019 Meeting on 27th June also confirmed Mr Keh Wee Kiet as Vice president of MFC.

柔佛州家具同业联合会（JFA）于2018年6月23日，在新山家具同业公会召开第5次理事会议，会议上一致接纳由麻坡家具同业商会会长郭伟杰出任柔佛州家具同业联合会新任会长。

麻坡家具同业商会于6月2日召开特别会员大会，提前进行第19届理事会改选，新届领导层通过更换麻坡6名柔佛州代表。

6名新柔佛州代表人选分别为郭伟杰、黄福财、林丽兰、陈美和、林芯怡、吴松煌。

理事会会议上接纳由郭伟杰出任新任会长，黄福财出任副会长，林丽兰出任秘书长，陈美和出任财政，林芯怡及吴松煌则出任理事。

另一方面，柔佛州家具同业联合会新任会长郭伟杰也代表柔佛州，出任马来西亚家具总会理事及副会长职，并在马来西亚家具总会于6月27日召开的第4次理事会议上，获得理事们一致接纳。



Group photo of the 19th Board of Committee and 5th Youth League of MFA. Front row, seventh and eighth from left is Mr Keh Wee Kiet and Dato Sia Beng Chuan respectively.

麻坡家具同业商会第19届理事及第5届青年团理事合照，前排坐者左7及左8为麻坡家具同业商会会长郭伟杰，及麻坡中华总商会会长拿督谢华隆。

The Swearing-in ceremony of 19th Board of Committee and 5th Youth League of Muar Furniture Association (MFA) was held on 27th July 2018. President of the Chinese Chamber of Commerce Muar, Dato Sia Beng Chuan graced the oath taking ceremony.

President of MFA Mr Keh Wee Kiet said, furniture exports of Malaysia achieve RM 10.1 billion in the year 2017 and this is the result of the joint efforts of the whole Malaysian furniture industry.

He said, the furniture industry is currently facing numerous challenges, and he hopes that the government will listen to the voice of the industry and implement policies that are in favour of the development of the industry and help the industry to achieve better results.

Besides the oath taking ceremony, Muar Furniture Association also celebrated its 36th anniversary and Master Lu Ban's birthday on the same night.

VIPs of the night were Mr Pooi Weng Keong, Official Representative of Minister of Primary Industries YB Teresa Kok; Ms Pearl Tan Chiew Mien, Official Representative of the Minister of Energy, Technology, Science, Climate Change and Environment YB Yeo Bee Yin; State Assemblyman for Bentayan YB Ng Yak Howe, State Assemblyman for Bukit Nanning YB Md Ysahrudin Kusni, President of Malaysian Furniture Council Mr Chua Chun Chai etc.

Mr Keh adds, the government will be implementing the SST system to replace the GST system. We hope the SST rate can implement in the reasonable level.

He said, although the government has imposed a ban on the export of rubber wood sawn timber, the supply and price of rubber wood remains unstable. He expressed that the government must expand replanting of rubber wood and this will hopefully stabilize and regulate supply and demand of the material.

## Swearing-in Ceremony and 36th Anniversary and Master Lu Ban's Dinner

### 新届理事宣誓就职典礼暨36周年暨鲁班先师诞辰晚宴

麻坡家具同业商会于2018年7月27日举办第19届理事会，及第5届青年团理事宣誓就职典礼，并邀请到麻坡中华总商会会长拿督谢华隆主持监誓礼。

麻坡家具同业商会会长郭伟杰在就职典礼上指出，2017年，我国家具出口额突破101亿令吉，这是全国家具业者共同努力所取得的成果，可喜可贺。

不过，他表示，家具行业目前却面对许多挑战，希望政府聆听业者的心声，实行有利行业发展的政策，协助业者再创佳绩。

另一方面，麻坡家具同业商会也于当天晚上，举办庆祝成立36周年暨鲁班先师诞辰晚宴。

出席晚宴的嘉宾包括原产业部部长YB郭素沁代表贝荣强、能源、科技、科学、气候变化及环境部长YB杨美盈代表陈秋敏、文打烟州议员黄益豪、武吉南宁州议员亚斯鲁丁、马来西亚家具总会会长蔡春才等。



President of MFA Mr Keh Wee Kiet (third from left) presenting a souvenir to President of Chinese Chamber of Commerce Muar, Dato Sia Beng Chuan (fourth from left).

麻坡家具同业商会会长郭伟杰（左3）在理事们见证下，颁发纪念品予拿督谢华隆（左4）。

我国政府将重新实行销售与服务税（SST），取代消费税，麻坡家具同业商会会长郭伟杰在晚宴上呼吁政府，将税率定在合理水平，减轻业者的负担。

他表示，虽然政府已实行禁止出口橡胶木原料，但橡胶木供应及价格仍不稳定，长期而言，政府必须加强及扩大橡胶木翻种计划，让橡胶木的供应和需求达到平衡点。



President of MFA Mr Keh Wee Kiet (second from left) present a souvenir to President of Malaysian Furniture Council Chua Chun Chai (third from left).

麻坡家具同业商会会长郭伟杰（左2）在理事们见证下，颁发纪念品予马来西亚家具总会会长蔡春才（左3）。



President of MFA Mr Keh Wee Kiet submits a memorandum to Mr Pooi Weng Keong (fourth from left).

麻坡家具同业商会会长郭伟杰（左2）在理事们见证下，提呈备忘录予贝荣强（右一）。

## Dialogue with New Government, Convey the Voice of the Furniture Industry

### 与新政府部门对话，反映家具行业课题

A MFA dialogue with the Executive Councillor of Johor, Member of Parliament and State Assemblyman was held on 6th July 2018.

Muar Furniture Association (MFA) submitted a Memorandum reflecting various issues faced by the furniture industry and hope the Member of Parliament and State Assemblyman will convey the voice of the furniture industry to state government and federal government.

The participants on that day included Executive Councillor of Johor cum State Assemblyman for Bukit Batu YB Jimmy Puah Wee Tse, State Assemblyman for Bentayan YB Ng Yak Howe, State Assemblyman for Bukit Nanning YB Md Ysahrudin Kusni, Minister of Energy, Technology, Science, Climate Change and Environment cum Member of Parliament for Bakri YB Yeo Bee Yin appoint her Special Personal Assistant, Pearl Tan Chiew Mien to attend on behalf.

President of Muar Furniture Association Mr Keh Wee Kiet shared that the furniture industry faces a series of problem, such as,

foreign labour shortage, export licence requirement, rubber wood raw material supply shortage and unstable prices. Moreover, in 2019 furniture mills are required to bear Forestry Department license. These problems and issues adds to the woes of furniture entrepreneurs.

"Furniture manufacturers are very concerned about foreign labour shortage. Many locals are unwilling to seek employment in furniture factories. Therefore, manufacturers have to resort to hiring foreign labour. Currently, many manufacturers are faced with foreign employees whom have worked for 10 years and are facing work permit termination by KDN. This will cause an acute shortage of foreign labour in furniture factories and will paralyse the production line."

He said that foreign labour shortage will affect furniture exports, we hope the government can address this problem, implement policies which are business friendly, and ensure Malaysian furniture exports can maintain the status amongst the world's top ten exporters.

麻坡家具同业商会于2018年7月6日举办与柔佛州行政议员、国会议员及州议员进行对话会，并提呈备忘录，反映家具行业各项课题，希望国州议员们能下情上达，将广大家具业者的心声传达至州政府及中央政府。

当天出席的国州议员，分别包括柔佛州行政议员兼武吉峇都州议员潘伟斯、文打烟州议员黄益豪、武吉南宁州议员亚斯鲁丁，能源、科技、科学、气候变化及环境部长兼峇吉里国会议员杨美盈因公务在身，未克出席，委派特别私人助理陈秋敏代表出席。

麻坡家具同业商会会长郭伟杰表示，家具行业面对一连串问题，包括外劳严重短缺、出口需申请执照、橡胶木原料供应短缺及价格不稳定、2019年需持有森林局执照等，让业者苦不堪言。

"外劳短缺为家具业者非常关注的问题，由于本地教育普及，大多数本地人都不愿从事家具厂生产线的工作，业者因此必须聘请外劳，最近家具厂面对许多服务长达10年的外劳，被内政部终止工作准证，此举将导致外劳短缺进一步恶化，生产线瘫痪。"

他说，外劳短缺问题恶化，将影响家具出口量，希望政府能给予正视，实行有力行业发展的政策，确保马来西亚的家具出口，继续保持世界十大出口国的地位。



The Muar Furniture Association Committee Members with Member of Parliament and State Assemblyman. Front row, sixth from left is Mr Keh Wee Kiet. 麻坡家具同业商会理事与国州议员合照，前排坐者左6为郭伟杰。

## Fantastic 0% GST Deals at The Penang Home Exhibition (Penfurnex) Penfurnex 槟州时尚家居展销会与您齐欢庆0%GST!



eye-catching secret garden made up of LED flowers and the complimentary workshops on flower arrangement and essential oil. Next, the organiser had also invited special guest from the Penang Science Cluster to conduct workshops for coding, woodworking, 3D printing and virtual reality display targeted to generate youth interest in the furniture industry.

由槟州家具同业商会每年主办两届的时尚家居展览会，今年已迈入第14年，展销会从2018年6月1日至6月3日，上午11时至晚上10时，在槟城SPICE Arena举行!

The 14th edition of Penfurnex organised by the Penang Furniture and Timber Industries Association (PFTIA) from 1st June to 3rd June 2018 at SPICE Arena, Penang was a great success.

More than 120 exhibiting companies participated in Penfurnex 2018, taking up a total of 410 exhibition booths offering a wide range of household products. This one stop exhibition provided consumers with complete home furnishing needs and quality furniture at affordable prices under one roof. The three-day event launched a series of rewarding activities for consumers that included the giveaway of 500 limited daily gifts. Moreover, visitors were entitled to a gift with any purchase of RM500 and above in 2 combined receipts. Customers whom spent more than RM3000 in any 2 combined receipts were entitled to enter for the nightly lucky draw, featuring the grand prize of RM 10,000 cash.

Penfurnex 2018 also hosted many new and exciting events. Firstly, to introduce the contemporary smart home concept to consumers. Another attraction of the exhibition was the

这届的家居展总共有410个摊位，超过120家公司参展。展出各式各样的家居产品，只要消费者到来这一站式的展览会，就可买到自己所需的用品，也可为新居增添价廉物美的新家具。和往年一样，一连3天的展览会，展开了一系列的活动吸引消费者如：第一、每日送出限量神秘礼品，每日只限500份，先到先得。第二、凡消费2张单据总和超过马币RM500，将有机会抽取一份赠品。最后是每晚幸运大抽奖，凡消费2张单据总和超过马币RM 3,000的顾客将会有机会参与每日抽取一位幸运儿赢得马币RM 10,000.00的现金奖。

今年的Penfurnex有多项卖点：

第一、推动现代化智能家居。

第二、颜值爆表秘密花园以及手工艺活动。

第三、特别邀请槟城科学圈到来展会，通过举办编程研讨会，木工车间，3D打印机和虚拟展示给现代年轻人，吸引他们对家具行业感兴趣。

The committees and YB Teresa Kok toasted for the KSFA 62nd Anniversary Celebration.

公会理事们和YB郭素沁为KSFA 62周年庆祝举行隆重的干杯仪式。



The President of KSFA, Dato Eric Lee handed over the mock cheque to the Guest of Honor, YB Teresa Kok. A total of RM157,856 raise for THM.

KSFA会长拿督李光森移交总值RM157,856的模拟支票予大会贵宾YB郭素沁作为希望基金的捐款。

## KSFA 62nd Anniversary & Luban Celebration Dinner 隆雪家具公会62周年暨鲁班先师宝诞晚宴

The KL & Selangor Furniture Association had their 62nd Anniversary & LuBan Festival Dinner on 21st July 2018 at SinChoiWah Restaurant. They announced their new association name publicly as "KL & Selangor Furniture Association" abbreviated as "KSFA", pronounced as "Kesfa", and Bahasa name as "Persatuan Perabot KL dan Selangor".

The dinner gathered approximately 1000 guests from industry, government agencies, state associations and media friends. The objectives of dinner are not only to celebrate the 62nd anniversary but also to commemorate the perseverance and the spirit of invention of Master Lu Ban. They hoped that his contributions can remind and encourage every furniture industry player always be prepared to face the evolving of the world. With that only the members can seize the opportunity to respond and change!

KSFA gathered a total of RM157,856 as donation to Tabung Harapan Malaysia during the dinner. President of KSFA Dato Eric Lee presented mock cheque to the dinner Guest of Honor, YB Teresa Kok Suh Sim, Minister of Primary Industries.

KSFA highlighted with special thanks to Lorenzo donated RM36 thousands, LSK Mattressworld Sdn Bhd donated RM25 thousands, Hup Chong Furniture Sdn Bhd, B&G Capital Resources Berhad, NLY Sdn Bhd, LDP Promotion Fair Sdn Bhd, Novel Furniture Sdn Bhd and IB Sofa Sdn Bhd donated RM10 thousands respectively meanwhile CHL Foam Industries Sdn Bhd, Yew Hoong Sofa Sdn Bhd and B&G Sofa Sdn Bhd donated RM5 thousand respectively too.

隆雪家具公会于2018年7月21日，在新翠华楼举办了一场62周年暨鲁班纪念晚宴。宴会上，隆雪家具公会正式通知各行业代表，该公会的英文名字现已更改为KL and Selangor Furniture Association (KSFA)；马来文名字则改为Persatuan Perabot KL dan Selangor。

晚宴聚集了约1000位来自各个行业、政府机构、州属公会和媒体嘉宾。当天晚宴的目的不仅是庆祝62周年喜庆，也是为了纪念鲁班大师坚持不懈的精神。希望他的精神和贡献可以提醒并鼓励每位家具业者随时准备好面对局势的变化，只有这样会员才能抓住机会做出应对!

隆雪家具公会在晚宴中筹集了一共RM157,856作为希望基金的捐款。由本公会会长拿督李光森代表颁发模拟支票予大会贵宾原产部部长YB郭素沁。

隆雪家具公会特别感谢Lorenzo捐助了3万6千令吉，LSK Mattressworld Sdn Bhd 捐助了2万5千令吉，Hup Chong Furniture Sdn Bhd, B&G Capital Resources Berhad, NLY Sdn Bhd, LDP Promotion Fair Sdn Bhd Novel Furniture Sdn Bhd和IB Sofa Sdn Bhd 各捐助了1万令吉，同时也感谢CHL Foam Industries Sdn Bhd, Yew Hoong Sofa Sdn Bhd和B&G Sofa Sdn Bhd 各捐助了5千令吉。



JBFA invited their founders and committee members to celebrate the 40th anniversary together.  
新山家具同业公会欢庆创会40周年，大会邀请资深创会人及理事共襄盛举。



After receiving the RM200,000 mock cheque from JBFA president Goh Lai Chai (fourth from right), Foon Yew High School management committee chairman Tong Sing Chuan (third from right) presented a certificate of appreciation to JBFA. 宽柔中学董事长童星存(右3)从本会会长吴来财(右4)手中接领20万令吉模拟支票，并回赠感谢状。

## JBFA Contributed RM200,000 to Foon Yew High School 新山家具同业公会慈善义跑圆满成功

Johor Bahru Furniture Association (JBFA) celebrated its 40th anniversary this year and organized a charity run on 24th June 2018 to raise funds for Foon Yew High School's second location in Bandar Seri Alam, as well as to support Chinese education. The starting point of the 7km route was the JBFA office and continued along the Mount Austin industrial area. A total of 1500 participants took part in the JBFA charity run and Tebrau Member of Parliament, YB Steven Choong Shiau Yoon was invited to grace the meaningful event. Other guests included Johor Bahru Tiong Hua Association President Datuk Seri Tey Kim Chai, Deputy President Ho Sow Tong, Foon Yew High School Second Vice Chairman Ang Song Ngo, Event Chairman Steve Yeo Teck Kwang and JBFA President Goh Lai Chai. Event coordinator Mr Ng Chien Hsiang shared that the first fundraising event held by JBFA was a great success with overwhelming response from the public and this has encouraged JBFA to consider organizing similar event next year. On the other hand, JBFA's 40th anniversary dinner cum Luban's birthday celebration was on 20th July 2018. The charity run and dinner raised a total of RM200,000 and the funds were contributed to Foon Yew High School.

新山家具同业公会今年迎来第40个年头，为了配合此次的大庆，该会于6月24日(星期日)圆满主办“新山家具同业公会筹募宽柔中学至达城建校基金义跑活动”，为华教尽一份绵力，也为新一所独中添砖加瓦。以新山家具同业公会会所前为起点，沿着茂奥斯汀(Mount Austin)工业区一带，竞跑7公里。共有1500名热心公众响应此义跑活动。新山地不老(Tebrau)区国会议员钟少云也受邀出席活动，出席嘉宾包括新山中华公会会长拿督斯里郑金财、署理会长何朝东，新山宽柔中学第二副校长洪慧娥以及活动主席杨腾经及新山家具同业公会会长吴来财等。活动统筹黄建翔表示第一次举办慈善义跑就获得如此多人参与支持，让本会备受鼓舞，并计划来年再次举办类似活动。除了义跑活动，本会也于7月20日(星期五)圆满举办“新山家具同业公会40周年大庆暨鲁班先师诞辰联欢晚宴”。通过义跑和晚宴共筹得20万令吉，作为宽柔中学至达城第二分校建校基金。



JBFA president Goh Lai Chai (second from left) presented a certificate of appreciation to YB Steven Choong Shiau Yoon (second from right), accompanied by the event coordinator Mr Ng Chien Hsiang (first from left) and event chairman Steve Yeo Teck Kwang (first from right).

JBFA会长吴来财(左2)赠送感谢状给新山地不老(Tebrau)区国会议员钟少云(右2)，陪同者为活动统筹黄建翔(左1)，活动主席杨腾经(右1)。

Photos of JBFA Charity Run 义跑活动照片



## KFMTA 36th Anniversary and Luban dinner 吉打州家具同业公会 庆祝36周年纪念暨鲁班先师宝诞



Kedah Furniture Manufacturers and Traders Association (KFMTA) donated RM20,000 to the Tabung Harapan Malaysia.  
Left: Treasurer Mr Mok Kim Wah, Advisor Mr Lim Soo Hong, President Mr Lim Thian Soo and YB Tan Kok Yew.  
吉打州家具同业公会捐助2万令吉给予大马希望基金。  
左起：财政莫锦华、会务顾问林泗峰、会长林添赐、州行政议员陈国耀。

The 36th anniversary of Kedah Furniture Manufacturers and Traders Association (KFMTA) was celebrated with a dinner that was held on 25th July 2018. The dinner also celebrated Master Luban's birthday, whom is revered by builders and contractor as a Chinese god of carpenter, engineer and inventor.

Yang Berhormat Tan Kok Yew- Kedah State Exco, was specially invited by the organizer to grace the ceremony and to deliver a speech. YB Tan stated that the new government is happy and willing to listen to the private sector and invites input of constructive comments and feedback.

KFMTA President Mr Lim Thian Soo proposed that the state government allocates land to develop furniture industrial zone and promote furniture manufacturing industry in the state. He also hopes that the new government, especially the Ministry of Primary Industries, can assist the furniture industry in solving the supply of timber as a raw material. He also

expressed hope that the new government will not rush the increase of minimum wages that will burden the industry.

During the dinner, the Kedah Furniture Association donated RM20,000 to the Tabung Harapan Malaysia, of which RM12,900 was donated by the committee members, and the KFMTA topped up RM7,100 to make it RM 20,000.

吉打州家具同业公会在2018年7月25日隆重庆祝成立36周年纪念暨鲁班先师宝诞晚宴。

大会特邀吉打州行政议员陈国耀主持仪式并上台致词表示希望新政府能多聆听所有私人界，华团及商家提出建设性意见。

吉打州家具同业公会会长林添赐表示希望州政府拨地发展家具工业区，推动州内的家具制造工业。他也希望新政府尤其是原产业部能协助家具业解决木材供应，也期许新政府不要仓促实行最低薪金制，而是按部就班实施，避免我们家具业承受不起。

晚宴上，吉打州家具同业公会捐助2万令吉给予大马希望基金，其中1万2900令吉由理事献捐，其余由理事会捐赠7100令吉。



Malacca Furniture Manufacturers and Traders Association celebrate the 44<sup>th</sup> Anniversary and installation of the new committee

马六甲家具同业公会  
庆祝成立44周年纪念晚宴

Malacca Furniture Manufacturers and Traders Association (MFMTA) organized a dinner at Ming Hao Seafood Restaurant on 1st August 2018 to celebrate the association's 44th anniversary.

Established in 1974, MFMTA has built a long history with many past presidents and committee members working together for the benefit and future of the furniture industry in Malacca, whilst promoting unity in the association.

Kelebang State Assemblyman, Yang Berhormat Gue Teck was specially invited by the organizer to grace the ceremony and to deliver a speech. The President of MFC was also invited to deliver a speech. The President was represented by his Secretary General, Mr Albert Khoo, to deliver the speech on his behalf.

President of MFMTA, Mr. Tan Ser Hiong, shared his wish that the new government will pay attention to several issues in the furniture industry, such as, shortage of workers, increase in the minimum wages and regulations imposed on furniture.

Organizing Chairman Mr Chiam Swee Hiong hope that industry players take advantage of Malacca's booming

development of Malacca to revitalize and elevate the Malacca furniture industry to the next level.

The annual Luban Dinner is a day for all furniture players to gather, bond and build lasting relationships. Apart from feasting on delicious spread of food, guest also enjoyed uplifting performances and entertainment through out the night.

马六甲家具同业公会在2018年8月1日位于峇章华文小学礼堂，隆重庆祝成立44周年纪念晚宴。

马六甲家具同业公会成立于1974年，在这44年历史长河中，经过多位前任会长及理事们共同维护马六甲家具行业，一步一脚印的提升公会水平，才有现有安稳理事会。

大会特邀马六甲州吉里望区州议员YB 魏世德主持仪式并上台致词，上台致词贵宾也包括马来西亚家具总会会长代表邱爱博总秘书长。

马六甲家具同业公会会长陈士雄上台致词时呼吁新政府关注家具业数项课题包括工人短缺，最低薪金的增幅不要操之过急，把家具从“违禁品”的条例中删除等。

筹委会主席詹瑞雄希望同业们能够把握近年来马六甲的物业蓬勃发展时机，再次的冲刺并让整个家具业里的装修设计模式与时俱进，更上一层楼。

一年一度的鲁班晚宴也逐渐成为行业年度欢聚一堂的日子。大会除了准备美味菜肴之外，也特邀多位歌手上台演出，令场面生色不少。



## The Perak Furniture Makers & Dealer Association Sponsors 2nd Perak Chinese Youth Writing Camp 荣誉赞助霹雳华小学生写作康乐营

The Perak Furniture Makers & Dealer Association (PFMD) was once again the proud sponsor of the Perak Chinese Youth Writing Camp. Organised by China Press and co-organised by Nian Shao Qing Youth Club Perak, 500 students participated in the 2nd Perak Chinese Youth Writing Camp, which took place on 23rd June 2018 at SJK(C) Bandar Seri Botani.

Realizing the importance of education especially among the youths, PFMD has always been passionate in nurturing talent of young children. To dissuade children from spending excessive time on mobile gadgets, PFMD encourages students to join outdoor activities that facilitates social interactions with peers, as well as actively participating in youth camp and activities that allow them to obtain new knowledge and to improve their mother tongue.

"When the organiser first came to seek for sponsorship last year, we unanimously agreed to their request as we believe in giving back to society." said the president of PFMD.

Various programmes were offered to the participants of the writing camp, such as the writing class which was conducted by a senior news editor. Moreover, the campers joined in on activities like educational games, group singing and dancing.

PFMD's philanthropic work also extends to reading project in Chinese primary schools, which aims to develop good reading habits among school children. The sponsorship from PFMD benefits more than 10 Chinese primary schools yearly and PFMD has been a generous sponsor for the past two years.



霹雳傢私同业公会向来秉持爱护教育精神，大力支持华小教育活动，一连两年荣誉赞助霹雳《撒种2》华小学生写作康乐营，这个活动是由中国报主办，霹雳年少情协办。每年参加学生超过500名。今年的康乐营落在2018年6月23日，在怡保翠林城华小举办，主题为“撒种2”。

作为活动荣誉赞助单位的霹雳傢私公会表示，教育是一切根本，小学生如同一张白纸，我们必须竭力栽培他们。因此，鼓励现在的学生放下手上的手机及电脑，走出户外，多参与人与人之间的互动，踊跃参与生活营或康乐营的活动，学习课本以外的新知识及提升母语能力。霹雳傢私公会会长也表示，公会本着取之于社会，用之于社会的信念，所以当第一届“撒种”来寻求赞助时，就一致通过了以上的赞助。



“撒种2”活动内容丰富，且邀请了资深专业的新闻编辑，现场指导学生写作技巧。通过有趣生动的益智游戏、团康舞与歌唱环节，让营员们体验不一样的校园外生活。

此外，霹雳傢私同业公会也一连两年，赞助华小校园阅读计划，协助华小学生培养阅读习惯，增广见闻常识，每年有10余间华小受惠。

# Wooden Furniture Market in Colombia

## 哥伦比亚的木制家具市场

### Introduction

Colombia is the third largest populated country in Latin America (48.7 million inhabitants) and 75% of its population is defined as urban. Recovering oil prices and infrastructure investment, along with improved private consumption growth, will help to lift GDP growth to 2.5% in 2018 and to an average of 3.3% in 2019-22, with expansion driven mostly by domestic demand. GDP per capita in 2017 was estimated at US\$14,418.

### Market Trend

Despite its potential as a timber producer, Colombia has not developed its wooden furniture industry. With the exception of a few large-sized manufacturers, most of the industry is integrated by micro establishments. Although China has been decreasing its market share, it still dominates the wooden furniture import market in three categories; dining tables & other wooden furniture, upholstered wooden frame seats, and no upholstered wood frame seats, while Brazil has displaced China as the dominant supplier of wooden bedroom furniture, whereas Italy has maintained its position as the top supplier of wooden kitchen furniture, and the US has displaced China as the main supplier of wooden office furniture.

Malaysia is competing in five of the six furniture categories:

- Dining Tables & Other Wood Furniture (ranked as the 8th largest supplier and holding 3.0% of import market share),
- Wooden Bedroom Furniture (9th largest supplier and 1.8% of market share),
- Wooden Kitchen Furniture (3rd largest supplier and 15.5% of market share),
- Wooden Office Furniture (6th largest supplier and 1.3% market share, and,
- Upholstered Wooden Frames (6th largest supplier and 2.4% of market share).

The latest available figures for the period January-May 2018 indicate a recovery of Malaysian wooden furniture exports registering US\$0.410 million, an increase of 18.8% compared to same period of last year. It is a significant increase considering that during the same period of 2018 the overall import market for wooden furniture in Colombia decreased by 30.9%.

According to some distributors contacted, the products with the highest potential are Ready-To-Assemble (RTA), wooden bedroom and home office furniture. Most attractive market segments are the low to medium high income consumers. Urban Colombians prefer contemporary design furniture. Although price is the main purchasing factor for the low and medium income segments, quality and design are very important. Retail specialized stores continue to be the main avenue to reach consumers. There are also some supermarkets and home improvement stores such as Carrefour, Pricemart, Falabella, Muebles Jamar, Exito, Tugo, Sodimac, and INVAL which mainly distributes RTA home and, office furniture.

In view of the market competition and cost pressure, an increasing number of medium and large sized Colombian companies are now sourcing furniture from Asia. Many of these Colombian companies employ the services of sourcing agents with offices in China or major distributors operating in Panama that handle merchandizes coming from Asia. The appointing of a local agent is another option for foreign suppliers intending to develop a long term market presence and service customers more closely.

### Market Access

- The import duty is calculated on the Malaysia plant value (invoice) of the product(s) plus the freight charges to the destination point and any other costs listed separately on the invoice and paid by the importer such as export packing. A 19% VAT is then assessed to the cumulative invoice value. VAT is recovered at the point of sale.
- Wooden furniture products from Malaysia enter Colombia will be accessed with MFN import duty as follows:

MFN Import Duty for Malaysia's Exports of Wooden Furniture

| Products                             | HS Code    | MFN Import Duty |
|--------------------------------------|------------|-----------------|
| Other Wooden Furniture               | 9403608080 | 15%             |
| Wooden Dining Tables                 | 9403608040 | 15%             |
| Wooden Bedroom Furniture             | 940350     | 15%             |
| Wooden Kitchen Furniture             | 940340     | 15%             |
| Wooden Office Furniture              | 940330     | 15%             |
| Upholstered seats with wooden frames | 940161     | 15%             |
| Other seats with wooden frames       | 940169     | 15%             |
| Parts of wooden furniture            | 94039001   | 15%             |

For further information or any enquiry, please contact MATRADE Miami at [miami@matrade.gov.my](mailto:miami@matrade.gov.my)

MALAYSIA'S WOODEN FURNITURE MARKET SHARE IN COLOMBIA  
马来西亚木制家具在哥伦比亚的市场份额



### 简介

哥伦比亚是拉丁美洲里人口第三大的国家，居民人数达4870万人，其中75%被归类为城市人口。油价的恢复和基础设施投资，以及改善私人消费成长，有助于把2018年的国内生产总值增长率提高至2.5%，而2019-22年间达到平均3.3%的增长率，主要受到国内需求的推动。2017年人均国内生产总值估计达14,418美元。

### 市场趋势

尽管哥伦比亚具备木材生产的潜力，但木制家具业并未在该国获得发展。除了少数规模较大的生产商，大多数行业都是由微型企业组成。

以下为各类产品的主要供应国：

- 中国 – 餐桌和其他木制家具，软垫木框架坐具，和无软垫木框架坐具
- 巴西 – 木制卧室家具
- 意大利 – 木制厨房家具
- 美国 – 木制办公室家具

\*以下为马来西亚各类家具出口至哥伦比亚的排名和市场份额：

| 家具分类      | 排名 | 进口市场份额 |
|-----------|----|--------|
| 餐桌和其他木制家具 | 8  | 3.0%   |
| 木制卧室家具    | 9  | 1.8%   |
| 木制厨房家具    | 3  | 15.5%  |
| 木制办公室家具   | 6  | 1.3%   |
| 软垫木制框架    | 6  | 2.4%   |

- 哥伦比亚在2018年1-5月间的木制家具进口市场萎缩了30.9%，但最新数据显示马来西亚在该期间的出口额达0.41亿美元，比去年同期增长了18.8%。
- 根据经销商反馈，具高潜力的产品包括自行组合家具，木制卧室和家庭办公室家具。
- 最具吸引力的市场细分是中低收入消费者。
- 对居于城市的哥伦比亚人而言，现代化设计的家具更讨喜。
- 零售专卖店仍然是接触消费者的主要途径。
- 从亚洲采购家具的中大型哥伦比亚公司正逐渐增加，他们多数聘用在中国设有办事处的代理，或在巴拿马经营亚洲商品买卖的主要经销商。
- 对外国供应商来说，雇用当地代理也是一个选择。

### 市场准入

- 进口税的计算是根据马来西亚产品价值（发票）再加上到达目的地的运输费，以及其他在发票上分别列出并由进口商支付的其他费用，如出口包装。
- 由马来西亚进口至哥伦比亚的木制家具产品将依照以下最惠国进口税率：

| 产品      | HS编码       | 最惠国进口税率 |
|---------|------------|---------|
| 其他木制家具  | 9403608080 | 15%     |
| 木制餐桌    | 9403608040 | 15%     |
| 木制卧室家具  | 940350     | 15%     |
| 木制厨房家具  | 940340     | 15%     |
| 木制办公室家具 | 940330     | 15%     |
| 软垫木框架坐具 | 940161     | 15%     |
| 其他木框架坐具 | 940169     | 15%     |
| 木制家具部件  | 94039001   | 15%     |

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Mr. Ngai Chin Soon  
魏金顺硕士

## Re-exploring the Dilemma of Labour Shortage in Furniture Industry 《再探家具业人力资源的困境》

### Introduction

In my article "Exploring the Dilemma of labour shortage in Furniture Industry" published in 2010, I have suggested to organize a furniture technology college to address the problem of labour shortage<sup>1</sup>. In 2015, MFC introduced the strategic five-year plan, which include the plan of setting up a furniture technology certification course as one of the main objectives. With the efforts of MFC President, Mr. Chua Chun Chai to invite VTAR Institute and Department of Skills Development for collaboration, the furniture technology certification course commenced in April 2016. A total of 75 students enrolled in the course. After 8 months of training, 60 students graduated with a certificate.

### Mainly focus on practical training

Furniture technology certification course welcome those who are interested in furniture making to join, regardless of their level of academic ability. The theoretical training of the course only accounts for 20% while practical training accounts for 80%. It currently offers SKM level 2 and level 3 courses, the graduates will be awarded the certificate that are recognized by Ministry of Education. The SKM 2 theoretical training is mainly on the basic furniture manufacturing process, such as the furniture material preparation, furniture components preparation and assembly and furniture finishing. To familiarise the students with furniture industry, lecturers also taught them some additional knowledges about the industry, for example the spirit of Master Luban and types of Malaysian timber. On the other hand, SKM 3 theoretical training focuses on the computer aided furniture production and management, which include computer graphics and machine automation (AUTO CAM, CNC), furniture production quality control etc. Experts from wood-based industry, dean of the Mechanical Engineering School and professional academician were invited as lecturers for this course.

After completing the 2 months of theoretical training at VTAR Institute, students will be allocated to accredited furniture companies for 6 months practical training. They will be trained by coaches, who are the skilled workers from factory and they have attended the training courses conducted by Human Resource Department. Each coach can only train 5 students at one time in order to ensure the quality of training. Moreover, students will be assigned to different departments for training to allow them to gain actual work experience and to learn to operate different machines.

As of June 2018, SKM 2 and SKM 3 courses are into their fifth and second intakes respectively. Unfortunately, the sixth intake of SKM 2 is planned for September 2018 by VTAR Institute cannot be conducted due to the shortage of coaches from factories. There are more than 3000 furniture factories in Malaysia which have about 95,000 employees, hence there should not be insufficient coaches in the industry? The main reason is because the factories are concerned that by sending their skilled worked to attend training courses at Human Resource Department this could affect the factory's production and quality.

### The plight of coach shortage

According to Ong Chun How, the SKM 3 graduate in 2017, although the training process is very challenging, but he is able to earn precious experience and skills from the course. He was satisfied with his 2 years of study, however, he suggested improvements need to be done especially in addressing the problem of coach shortage. In addition, some factories worry that certain practices conducted during training could affect their production, as a result, students are unable to learn these important skills.

### Conclusion

During the general election in May 2018, Malaysia has experienced its first historic party change after 61 years. The new government is committed to combat corrupt practices and policies of the former government, and the people are looking forward to a new and better Malaysia in the future. In this regard, the Human Resource Department has revised the policies of foreign labours due to the new government's determination to fight against corruption. Moreover, Nepal government has announced to freeze of export of labours to Malaysia, which worsen the problem of labour shortage in Malaysia. Therefore, the furniture players are encouraged to send their skilled worker for training in order to ensure the sufficient of coach for the furniture technology certification course. This will allow the VTAR Institute to enroll more student in the course and to join furniture industry, which subsequently will address the problem of labour shortage in the industry.

### 前言

2010年我在《初探家具业人力资源的困境》文章里，提出家具总会必须开办家具技术学院来解决人力资源短缺的问题<sup>1</sup>。2015年家具总会提出了家具业五年计划的宏愿，成立家具技术工艺课程被列为主要目标之一。在总会会长蔡春才一番努力奔波之下，邀请到拉曼技职学院（VTAR）和人力资源部训练局共同合作开办家具技术工艺课程。课程在2016年4月开课，学生有75位，经过8个月的训练，60位学生顺利毕业获颁结业文凭证书。

### 理论为辅，实习为主

家具技术工艺课程录取学生不问学历，只要有兴趣就可以报读。该课程的理论课占了20%，实习课占了80%，目前开办了第二级（SKM2）和第三级（SKM3）的课程，毕业生可获得受教育局承认的结业证书。SKM2理论课程纲要包括基本家具制造工序如备料、制作家具配件和组装、磨砂和喷漆等。老师也教导学生认识鲁班精神、马来西亚木材种类等额外知识，以便学生在进入工厂实习时更快上手。SKM3理论课主要学习使用电脑、自动化机器和管理，如电脑绘图与机器自动化（AUTO CAM、CNC）、品质管理和产品监督等。该课程师资阵容强大，由机械工程学院院长、专业学术人士和木基工业专才所组成。

在拉曼技职学院完成了两个月的理论课后，学生将会被派到符合条规的工厂实习六个月，由工厂资深和受过人力资源部训练的教练指导学生。每一位教练只可以指导五位学生，以确保每一位学生可以兼顾得到。同时工厂

必须要有步骤地分派学生到不同部门学习，以让他们亲身体验与学习操作不同的机器。

### 教练不足的困境

根据一位SKM3毕业生王俊豪的回忆，学习生涯虽然辛苦，但是却学到很多宝贵的经验与技术，所以他对两年学习的课程非常满意，但是也有一些地方必须提升与改善，如教练不足和一些工厂担忧教导学生调刀会影响产量，而使得学生不能掌获这个技术。

截至今年6月，SKM2和SKM3课程已经分别迈入第五届和第二届。原本拉曼技职学院计划在9月开办SKM2第六届的课程，可惜因为教练不足，使得课程不能开班，实在可惜！马来西亚有三千多间家具工厂，从业员大约有9万5千多人，何以会出现教练不足的现象呢？究其原因，这主要是工厂担心派出资深部门主管到人力资源部训练局上课，会影响工厂的产量和品质，这是非常可惜的！

### 结论

今年五月大选，我国经历了61年来第一次的政权交替。新政府一上台即打击前朝政府的贪污与腐败政策，使得人们耳目一新，这让人民对前景充满了新希望。由于政府打击贪污与腐败，使得人力资源部也重新检讨外劳政策，而尼泊尔也宣布暂时冻结输出劳工到我国工作，这使得很多工厂都面对人力资源短缺的问题。有鉴于此，家具业者应该未雨绸缪，踊跃地送资深主管到人力资源部训练局受训，以让家具技术工艺课程有足够的教练，拉曼技职学院也可以招收更多学生投入家具业，解决人力资源短缺的困境。

<sup>1</sup> Edited by Ngai Chin Soon: <Malaysian Furniture MPEA (2012) page 48.

魏金顺主编：《大马家具》，马来西亚家具同业联合总会出版 2010年，第48页。



Coaches from factory play important roles in training the new generation of skill workers for furniture industry to address the problem of labour shortage.

工厂教练的角色举足轻重，为家具业训练新一代的熟练员工，以解决员工短缺的问题。

### About the author:

Mr. Ngai Chin Soon has 43 years of experience in wood-based industry. He started his journey as an apprentice in furniture factory in 1975 and later founded Ensoon Timber Industries Sdn Bhd in 1993, which manufactures laminated board and furniture. He holds a Diploma in Chinese Studies from Han Chiang College, and a Master of Art in Chinese Language and Literature from Nanjing University, China. He was the former editor for "Malaysia Furniture" from 2010 till 2013. He is currently the Honorary Advisor to Penang Furniture & Timber Industry Association, and the guest lecturer for Furniture Technology Certification Course at VTAR Institute.

### 作者简介:

魏金顺硕士从1975年进入家具厂当学徒，到后来于1993年创立了永顺木材工业有限公司，制造拼版和家具，至今在木基工业已经有43年的经验。他毕业于韩江学院中国语言文学系，并考获中国南京大学中国语言文学系硕士学位，曾在2010至2013年间担任《大马家具》杂志的主编，现任檳州家具同业商会名誉顾问，也是拉曼技职学院家具技术工艺课程的特约讲师。



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03-62797370/7372

Top 20 Countries -Malaysian Furniture **Exports**  
in 2017 and 2018 ( Jan-June)

前20名出口国家-2017年至2018年马来西亚家具年度**出口**表现  
(一月至六月)

| Country 国家                  | 2017 (Jan - June) |         | 2018 (Jan - June) |         |
|-----------------------------|-------------------|---------|-------------------|---------|
|                             | RM Mil            | Share % | RM Mil            | Share % |
|                             | 百万令吉              | 比率 %    | 百万令吉              | 比率 %    |
| <b>Total 总额</b>             | <b>4879.1</b>     |         | <b>4526.8</b>     |         |
| 1 UNITED STATES 美国          | 1,719.1           | 35.2    | 1,544.4           | 34.1    |
| 2 SINGAPORE 新加坡             | 375.8             | 7.7     | 362.6             | 8.0     |
| 3 JAPAN 日本                  | 354.7             | 7.3     | 312.0             | 6.9     |
| 5 AUSTRALIA 澳大利亚            | 344.9             | 7.1     | 312.4             | 6.9     |
| 5 UNITED KINGDOM 英国         | 256.0             | 5.2     | 203.0             | 4.5     |
| 6 INDIA 印度                  | 189.8             | 3.9     | 169.0             | 3.7     |
| 7 CANADA 加拿大                | 146.5             | 3.0     | 128.6             | 2.8     |
| 8 CHINA 中国                  | 96.0              | 2.0     | 137.3             | 3.0     |
| 9 PHILIPPINES 菲律宾           | 94.3              | 1.9     | 119.2             | 2.6     |
| 10 UNITED ARAB EMIRATES 阿联酋 | 106.5             | 2.2     | 84.8              | 1.9     |
| 11 SAUDI ARABIA 沙地阿拉伯       | 80.1              | 1.6     | 66.7              | 1.5     |
| 12 KOREA 韩国                 | 66.8              | 1.4     | 55.2              | 1.2     |
| 13 GERMANY 德国               | 57.7              | 1.2     | 77.0              | 1.7     |
| 14 THAILAND 泰国              | 51.5              | 1.1     | 44.8              | 1.0     |
| 15 FRANCE 法国                | 49.3              | 1.0     | 35.2              | 0.8     |
| 16 CHILE 智利                 | 43.6              | 0.9     | 53.9              | 1.2     |
| 17 ALGERIA 阿尔及利亚            | 57.4              | 1.2     | 25.2              | 0.6     |
| 18 NETHERLANDS 荷兰           | 36.7              | 0.8     | 29.0              | 0.6     |
| 19 SOUTH AFRICA 南非          | 26.2              | 0.5     | 35.0              | 0.8     |
| 20 TAIWAN 台湾                | 29.5              | 0.6     | 29.7              | 0.7     |

Top 20 Countries -Malaysian Furniture **Imports**  
in 2017 and 2018 ( Jan-June)

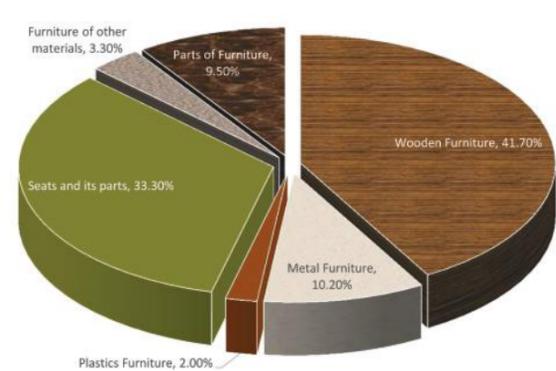
前20名进口国家-2017年至2018年马来西亚家具年度**进口**表现  
(一月至六月)

| Country 国家           | 2017 (Jan - June) |         | 2018 (Jan - June) |         |
|----------------------|-------------------|---------|-------------------|---------|
|                      | RM Mil            | Share % | RM Mil            | Share % |
|                      | 百万令吉              | 比率 %    | 百万令吉              | 比率 %    |
| <b>Total 总额</b>      | <b>1322.9</b>     |         | <b>1366.1</b>     |         |
| 1 CHINA 中国           | 708.4             | 53.5    | 758.2             | 55.5    |
| 2 THAILAND 泰国        | 105.8             | 8.0     | 90.7              | 6.6     |
| 3 INDONESIA 印尼       | 101.2             | 7.7     | 84.7              | 6.2     |
| 4 VIETNAM 越南         | 84.4              | 6.4     | 85.8              | 6.3     |
| 5 JAPAN 日本           | 43.1              | 3.3     | 56.4              | 4.1     |
| 6 GERMANY 德国         | 49.8              | 3.8     | 63.6              | 4.7     |
| 7 UNITED STATES 美国   | 54.7              | 4.1     | 37.8              | 2.8     |
| 8 ITALY 意大利          | 22.9              | 1.7     | 28.4              | 2.1     |
| 9 TAIWAN 台湾          | 29.8              | 2.3     | 29.7              | 2.2     |
| 10 SINGAPORE 新加坡     | 18.4              | 1.4     | 16.5              | 1.2     |
| 11 INDIA 印度          | 20.2              | 1.5     | 18.3              | 1.3     |
| 12 POLAND 波兰         | 12.0              | 0.9     | 14.7              | 1.1     |
| 13 KOREA 韩国          | 8.2               | 0.6     | 8.6               | 0.6     |
| 14 HONG KONG 香港      | 8.8               | 0.7     | 7.3               | 0.5     |
| 15 SWEDEN 瑞典         | 2.7               | 0.2     | 6.5               | 0.5     |
| 16 PHILIPPINES 菲律宾   | 4.4               | 0.3     | 8.0               | 0.6     |
| 17 SPAIN 西班牙         | 6.3               | 0.5     | 2.6               | 0.2     |
| 18 NETHERLANDS 荷兰    | 6.9               | 0.5     | 1.9               | 0.1     |
| 19 LITHUANIA 立陶宛     | 3.9               | 0.3     | 5.1               | 0.4     |
| 20 UNITED KINGDOM 英国 | 4.2               | 0.3     | 6.5               | 0.5     |

Malaysia's Exports of Furniture 2018 ( Jan-June)



Malaysia's Import of Furniture 2018 ( Jan-June)





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■ Klang: Tel: 603-33419168 Fax: 603-33410892 E-mail: gorient.klang@gmail.com ■ Sungai Buloh: Tel: 603- 61569903 / 61569901 Fax: 603-61571475, Email: goesb008@hotmail.com

■ Johor Bahru : Tel: 607-8676395 (3 Lines) Fax: 607-8676399 E-mail: g.orient.jb@gmail.com ■ Muar: Tel: 606-9868596 (3 Lines) Fax: 606-9868595 E-mail: gorientm@gmail.com

■ Penang : Tel: 604-3564688 Fax: 604-3564687 E-mail: gorientbw@gmail.com ■ China : Guangdong-Tel : 0769-85833101 / 2, 85980323 Fax : 0769-85833106 E-mail: goe\_dg@126.com

