

FIVE-YEAR PLAN
5年计划
2016-2020



Furnishing Malaysia with Exciting Diversity and Unlimited Opportunities
 打造马来西亚多元色彩和无限商机



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MALAYSIAN FURNITURE COUNCIL EMBARKS ON FIVE-YEAR PLAN TO BOOST INDUSTRY GROWTH

Furnishing Malaysia with Exciting Diversity and Unlimited Opportunities: New strategies poised to fuel sustainable growth and brighter prospects for the Malaysian furniture industry

The Malaysian Furniture Council (MFC), which is the sole representative of the Malaysian furniture industry, will embark on a five-year plan from 2016 onwards to ensure continuous development and sustainable growth of the furniture sector.

With its theme, "Furnishing Malaysia with Exciting Diversity and Unlimited Opportunities", the strategic development plan will take a holistic approach in adopting the best and most appropriate solutions to elevate the industry to greater heights in the global arena.

Optimistic on the outlook of the Malaysian industry remaining bright, MFC President, Mr. Chua Chun Chai, says there is a need to have a strategic long-term plan to further boost growth and seize new opportunities in the expanding global marketplace.

"These strategies and solutions to be adopted will be in sync with the Government's aspirations under the National Timber Industry Policy (NATIP) where the exports of furniture products are targeted to achieve an export value of RM16 billion by 2020," says Chua.

In 2014, furniture exports by Malaysian manufacturers amounted to RM7.35 billion, thus making Malaysia one of the world's top 10 furniture exporters. The global furniture market is expected to grow between 3% and 5% in the next five years.

Chua stresses that the market gravity is now shifting towards the Asia Pacific region, thus Malaysian manufacturers can look forward to enjoying a much larger slice of market share.

INDUSTRY CHALLENGES

The National Timber Industry Policy (NATIP) aims to achieve exports of timber and timber products valued at RM53 billion by 2020. Of this, export contributions of furniture products are expected hit RM16 billion by 2020.

MFC's latest research involving 245 member factories revealed there were 8,024 local workers, 22,817 foreign workers and 16,174 vacancies. Taking the whole entire industry into consideration, which includes many smaller factories and non-MFC members, it is estimated that there are approximately 17,000 local workers, 50,000 foreign workers and 35,000 vacancies.



The estimation is based on the 2014 export value of RM8 billion in 2014 appropriated among the 245 companies. To achieve the NATIP export target, it is estimated that there will be 69,617 vacancies to be filled by 2020.

If both local sales and export values are taken into consideration, the total demand of local workers and foreign workers by year 2020 will be 303,631 and 446,516, respectively.

These challenges call for short term intervention of Ministry of Plantation Industries And Commodities Malaysia, Ministry of Human Recourse and Ministry of Home Affairs. Approval of more foreign workers to be placed in Furniture manufacturing sector is a short term measure to resolve the issue of labour shortage.

In the long run, we proposed training and development programmes. In tandem with the Industry's Five-Year Plan, we are launching a Foreign Worker Reduction Project which aims to halve the number of foreign workers by 2020 while doubling the export value. We will do so in three stages:

Stage 1 : training local workers to operate high-tech machines

Stage 2 : promoting the industry to Bumiputra entrepreneurs and foreign investors

Stage 3 : replacing manual work with automation.

These programmes aim to reduce the industry's dependence on foreign workers and train more skilled



local workers that are more productive. As labour productivity increases, higher monthly salary is justified. This will accelerate the transformation of Malaysia to be a high income nation by 2020.

DOMESTIC MARKET

There is no official statistics indicating domestic furniture transaction value. Therefore, The Kuala Lumpur and Selangor Furniture Entrepreneur Association (KLSFEA) made an estimation based on 2 methods: (1) total real property transaction in 2013 and (2) Malaysia's total population.

According to KLSFEA's estimation, the estimated furniture demand is about RM 5 billion using method (1) and RM 9 billion using method (2). In 2014, total furniture export value is about RM 8 billion. These suggest that the size of the domestic demand comparable with export market.

Government has been providing export assistance to furniture exporters, and relatively less allocation has been made for tapping domestic market. We have been assisting our members in branding exercises and facilitate domestic furniture fairs, in order to reduce market share of imported furniture.

We hope booth rental subsidy (i.e. 50% of the rental cost) can be provided to manufacturers who participate in domestic furniture fair. In addition, financial assistance for branding promotion and design is very much needed.

马家具总会启动5年计划 冀确保家具业持续增长

打造多元色彩和无限商机：新策略带动马来西亚家具业持续性成长，以推向另一个高度。



作为全国家具业的唯一代表团体——马来西亚家具总会将于2016年开始启动5年计划，以确保家具业可持续性成长。以“打造多元色彩和无限商机”为主题，5年计划作为推动行业发展的重要策略步伐，将制定最佳及最适合的方案，将整个行业推向在全球中前所未有的高度。

马来西亚家具总会会长蔡春才指出，马来西亚家具业未来发展趋势保持强劲，前景依然一片大好。不过，要在全球市场中占有重要的一席之地，我们就必须从长计议，有一套长远及全面的计划。“这个计划及方案也必须与国家木材工业政策(NATIP)相辅相承，才能在2020年达到家具出口额160亿令吉的目标。”

2014年，大马家具出口额为73亿5千万令吉，高居全球十大家具出口国之一。全球家具市场预料在未来5年内增长3%至5%。蔡春才表示，市场的中心开始转移至亚太地区，因此，大马家具制造商要抓紧机会，以分到更大的市场蛋糕。

市场挑战

国家木材工业政策制定的长远目标，冀望2020年木材及木材产品的出口额达到530亿令吉。其中，家具出口产品则在2020年达到160亿令吉的总额。

根据马来西亚家具总会的最新的调查，其中参与的245家会员公司，涉及了8千24名本地员工、2万2千817名外劳及1万6千174个空缺。我们估计整个行业，包括许多小厂及非会员在内，一共有大约1万7千名本地员工、5万名外劳及3万5千个空缺。

这个估算是根据2014年80亿令吉的出口总额，除以245家参与调查公司的出口总额。根据有关数据，我们预算一共有6万9千617个空缺需在2020年前填补，以达到国家木材行业政策设下的目标。

如果将本地销售额及出口额考虑在内，到了2020年，本地及外劳员工的需求量分别为30万3千931人以及44万6千516人。

这些挑战短期内需要马来西亚种植与原产部、人力资源部及内政部的介入协助，批准更多外劳进入家具制造业是解决劳工短缺问题的短期方案。

长远而言，我们建议实行训练与发展计划。这些计划旨在减少行业过度依赖外劳，以及训练更有效率的本地熟练员工。随着劳动生产率提

高，每月薪金也会提高，这有助于加快马来西亚在2020年转型成为高收入国。我们将以以下三大步骤去执行：

步骤一：训练本地员工操作高科技机械

步骤二：向土著企业及外国投资者推销家具业

步骤三：自动化取代人工

这些计划目的是减少行业对外劳的依赖，并训练更多高生产力的熟练本地员工。当员工的生产率提高时，每月薪水可随之调高。这有助于加快马来西亚在2020年转型为高收入国。

国内市场商机

目前没有官方数据显示国内家具成交额。因此，隆雪家具企业商会(KLSFEA)根据以下两种方法来推算：(方法一) 2013年房产交易量；(方法二)马来西亚人口比例和房屋供应。

根据隆雪家具企业商会分析，以(方法一)计算方式推算，国内的家具需求估计高达50亿令吉；以(方法二)计算方式推算则高达90亿令吉。在2014年，家具出口额为80亿令吉，可见国内家具需求不逊于出口市场。

政府为家具出口商提供出口援助，反之，对本地市场拨款极少。商会积极协助会员打造品牌，鼓励本地家具参展商参与由商会主办的展览会，响应“马来西亚制造”以便减少入口家具在市场上的占有率。

我们希望政府能够为参与国内家具展销会的厂家，提供展位租金的赞助(例：赞助50%租金)，与此同时，推广品牌及设计的资金援助也是迫切需要。

PROSPECTS OF INDUSTRY

Prospects of the office furniture industry in Malaysia are positive, with contributing factors such as demand growth from emerging countries and growth of commercial property development in Malaysia (The office, 2014).

- Growth in Demand of Emerging Economies.** Growth in Asian nations has prompted an increase of office furniture imports from Malaysia over the past five years. From 2009 to 2013, the collective imports of Malaysian office furniture from Asian nations have grown by a CAGR of four per cent (4.0%). Malaysia exports more than half of its office furniture to Asian countries. It is expected that the furniture manufacturing industry will see stable global demand growth, with an increasing trend in imports of consumer goods in emerging economies.
- Recovery of Major Economies.** After Asia, North America represented the second largest export market for Malaysian made office furniture. The recovery of the USA economy since the 2008 financial crisis has seen an increase in consumption of office furniture. From 2009 to 2013, the region has

seen a CAGR of 12.0% in office furniture imports from Malaysia, and is expected to continue to grow, as the economy recovers in the North American region.

- Growth of Commercial Property Developments.** In Malaysia, through the efforts of the Malaysian Investment Development Authority and investing in Greater Kuala Lumpur, Malaysia continues to attract the setting up of foreign companies in the country. Property development activities in Malaysia, in commercial districts such as Klang Valley, have increased over the years. Total office supply recorded a CAGR of 4.1% from 2009 to 2013, while an additional 0.7 million m2 of new office space was released in 2014.
- Push towards High-value Products And Services.** The cumulative knowledge in the industry has led to the rise of solutions-based services such as those of project sales. As a result, the industry is able to realise higher profitability from sales of high-value, internationally recognised products, and provision of value-added services. The gradual shift towards high-value products and services may also alleviate pressure from higher production costs and increased competition from other exporting countries like the PRC and Vietnam.

- Use of Research and Technology.** Throughout the years, Malaysia's office furniture manufacturing industry has accumulated considerable experience, and built up expertise in modern manufacturing processes. With growing investments into high-tech production processes, the domestic industry is expected to be able to keep up with increased future demands and challenges.

KEY THRUSTS OF MFC'S FIVE-YEAR PLAN

To face the challenges and grab the opportunities, we propose a 5-year plan in 7 thrusts:

- Thrust 1** Renewed efforts in traditional market
- Thrust 2** Coordinated strategies for the emerging markets
- Thrust 3** Promoting diversity as competitive edge
- Thrust 4** Improving sustainability and variety of raw materials
- Thrust 5** Striking a balance between technology and workmanship
- Thrust 6** Serving small players and the society
- Thrust 7** Boosting local market share

MILESTONES OF KEY PROJECTS

The list of projects and milestones will be reviewed on an annual basis to ensure its relevance

Thrust 1 Renewed effort in traditional and local markets <ol style="list-style-type: none"> January Furniture Show 2016 Birmingham To secure MITEC for EFE to showcase Malaysian-style Furniture Oversea media invitation SME assistance for 4 new companies to participate in EFE Design of Malaysian-style Furniture Launching of Malaysian-style Furniture at EFE Advertising campaigns for Malaysian-style Furniture Buyers programme for Malaysian-style Furniture A Book 'Showcasing Civilisation' to promote Malaysian-style Furniture A liaison campaign with overseas government agencies 	Thrust 3 Promoting diversity as competitive edge <ol style="list-style-type: none"> Guide books, training courses and vendor programmes for Bumiputra One Village, One Product programme Promoting Bumiputra and Indian in the furniture industry Bumiputra and non-bumiputra joint venture program 	<ol style="list-style-type: none"> Establish an occupation training centre at Johor's new furniture industrial park To explore the feasibility to establish a Manufacturing Consulting, Technology and Innovation Centre (MCTIC) or Malaysian Talents Programme (MyTIPS) "Machinery buy-back scheme"
Thrust 2 Coordinated strategies for the emerging markets <ol style="list-style-type: none"> To conduct a study on The One Belt and Road initiative, VAT and other policy issues To set up a China Pavilion in EFE 2016 Marketing plan for India and Indonesia markets Invitation of top Indian buyers to EFE 2016 Malaysia China Furniture Partnership Corporation 	Thrust 4 Improving sustainability and variety of raw materials <ol style="list-style-type: none"> To reject any price hike above 5% within any year for rubberwood supply Experiment and identify sustainable source of timbers Establish a raw material hub, including timbers, glasses and metals 	Thrust 6 Serving small players and the society <ol style="list-style-type: none"> Affordable exhibition facility for small players at EFE MITEC to showcase small players' products Assist small companies access to Financial facilities Knowledge and management training programmes EFE charity fund
	Thrust 5 Striking a balance between technology and workmanship <ol style="list-style-type: none"> Review of labour policies Fast-track Application for Bangladeshi workers Extension of GMP and other technology training programs to whole industry Vocational training for local workers to join the furniture manufacturing industry in cooperation with Vocational Tunku Abdul Rahman (VTAR) College 	Thrust 7 Boosting local market share <ol style="list-style-type: none"> Assist states' Furniture Manufacturers and Traders Association to organize domestic furniture fair if required Suggestion to government projects and schools to use rubber wood furniture A study on Furniture + Properties model /other domestic marketing tools

行业的展望

受到新兴国家需求提高及大马商业地产蓬勃发展的因素带动下,马来西亚办公家具前景是正面的。(THE OFFICE, 2014)

新兴国家的需求提高。亚洲各国从马来西亚进口的办公家具,在过去5年有提高的迹象。从2009年至2013年,亚洲各国从马来西亚进口的办公家具,年均符合增长率(CAGR)提高了4%。

马来西亚超过半数的办公家具出口至亚洲各国。从消费物品进口至新兴国家有增长的趋势来看,家具制造业可预见全球需求稳定增长。

主要经济体复苏。继亚洲后,北美是马来西亚办公家具的第二大出口市场。从办公家具消费的增长来看,美国经济自2008年金融危机后已复苏。从2009年至2013年,该区域从马来西亚进口的办公家具,年均符合增长率为12%。随着北美地区经济复苏,预料出口量会继续成长。

商业地产发展成长。通过马来西亚投资发展局(MIDA)及投资吉隆坡(INVEST IN GREATER KL),我国能够继续吸引外国企业前来投资。马来西亚的产业发展活动,如巴生谷的商业区,在过去多年内不断增加。从2009年到2013年,办公室需求达到年均符合增长率4.1%。额外70万平方公尺新办公室空间将会在2014年完成。

朝向高价值产品及服务。在行业内累积的知识,造就了解决方案的服务(SOLUTIONS-BASED SERVICES),如项目销售(PROJECT SALES)的兴起。为此,行业能够从高价值销售、国际认可产品及提供增值服务上,实现高盈利能力。逐步朝向高价值产品及服务的转型,除了能够降低高生产成本外,也能减少其他家具出口国,如中国、越南带来的竞争压力。

运用研究与技术。这些年来,马来西亚办公家具制造商累积了相当的经验,并建立了现代制造工艺的专业能力。随着越来越多在高科技制造工艺的投资,本地家具也预料能够紧追未来的需求和挑战。

我们的提议

把握机会,勇迎挑战。我们提出的5年计划,主要括囊以下的7大主旨。以下为马来西亚家具总会为达成5年计划所设下的目标:

- 主旨 1 在传统市场中重新启动
- 主旨 2 新兴市场的策略协调
- 主旨 3 促进多元性的竞争优势
- 主旨 4 提高原材料的可持续发展与多样化
- 主旨 5 寻求工艺与手工艺的平衡
- 主旨 6 为小型业者及社区提供服务
- 主旨 7 提高本地市场份额

以下为马来西亚家具总会为达成5年计划所设下的目标:

主旨一: 在传统市场中重新启动 <ol style="list-style-type: none"> JFS 伯明翰家具展 争取MITEC 让EFE展示大马风格家具 国外媒体邀请 SME援助让四家新公司参与EFE 大马风格家具设计 在EFE推展大马风格设计的家具 大马风格家具广告宣传活动 大马风格家具买家采购计划 通过《展示文明》一书推广大马风格家具 与海外政府机构联办活动 为到台湾念家具相关科系的会员及会员子女提供奖学金 	主旨二: 新兴市场的策略协调 <ol style="list-style-type: none"> 一带一路、增值税及其他政策的研究 在EFE 2016设立中国馆 印尼及印度市场计划 邀请印度大买家到EFE 2016 大马中国家具伙伴企业 	主旨四: 提高原材料的可持续发展与多样化 <ol style="list-style-type: none"> 拒绝任何一年内橡胶木供应的价格上涨5%以上 实验及鉴定可持续的木材原料 设立木材、玻璃及金属原料中心 	<ol style="list-style-type: none"> 通过政府共同筹资以及其他形式的帮助,协助家具企业,包括小型企业取得融资以进行机械化及扩张。 "机械回购计划" 与马华合作在拉曼职业培训机构设立家具系
	主旨三: 促进多元性的竞争优势 <ol style="list-style-type: none"> 指南手册、培训课程和供应商计划 "一村一物"计划 推广土著及印裔发展家具业 土著与非土著合资计划 	主旨五: 寻求工艺及手工艺的平衡 <ol style="list-style-type: none"> 检讨外劳政策 造业咨询、科技及创新中心(MCTIC)及大马人才计划(MyTIPS) 延续LEAN、GMP及其他计划至整个行业 展开符合家具制造业需求技能和设计课程的研究。 研究在柔佛新家具工业园设立职业训练中心的可行性 	主旨六: 为小型业者及社区提供服务 <ol style="list-style-type: none"> 协助小型企业取得融资 知识及管理训练计划 EFE慈善基金
			主旨七: 提高本地市场份额 <ol style="list-style-type: none"> 协助州属会举办本地家具展,如有需要 建议政府工程及学校使用橡胶木家具 考察家具+产业模式/其他国内营销工具



PRESIDENT'S CHINESE NEW YEAR MESSAGE FOR MALAYSIAN FURNITURE NEWS 总会长新年献辞

Dear Readers,

This year 2016 marks the beginning of the Malaysian Furniture Council New Five-Year Strategic Plan. Consisting of seven thrusts, with inputs from the industry, the Malaysian Furniture Council Five-Year Plan (2016-2020) encompasses strategies to expand both local and domestic markets whilst addressing all issues we may be facing. It also supports the council's aspiration to provide, guide and grow with the furniture industry.

Indeed 2015 was the most challenging year, but yet a successful one for us. The Council has undertaken many activities with great achievements. Taking a careful approach in moving forward into the New Year, it has opened the path for us with a clear strategy and direction for the years ahead.

Firstly, we are proud to announce that the furniture exports for 2015 are predicted to exceed RM9 billion. This would go down in records as the highest export figure yet and we should give ourselves a pat on the back given such an achievement is reached in a rather uncertain global economy. To sustain this momentum into 2016 and beyond, with a target of double digit growth, the Council has worked relentlessly to secure the following to continue supporting the growth of the industry:

- The approval of 35,000 Bangladeshi workers to serve in the furniture industry;
- A bigger and bolder EFE 2016 (Export Furniture Exhibition) with a total area of approximately 30,000 gross square meters;
- The inaugural China Export Pavilion in EFE 2016 to tap the potential of the Chinese market;
- Assurances for furniture manufacturers to exhibit in the following international exhibitions:-
 - January Furniture Show 2016, Birmingham, UK, and
 - Furniture China 2016, Shanghai, China

Second, our Charter Members - The Kuala Lumpur & Selangor Furniture Entrepreneur Association and Muar Furniture Association -- are embarking on ambitious furniture city projects to boost Malaysia as a furniture hub with 300 acres in Ijok, Kuala Selangor, and 600 acres at Bukit Bakri, Muar, respectively. These projects will definitely have great impact towards the export contribution in the near future.

As our industry transforms and innovates, the likewise is demanded of the workforce by the industry. In another important decision undertaken in the fourth quarter of 2015, the Malaysian Furniture Council (MFC) will be collaborating with VTAR Institute in vocational training programmes to increase the pool of highly skilled domestic workers ready for employment by the Malaysian furniture industry. This will perpetuate talent among the locals, especially in the implementation of high advanced technology into automation of production lines, whilst reducing our dependency on foreign workforce.

On the international front to create the awareness of Malaysia furniture industry developments, the Associate Editor of Furniture Today, Mr Thomas Russell visited Malaysia on the invitation of the Council. Mr Russell's intense schedule saw him visit more than a dozen factories in four Malaysian states to gain a first-hand insight on the potential of Malaysian furniture manufacturers. His observation of our industry was shared with Furniture Today's international readership in the September and October issues that coincides with the High Point Furniture Market Fall edition.

In a bid to improve the communication of the Council with our members and the industry, we are using various means of communication tools for effective outreach. The Council publishes this Malaysian Furniture News, which is circulated to industry players and relevant agencies. On the digital front, we have set up an Official WeChat account that dispenses furniture news and updates regularly. Our WeChat ID is MFC-MY and we warmly welcome you to follow us.

The Malaysian Furniture Council greatly values your contribution and continued support which drives us to care about and seek to strengthen our industry. We look forward to working together with all our partners as we strive to create a stronger and inclusive future for the furniture industry.

In closing, we wish you all the very best for 2016. Lets grasp all opportunities that come our way to make this year yet another better, successful one for our furniture industry!

Sincerely,

President, Malaysian Furniture Council
Chua Chun Chai

致读者，

值此辞旧迎新之时，我谨代表马来西亚家具总会，恭祝大家新春快乐，猴年大吉！

2016年，是马来西亚家具总会启动5年战略计划的一年。马来西亚家具总会5年计划（2016-2020），涵盖7项主旨，旨在扩展国内外市场同时，解决行业的各种其难杂症，带领家具业成长，达成总会设下的愿景。

2015年确实极具考验，对我们来说却是成绩斐然的一年。总会过去一年达成许多任务和成就，经审慎考虑后，我们将会把这些任务继续扩展，在新的一年里具有清晰的路向。

首先，我们很荣幸地宣布，2015年的家具出口额料可达到90亿令吉。在充满变数的全球经济下，家具出口额依然创下新高，我们感到特别鼓舞。为了保持增长的势头，并在2016年达到双位数增长目标，总会将坚持不懈，继续支持行业的发展：

- 批准2万7千795名孟加拉外劳到家具业服务。
- 更大规模的2016年出口家具展：展览面积扩展45%及新参展商增加80%。
- 2016年出口家具展设立中国出口馆，瞄准极具潜能的中国市场。
- 协助家具制造商在以下国际展参展：
 - 英国伯明翰家具展
 - 中国国际家具展览会

其次，我们的州属会——隆雪家具企业商会及麻坡家具同业商会，正雄心勃勃开发家具城计划。雪州国际家具城位于瓜拉雪兰莪依约，占地300英亩；麻坡家具工业园位于巴口，占地600英亩，这项大型计划一旦落实，将有助于将马来西亚打造成为全球家具中心，未来对出口带来巨大贡献。

正当行业处于转型及创新阶段，同样的，业界也对劳力有所要求。2015年的第四季度，总会决定与拉曼技职学院合办技职训练课程，以增加更多本地熟练员工，以投身在马来西亚家具业。如此一来，不但可栽培本地人才，也能够减少对外劳的依赖，尤其在落实高科技到自动化生产线的发展路上。

为了提高马来西亚家具业的国际知名度，总会邀请来自美国的《今日家具》期刊副主编TOM RUSSELL来马考察。TOM RUSSELL到访期间行程紧凑，到访四个州属的多间工厂，以了解大马家具制造商的潜能。与美国高点国际家具展同期，有关报道已刊登于《今日家具》10月及11月的期刊。

为了加强总会与会员及业者之间的沟通，我们采取各种管道以期达到上情下达，下情上传的效果。

总会出版的马来西亚家具资讯，免费发行给家具业者及相关单位。在数码年代，我们设立了微信官方帐号，以定期发布最新行业资讯及消息。我们的微信帐号为MFC-MY，欢迎您的加入。

马来西亚家具总会珍惜您的贡献，您长期的支持和肯定，让我们有动力为行业服务更多。我们期望与所有的伙伴继续合作，共创更强大及充满未来的家具业。

最后，我希望大家在新的一年里顺风如意，愿祝我们把握每一个机会的到来，让今年成为家具业最丰收的一年。

此致，

马来西亚家具总会会长
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Malaysian Furniture & Furnishings Fair
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Gold Winner



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MTC CHAIRMAN: BRIGHTER PROSPECTS AHEAD FOR MALAYSIAN FURNITURE INDUSTRY



Prospects for the Malaysian furniture industry continues to remain bright following the various institutions, especially the Malaysian Furniture Council (MFC) and Malaysian Timber Council (MTC), and relevant Ministries working closely to resolve the long awaited labour issues recently, says MTC Chairman, Datuk Wee Jeck Seng.

Since helming the MTC as its Chairman on January 1, 2015, Datuk Wee Jeck Seng has played an instrumental role in taking the wood-based industry into greater heights.

He has also worked tirelessly with the MFC to ensure that the Malaysian furniture industry, which is one of the major contributors to the country's exports and Gross Domestic Product (GDP), will continue to develop and grow in tandem with the Government's aspirations for Malaysia to achieve the status of a high income nation by 2020.

Wee was influential and actively assisted the MFC in resolving the furniture industry's labour shortage for foreign workers with relevant authorities. This has led to the approval of the Ministry of Home Affairs in allowing the Malaysian furniture industry to employ 27,795 Bangladeshi foreign workers from next year onwards.

In efforts to assist the Malaysian furniture industry to rise to next level in the global market, Wee said the MTC will spearhead promotional and marketing programmes into regional markets to highlight the quality of Malaysian timber. He said MTC would open a regional office in India in 2016 to improve sales and marketing following its success in penetrating the China market.

"There is a growing confidence in the acceptance of our timber products and furniture in China. And, I am committed to strengthen our bilateral trade ties to increase our furniture exports to China," emphasised Wee.

On the sustainable growth of the furniture industry, Wee stressed that there is a need to adopt various human resources training programmes to upgrade the skills of local employees before the industry embarks on an automation process. It is crucial for the relevant trade bodies and governmental institutions to work cohesively in developing appropriate strategies on a longer term basis.

Below is an excerpt of the exclusive interview by the Malaysian Furniture News (MFC Bulletin) with the Malaysian Timber Council (MTC) Chairman Datuk Wee Jeck Seng

1. MFN: Could you please share your thoughts on your experience as the Chairman of the Malaysian Timber Council (MTC) for the past year?

Datuk Wee Jeck Seng (WJS): The objective of MTC is to promote the Malaysian timber industry trade and to develop the market for the timber product globally.

China has a huge potential and hidden opportunity in the timber market. I led a Malaysian delegation twice to visit Guangdong, China, to explore business opportunities and to negotiate deals.

It is not an easy way for Malaysian furniture manufacturers to rashly venture into the China market. With the support of MTC, the Chinese businessmen will have greater confidence with Malaysian companies.

Therefore, under the coordination of the MTC, the Timber Exporters' Association of Malaysia (TEAM) and Malaysian Wood Industries Association (MWIA) had signed a Memorandum of Understanding with the Guangdong Timber Industry Association to supply the quality wood products to Guangdong Province.

I am committed to assist the furniture industry to improve bilateral trade ties in efforts to increase the furniture exports to China through signing of MOU.

MTC has an ongoing programme to restructure and reform the organization with the strengthening of the sales strategies, including the set up a sales and marketing, business negotiation and conference room in our headquarters at 20th floor Menara PGRM. This venue will be the one-stop centre and trade platform for the industry. Additionally, we are also planning to set up a regional office in India by 2016 to improve the regional sales and marketing in the country.

2. MFN: The furniture industry is currently facing severe labour shortage. How do you think you can resolve the problem?

WJS: If the Government did not lift the ban or suspension of the intake of Bangladeshi workers and those affected by earthquake in Nepal, it will further deteriorate the supply of migrant workers.

Some manufacturers have the ability to get help from the Ministry of International Trade and Industry to handle the matter on a case-by-case basis. However for smaller furniture manufacturers who also face the problem of shortage labour, they would most likely have no solutions in sight.

The labour shortage problem has been caused by the "running away" of foreign workers. The statistics on foreign workers in the country showed there is insufficient. However, the fact remains that the officials are unaware of what is happening on the ground. And, some have underrated the severity shortage of the migrant workers.

Therefore, it is imperative to establish a policy which would provide main solution to the problem. The Malaysia Furniture Council (MFC) must take the initiative and proactively engage with the relevant government institutions such as the Ministry of Plantation Industries and Commodities, the Ministry of International Trade and Industry and MTC.

Secondly, we have to seek a solution through the political channel. MCA President Datuk Seri Liow Thiong Lai was informed of the difficulties faced by the industry and he has asked the Ministry of Home Affairs to directly investigate the matter and to find a solution.

Both the Ministry of Home Affairs and Ministry of International Trade and Industry have agreed to approve the application of 27,600 migrant workers to relieve the acute labour shortage.

There is a need to have a long term plan with the institutionalisation of strategies to solve the problems.

The new MTC chief executive officer, Datuk Dr. Abdul Rahim Haji Nik has been informed of the seriousness of the problem. Meanwhile, I have also instructed the officials to upload the survey form on MTC website and call upon the industry to report the number of migrant workers. The officials will review and analyze the statistic based on the data received. If necessary, MTC and MFC will present the issue to the Cabinet through the Ministry of Plantation Industries and Commodities or MCA.

3. MFN: The government encourages the employment of locals to join the furniture industry so as to reduce the over dependency on foreign labour. What is your opinion? Would you encourage the youngsters to join the furniture industry?

WJS: Furniture needs value added feature. In this instance, there is still a need to have manual skills. And this is depend on finish skills by workers. Therefore, it is not practical for the entire furniture industry to adopt a fully automated process.

We must have a long-term training programme to nurture talent in furniture design and furniture

manufacturing. This is to ensure the sustainable development of the industry.

The MFC has begun cooperating with Vocational Tunku Abdul Rahman (VTAR). We look forward to funding the furniture design and manufacturing Diploma course. The Skills Development Department has authorized VTAR to train and produce a more innovative and skilled workforce in meeting industry demand. This is also to encourage youths in the Chinese community to learn the manufacturing skills.

We can help to promote the enrolment of the programme through the youth organization. At the same time, MFC will have to draft the salary structure to ensure the graduates receive reasonable wages and job opportunities as well as exciting career development path.

4. MFN: What is your role in helping the furniture industry as the MCA Secretary-General and Tanjung Piai Member of Parliament?

WJS: I have been appointed as Chairman, Board of Trustees of the Malaysian Timber Council (MTC) effective January 1, 2015. In the meantime, I would encourage MFC to formulate a five-year transformation plan to turn the so-called 'sunset industry' into 'sunrise industry'.

The five-year transformation plan will form the guideline and development policy for the furniture industry over five years and its performance should be reviewed annually.

At the same time, the MFC should propose to the Ministry of Finance or the Ministry of Plantation Industries and Commodities through MCA to put the 5-year transformation plan into annual budget of Malaysia with the aim to obtain funding allocation or grant to assist the developmental growth and transformation of the industry.

The furniture sector and timber industry has been identified as among key agendas in "Mapping Ten Economic Strategic Directions" Conference by MCA last September. This is a common economic issue of MCA and Chinese community where we have formulated a clear economic strategy at the conference.

马来西亚木材理事会主席： 马来西亚家具业的未来更辽阔

马来西亚家具总会、马来西亚木材理事会以及相关部门携手合作，近期内解决困扰已久的外劳问题，让家具业的前景崭露光明。自2015年1月1日走马上任，担任马来西亚木材理事会主席一职后，拿督黄日昇在推动木材行业上，扮演举足轻重的角色。

他努力不懈与总会站在同一阵线，确保作为国家出口及国内人均生产总值主要贡献者的马来西亚家具业持续发展，与国家欲在2020年达到高收入国愿景同步增长。

黄日昇积极跑动各部门，通过本身的影响力努力解决外劳短缺问题，近期终于捎来好消息。内政部日前同意批准引入2万7千795名孟加拉外劳到家具业领域服务。

为了协助马来西亚家具业在全球市场中达到到另一个高度，木材理事会将通过各种市场推广及营销计划，将马来西亚高品质木材打入各海外区域市场。黄日昇在接受访问时说，木材理事会将继续成功开发中国市场后，于明年在印度开设办事处，把目光转向南亚。

“中国对于马来西亚木材及家具的接受度及信心越来越高。我承诺将加强中马两国的双边贸易纽带，提高到中国家具出口额。”

在家具业可持续性发展方面，黄日昇强调家具业朝向自动化发展同时，必须着重于推行人力资源培训计划，提升本地员工的技能。关键是，相关的贸易机构及政府单位需团结一致，以共同制订适当的长期战略与方案。



以下为马来西亚家具资讯独家专访马来西亚木材理事会主席拿督黄日昇。

1. 马来西亚家具资讯：请分享您身为马来西亚木材理事会（MTC）主席近一年来的感想和心得？

黄日昇：马来西亚木材理事会的成立，旨在促进木材行业发展，为木材业者寻找市场商机，通过市场推广及促销活动打入国际市场。

由于中国拥有强大潜力的木材市场，市场潜藏无限的商机，我在数月前率领木材与家具业者，两度造访中国广州，以展开交流、商业洽谈与对接。

家具企业只身贸然打入中国市场并不容易，若借助马来西亚木材理事会这个平台作为支持的后盾，就能加强中方对大马企业的信心。

因此，在马来西亚木材理事会的协调和推动下，马来西亚木材工业总会及马来西亚木材出口商会，日前与广东省木材行业协会签署“马来西亚—广东木材合作意向”合作备忘录，向广东省供应我国的高素质木材产品。

我正在致力协助中马两国的家具业，通过签署备忘录的方式展开合作关系，以提高家具出口到中国的总额。

马来西亚木材理事会今年内陆续进行重组改革来强化促销策略，其中包括在马来西亚木材理事会总部第20楼（民政大厦）建立市场促销、商业洽谈及会议室会场，为业者提供一站式的商业对接及交易平台；以及将于2016年在印度设立区域办事处，加强在该地区的促销及市场商机。

2. 马来西亚家具资讯：家具业目前严重面对劳工短缺问题。您认为如何可以解决此问题？

黄日昇：政府冻结孟加拉外劳申请的决定尚未解冻，加上尼泊尔地震影响影响尼泊尔外劳入境，进一步恶化外劳供应的问题。

部分大厂会有能力直接向外贸部求助，通过个案方式获得特别处理；惟面对外劳短缺的小厂，极可能求助无门。

尽管业者过去一直面对外劳潜逃，造成劳工短缺问题，不过官员们显然并不太知情，他们掌握的数据显示外劳供应仍充足，低估了外劳短缺的严重性。

因此，解决方案必须从政策上着手，家具总会此时必须更主动与政府部门，包括种植与原产业部、贸工部以及木材理事会紧密沟通。

其次，我们也可以从政治上寻求解决方案。马华总会长拿督斯里廖中莱获悉家具业者面对此难题后，已要求内政部介入调查及协助。

近期内，内政部与贸工部同意批准马来西亚家具总会提呈的2万7千600余名外劳申请，期望能舒缓行业面对劳工短缺的问题。

当然，要一劳永逸解决外劳短缺问题，还必须周详的计划，按照制度化策略解决问题。

我已向新上任的马来西亚木材理事会首席执行官拿督阿都拉欣，反映问题的严重性。同时，我也指示官员将调查表格上载至木材理事会网站，并吁请业者每三个月，就将企业外劳人数情况向总会报告，官员将会根据所收集到的数据进行分析。如有必要，木材理事会与总会可通过原产部或马华向内阁上反映问题。

3. 马来西亚家具资讯：政府鼓励本地员工加入家具业，以减少过度

依赖外劳的努力。您如何看待这个课题，是否有任何计划鼓励青年人加入家具行业。

黄日昇：家具领域要完全以自动化机械取代人手并不实际，毕竟家具产品要增值，还必须有人手加工技术。

家具业要实现持续性发展，就必须要有长期的人才培训计划，以培育家具设计及家具制造人才。

拉曼技职学院（VTAR）目前开始与马来西亚家具总会合作，以争取在近期开办家具设计及制造文凭课程。拉曼技职学院获得技能发展局的批准，根据整个家具领域的实际需求来栽培人才，让华裔青年人学习家具相关的一技之长。

我们可以通过青年组织协助推广招生，同时总会可以拟定工资架构，让毕业生获得合理的工资外，让他们的就业机会及未来事业发展获得保障。

4. 马来西亚家具资讯：您也是马华副秘书长及丹绒比艾国会议员，请问马华在协助家具业扮演什么角色？

黄日昇：我是获得马华公会的推荐，于2015年1月1日起担任马来西亚木材理事会主席。在这期间，我极力鼓励马来西亚家具总会拟定了一个5年转型大计，将这个被视为“夕阳工业”行业，转型成“朝阳工业”。

5年计划将会作为家具业未来5年发展的基本方针及政策，每年接受定期进度检讨。

同时，家具总会可通过马华或原产部向财政部建议，将家具业5年计划纳入每年的国家财政预算案中，为家具业争取拨款以协助家具业转型及成长。

马华也在今年9月举办《十大经济方略》研讨会，制动一套清晰的经济方略经济图，以成为马华与华社的共同经济议题，木材工业下的家具业也纳入其中一项议题。

Profile Datuk Wee Jeck Seng:

Wee graduated with a Bachelor of Business Administration from the University of Sunderland, UK. He later pursued his Master in Public Administration from the Universiti Utara Malaysia. He is currently a Ph.D. student in Public Administration from the Universiti Utara Malaysia.

The titled of DMSM from Melaka was awarded to him in October 2009.

Wee is the Member of the Parliament for the Tanjong Piai constituency in Johor. He is the Deputy Secretary General of the Malaysian Chinese Association (MCA) and member of Public Accounts Committee.

He is married and have 3 children.

黄日昇简介：

英国桑德兰大学商业管理学士及北方大学公共管理学硕士，目前正在攻读北大公共管理学博士课程。2009年10月获马六甲州元首颁赐DMSM拿督勋衔。

现任柔佛州丹绒比艾区国会议员及马华丹绒比艾区会主席。

目前是马华受委中央委员及副秘书长，也是国会公共账目委员会成员，与妻子林茹芸育有三名子女。



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Export Furniture Exhibition Malaysia is amongst the most represented furniture exhibition which is organized by EFE Expo Sdn Bhd, a company fully owned by MFC on annual basis at Kuala Lumpur, Malaysia. This trade show is one of the Southeast Asia's largest international platform which is presented by Malaysian Furniture Council. Various prestigious bodies are endorsing this trade fair such as Ministry of Plantation Industries and Commodities, Malaysian Timber Industry Board, Malaysian Timber Council, Asian Furniture Industries Council, Malaysian Furniture Promotion Council etc.

Companies all over the world are coming to the 12th edition of Export Furniture Exhibition Malaysia 2016 to grab the numerous opportunities available to expand their business network all around the world. This is the best platform for the companies engaged in the furniture industry as it provides favorable B2B trading atmosphere in which the professionals launch, display or promote their cabinet, sofa, furniture accessories, bedroom, home, living room, dining, kitchen etc. furniture.

Once again, Export Furniture Exhibition Malaysia is opening its doors for the Importers, Exporters, Buying Agents, Traders, Dealers, Distributors and other professionals of furniture industry. EFE 2016 is going to be held from 5th to 8th March 2016 at Kuala Lumpur Convention Centre (KLCC), Malaysia's leading convention facility. This four day trade show is spread across 30,000 square metres gross area in which products like home, living room, dining, kitchen, children,

outdoor, rattan, hotel, leather, office, occasional and entertainment furniture are going to be displayed.

EFE 2016 will feature a new dimension with a "China Export Pavilion" to provide opportunities and network to export to China by our local manufacturers. Cost of manufacturing in China has escalated to a level where it is no longer economical to produce. In conjunction with this, a large entourage of China delegation will also be visiting the fair. Strongly supported by the Malaysian Timber Council (MTC), the China Export Pavilion will further enhance our exports to China, the second largest economy in the world today.

11 years on and still growing strong, EFE is ranked amongst the best furniture fairs in the region and has spearheaded the furniture trade scene for many years. Bigger and better, EFE 2016 will have 9 Halls as compared to 6 Halls in 2015. A 'Happy Hour' session with free flow beer will also be served at the International Buyers' Lounge for our valued buyers.

The Malaysian Furniture Promotion Council (MFPC) will make its presence felt with an exclusive booth which will feature four professional European designers (Italy and Belgium) for the Professional Designers Programme (PDP) who will showcase 20 prototypes produced by the participating Malaysia Pride recipients and approval from the Intellectual Property Corporation of Malaysia (MyIPO) on eight original designs created by the professional designers. PDP is a furniture design development programme by MFPC with collaborations from Malaysian Timber Industry Board (MTIB) and with the blessings from the Ministry of Plantation Industries and Commodities (MPIC). PDP seeks to increase export values of Malaysian furniture by encouraging local manufacturers to venture into "Own Design Manufacturing (ODM)" as opposed to the current "Own Equipment Manufacturing (OEM)" model. This programme is seen as the catalyst to the development of furniture design, uniting professional industrial and product designers and Malaysian furniture manufacturers through the assistance of Italian Consulting Pte Ltd (ICON), at the same time to spearhead the nation's charge to become a high-income nation.

An exhibition by the industry for the industry, EFE 2016

is a trade platform which provides opportunities for the industry players and its related industries to do export and networking to expand their businesses. Over the years, EFE has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe. Another buying and networking opportunity awaits global buyers and visitors at EFE 2016.

Welome to 'Fine Furniture, World Market.'

由马来西亚家具总会属下出口家具展有限公司主办, 每年于吉隆坡盛大举行的马来西亚出口家具展 (EXPORT FURNITURE FAIR, EFE 2016), 是极具代表性的国际家具展。这项家具展是东南亚其中一个规模最大的国际家具盛会。此展获得马来西亚种植与原产部、马来西亚木材工业局、马来西亚木业理事会、东盟家具工业联合会及马来西亚家具促进局的全力支持。世界各地企业代表将前往第12届出口家具展, 寻找及抢占商机, 为扩展全球商业版图。

EFE 2016是企业家开拓家具市场的最佳平台。展览中提供商业对商业的贸易环境, 商家推介、陈列及促销各种家具产品, 如橱柜、沙发、家具零件、卧室、客厅及厨房等。可以说, EFE 2016为进口商、出口商、经销商、批发商、买家代理、贸易商、分销商及从事家具业的相关专业人士, 打开了一扇大门。

EFE 2016将于2016年3月5日至8日, 在吉隆坡国际会展中心举行。一连4天的贸易展占地9个展厅, 总面积达到3万平方公尺, 展出了客厅、饭厅、卧室、户外、酒店、休闲及娱乐等家具产品。

EFE 2016也将设有“中国出口馆”, 为有意开拓或进军中国市场的本地家具制造商, 提供商机及联络平台。中国制造业成本日趋提高, 失去了绝对优势。为此, 本展览将吸引许多中国厂家代表赴会。“中国出口馆”在马来西亚木材理事会的鼎力支持下, 有助于提高出口到世界第二大经济体——中国的出口额。11年以来稳健成长, EFE已成为本区域权威的家具体展。EFE 2016从往年6个展厅, 增加至9个展厅。本展在国际买家休闲区特设“快乐时光”, 无限量供应啤酒招待。

马来西亚家具促进局也特别展示4位欧洲专业设计师(意大利及比利时), 在专业设计师计划下, 通过参与“大马之光”(MALAYSIA PRIDE)设计的20样家具设计原型。其中8样原创设计原型获得马来西亚知识产权局登记。专业设计师计划由马来西亚家具促进局与马来西亚木材工业局联合, 以鼓励本地制造商从代工生产(OEM)转型成为原始设计制造商(ODM), 籍此推动家具发展与提高大马家具出口额。

此外, 该项计划通过意大利顾问有限公司(ICON)推动大马家具设计发展, 整合行业专业人士、设计产品与家具制造商, 以协助马来西亚朝向高收入国迈进。一个由行业所拥有, 为行业服务的展览。EFE为家具及家具相关业者, 在出口及业务扩张方面提供商机。在过去多年, EFE让全球万计的买家及家具制造商缔结合作伙伴关系。

EFE 2016, 千载难逢的采购与联系良机在此恭候!

欢迎来到“优质家具, 全球市场。”



EFE 2016 FLOOR PLAN 出口家具展平面图





FINE FURNITURE WORLD MARKET



PROFESSIONAL DESIGNER PROGRAM

20 NEW FURNITURE DESIGNS

WILL BE SHOWCASED IN EFE 2016



PROFESSIONAL DESIGNERS



The PDP team of 4 Professional Designers are mentoring 12 local furniture designers (8 TANGGAM Designers who were winners of MOBIL, the furniture design competitions organized by MTB, and 4 in-house Designers from participating Malaysia Pride Recipients). The mentors and mentees will be exposed to furniture design entrepreneurship whilst working with the focus group of 4 Malaysia Pride Recipients who are Malaysian Furniture Manufacturers and Exporters.



5 REASONS WHY YOU SHOULD JOIN MFC

加入马来西亚家具总会的5大原因

• MFC IS THE SOLE NATIONAL INDUSTRY REPRESENTATIVE RECOGNISED BY THE GOVERNMENT

- The MFC comprises of industry players dedicated to serving the industry's interest
- Monitor policies affecting furniture industry
- Assist industry to adapt to policy changes

• 马来西亚家具总会是受到政府承认唯一全国性家具行业组织代表

- 总会由家具业者组成,维护自身行业利益最大化
- 监督影响行业的政策
- 协助行业适应政策的改变

• PREFERENCE AT ALL MFC ACTIVITIES AND PROJECTS

- Activities organised by organisations affiliated with MFC i.e. market survey and trade mission
- Networking and business matching sessions
- Seminars

• 优先参与总会的活动和计划

- 总会相关组织举办的活动。例:市场考察及贸易任务
- 网络与商业对接环节
- 讲座

• FINANCIAL ASSISTANCE AND EXCLUSIVE SERVICES TO MEMBERS

- Group participation in international trade fairs and exhibitions. e.g. Furniture China, Birmingham January Furniture Show
- Assist members to apply for Bangladeshi foreign worker through fast-track approval
- Special rate to participate in Export Furniture Exhibition (EFE)
- Eligible to apply for MTC Import Assistance Programme
- Issuance of certificate to apply for export license

• 为会员提供财务援助与专属服务

- 集体参与国际贸易展。例:中国国际家具展览会、英国伯明翰国际家具展
- 协助会员以快速管道申请孟加拉外劳
- 特别价格参与出口家具展
- 符合资格申请马来西亚木材理事会出口援助计划
- 发出证书支持业者申请出口制造

• RECEIVE FIRST HAND INFORMATION ABOUT FURNITURE INDUSTRY

- Regular and up-to-date industry news through emails
- Instant communication thru Wechat business account (follow us at MFC-MY) and group chat
- Free distribution of MFC bulletin - Malaysian Furniture News

• 第一时间掌握家具业讯息

- 通过电邮获悉最新行业资讯
- 通过微信官方户口(加入MFC-MY关注我们)及群组即时与总会沟通
- 免费派发总会会讯——马来西亚家具资讯

• WOOD-BASED INDUSTRY VOCATIONAL COURSES TO TRAIN LOCAL SKILLED LABOUR FOR MEMBERS.

- MFC-VTAR Institute furniture certification program

• 木工工业技职课程为会员训练本地熟练劳工

- 总会——拉曼技职学院家具证书计划



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- Step 2: Scan MFC Wechat QR Code
- Step 3: Follow us!

马来西亚家具总会Wechat微信官方账号已正式开通, 请即关注我们。关注总会Wechat只需3个步骤。

1. 打开微信内置的QR Code扫描器
2. 扫描总会微信账号QR Code
3. 立刻关注



MFC Wechat official account - QR Code
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See you there!





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FURNITURE TODAY REVIEW A BOOST FOR MALAYSIAN FURNITURE INDUSTRY

《今日家具》报道打响大马家具业知名度

The second installment on a two-part series by Furniture Today Associates Editor, Thomas Russell, about his June 2015 visit to Malaysia has boosted and positively positioned the Malaysian furniture industry as among the major players in the international arena.

The internationally renowned publication is the leading media in the US which covers the furniture and furnishing industries news worldwide.

Tom Russell's visit to several furniture factories in Malaysia from 17-20 June, 2015 was the first ever organised by Malaysian Furniture Council (MFC).

During his visit, Russell also gave a presentation entitled, "The US and World Furniture Market, Design and Trends", to members of the Malaysian Furniture Council in Kuala Lumpur and the in Muar, Johor Baru.

The objective of Russell's visit to Malaysia was to enable him to gain a first-hand insight into the operations of the Malaysian industry. It is also a part of the MFC's initiative to heighten its awareness and promotional campaign of the Malaysian furniture industry to the US market. His feature stories were published in Furniture Today over three weeks in conjunction with the High Point Show (October 2015) in North Carolina, USA.

This MFC-sponsored programme had positively highlighted the Malaysian furniture industry and hopefully it would result in positioning Malaysia as the choice destination in Asia for the purchase of furniture products.

Next page is a reproduction of one of Russell's articles entitled: "Subcontractors play vital role behind the scenes" published by Furniture Today in October 2015. For a full report on the second installment of the two-part series, please read the full articles in the MFC website www.mfc.my.

《今日家具》副主编TOM RUSSELL于2015年6月来马访问后,撰写的系列报道分成两期刊登后,有助于打响马来西亚家具业在国际舞台的知名度!

作为美国最权威的专业家具杂志,《今日家具》为消费者及家具行业人士提供最新全球家具资讯。

这项计划由马来西亚家具总会主催及赞助,TOM RUSSELL于6月17日至20日,首次受邀到访本地多间家具厂展开实地考察。

TOM RUSSELL也分别在马来西亚家具总会(吉隆坡民政大厦)及麻坡家具同业商会会所,主讲"美国及全球家具市场、设计与趋势"的主题。

TOM RUSSELL所撰写的系列报道,于美国北卡罗来纳一连三周举办的HIGH POINT国际家具展上刊登。此举有助于向美国推销大马家具业,让大马成为在亚洲采购家具的首选国家。

下页为在《今日家具》于2015年10月刊登的其中一篇报道"幕后功臣——承包商",所有的全文报道可在马来西亚家具总会网站下载阅读。



Tom's visit has been scheduled to take place over four days accompanied by MFC President, Mr. Chua Chun Chai and committee. TOM RUSSELL在总会长蔡春才及理事的陪同下展开一连四天的工厂考察。



Tom Russell was impressed with high quality and reliable furniture manufactured by Malaysian furniture makers. TOM RUSSELL对于本地家具厂生产高素质的家具给予极高评价。



Tom Russell presented "Growth and Style Trends in the US Furniture Industry" topic in MFA. TOM RUSSELL在麻坡家具同业商会主讲 "美国及全球家具市场、设计与趋势"分享会。

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SUBCONTRACTORS PLAY VITAL ROLE BEHIND THE SCENES 幕后功臣——承包商

JOHOR, Malaysia — In a strategy that resembles some American manufacturing models, Malaysian furniture makers have remained competitive by keeping the tasks they do best inhouse and leaving the rest to outside resources.

More specifically, the industry remains largely dependent on subcontractors, many of which produce whitewood parts and components.

This cuts down on the amount of work that needs to be done in-house, allowing the manufacturers to focus on areas such as final assembly and finishing to packaging and quality control.

For example, bedroom and occasional furniture producer Hup Chong Furniture Sdn. Bhd. uses several subcontractors to perform tasks such as veneer layup and wood turnings. This allows the company to focus on tasks such as whitewood processing, assembly and finishing.

Bedroom manufacturer LY Furniture said it uses about 15 subcontractors, up from two 10 years ago. This includes some assembly, which cuts down on the amount of in-house labor and equipment devoted to such processes.

“We outsource some assembly and have been doing that since the first day,” noted Tan Kwee Chai. “But we still control the materials, and we still control the finishing and are always proud of the quality we have here.”

Even Lii Hen, a vertically integrated operation that manages its own forests, uses about 30 subcontractors across divisions that include four manufacturers of finished product in Muar.

“We have to stay price competitive, and there are a lot of supporting industries around this area,” said Joey Tok, group marketing manager, noting that subcontractors perform tasks such as whitewood processing and some assembly of those parts. However, major assembly and finishing remain in Lii Hen’s own factories.

Deep Furniture Sdn. Bhd., which specializes in the production of KD dining, occasional, entertainment and home office furniture, said it uses about 30 subcontractors to perform tasks such as the shaping of whitewood parts to the production of finished goods in whitewood form. That leaves Deep to handle product design, including the development of functional features such as storage and other space-saving attributes. The company also uses a number of colorful finishes that add depth to its solid wood offerings.

“Our strengths are finishing, function and design, said Yvonne Ler, marketing manager during a tour of the company’s showroom in Johor. “100% of this (product mix) is our own design.”

Bedroom, dining and occasional specialist Step Furniture does a lot of processing on its whitewood parts, but uses subcontractors for upholstered seats and upholstered headboards. It also gets some chairs



A worker sorts through components that are produced in mass quantities for the dining line of Value Plus Industries.

that are fully finished and packaged from a nearby upholstery resource that produces its own line under the Hugo brand.

Indeed, some factories limit the amount they outsource. This includes Yeo Aik Wood Sdn. Bhd., a division of publicly traded Jaycorp Berhad.

The Melaka-based manufacturer produces some bedroom, but the majority of its line is promotional wood dining sets that retail from roughly \$249 to \$399 for a table and four chairs. Its biggest competitor in this arena is Vietnam, where large factories can produce similar quality goods in high volume.

With nearly half its sales to the U.S. market, the company tries to remain price competitive in a number of ways, including managing its own costs. While it uses subcontractors for some table bases and the lamination of table tops, it keeps this to less than 15% of its production. It keeps in house processes ranging from the pressure treating, kiln drying and processing of rubberwood grown in Indonesia to the assembly and finishing of components into finished goods.

“We are all in-house within the group,” said Lim Poh Teot, a director at Jaycorp. “We control costs better by being vertical.”

Bedroom producer Seng Yip Furniture Sdn. Bhd. and sister company Tomisho Sdn. Bhd. also do a lot of their wood processing in house, leaving little work to subcontractors. Officials said this allows the company to control its costs and create better efficiencies with finished product, which includes five-piece bedrooms that would retail in the U.S. from roughly \$899 to about \$1,799.

“We have to cut costs because labor and everything goes up,” said Jacky Lim, marketing manager. “We try to keep the prices stable and look through the factory to find ways to control our costs.”

马来西亚的家具制造商采用与一些美国车型制造商相同的生产策略，既保留本身最擅长的环节，并将其余部分外包。

更具体的是，家具业仍依赖承包商，其中包括许多产生白木的零部件。这使制造商的内部工作减少，让制造商能够专注于产品的装配、包装和质量控制。

举例，卧室和休闲家具制造商合众家具有限公司，使用不同的承包商来完成胶合板及腐木材的工作，使该公司也能专注于白木加工、装配与精工的部分。

卧室家具制造商联友家具有限公司董事主席陈贵财表示，该公司使用超过15个承包商，合作了2年至10年以上，其中也包括组装部分，外包可减少制作过程中所需的劳力和机器配备。

“我们开业至今都把组装部分外包给承包商处理，但我们仍很好的掌握所有的原料，以确保产品的质量。”

采用垂直整合管理模式管理本身森林的利兴家具有限公司，跨部门使用了大约30个承包商，其中包括4家位于麻坡的成品制造商。

利兴家具有限公司集团营运经理JOEY TOK指出，业界范畴内仍有许多需要支援的工业，我们必须保持市场价格竞争力。

“承包商负责白木加工和组装部件的工作。然而，大型的组装和完工的部分仍交由我们的工厂自行处理。”

专门生产KD起居室、休闲、娱乐和家庭办公家具的DEEP FURNITURE有限公司说，该公司大约使用30个承包商来进行白木零件和形状生产工作，惟核心部分如产品设计，包括开发产品功能如储存和其他节省空间的属性等，则将由该公司负责。同时也使用颜色，以加深实木产品的色彩。

“精工、功能与设计是我们的强项。”营销经理吕依雯在该公司位于柔佛的展示厅参观时，这样表示。

“这些(混合产品)100%都是我们自己设计的。”专门制造卧室、起居室和休闲的STEP FURNITURE则自行处理白木部分，但使用承包商装置座椅和床头板软垫部分。”

然而，也有些座椅从装潢到包装全外包给拥有生产线和专业化资源的品牌——HUGO。

部分制造商如JAYCORP旗下子公司杨奕木业有限公司仍限制外包的数额。

生产卧室家具的马六甲制造商，大量生产零售价介于249美元至399美元，1张桌子、4张椅子的5件式起家具。然而，该公司最大的竞争对手是越南，因为规模庞大的工厂可大量生产质量不相伯仲的产品。

随着近一半销售到美国市场，该公司试图保持价格竞争力，包括管理自身的成本。

尽管部分桌子基础和台面的纹理交由承包商处理，但整个工程仅有少过15%是由外包完成。从加压处理和干燥窑印尼胶木、组装配件到成品完工，全由内部进行。

“我们是集团中采用内部组装完成的”JAYCORP董事林宝迪，这样表示。“我们更好的控制经营成本。”

卧室制造商SENG YIP FURNITURE有限公司与其姐妹公司TOMISHO有限公司大部分的环节都由工厂自行生产，仅把小部分的环节外包。一名工作人员指出，外包有效地控制成本和提高生产效率，一套五件式的卧室在美国只售899美元至1799美元不等。

“随着万物涨价和劳工成本高涨，我们必须减低成本”。营运经理JACKYLIM这样表示。他说，“我们尽量维持价格的稳定性，并设法通过工厂控制成本。”



These dining sets and occasional tables are on display at the showroom of Deep Furniture, which uses a number of subcontractors in its manufacturing process.

MALAYSIA'S IMPORTS OF FURNITURE, BY COUNTRY
2014年及2015年大马家具进口排名(首20个国家)

COUNTRY 国家	2014		2014(JAN-OCT) (1月-10月)		2015 (JAN-OCT) (1月-10月)		Change % 变化%
	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	
TOTAL 总额	1,629.9	100.0	1,363.4	100.0	1,776.3	100.0	30.3
1 CHINA 中国	730.4	44.8	584.1	42.8	899.2	50.6	53.9
2 THAILAND 泰国	193.5	11.9	170.4	12.5	104.4	5.9	-38.7
3 JAPAN 日本	165.1	10.1	134.4	9.9	153.4	8.6	14.1
4 INDONESIA 印尼	92.5	5.7	73.0	5.4	106.7	6.0	46.2
5 GERMANY 德国	71.1	4.4	58.8	4.3	54.0	3.0	-8.1
6 VIETNAM 越南	68.5	4.2	56.7	4.2	45.6	2.6	-19.6
7 UNITED STATES 美国	50.2	3.1	40.8	3.0	55.3	3.1	35.7
8 TAIWAN 台湾	47.0	2.9	38.1	2.8	41.8	2.4	9.8
9 KOREA 韩国	46.7	2.9	36.9	2.7	50.7	2.9	37.5
10 ITALY 意大利	36.3	2.2	28.8	2.1	51.0	2.9	77.0
11 SINGAPORE 新加坡	28.0	1.7	24.7	1.8	21.4	1.2	-13.6
12 POLAND 波兰	21.0	1.3	18.0	1.3	20.7	1.2	15.2
13 INDIA 印度	20.3	1.2	17.1	1.3	14.3	0.8	-16.0
14 HONG KONG 香港	17.7	1.1	15.4	1.1	8.9	0.5	-42.6
15 BELGIUM 比利时	10.4	0.6	7.3	0.5	21.2	1.2	189.0
16 SWEDEN 瑞典	8.3	0.5	6.5	0.5	7.9	0.4	22.7
17 UNITED KINGDOM 英国	6.4	0.4	5.6	0.4	48.4	2.7	764.8
18 MEXICO 墨西哥	5.9	0.4	5.3	0.4	0.5	0.0	-91.2
19 PHILIPPINES 菲律宾	5.4	0.3	4.2	0.3	3.3	0.2	-21.8
20 LITHUANIA 立陶宛	5.2	0.3	4.3	0.3	5.6	0.3	30.0

MALAYSIA'S EXPORTS OF FURNITURE, BY COUNTRY
2014年及2015年大马家具出口排名(首20个国家)

COUNTRY 国家	2014 ^P		2014(JAN-OCT) (1月-10月)		2015 (JAN-OCT) (1月-10月)		Change % 变化%
	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%	
TOTAL 总额	8,010.3	100.0	6,598.3	100.0	7,451.1	100.0	12.9
1 UNITED STATES 美国	2,302.7	28.7	1,893.9	28.7	2,312.4	31.0	22.1
2 JAPAN 日本	677.5	8.5	537.9	8.2	601.2	8.1	11.8
3 SINGAPORE 新加坡	653.5	8.2	535.9	8.1	578.3	7.8	7.9
4 AUSTRALIA 澳洲	609.9	7.6	499.1	7.6	562.0	7.5	12.6
5 UNITED KINGDOM 英国	361.0	4.5	289.7	4.4	338.4	4.5	16.8
6 CANADA 加拿大	284.3	3.5	236.1	3.6	279.1	3.7	18.2
7 UNITED ARAB EMIRATES 阿联酋	273.4	3.4	229.1	3.5	239.7	3.2	4.6
8 INDIA 印度	238.5	3.0	196.5	3.0	270.1	3.6	37.5
9 SAUDI ARABIA 沙地阿拉伯	167.3	2.1	141.8	2.1	196.0	2.6	38.2
10 PHILIPPINES 菲律宾	127.1	1.6	109.5	1.7	123.6	1.7	12.9
11 KOREA 韩国	119.4	1.5	99.4	1.5	114.7	1.5	15.3
12 GERMANY 德国	118.3	1.5	101.4	1.5	87.3	1.2	-13.9
13 RUSSIAN 俄罗斯	117.0	1.5	104.7	1.6	41.4	0.6	-60.5
14 CHINA 中国	103.7	1.3	79.9	1.2	107.9	1.4	35.0
15 CHILE 智利	89.7	1.1	72.7	1.1	81.2	1.1	11.6
16 ALGERIA 阿尔及利亚	85.2	1.1	72.8	1.1	90.6	1.2	24.4
17 FRANCE 法国	80.2	1.0	70.1	1.1	73.4	1.0	4.6
18 INDONESIA 印尼	76.5	1.0	61.9	0.9	57.9	0.8	-6.4
19 THAILAND 泰国	69.7	0.9	59.2	0.9	55.9	0.7	-5.7
20 SOUTH AFRICA 南非	63.8	0.8	52.8	0.8	65.9	0.9	24.7

MALAYSIA EXPORTS AND IMPORTS OF FURNITURE IN 2014 & 2015, MONTHLY AND QUARTERS AND ANNUAL
2014年及2015年大马家具出口每月、季度及全年

MONTH 月份	Exports 出口			Imports 进口		
	RM mil. 百万令吉	Change 变化% M-o-m 按月	Change 变化% Y-o-y 按年	RM mil. 百万令吉	Change 变化% M-o-m 按月	Change 变化% Y-o-y 按年
2014						
JANUARY 一月	754.8	8.4	16.1	142.8	-18.6	30.7
FEBRUARY 二月	553.2	-26.7	26.2	123.5	-13.5	56.4
MARCH 三月	637.4	15.2	9.3	132.8	7.5	28.5
APRIL 四月	680.3	6.7	23.6	159.5	20.1	42.1
MAY 五月	675.0	-0.8	17.4	149.6	-6.2	16.8
JUNE 六月	617.5	-8.5	13.0	136.6	-8.7	2.7
JULY 七月	635.3	2.9	0.3	129.8	-4.9	-13.9
AUGUST 八月	702.1	10.5	9.6	136.8	5.3	7.1
SEPTEMBER 九月	649.3	-7.5	-1.4	127.5	-6.7	-10.1
OCTOBER 十月	691.3	6.5	-3.8	125.0	-2.0	-11.3
NOVEMBER 十一月	683.4	-1.1	2.9	145.8	16.7	-0.2
DECEMBER 十二月	728.5	6.6	4.6	160.5	10.1	-8.5
2015						
JANUARY 一月	779.1	6.9	3.2	164.7	2.6	15.4
FEBRUARY 二月	529.3	-32.1	-4.3	115.8	-29.7	-6.2
MARCH 三月	696.8	31.6	9.3	128.8	11.3	-3.0
APRIL 四月	745.0	6.9	9.5	177.1	37.5	11.0
MAY 五月	679.1	-8.9	0.6	213.4	20.5	42.6
JUNE 六月	725.9	6.9	17.6	213.9	0.3	56.6
JULY 七月	769.8	6.0	21.2	174.5	-18.4	34.4
AUGUST 八月	810.2	5.2	15.4	183.1	4.9	33.9
SEPTEMBER 九月	796.7	-1.7	22.7	197.2	7.7	54.7
OCTOBER 十月	925.2	16.1	33.8	207.8	5.3	66.2

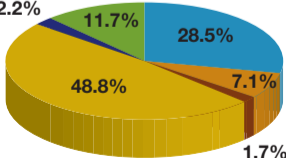
ANNUAL 全年	Exports 出口		Imports 进口	
	RM mil. 百万令吉	Change 变化%	RM mil. 百万令吉	Change 变化%
2014 ^P	8,010.3	8.9	1,669.7	7.9
2014(Jan-Oct) ^P	6,598.3	-	1,363.4	-
2015(Jan-Oct) ^P	7,451.1	13.0	1,776.3	30.3

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

资料来源 : 大马统计局
注 : P-暂时数据

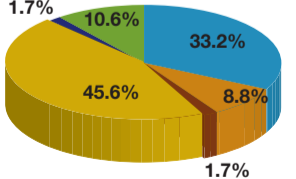
MALAYSIA'S IMPORTS OF FURNITURE 2014 (JAN-OCT) 马来西亚家具进口详情 2014 (1月-10月)

ITEMS 物品	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%
Total Imports 进口总额	1,363.4	100.0
Wooden furniture 木质家具	389.2	28.5
Metal furniture 金属家具	96.3	7.1
Plastics furniture 塑胶家具	23.7	1.7
Seats and its parts 椅子和部件	664.9	48.8
Furniture of other materials 其他材料家具	30.1	2.2
Parts of furniture 家具部件	159.3	11.7



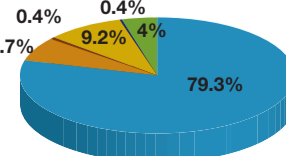
MALAYSIA'S IMPORTS OF FURNITURE 2015 (JAN-OCT) 马来西亚家具进口详情 2015 (1月-10月)

ITEMS 物品	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%
Total Imports 进口总额	1,776.3	100.0
Wooden furniture 木质家具	589.1	33.2
Metal furniture 金属家具	155.7	8.8
Plastics furniture 塑胶家具	31.0	1.7
Seats and its parts 椅子和部件	781.3	45.6
Furniture of other materials 其他材料家具	30.6	1.7
Parts of furniture 家具部件	188.5	10.6



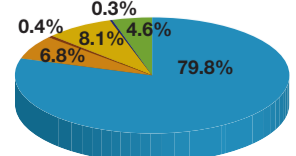
MALAYSIA'S EXPORTS OF FURNITURE 2014 (JAN-OCT) 马来西亚家具出口详情 2014 (1月-10月)

ITEMS 物品	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%
Total Exports 出口总额	6,598.3	100.0
Wooden furniture 木质家具	5,229.8	79.3
Metal furniture 金属家具	439.5	6.7
Plastics furniture 塑胶家具	23.8	0.4
Seats and its parts 椅子和部件	606.5	9.2
Furniture of other materials 其他材料家具	28.6	0.4
Parts of furniture 家具部件	270.1	4.1



MALAYSIA'S EXPORTS OF FURNITURE 2015 (JAN-OCT) 马来西亚家具出口详情 2015 (1月-10月)

ITEMS 物品	Value (RM MIL.) 价值 (百万令吉)	Share % 比率%
Total Exports 出口总额	7,451.1	100.0
Wooden furniture 木质家具	5,926.3	79.8
Metal furniture 金属家具	513.1	6.8
Plastics furniture 塑胶家具	27.4	0.4
Seats and its parts 椅子和部件	641.0	8.1
Furniture of other materials 其他材料家具	19.6	0.3
Parts of furniture 家具部件	329.8	4.6



FURNITURE INDUSTRY: A KEY SECTOR TO NATIONAL ECONOMIC TRANSFORMATION

家具业：国家经济转型的重点领域



The wood-based industry, of which the furniture sector is also a major contributor to exports and the Gross Domestic Product (GDP), has been identified as among the 10 key sectors to spearhead the national economic development and growth of Malaysia.

The Malaysian Furniture Council (MFC) was invited by the Malaysian Chinese Association (MCA) to present a paper at its "Mapping 10 Economic Strategic Directions" conference on September 5 in Kuala Lumpur.

The one-day conference was organised by the MCA Youth and officially opened by Transport Minister Dato' Sri Liow Tiong Lai.

MFC president Chua Chun Chai presented the topic: "Challenges Facing the Malaysian Furniture Industry and Five-Year Plan" at the conference. Meanwhile, MFC consultant Dr. Pok Wei Fong shared on "Five Year-Plan in Six Thrusts and List of Key Projects".

The conference was well attended by MFC members and furniture industry players, private corporations, governmental agencies and the general public.

MFC hopes to establish a strategic partnership with the MCA aimed at connecting its Five-Year Plan with the government economic policy in order to be directly involved in the national economic transformation.

木材家具行业，为国家出口及人均生产总值带来重大贡献，也被视为引领大马经济发展与成长的十大重点领域之一。

马来西亚家具总会受到马华公会邀请，于9月5日（星期六）在吉隆坡马华大厦三春礼堂举办的《十大经济方略》研讨会，作出汇报。

《十大经济方略》成立由各领域专才和相关行业业者组成10个焦点小组，木材业是其中一个焦点课题。

为期一天的研讨会由马华公会举办，马青协办，马华总会长兼交通部长拿督斯里廖中莱担任开幕嘉宾。

总会长蔡春才在当天的研讨会上主讲“马来西亚家具业的挑战及5年计划”。另外，本会顾问慧芳博士则主讲“政府机构及政党如何协助家具业实现5年计划”。

该项研讨会获得来自总会会员、家具业者、私人领域、政府部门及公众踊跃出席，共同探讨家具业在当前经济局势发展和未来趋势走向。

总会希望通过与马华建立“盟友伙伴”关系，让总会的5年计划与国家经济政策接轨，直接参与国家经济发展，一起分享国家成功转型的成果。

IMPORT PERMIT EXEMPTED FINISHED LEATHER

Malaysian Quarantine and Inspection Services (MAQIS) has agreed to exempt finished leather from import permit following strong opposition from the Malaysian Furniture Council.

MAQIS has realized that the import permit for finished leather has no longer required in around 15 years ago. Somehow, the policy has re-enforced in November 2013.

After receiving complaints from MFC members, MFC Sub-Committee members led by Secretary-General Richard Ko met with officers from MAQIS to discuss on the above matter.

It is reported that the raw leather has been sterilized when processed into finished leather, same as other imported leather product, e.g. leather cushions, leather bags, leather shoes and leather sofas, whereby those finished leather products do not need import license.

After MAQIS conducted its investigation, it was identified that finished leather has been classified under the wrong tariff code which therefore led to MAQIS agreeing to instruct Malaysian Customs to change the tariff code for finished leather under the exempted category.

皮革成品豁免进口准证

在马来西亚家具总会极力反对下，大马检疫和检验服务局(MAQIS)取消皮革成品进口准证。

据了解，兽医局早在约15年前，早已取消皮革成品的进口准证。该局不知何故，在2013年11月重新执行皮革制成品的进口准证政策。

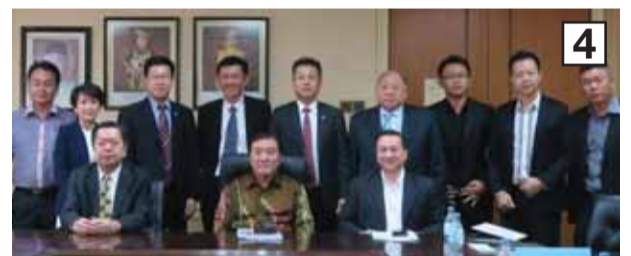
马来西亚家具总会接到会员的投诉后，委派以总秘书长许焯裕为首的小组成员与大马检疫和检验服务局官员，了解并跟进重新执行皮革制成品的进口准证政策。

据悉，原皮的一切原菌在加工成皮革成品时已完全消毒，就如进口的皮革坐垫、皮包、皮鞋和皮革沙发都是采用同样的皮革制成品，因此皮革成品不该重新执行进口准证。

经过调查后，当局发现皮革制成品进口准证的关税代码出错，并已指示关税局纠正错处，即皮革成品列入豁免进口准证的组别。

FURNITURE INDUSTRY AWAITING APPROVAL FOR 27,795 FOREIGN WORKERS

2万7千795名孟籍外劳 待填补家具业空缺



The labour woes faced by furniture Industry in obtaining foreign workers, especially from Bangladesh, has not been resolved. Despite the Ministry of Home Affairs accepted the Malaysian Furniture Council's (MFC) application to fast track approvals of 27,795 Bangladeshi foreign workers for 375 companies, the outcome is still pending.

The MFC has sent out an e-mail on 20th November to its members informing them to submit the relevant application form and supporting documents to Council. Upon complete compilation, all applications has been sent to Ministry of Home Affairs and Ministry of International Trade and Industry (MITI) for the final processing.

Thousands of foreign workers from Bangladesh are still anticipated to fill the vacancies in the furniture industry.

The Council has also brought this issues to the Minister of Plantation Industries and Commodities Dato' Sri Douglas Uggah Embas, MCA President and Transport Minister Datuk Seri Liow Tiong Lai, MCA Secretary-General and Second Minister of International Trade and Industry Dato' Seri Ong Ka Chuan, with hope more initiative will be taken to resolve this issue.

The MFC launched a survey in April, regarding the issue of foreign labour shortage so as to accurately collect data that reflected the actual situation and to strongly convey the industry's demands to the relevant authorities.

The survey revealed that for the entire industry -- including many smaller factories and non-MFC members -- there are approximately 17,000 local workers, 50,000 foreign workers and 35,000 vacancies.

Based on these data, the MFC estimates that in order to achieve the targeted export value of RM16 billion under National Industry Timber Policy (NATIP), there will be 69,617 vacancies to be filled by 2020.

This indicates that the fast track approval measure to recruit Bangladeshi foreign workers is not a permanent solution.

For the longer term, the MFC five-year plan has proposed the need for appropriate training and development programmes. This is aimed at reducing the industry's dependence on foreign workers and to train more skilled local workers who are much more productive and efficient.

The programmes include the setting up of furniture production and design certification modules, training local workers to operate high-tech machines and to replace manual work with automation.

内政部较早前接受马来西亚家具总会申请,批准375间家具公司,通过快速管道申请2万7千795名孟加拉外劳,至今未有任何下文,另家具业者们感到无助。

纷扰家具业多年的外劳短缺问题,造成本地家具业订单锐减及生产力下跌。尽管总会几个月来不断极力争取,外劳问题尚未获得舒缓!

总会通过各种管道,分别向种植与原产部拿督斯里道格拉斯、马华总会长兼交通部长拿督斯里廖中莱、马华秘书长兼国际贸易和工业部第二部长拿督斯里黄家泉反映实况,以求解决同业们的需求。

马来西亚家具总会早前针对外劳短缺展开多次问卷调查,以收集外劳短缺的准确的讯息,向有关当局反映实际情况以及作出有力的诉求。

根据总会今年4月的调查统计中的245间会员公司推算,估计整个家具业,包括许多小厂及非会员在内,约有1万7千名本地员工、5万名外劳及3万5千个空缺。

数据也显示,预料共有6万9千617个空缺需在2020年前填补,以达到国家木材政策(NATIP)家具出口产品达到160亿令吉的目标。

然而,快速管道途径引入孟加拉外劳的措施,只是短期解决方案。长期而言,在总会的5年计划中,将推行人力资源训练与发展计划,旨在减少行业过度依赖外劳,以及训练更有效率的本地熟练员工。当中的计划包括开办家具制造与设计课程、训练本地员工操作高科技机械以及自动化等。

- 1 Meeting with the Minister of Plantation Industries and Commodities Dato' Sri Douglas Uggah Embas on 25th August 2015.
8月25日:马来西亚家具总会理事与种植与原产部拿督斯里道格拉斯商讨家具业外劳短缺问题。
- 2 Datuk Wee Jeck Seng raising the issue of hiring of Bangladeshi foreign worker by the furniture industry during a debate of the Yang Dipertuan Agong's speech in Parliament on 18th March 2015.
3月18日:拿督黄日昇在国会下议院参与辩论元首施政御词时,吁请政府检讨家具业聘用孟加拉外劳的政策。
- 3 The meeting of MFC governing committee with MCA President and Transport Minister Datuk Seri Liow Tiong Lai focused on foreign worker issue, dated 20th August 2015.
8月20日:马华总会长兼交通部长拿督斯里廖中莱在会上表示,将协助家具业解决外劳问题。
- 4 Group photo after meeting with MCA Secretary-General and Second Minister of Industry Dato' Seri Ong Ka Chuan on 27th August 2015.
8月27日:会晤马华秘书长兼贸工部第二部长拿督斯里黄家泉。
- 5 Trade Related Emerging Issues Director of MITI Sabariah Ghazali, visited Muar to understand foreign worker shortage issue on 22nd October 2015.
10月22日:贸工部总监莎巴丽亚巡访麻坡了解外劳短缺问题。

SPEARHEADING REGIONAL COOPERATION 家具业区域合作： 马来西亚与东盟的契机

Since assuming the ASEAN Furniture Industries Council (AFIC) chairmanship by the Malaysian Furniture Council, AFIC has been working relentlessly to strengthen ties within the ASEAN furniture industry by promoting closer cooperation between the ASEAN furniture manufacturing business communities.

The collaborative effort was realised through its network of constituent members representing the furniture industries of each ASEAN nation who are certified by their respective ASEAN Chamber of Commerce and Industries. The AFIC Chairman for 2015/2016 is Mr. Sunny Ter who is supported by Mr. Nelson Tan as the Secretary-General.

In May, June and November this year, AFIC Council members gathered in Chongqing, China and Kuala Lumpur, Malaysia for a series of meetings which culminated in the inaugural ASEAN Pavilion scheduled to be launched at the Export Furniture Exhibition (EFE) 2016. The ASEAN Pavilion will exhibit the best of ASEAN manufactured furniture from around the region and is supported by the furniture associations of ASEAN nations.



ASEAN Furniture Industries Council members attending the Working Committee Meeting and Conference held in Kuala Lumpur 东盟家具工业总会会员代表出席在吉隆坡举办的工委会会议及论坛。

The establishment of the strong ties among AFIC members were maintained throughout the years and has once again resulted in the joint promotion of the annual ASEAN Show Circuit. The 2016 ASEAN Furniture Circuit will take place from 5th to 15th March, 2016 in Bangkok (Thailand International Furniture Fair), Ho Chi Minh City (Vietnam International Furniture & Home Accessories Fair), Jakarta (International Furniture & Craft Fair Indonesia), Kuala Lumpur (Export Furniture Exhibition), Manila (Philippines International Furniture Fair) and Singapore (International Furniture Fair Singapore) and takes visitors on a journey around the region to explore new products and designs.

For more information about AFIC and/or the ASEAN Furniture Circuit, please visit www.aficfurn.com and www.aseanfurniture.net

自马来西亚家具总会接任东协家具工业总会主席后，不遗余力推动东盟各国家具制造商之间的合作关系，加强区域内家具业发展。东协家具工业总会属下成员，作为代表各国家家具业的组织，皆受到东盟工商会的承认。

2015/2016年东协家具工业总会会长为戴春平，秘书长为陈明成。两人也是马来西亚家具总会的副主席。今年5月、6月及11月，东协家具工业总会成员分别聚集在中国重庆及马来西亚吉隆坡展开会谈，最终议决于2016年在吉隆坡举行的出口家具展(EFE 2016)合办东盟馆(ASEAN PAVILION)。东盟馆将展出本区域内，各国独有风貌的精选家具。

东盟家具工业总会会员国过去多年以来，凭着坚实有力的关系，再次联合推出年度东盟家具巡回展(ASEAN SHOW CIRCUIT)。2016年东盟家具巡回展于2016年5月3日展开至15日，从曼谷(泰国国际家具展暨室内装饰设计展, TIFF)、何志明市(越南国际家具及室内家居配件展, VIFA-EXPO)、马尼拉(菲律宾国际家具展, PIFS)、吉隆坡(出口家具展, EFE)、雅加达(印尼国际家具和手工艺展, IFFINA)、到新加坡(新加坡家具展, IFFS)，东盟各地同期举办的家具展紧凑衔接，让买家可以在短期行程内探索更多的新产品及设计。

欲知更多详情，可到 www.aficfurn.com 或 www.aseanfurniture.net 浏览。

ASIAN FURNITURE DEVELOPMENT FORUM HELD IN SHANGHAI 首届亚洲家具发展论坛及中国家具产业集群群英大会盛大召开



The 1st Asian Furniture Development Forum was held successfully on September 10th during the 21st China International Furniture Expo. The forum is sponsored by Council of Asia Furniture Associations (CAFA) and China National Furniture Association (CNFA), organized by Shanghai UBM Sinoexpo.

Guests at the Forum include: Chairman of CAFA, President of China National Furniture Association(CNFA), Mr. Zhu Changling; Vice President of China National Furniture Association(CNFA), Mr. Liu Jinliang; Vice President and Secretary General of China National Furniture Association(CNFA), Mrs. Zhang Bingbing; Vice President of China National Furniture Association(CNFA), Mr. Chen Baoguang; Founder of UBM Sinoexpo, Mr. Wang Mingliang; Secretary General of CAFA and Director of the Information Department of CNFA, Mrs. Linda Tu Qi; Advisor of CAFA, Mr. Casey Loo; Honorary Chairman of CAFA, Dr. Lim Cheok Sin; Vice Chairman of CAFA, Vice President of Thai Furniture Industries Association (TFA), Mr. Jirawat Tangkijngamwong; President of Singapore Furniture Association(SFA), Mdm. Song Mei Yong; 1st Vice President of Singapore Furniture Association(SFA), Mr. Paul Keng; President of Malaysian Furniture Council (MFC), Mr. Chua Chun Chai; Vice Chairman of Indonesia Furniture Industry & Handicraft Association (ASMINDO), Mr. Rudy T. Luwia; President of Korea Federation of Furniture Industry Cooperative (KFFIC), Mr. Kye Won Kim; Secretary General of Iran National Council of

Furniture & Decoration & Correlated Industries (NCFDC), Mr. Mozaffar Alikhani; Secretary General of Furnishing Industry Association of Australia Ltd (FIAA), Mr. Dean Brakell; President of Chamber of Furniture Industries of the Philippines (CFIP), Mr. Eduardo G. Zuluaga and so on.

During the Forum, Chairman of CAFA, President of CNFA, Mr. Zhu Changling, delivered a speech with the topic of "Asia and China's Furniture Development in the World". He made detailed expression from the situation of global furniture production and trade, development situation of Asian furniture industry and the overview of development of Chinese furniture industry.

Thailand, Singapore, Malaysia, Indonesia, South Korea, Iran, Australia, Philippines and other Asian furniture association members respectively made excellent speeches to share the new design, new technology, new products and new technology of domestic furniture industry, and introduced the developing situation of the world furniture industry.

This forum is the first forum activity hosted by Council of Asia Furniture Association. Asia as the area with the world's biggest furniture consumption growth in 2014 gradually shows its consumption potential. The 'One Belt and One Road' strategy, Asian Infrastructure Investment Bank" and other good news create benefits for the development of furniture industry in Asia. The

current geographic distribution of global furniture consumption gradually is changing from the traditional European and American markets to Asia Pacific market.

2015年9月10日，作为“上海家具展”同期举办的重要峰会论坛，“首届亚洲家具发展论坛”及“中国家具产业集群群英大会”在上海喜马拉雅中心大观舞台盛大召开，本次峰会论坛由亚洲家具联合会携手中国家具协会、上海博华展览共同带来。

中国家具协会理事长、亚洲家具联合会会长朱长龄先生的演讲开启了“首届亚洲家具发展论坛”的序幕，其后由亚洲家具联合会副会长、泰国家具协会副理事长JIRAWAT先生、新加坡家具商会副会长PAUL KENG先生、马来西亚家具总会会长蔡春才先生等各国亚洲家居联合会成员负责人带来其各国的家具发展情况，使台下聆听的参会者了解亚洲家具的市场发展情况、学习了如何跟上时代步伐，并结合自己公司特有的实际情况有所变化。大会最终云集超过600位与会嘉宾，以本次大会为契机，了解亚洲各国的家具市场。

“中国家具产业集群群英大会”开篇同样由朱长龄带来，主题为“中国家具产业集群发展现状报告”。他的报告紧扣当前中国家具产业的发展情况，深刻分析了各地产业集群的现状，同时为将来集群的走势提出了自己的看法。

特色区域建设经验交流不但使不同地区嘉宾互相了解各地市场，同样也能使大家取长补短有所学习。其后，递交共建申请、授牌仪式、表彰先进产业集群、优秀企业和突出贡献个人等环节的目的都在于为这些在中国家具行业内努力的在座者给予肯定。

本次“首届亚洲家具发展论坛”及“中国家具产业集群群英大会”的成功召开，表明家具行业人对于自己所处行业的充分重视，学习、探讨、交流是主旋律，峰会论坛的召开将开启新篇章，为明年的第二届会议奠定基础。

主办当局表示有信心使其成为行业内的风标会议，引领家具行业特有的“时代潮流”。

BPFA ORGANISES VISIT TO LY FURNITURE, 6TH HOME DECO & FURNITURE FAIR 峇株巴辖：企业拜访与家具展

The Batu Pahat Furniture Association (BPFA) organised a 50-member delegation visit to LY Furniture on 19th June and also the 6th Home Deco & Furniture Fair from 4-7 July.

LY Furniture founder, Mr. Tan Kwee Chai, who is also the honorary president of BPFA, was present to welcome the 50-member delegation, which included 15 suppliers from China.

Founded in 1976, LY Furniture's success is attributable to Tan's visionary foresight, spirit of excellence, strong leadership and diligence throughout the three decades.

The 15 suppliers from China were given a thorough briefing by LY Furniture's senior management on the operations of the furniture industry, company culture and current business challenge.

Meanwhile, in conjunction with Hari Raya, Batu Pahat Furniture Association staged the 6th Home Deco & Furniture Fair at The Summit, from 4th to 7th July.

The exhibition which was participated by 26 furniture makers occupying 300 booths over a total space of 30,000 sq. metres. Its activities included a drawing contest for kids, blood donation and lucky draw with RM30,000.00 worth of prizes given away.



Chua Chee Heng handed over plaque to Tan Kwee Chai. 蔡志贤移交牌匾予陈贵财。

Mr. Chua Chee Heng, BPFA President, said the event was aimed at helping members to reduce the impact of GST, stimulate market sales and regain consumer confidence.

50名来自峇株巴辖家具同业协会的会员同业,于6月19日前往联友傢俱有限公司(LY FURNITURE)进行企业拜访,获得创办人陈贵财的热情招迎接。

陈贵财也是峇株巴辖家具同业公会名誉会长。联友傢俱有限公司于1976年创办,在陈贵财精益求精、勤奋和有远见的领导下,在过去30年内,联友的名声已在马来西亚木制品家具行业建立起来。

会员们通过这次的拜访活动,包括约15位来自中国的供应商代表,与该公司领导层交流,从而了解家具行业操作情况,公司文化和当前的商业挑战。

此外,配合开斋节庆典,该会于6月4日至6月7日,在主办峇株巴辖高峰广场举办“第六届峇株巴辖品味家居展销会”。

此次展销会总占地3万平方尺,参展摊位300个,共有26间家具厂商参展。展会期间也有儿童填色比赛、捐血活动及幸运抽奖,并送出总值3万令吉的奖品。该会会长拿督蔡志贤表示,为了协助会员商家对抗消费税冲击,特主办此展销会以刺激家具市场的销售之余,也旨在回复消费者的消费信心。

KLSFEA CELEBRATES 12TH ANNIVERSARY 隆雪家具商会庆祝12周年纪念

The Kuala Lumpur and Selangor Furniture Entrepreneur Association (KLSFEA) celebrated its 12th Anniversary Dinner cum Inauguration of the 7th Council of Committee on August 22.

In celebrating this auspicious occasion, the furniture industry players present joyously networked, shared and recalled the hard work throughout the 12 years.

Meanwhile, KLSFEA took the opportunity to extend its heartiest appreciation to the founder and past presidents for their contributions to the industry as well as sharing the fruitful success of Association. In addition, it also presented The Academic Excellence Award of 2014 during the dinner.

吉隆坡暨雪兰莪家具企业商会于8月22日,举办十二周年纪念暨第七届理事会就职典礼晚宴,同业们共同欢庆十二年的风雨路!

该会也在庆典上表扬多年来为商会作出贡献的创建筹委主席及历届会长,以表达最高的敬意和答谢。他们曾经为商会及行业所作出的努力,并一起见证商会做出的成果。大会也颁发2014年度会员子女奖励金给成绩优异的会员子女。



Group photo during Accreditation session. (From left) Organizing Chairman of dinner Mr Lim Kean Beng, Past Presidents Dato' Edmond Chew, Mr Richard Ko, Guest of Honor Datuk Wee, Past President Mr Raymond Ter, the KLSFEA Founder Ong Kian Sek (represented by COO of KLSFEA, Mdm Wong Yuan Choon), and current President Dato' Eric Lee.

晚宴上表扬曾为商会作出贡献的创建筹委主席及历届会长。左起为筹委主席林建明、前任会长拿督周嘉昌、许娘裕、拿督黄日昇、前任会长戴春福、创办人王建设(由黄婉君代领)以及现任会长拿督李光森。



Group photo during reading Inaugural vow session. 新届理事在拿督黄日昇见证下宣誓就职。

TONY TAN HELMS PFTIA 陈多尼当选槟家具商会新会长

In the 2015 Annual General Meeting and the 21st Board of Committee election of the Penang Furniture and Timber Industry Association (PFTIA) held on 26th April, Mr. Tony Tan was elected as the new President. Meanwhile, the remaining committee members were elected unchallenged.

The Board of Committee also approved the allocation of RM12,450 of scholarship funding for 41 of the members' children.

The swearing-in ceremony of Board of Committees for the new 2015-2016 term was held on 8th May at the Penang Equatorial Hotel. Penang state exco Lim Hock Seng was present to witness the oath taking ceremony.

The Board of Committee congratulated its advisor Danny Koek's company, DK Group, for having won seven Asia Pacific Property awards.

槟城家具同业商会于4月26日召开第2015年度常年会员大会暨第21届(2015-2016)董事会选举,陈多尼当选为该会新任会长,所有候选人皆不劳而获。另外,董事会总共拨出1万2千450令吉的奖励金予41名合格会员子女。

该会新届董事会宣誓就职仪式于5月8日,在槟城贵都酒店举行。主办当局特邀槟州行政议员林峰成主持宣誓仪式。

董事会也会在会特别道贺顾问郭镇江属下公司DK GROUP获得7项亚太产业奖。另外,第十六届槟州家居展览会(PENFURNEX)于6月26日至28日,一连三天在槟城SPICE (PISA)隆重举行,槟州行政议员林峰成家居展的开幕嘉宾。

工委会特於当天晚上主办参展商之夜,邀请参展公司出席上述晚宴,与工委会互相交流。



PFTIA board of committee. 槟州家具同业商会第21届(2015-2016)全体董事与顾问合影。



Lim Hock Seng was invited to host the 16th Penfurnex opening ceremony. 林峰成主持第16TH家居展PENFURNEX开幕礼。



The 16th Penfurnex showcasing some of the latest trends in bedroom sets, kitchen cabinets and electrical appliances. 第16THPENFURNEX家居展展示最新颖的卧室、厨房家具及电器。

SARAWAK FURNITURE & HOME EXPO ACHIEVES RESOUNDING SUCCESS 沙时尚家居博览会隆重举行

The Sarawak Furniture & Home Expo 2015 was successfully held from 28th to 31st August at CityOne Megamall Exhibition Centre, Kuching. This is the sixth time Sarawak Furniture Industry Association organised the furniture expo.

The opening ceremony was graced by the Assistant Minister of Industrial Development (Investment & Promotion) /Assistant Minister of Rural Development, Tuan Haji Julaihi Bin Haji Narawi.

In his speech, the Sarawak Furniture Industry Association President, Mr. Lai King Min, expressed hope that Sarawak's furniture industry can garner support and assistance from the government to allocate funds to nurture and assist "Sarawak-made" furniture entrepreneurs to export their manufactured products overseas so as to attract more related companies to invest in Sarawak.

He hopes that the government would also encourage the use of bamboo as a raw material to produce bamboo furniture.

In addition, he also hopes that the Government can allocate industrial land in Kuching for the construction of the Furniture Industrial Park.

砂拉越家具工业联合会主办第六届砂拉越时尚家居博览会,于8月28日至31日,假古晋CITYONE MEGAMALL展览中心隆重举行。

砂州工业发展部助理部长(投资及促销)朱莱希诺拉威莅临为家具展进行开幕仪式。

砂拉越家具工业联合会主席赖庆明呼吁政府拨出资金来培育及协助“砂州制造”的家私企业家,鼓励砂州制造的家具产品出口至国外,以吸引更多家具相关行业的外资公司在砂注资。

他表示,目前砂州不该只局限于出口木材,而是应该从木材出口转型至家具出口的州属。

“由于砂州的竹林快速衍生,也能制造出美丽的家具,我希望砂州能发展以竹为主要原料的家私。此外,由于砂州部分家具制造厂位于非工业地,因此希望政府能在古晋区拨出工业地以规划性建设家具工业园。”



Beating of the Gong by Tuan Haji Julaihi Bin Haji Narawi, witnessed by Datuk Peter Nansing Ngusie, Lai King Min and Former SFIA President Sim Lee Beng.
朱莱希诺拉威(左一)主持展会鸣锣仪式。

BRANDING AND CREATIVITY KEY TO SUCCESS 品牌及创意:成功的法宝

A two-day branding seminar with its theme, "Branding Seminar with Renowned Personality", was hosted by the KLSFEA on July 24 and 25.

Five highly knowledgeable branding personalities were invited to share their knowledge and practical experiences in corporate brand innovations in their respective industries.

The speakers were President of BAM & Founder of Erican Language Centre SdnBhd Dato Eric Chong; Feruni Ceramiche Sdn Bhd Founder, C.C.Ngei; Bagman Corporation Sdn Bhd Founder Liew Bin; Senior General Manager of Eu Yan Sang Sdn Bhd Wong Kah Cane; and BIZSPHERE Brand & Marketing Managing Consultant Yap Keng Teck.

BIG TURNOUT AT MFA'S TWIN CELEBRATION 麻坡家具商会庆祝鲁班诞辰暨成立33周年纪念



Datuk Wee Jeck Seng handed over plaque to Wong Choon Wing in appreciation of his selfless dedication and contribution to MFA.
黄日昇移交牌匾予黄循营,感谢他无私奉献的精神

麻坡家具同业商会于7月31日,在麻坡新加坡新奇珍宴会厅筵开180席,庆祝鲁班先师诞辰暨商会成立33周年纪念。

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

大会当晚也为该会顾问黄循营举办简单的欢送会,感谢黄循营苦功高,无私奉献,为麻坡作出不少的贡献。黄循营曾经在2012年多次穿针引线,协助化解家具业外劳短缺的危机。

仪式上,大会赞助人,即大东方企业有限公司董事长及创办人孙一翔,移交5万令吉作为晚会活动基金。

当晚的娱乐表演包括国际魔术表演、快速换装表演、华乐表演及幸运抽奖。



The group photo of JFA and MFA committee were taken with MFC Chairman, Datuk Wee Jeck Seng and MFC President, Chua Chun Chai.
柔佛州家具同业联合会及麻坡家具同业商会理事们,与黄日昇及蔡春才一起合照。

JBFA FAIR 2015 POST RECORD SALES OF RM13 MILLION 柔佛家具装饰展料突破1千300万令吉销售额

The three-day Johor Furniture and Appliances Fairs 2015 (JFA 2015), which was held from 22-24 May 2015 hit record sales of RM13 million following an overwhelming response from the general public.

Organised by the Johor Bahru Furniture Association (JBFA), the event posted a record on-the-spot sales of RM7 million, while post-exhibition sales is expected to soar by RM6 million.

More than 80 exhibitors participated in the three-day event which successfully saw a tremendous turnout of over 40,000 visitors and buyers.

"Despite the adversity of the recent implementation of GST, the Johor Furniture and Appliances Fair had produced excellent results. The total sales were 25% higher than what we had projected," said JBFA President Mr Goh Lai Chai.

This highly acclaimed exhibition will once again be organized by the Johor Furniture Association from the 6th - 8th November 2015.

"We hope it can have a breakthrough from its past framework and continue to achieve a greater milestone than before," added Goh.

新山家具同业公会于5月22至24日举办的“柔佛家具装饰与电器展”圆满落幕,销售额预料冲破1千300万令吉!

一连三天的展会一共吸引了多达4万人次的参观与选购,总成交量高达700万零吉。参展商估计展后效应,销售额会额外增加600万零吉。

新山家具同业公会会长吴来财表示,尽管消费税刚落实不久,不过该展仍交出了亮眼的成绩,交易额比预期的高出25%。新山家具同业公会将于11月6日至8日举办另一场柔佛家具装饰与电器展。

“期待2015年度11月份的柔佛家具装饰与电器展能突破原有的框架,以另外一个全新,更亮眼的姿态展出。”



Johor Furniture and Appliances Fair sales achieved 25% higher than expectations.
柔佛家具装饰与电器展交易额比预期的高出25%。



From Left: KLSFEA council member Alfred Yow, MFC president Chua Chun Chai, Wong Kah Cane, KLSFEA President Dato Eric Lee, Consultant Yap Keng Teck., C.C.Ngai and KLSFEA COO Wong Yuan Choon.

隆雪家具企业商会理事丘尚卫(左起)、马来西亚家具总会会长蔡春才、黄家建、隆雪家具企业商会会长李光森、叶庆德、魏志超及隆雪家具企业商会营运总监黄婉君一起合影。

2016 CALENDAR OF EVENTS
(JANUARY - JUNE)

2016 家具展会一览表
(1月-6月)

JAN	
12-17	ISMOB ISTANBUL FURNITURE FAIR ISTANBUL, TURKEY
18-24	IMM COLOGNE / LIVINGINTERIORS COLOGNE, GERMANY
24-27	THE JANUARY FURNITURE SHOW BIRMINGHAM, UK
24-28	LAS VEGAS MARKET LAS VEGAS, USA
MAR	
1-5	MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF) KUALA LUMPUR, MALAYSIA
5-8	EXPORT FURNITURE EXHIBITION (EFE) KUALA LUMPUR, MALAYSIA
8-11	VIETNAM INTERNATIONAL FURNITURE & HOME ACCESSORIES FAIR (VIFA-EXPO) HO CHI MINH CITY, VIETNAM
9-13	THAILAND INTERNATIONAL FURNITURE FAIR (TIFF) BANGKOK, THAILAND
10-13	INTERNATIONAL FURNITURE FAIR SINGAPORE / ASEAN FURNITURE SHOW / THEDECOR SHOW SINGAPORE
10-13	FURNIPRO ASIA SINGAPORE
10-13	MOZAIC INDONESIA JAKARTA, INDONESIA
11-14	INDONESIA INTERNATIONAL FURNITURE EXPOSITION (IFEX) JAKARTA, INDONESIA
11-14	PHILIPPINES INTERNATIONAL FURNITURE SHOW (PIFS) MANILA, PHILIPPINES
12-15	INTERNATIONAL FURNITURE & CRAFT FAIR INDONESIA (IFFINA) JAKARTA, INDONESIA
16-20	DONGGUAN FAMOUS FURNITURE FAIR (3F) DONGGUAN, GUANGDONG, CHINA
18-22	CHINA INTERNATIONAL FURNITURE FAIR (GUANGZHOU) – CIFF GUANGZHOU, CHINA
APR	
4-6	DUBAI WOODSHOW DUBAI, UAE
12-17	MILAN INTERNATIONAL FURNITURE FAIR MILAN, ITALY
16-21	HIGH POINT MARKET HIGH POINT, USA
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SIZE MATTERS : HOW WILL YOU FIT IN? 大小问题：你怎么适应？

The National Association of Home Builders reports that the average size of a single-family home this year is expected to be around 2,152 square feet, down 10% from 2010. And while that might not seem significant when you begin to look at emerging interest in Tiny Homes, there is a significant movement underway to downsize consumer living spaces.

A recent article in Fast Company pointed out that a number of cities, including Seattle, San Francisco and Boston, have adopted ordinances to allow micro-housing-apartments under 400 square feet.

There are a couple of factors creating the impetus for this shift, one economic and the other demographic. There is a significant portion of the population for whom traditional home ownership is a financial challenge. And a look at macroeconomic trends suggests that portion is going to grow for some time to come now. The other is demographic. Large numbers of the Millennial generation are heading back to the cities, drawn by proximity to culture, entertainment and peers.

A report by the Urban Land Institute describes the target audience for micro-dwelling as under 30 years of age, with most under 27 with a secondary segment composed of couples and older, "move-down" singles.

None of this is to suggest that the traditional suburban home is going away or that the entire U.S. population is heading toward micro-living.

The purpose of identifying emerging trends is to recognize new market segments as they emerge. The furniture business, like any business, is a mosaic of myriad segments that, when addressed thoughtfully, deliver sufficient sales volume to support large scale retail and manufacturing models.



What we are witnessing is the emergence of one such segment. These smaller dwellings will require new thinking about the way furniture fits in the home and the way it interacts with consumers and their changing lifestyles.

Forward-thinking retailers and manufacturers are already moving to address this segment.

Source : Furniture/Today

美国全国建筑商协会报告显示,预计2015年的单户住宅的平均面积为2152平方公尺,比2010年同期减少10%。虽然这数据并不显著,却有不少人对新兴的微型房子(TINY HOUSE)感兴趣,显现消费者正缩减他们的生活空间。

FAST COMPANY在近期的一篇文章中指出,一些美国城市,包括西雅图、三藩市和波士顿,都采用了新的条例,既允许兴建少过400平方公尺的微型公寓计划。

经济与其他的人口统计学因素促使了这项转变。传统房子的拥有权是人口因素中最大的财务挑战。整体的宏观经济面貌仍需些时间才能看到。此外,其他的人口统计学方面显示,大批的千禧世代(Y世代)有回笼的迹象,近年来已陆续返回与自身文化、娱乐和朋友相仿的城市。

根据城市土地学院的一份报告显示,微房的对象年龄不超过30岁,包括单身贵族,以及年龄27岁以和长辈一起居住的情侣。

然而,这并非意味郊区的传统家庭将会消失,或是所有的美国人都走向微生活。

鉴定这项新的潮流趋势目的是为认识新市场,与其他的行业一样,家具业是由许多的因素拼凑而成。所谓“机会是给有准备的人”,只有事先准备提供充足的销量,才能得以支持大规模的零售和制造模式。

我们正在见证一个新的变化,微房住宅需结合新思维的家具设计,让微房发挥最大功能,同时与消费者和不断变化的生活方式进行相互的磨合。

前瞻性思维的零售商与制造商均已准备就绪迎接新趋势的到来。

资料来源:今日家具

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ROLE OF MTCC AND ITS PEFC-ENDORSED CERTIFICATION SCHEME

大马木材认证委员会与PEFC森林认证系统

The Malaysian Timber Certification Council (MTCC) was set up in October 1998 as an independent organisation to develop and operate the voluntary Malaysian Timber Certification Scheme (MTCS).

The MTCS comprises two components, namely forest management and chain of custody certification.

The forest management certification provides independent assessment of forest management practices to ensure the sustainable management of Malaysia's forests.

The chain of custody certification which tracks product flow ensures that the timber products manufactured or exported are sourced from the certified forests.

Besides fulfilling the growing demand for certified timber products by the environmentally and socially sensitive markets, the rationale for implementing the MTCS was also rooted on the national initiative to ensure its rich forest resources are sustainably managed to protect the interest and well-being of its people and the nation in the long-term.

The MTCS achieved a significant milestone in 2009 when it was accorded international recognition by becoming the first tropical timber certification scheme in the Asia Pacific region to be endorsed by the Programme for the Endorsement of Forest Certification (PEFC) - the largest forest certification system in the world.

The Certificate for Forest Management and Certificate Chain of Custody under the MTCS are issued by independent PEFC-notified certification bodies (CBs) which have obtained accreditation from STANDARDS MALAYSIA, the national accreditation body.

The Certificate for Forest Management is awarded to the Forest Management Unit (FMU) and Forest Plantation Management Unit (FPMU) that have complied with the requirements of the Forest Management standard while the

Certificate for Chain of Custody for the timber product manufacturer or exporter that has complied with the requirements of the PEFC international standard for Chain of Custody.

Presently, 10 FMUs and 2 FPMUs, accounting for 4.66 million ha of forest areas in Malaysia have become PEFC-certified under the MTCS. Timber originating from these FMUs and FPMUs are the source of PEFC-certified material for more than 350 timber companies in Malaysia that have obtained MTCS Chain of Custody Certification. The range of PEFC-certified timber products exported includes sawn timber, plywood, mouldings, veneer, laminated finger-jointed timber, finger-jointed dressed timber (S4S), furniture components, door and window components, picture frames, parquet flooring and paper and packaging.

As a PEFC-endorsed scheme, the MTCS has been accepted under the national timber procurement policies of Denmark, the United Kingdom, Germany, Finland, Belgium, The Netherlands, Switzerland, France, New Zealand and Japan. The scheme is also recognised by green building systems in Australia, Italy, Singapore, the United Kingdom, USA, Canada and Abu Dhabi, United Arab Emirates, as well as by the Green Building Index (GBI) in Malaysia.

Malaysian furniture manufacturers who would like to find out more about the MTCS Chain of Custody Certification, kindly log on to www.mtcc.com.my or email your inquiries to info@mtcc.com.my.

Presentation by Ben Gunneberg, Secretary General & CEO of PEFC during MTCC Stakeholder Dialogue 2015 Held on 28th July 2015 at Renaissance Hotel Kuala Lumpur.

Ben Gunneberg, Secretary General & CEO of PEFC (left), Yong Teng Koon, CEO of MTCC (centre), Y. Bhg, Dato Dr. Freezailah, Chairman of MTCC at the MTCC Stakeholder Dialogue 2015



Ben Gunneberg, Secretary General & CEO of PEFC (left), Yong Teng Koon, CEO of MTCC (centre), Y. Bhg, Dato Dr. Freezailah, and Chairman of MTCC at the MTCC Stakeholder Dialogue 2015
Ben Gunneberg (左起)、马来西亚木材认证理事会 (MTCC) 首席执行官杨天光及主席 Dato' Dr. Freezailah 出席 2015 年 MTCC Stakeholder 对话会。

马来西亚木材认证委员会 (MTCC) 成立于 1998 年 10 月, 发展和运作自愿性和独立性的马来西亚木材认证体系 (MTCS)。

马来西亚木材认证体系主要包括两大组件, 即森林管理及森林监管链 (Chain of Custody, CoC)。

森林监管链认证主要对产品从森林的源头进行全过程的产销监管链跟踪, 确保木制产品的生产及出口源自通过认证的森林。

除了满足环境及市场对认证木制产品的需求, 贯彻马来西亚木材认证体系也是为了确保宝贵的森林资源, 在可持续性的管理下取得长期性发展。

马来西亚木材认证体系在 2009 年取得显著的突破, 即成为亚太区首个获得森林认证认可体系 (PEFC) 认可的区域。

在马来西亚 木材认证体系下的森林管理及森林监管链认证, 由 PEFC 独立授权公告机构 (CBs), 同时获得马来西亚国家标准局认可。

有关森林管理认证颁发给森林管理单位 (FMU) 及人工林经营单位 (FPMU), 符合森林管理标准的要求, 同时, 向木材产品制造商或出口商发出的森林监管链认证, 符合森林认证认可体系森林监管链认证国际标准的要求。

目前, 马来西亚共有 10 个森林管理单位, 以及 2 个人工林管理单位, 验证了多达 466 万公顷森林验证认可计划的自然森林。目前超过 350 间木业公司持有 MTCS COC 的认证, 而供应给这些木

业公司的木材皆来自符合 PEFC 认证的森林管理单位及人工林管理单位。

由于获得 PEFC 承认, MTCS 也符合丹麦、英国、德国、芬兰、比利时、荷兰、瑞士、法国、新西兰及日本的国家木材采购认证。

另外, MTCS 也受到澳洲、意大利、加拿大、新加坡、英国、美国、加拿大、阿联酋等国家, 包括我国, 针对绿色建筑的标准, 即必须采用符合认证机制的木材原料。

马来西亚家具制造商欲知更多有关 MTCS COC 认证的详情, 可浏览 www.mtcc.com.my 或电邮到 info@mtcc.com.my。

以上为 PEFC 秘书长及首席执行官 Ben Gunneberg 于 2015 年 7 月 28 日在吉隆坡万丽酒店举办的 MTCC Stakeholder 对话会上作出的简报。

SUSTAINABLE FOREST SUSTAINABLE FUTURE



The Malaysian Timber Certification Scheme (MTCS), your assurance of PEFC-certified timber products from Malaysia

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MALAYSIAN FURNITURE MANUFACTURERS EXPECTED TO SEAL RM36.05 MIL DEALS FROM FURNITURE CHINA 2015

2015年中国国际家具展览会为马来西亚家具制造商打开方便之门

Furniture China 2015 significantly opened window of opportunity for Malaysian furniture manufacturers into growing Chinese market

中国国际家具展览会协助马来西亚家具制造商进军中国、开拓与发掘内地市场潜能

Malaysian furniture manufacturers that participated in this year's Furniture China 2015 under the "Malaysia Pavilion" organised by the Malaysian Timber Council (MTC) had successfully generated RM10.82 million on-the-spot sales and are expected to seal deals worth a further RM25.23 million.

The MTC-organised "Malaysia Pavilion" saw the participation of 19 Malaysian companies which showcased products such as dining sets, bedroom sets and office furniture. In addition, another "Malaysia Pavilion" was set up by the show organisers for independent Malaysian exhibitors.

Furniture China 2015, the 21st edition of the China International Furniture Expo, was held at the Shanghai New International Expo Centre (SNIEC) in Shanghai from 9 to 12, September 2015. It is one of the largest furniture exhibitions in the world organised by the China National Furniture Association (CNFA) and Shanghai UBM Sinoexpo International Exhibition Co. Ltd.

The Malaysian exhibitors received a total of 2,172 visitors, of whom 52% were from China. They also received 1,047 enquiries which are expected to generate sales as well as business leads.

MTC Chairman Datuk Wee Jeck Seng said the MTC-organised Malaysia Pavilion was in line with the Malaysian government's aim to promote and strengthen bilateral ties with China and to also tap into the Republic's vast economic potentials.

"We are happy with the success achieved by our Malaysian manufacturers at Furniture China 2015. This is a priceless opportunity for them to not only showcase their products, but to also network and establish collaborations with industry players from China and around the world.

"China has a large domestic market and is one of the key markets for our furniture industry. Given China's expanding middle class, urbanisation and rapid economic development, we are optimistic of increasing our share in China's growing domestic furniture market. This will also contribute towards achieving the National Timber Industry Policy target of RM16 billion in furniture exports by 2020," added Wee.

Meanwhile, Minister of Plantation Industries and Commodities Datuk Amar Douglas Uggah Embas, visited MTC's "Malaysia Pavilion" on the third day of the show and held discussions with several Malaysian exhibitors at their respective booths.

Malaysia's export of timber and timber products globally was valued at RM10.46 billion from January to June



2015, of which China accounted for US\$406.55 million. China was also the 24th largest importer of Malaysian wooden and rattan furniture during this period.

MTC's "Malaysia Pavilion" took up 750 sq. metres of the total 380,000 sq. metres of the exhibition space. There were 101,888 visitors at the four-day expo compared to last year's 98,401 visitors. About 2,500 foreign and Chinese exhibitors were present at this mega fair.

为了促进与中国政府的双边关系,以及进入巨大的经济潜能体系,马来西亚木材理事会(MTC)于第21届中国国际家具展览会上推广我国的家具。

于2015年9月1日至12日在上海浦东新国际博览中心(SNIEC)举行的中国国际家具展览会(FURNITURE CHINA),是由中国家具协会和上海上海博华国际展览有限公司携手举办。该展览会乃全球最大的家具展览会。

MTC首次在在展览会上设立了"马来西亚馆",19家本地的参展商在会上展示了新颖设计的餐桌、卧室寝具、休闲家具和办公家具。主办方也另设"马来西亚馆"予马来西亚的独立参展商。

种植及原产业部长拿督斯里道格拉斯在展览会第三天时巡访马来西亚馆,并与参展商交流。

MTC的"马来西亚馆"在今次的展览会中交易额达1千82万令吉,同时也带来了正在协商中的2千523万令吉的商机。"马来西亚馆"吸引了2千172名观众,其中52%是中国人。另有1千47名观众前来询问,预计未来可促成商机。

马来西亚木材理事会主席拿督黄日昇说:"很高兴马来西亚家具制造商在2015年中国国际家具展会上有亮眼的成绩。参展商透过这次宝贵的机会展示了高素质的产品,与中国及世界各地的同业建立良好的网络与关系。"

"中国是我国家具业中的关键市场之一,它拥有很大的国内市场。有鉴于中国不断扩大的中产阶级、城市化和迅速的经济的发展,同时也乐

观地认为我们在中国内地家具市场的份额将持续增长。这也将有助于实现木材家具在2020年的国家木材业政策(NATIP),达到160亿令吉出口目标。"

马来西亚的木材和木材产品今年1月至6月的全球出口总值为104亿6千万美元,其中出口到中国的数额达到4亿6555万美元。中国也是今年上半年,第24大进口马来西亚木制和藤制家具的国家。

中国国际家具展览会的展览面积达38万平方公尺,"马来西亚馆"占了750平方公尺。为期4天的展览会共接待观众10万1千888人次,比去年增加了9万8千401人次。约有2千500名海外和中国的参展商。

欲获知更多有关马来西亚木材理事会与2015年中国国际家具展的活动详情,请浏览WWW.MTC.COM.MY。



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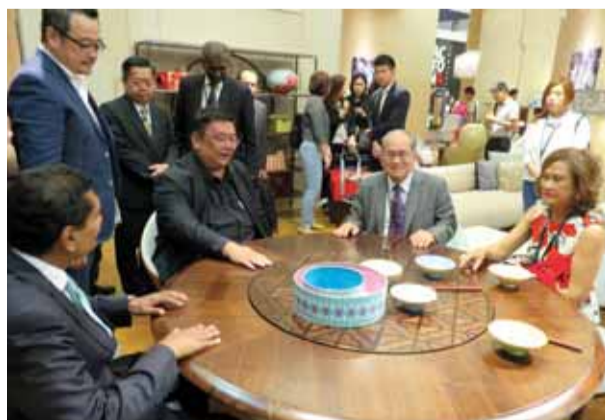
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Datuk Amar Douglas Uggah Embas at the booth of Marcoco Furniture Industries Sdn Bhd. On his right is the President of the Malaysian Furniture Council, Mr. Chua Chun Chai.
道格拉斯在MARCOCO FURNITURE有限公司展厅前与贵宾及参展商们合照。左五为蔡春才。



Datuk Amar Douglas Uggah Embas looking at a dining set on display in the MTC Malaysia Pavilion.
道格拉斯欣赏在马来西亚馆展出的精美餐桌。



Datuk Amar Douglas Uggah Embas meeting up with Mr. Wang Ming Liang, the Founder of Furniture China.
道格拉斯与中国国际家具展览会创办人王明亮交流。



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