

MFFM

M A L A Y S I A
FURNITURE FURNISHINGS MARKET

5 – 7 Sept 2024
World Trade Centre Kuala Lumpur

Organised by:



Endorsed by:



Supported by:



Media Partners:



POST SHOW REPORT

MFFM
MALAYSIA
FURNITURE FURNISHINGS MARKET

5 – 7 Sept 2024
World Trade Centre Kuala Lumpur



THE NEW
SEPTEMBER
MARKETPLACE IN MALAYSIA

www.mffmfurniture.com



OVERVIEW



Malaysia Furniture Furnishings Market (MFFM) is a brand-new B2B exhibition that brings together both domestic and international markets under one roof. Its mission is to empower local industry players to expand the market share of made-in-Malaysia furniture in the domestic arena, while enhancing their global presence.

MFFM is dedicated to driving industry growth by serving as a collaborative hub that fosters innovation and opportunities, creating a vibrant marketplace. The event showcased a diverse range of furniture, lifestyle products, essential materials and supplies for furniture manufacturing from alternative and emerging channels, ensuring a comprehensive platform for all industry stakeholders.

The show received positive responses from both exhibitors and visitors. While the first edition of MFFM was modest in size, participants acknowledged that launching the event in September was a strategic decision. They expressed confidence in the show's potential for growth and its promising future.

Endorsed by



Supported by



**Malaysian Timber Industry
Board**



**Malaysian Timber
Council**



Media Partner



Exhibition Size

8,000 sqm

EXHIBITORS: 50

Exhibiting Countries: 4

Malaysia, China, Indonesia, Japan

EXHIBIT PROFILES

HOME Furniture:

Bedroom/ Living Room/ Dining Room/
Upholstered/ Children/ Pets/ Mattress/
Outdoor/ Storage/ Home Office/ Kitchen

COMMERCIAL Furniture:

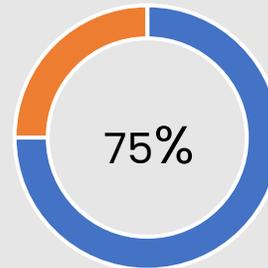
Office Chair/ Hotel/ Restaurant/ Resort/
School

ACCESSORIES:

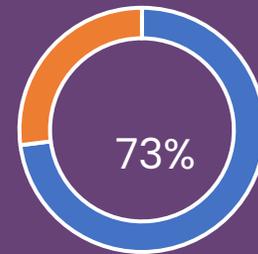
Home Décor/ Flooring/ Lamp & Lightings/
Carpet/ Painting

MATERIALS:

MDF Board/ Laminates/ Fittings/ Hardware/
Brush

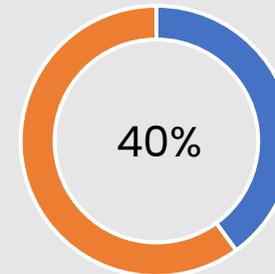


Satisfied with
MFFM

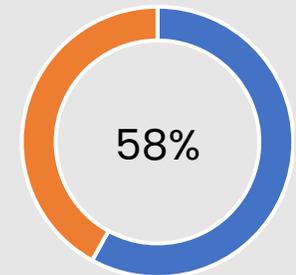


Will participate
again next year

2024 EXHIBITOR'S PROFILE



Signed order
during MFFM



Will sign order in
the next 6 months



BUYERS: 3,080

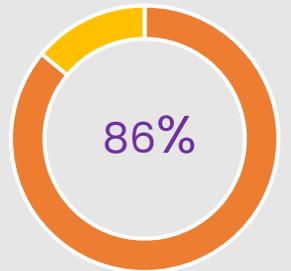
including **10%** international buyers
from **32** countries and regions.

by Business Nature

Manufacturers	20%	Interior Designers	9%
Importers/ Buying Group	15%	Housing Developer	7%
Wholesalers	14%	Purchasing Manager	6%
Retailers/ Furniture Mall	14%	Government Agencies	2%
E-Commerce	12%	Associations	1%

by Purpose of Visit

Place Order & Source Products	30%
Gather Information	26%
Visit Suppliers	14%
Seek Business Partners	11%
Evaluate for Future Participation	11%
Others	8%



2024 BUYER'S PROFILE

32 Visiting Countries & Regions

Philippines
Singapore
Indonesia
Thailand
Vietnam
Brunei
Timor-Leste

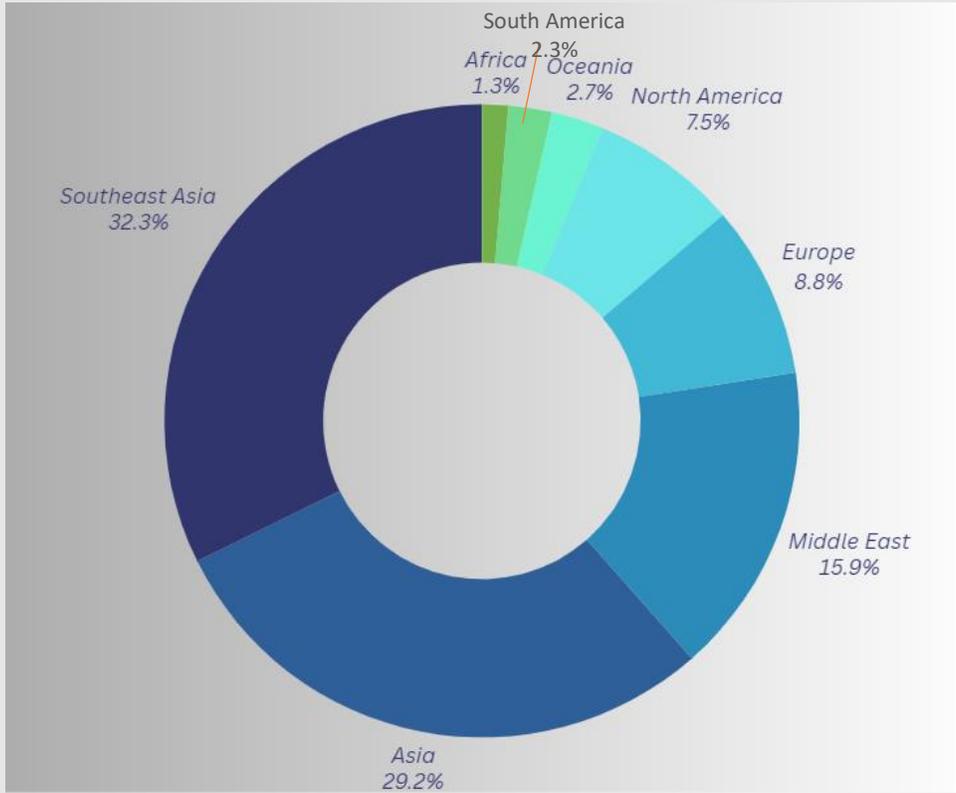
Denmark
UK
Belgium
France
Poland
Spain
Germany

India
China
Japan
Hong Kong
Pakistan
Taiwan
South Korea

Saudi Arabia
Oman
Iraq
UAE
Yemen

Australia
Colombia
South Africa

Mexico
USA
Canada



2024 BUYER'S PROFILE



Ms Faye Teo
Marketing Manager
Seni Daya Woods Industries

We have received many solid leads and potential buyers at MFFM which we have not met before.

Mr Ray Chung
Marketing Consultant
ADDCAP Holding Sdn Bhd

We aim to build our brand and introduce our “rent to own” purchase scheme to the market. We are very pleased with the responses we received at MFFM, both locally or internationally. It has been a successful event.

Mr Yasuhiro Aoki
CEO, Covearth & Vogue, Japan

Through this exhibition, I realised that more people appreciate and recognise Japanese furniture than I initially expected. We engaged in discussions with many high-quality buyers and received numerous product inquiries, which gives me great confidence in MFFM's future.

Mrs Darningsih Rustiadji
Senior Manager, House of Indonesia

The environment at MFFM is excellent. We received many enquiries about our products, especially teak wood furniture, which is a great starting point for us to expand into exports.

Mr Sardar Dawood Khan
Development Director
Caucasian Carpet Sdn Bhd

We had the opportunity to meet international customers at MFFM, which is beneficial for expanding our exports to overseas market.

Mr Erman Syazwan Chefauzi
Manager, Panasonic Housing Solutions Ltd, Japan

We are introducing our “Palm Loop” board, which can be used to manufacture various types of furniture while helping reduce CO2 emissions. So far, both local and international players have shown great interest in our products, making this is a highly rewarding experience for us.

EXHIBITOR'S COMMENTS



**Ms Valentina Vera
Santander, CMO, Columbia**

There are many wood products at MFFM, and I particularly like rubberwood. It is a great material - high density, excellent quality, and competitively priced.

**Mr Santiago F Ducay
Executive Director, Subdivision & Housing
Developers Association, Philippines**

This event is crucial as it fosters synergy and cooperation between Malaysian furniture designers, manufacturers, and potential clients and buyers, particularly developers from the Philippines.

**Ms Vivien Teo
Director, Kid's Haven, Singapore**

I came to the show without any expectation, but it exceeded my expectations. We found at least three suppliers we wanted to build relationship with. They offer products that perfectly cater to our needs and what our customers are looking for.

**Mr Eugene Yap
President, Hotel & Restaurant
Association of the Philippines**

As we walk through MFFM, we see many possibilities. Our goal is to find reliable suppliers who can provide furniture that meets the taste, elegance, and atmosphere demanded by the Philippine market, and that can last for at least five years.

**BUYERS'
COMMENTS**



**Mr Billy Chen
Purchasing Manager
Seville Classic, USA**

This is my first time visiting Malaysia. Although the show is smaller in size, I had more time to interact and engage with the exhibitors. It's a great event with a lot of potential.



Event HIGHLIGHTS

MFFM 2024 Opening Ceremony

5 Sep 2024

Guest of Honour

YB Datuk Larry Sng Wei Shien, Chairman, MTIB

Other Guests

Dato' Dr Tan Yew Chong, Adviser to Minister
(Ministry of Plantation & Commodities)

Tuan Saiful Bahri Salleh, Director General, MTIB

Madam Noraihan Abdul Rahman, CEO, MTC

Madam Hamidah Abdullah, General Manager, CTCS
Worldwide Sdn Bhd

Mr Abdul Halim Md Shariff, Senior Manager, MATRADE

Dato' Sri Dr Irmohizam Ibrahim, Group MD, WTCKL



EVENT Highlights

Networking Reception

6 Sep 2024



EXHIBITION Highlights



EXHIBITION Highlights



Click to watch
MFFM video



MFFM 2024 MARKETING PROGRAMMES

Email Marketing



Billboard Banner

Large Billboard at Strategic Location



Bridge Banner



Lamp Post Banner



Direct Invitation



Social Media Marketing



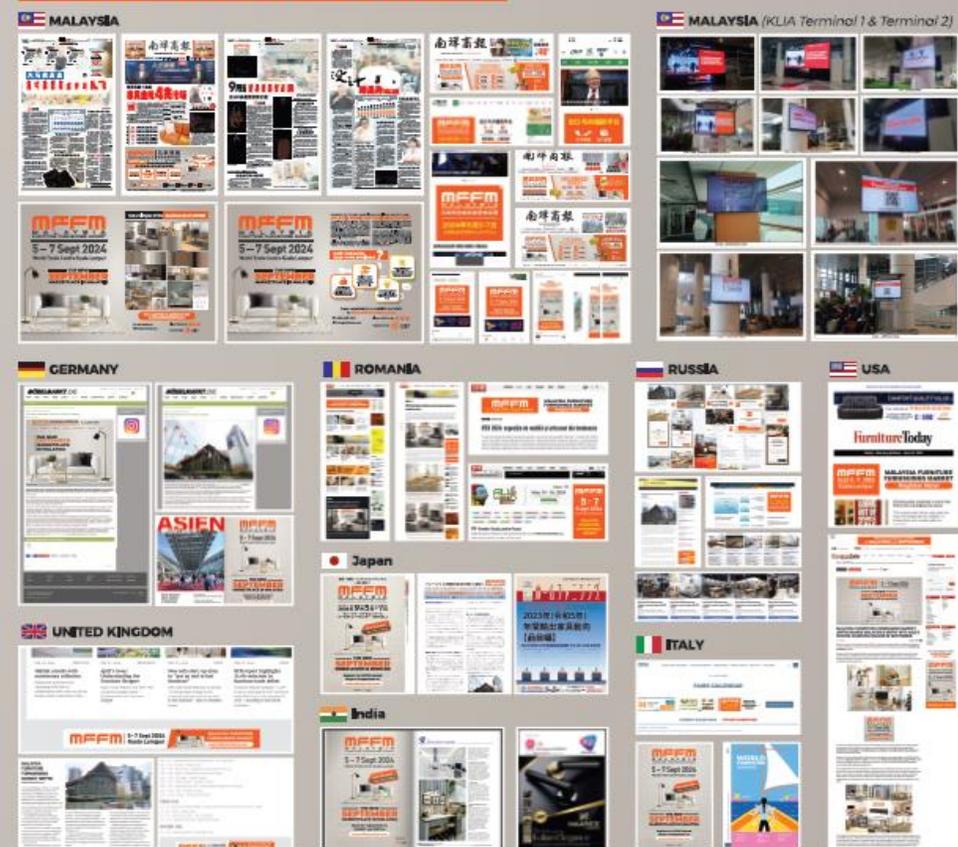
Website



Website in Russian



Advertisement & Media Coverage





MFFM

MALAYSIA
FURNITURE FURNISHINGS MARKET

4 - 6 Sept 2025
World Trade Centre Kuala Lumpur

www.mffmfurniture.com



mffm.my



mffm



mffm_my

MFFM
MALAYSIA
FURNITURE FURNISHINGS MARKET
4 - 6 Sept 2025
World Trade Centre Kuala Lumpur

A PREMIER B2B EXHIBITION
CONNECTING MARKETS
EXPANDING BUSINESS HORIZONS

www.mffmfurniture.com

+603 4813 9810
info@derrisen.com

Organized by:
DERRISEN
SDN BHD



MALAYSIA FURNITURE FURNISHINGS MARKET 2025

For Participation Contact:

Jo Teh, jo.teh@derrisen.com

+6012-212 0828

Karen Goi, karen.goi@derrisen.com

+6012-329 8302