

RM44m Sales Target Set For Furniture China

Last update: 10/09/2017

China continues to provide healthy gains for Malaysian furniture manufactures

KUALA LUMPUR, Sept 10 (Bernama) -- As China's demand for Malaysian goods grows steadily, Malaysia trades with renewed vigour to make good of this favourable situation. The two countries have enjoyed healthy trade ties and the aim of achieving US\$160 billion in bilateral ties by this year has further magnified all business endeavours.

China's "One Belt, One Road" development programme had led to firm collaborations on numerous planes and where the timber industry is concerned China is the eighth largest market for Malaysian timber and timber products.

In 2016, timber and timber products exported to China valued at RM846.8 million which was a 3.7 percent increase from the previous year. Furniture remains the main export of Malaysian timber products to China in value terms, amounting to RM121.7 million which marks a 91% increase from the previous year.

"China, being the second largest economy in the world, is playing an increasingly important role in the global economy. The trade and investment relationship between China and Malaysia have demonstrated a healthy growth over the years, and it is a vital relationship to maintain as China is Malaysia's 8th largest importer of timber and timber products in 2016," said MTC Chairman Dato' Gooi Hoe Hin.

The China International Furniture Expo or Furniture China is one of the world's leading B2B trade fairs organized by the China National Furniture Association and Shanghai UBM Sinoexpo International Exhibition Co Ltd.

This year, the exhibition will be held from 12-15 September at the Shanghai New International Expo Centre (SNIEC) in Pudong, Shanghai, China.

Last year, Furniture China had attracted about 120,000 buyers and visitors from 158 countries. This year, there will be more than 2,300 furniture exhibitors showcasing their products on the 300,000-square-metre floor space which includes 19 halls and 15 outdoor pavilions. The exhibition will run concurrently with the Furniture Manufacturing and Supply China 2017 event at SNIEC.

The Malaysian Timber Council (MTC) will once again take part in this exhibition by organizing a group participation. Last year, 18 companies participated in the fair under MTC's Malaysia Pavilion. This year, MTC will lead a delegation of 20 companies to showcase their best selling products under the Council's Malaysia Pavilion.

"This year, Furniture China will focus on featuring more high-end contemporary home furniture and premium manufacturing. Our furniture manufacturers fit in this category as Malaysia is well-known for providing quality products and is a dependable supplier with a proven track record for prompt delivery," said MTC Chief Executive Officer Datuk Dr Abdul Rahim Nik.

He added that the fair organisers will also focus on connecting designers with top suppliers this year.

The 20 furniture companies participating in the fair comprise 10 first-time Malaysian exhibitors and 10 repeat exhibitors. Among the items that will be displayed are dining, bedroom, living room, occasional and children's furniture.

Last year, the exhibitors recorded both confirmed and potential sales of RM40.03 million and this year's sales target is RM44 million. This is the third year that MTC is organizing a group participation. MTC increased its sales target for 2017 based on the sales success of its industry partners in the last two years.