

**FURNITURE  
FAIR 2013****05-09 MARCH  
0930 - 1800 hrs**Putra World Trade Centre  
MATRADE Exhibition  
& Convention Centre**KUALA LUMPUR  
MALAYSIA****PRESS RELEASE****MIFF FURNITURE DESIGN COMPETITION 2014  
SET TO BE THE MOST EXCITING  
“DESIGN YOUR FUTURE NOW”**

**KUALA LUMPUR, Aug 20, 2013:** Malaysia’s biggest launchpad for young furniture designers, MIFF Furniture Design Competition (MIFF FDC), is set to be the most exciting as it raises the curtain to the 2014 challenge with a networking session held today.

Creative heads and lecturers from over 10 design schools attended the session opened by Malaysian International Furniture Fair (MIFF) Chairman Dato’ Dr Tan Chin Huat on behalf of contest organiser, UBM Malaysia.

“It will be five years old next year and it will be the most exciting to date. We are connecting young designers directly with the industry right from the start. Entries will be based on the theme – Living Furniture, Leading Design -- and participants are required to customise a design for the pre-selected furniture manufacturers,” Dato’ Tan said.

“This will create a dynamic platform for young designers and Malaysian manufacturers to exchange ideas on furniture making and, trends. I cannot stress enough on how important it is to build greater understanding and for the two sides to learn from each other.”

Eight leading Malaysian producers with a range of home, office and outdoor furniture are supporting the competition -- Oasis Furniture Industries, Jemaramas Jaya, Distinctive Fine Furniture Sdn Bhd, Lencasa International (M) Furniture, ELK Furniture Sdn Bhd, BJ Cabinet Enterprise Sdn Bhd, Supreme Tropical Furniture Sdn Bhd and Muar Industries Sdn Bhd.

Chief Judge Mr Philip Yap, contest Creative Director Mr Eric Leong and also representatives from the furniture industry, briefed the attendees at the networking session of their expectations of the entries.

The annual competition, initiated in 2010, drew 198 entries for its 2013 edition and produced an unprecedented two first prize winners in Emmy Kong Pek Kei of Universiti Sains Malaysia (USM) and Kok Wen Yee of Taylor’s University.

Once again, the best 10 entries will be prototyped and showcase at the 20<sup>th</sup> anniversary of MIFF from March 4 to 8 next year at Putra World Trade Centre and Matrade Exhibition & Convention Centre.

MIFF FDC 2014 is opened to young talents aged below 30.





The closing date for artwork submission is Oct 18, 2013 before the preliminary judging from Oct 21 to 25 to shortlist 40 semifinalists.

The selected designers will have the opportunity to impress the jury on Oct 31. The top 10 will advance into the final round and meet the judges again with their prototypes on March 3 next year.

Winners will be announced and awarded at the MIFF prize presentation ceremony on March 6. The top prize is RM10,000 followed by RM5,000 second prize, RM2,500 third prize and RM 500 each finalist.

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## Notes to Editors

### 1. About MIFF ([www.miff.com.my](http://www.miff.com.my))

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

### 2. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 30 offices and over 1,400 staff.

With a track record spanning over 30 years, UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu and Shenzhen, where we organise more than 60 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region. UBM India teams in Mumbai, New Delhi, Bangalore, Chennai and Hyderabad organise 20 exhibitions and 60 conferences every year across the country.

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