



Required Report - public distribution

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Malaysia

Promotion Opportunities

Annual

2001

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Report Highlights:

Malaysian International Furniture Fair 2002 to be held on March 5-9, 2002.

In conjunction with the Food & Hotel Asia in Singapore, FAS/KL will be organizing a trade mission to Malaysia for US exhibitors on April 13-16, 2002.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Kuala Lumpur [MY1], MY

"The promotional activities listed are provided for informational purposes only.

No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

Section I. FAS/WA Endorsed Trade Shows: None

Section II. Other Trade Shows:

March 5-9, 2002 **Malaysian International Furniture Fair 2002 (MIFF)**
Putra World Trade Centre
Kuala Lumpur, Malaysia

Organizer contact: MIFF Sdn Bhd
Kuala Lumpur
Phone: (603) 982-2888
Fax: (603) 986-1551
Email: info@miff.com.my
Website: www.miff.com.my

MIFF is becoming a premium furniture fair in the region and received full accreditation in November 2000 from the Union des Foires Internationales (UFI), the world's leading authority on trade fairs. UFI represents the international recognition of the professional standards achieved by the show. This export-oriented exhibition, showcasing the latest design for the world-wide market, represents the largest collection of Malaysian furniture for the global market. It accounts for about 30 percent of Malaysia's total annual furniture exports. However, MIFF generally does not offer exhibition space to foreign timber associations or timber trading companies. American Hardwood Export Council (AHEC/SEA) was the only foreign timber association to have the privilege of participating in MIFF 2001. For details, please e-mail info@miff.com.my

March 3-7, 2002 **Malaysia Furniture Export Exhibition**

Organizer Contact: Muar Furniture Association
Muar, Johor
Phone: (606) 951-3112
Fax: (606) 951-2033
Email: info@mafex.net
Website: www.mafex.net

On a smaller scale, the Muar Furniture Association organizes another show at the Mines Exhibition. AHEC has also participated in this show for the past years. Their website is www.muarfurniture.net and e-mail is muarfurn@tm.net.my

Section III. Other Promotional Activities

April 13-16, 2002 **Trade Mission to Malaysia**
Kuala Lumpur

Organizer Contact: Ms. Jacelyn CHANG / Ms. Leepin LOH
Foreign Agricultural Service (FAS/USDA)
American Embassy, Kuala Lumpur
Phone:(603) 2168-4985 or (603) 2168-4884
Fax: (603) 2168-5023
Email: agkualalumpur@fas.usda.gov

In conjunction with the biannual Food & Hotel Asia in Singapore, an endorsed show and the biggest show in Southeast Asia, FAS/KL is organizing a trade mission for US exhibitors to come to Malaysia after the show. The trade mission includes supermarket tours and one-on-one meetings between US companies and Malaysian buyers/importers for supermarket chains and foodservice