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MTC hits high note with expo success

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KUALA LUMPUR, Nov 26 -- The inaugural Malaysian Wood Expo (MWE) 2019 has chalked up sales of about RM140 million, significantly higher than its initial target of RM25 million.

Organised by the Malaysian Timber Council in partnership with Panels & Furniture Group, the three-day expo at Putra World Trade Centre from Nov 19 was the first international wood and woodworking machinery event.

MWE had attracted 135 renowned exhibitors from 22 countries and over 3,000 visitors, with the expo serving as a pivotal convergence point for every segment of players from the timber industry.

The exhibitors showcased a wide range of products such as tropical hardwoods, temperate softwoods, wooden flooring, sawn timber, wooden pallets, door and door frames, cutting tools, abrasives, adhesives, coatings, combined machines, dust collecting equipment, edge banding materials and machines, handling equipment as well as timber, woodworking and furniture production software.

Most of the exhibitors came from Germany, Italy, Australia, France, Belgium, Gabon, China, Chile, New Zealand, Taiwan and Singapore while the trade visitors were from France, New Zealand, South Africa, India, Singapore and Maldives.

"It was a commercial success with brisk sales, literally. The expo was well-attended by a broad spectrum of visitors and buyers from day one. And to our great surprise, our sales far exceeded the initial target of RM25 million," according to MTC chairman Datuk Low Kian Chuan.

To boost business during MWE, MTC organised two business matching sessions – the Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme and the Incoming Buying Mission (IBM).

MTC also offered special incentives for the purchase of machinery under its Financial Incentive for Purchase of Machinery Programme (FIPM) as well as the importation of raw materials under its Import Assistance Programme (IAP).

The Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Programme facilitated the augmentation of raw materials from nine countries - New Zealand, Chile, Gabon, France, Romania, Sweden, Ukraine, Canada and the United States.

A total of 55 companies placed their orders worth RM6.10 million of raw materials under this programme.

As for IBM, conducted in collaboration with the Malaysia External Trade Development Corporation (MATRADE) and MTC's regional offices, it managed to generate an estimated sale of RM118.93 million.

A total of 64 foreign buyers from 14 countries had over 470 meetings with 93 Malaysian suppliers during IBM.

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