

# Malaysian Wood expo 'sell out' for international machinery exhibitors

## Inaugural trade event in KL chalks up \$33.5m in sales

IT was an all-round success for the Malaysian Timber Council as it chalked up sales of about \$US33.5 million at the inaugural Malaysian Wood Expo this month.

Held at the Putra World Trade Centre in Kuala Lumpur from November 19 to 21, this was the first international wood and woodworking machinery event organised by MTC in partnership with the Panels & Furniture Group.

The three-day expo attracted 135 renowned exhibitors from 22 countries and more than 3000 visitors. The expo served as a pivotal convergence point for every segment of players from the timber industry.

Spanning across 8000 sq m, exhibitors showcased a wide range of products including 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 were 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.

To boost business at the expo, MTC organised two business matching sessions



*Malaysian Minister of Primary Industries Teresa Kok confers with Malaysian Timber Council chair Dato Low Kian Chuan (left) and deputy CEO Wong Kah Cane on the MTC stand at the wood expo in Kuala Lumpur.*

– the Overseas Suppliers-Malaysian Importers/Manufacturers Exchange Program and the Incoming Buying Mission – with special incentives for the purchase of machinery under its financial incentive program for purchase of machinery program and import assistance program for raw materials.

These programs facilitated the augmentation of raw materials from nine countries – New Zealand, Chile, Gabon, France, Romania, Sweden, Ukraine, Canada and the US. A total of 55 companies placed orders worth about \$US1.5 million.

The buying mission,

conducted in collaboration with the Malaysia External Trade Development Corporation and MTC regional offices, generated estimated sales of around \$US28.5 million.

More than 60 buyers from 14 countries participated in 470 meetings with 93 Malaysian suppliers during the buyers' mission.

“Despite a rather sluggish economy, the buying mission has demonstrated that there

are many strong investment plans in the timber sectors overseas, which is creating a huge demand for Malaysian timber-based products,” MTC chairman Dato’ Low Kian Chuan said.

“We were amazed by the volume of business we generated at the expo,” Wood-Mizer Asia regional director Robert Moxham said. “All machinery on show was sold.”

The Malaysian Wood Expo was opened by the Minister of Primary Industries YB Pn Teresa Kok, who applauded MTC and its “holistic exhibition” which showcased not only products made from

**“BUSINESS MATCHING SESSIONS A SUCCESS”**

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tropical hardwoods but also what Malaysia can do with temperate hardwoods and softwoods.

“We can use these foreign timber species to produce furniture and other timber-based products which will increase the value of our exports,” she said.

“This will also reduce our reliance on local raw materials.”

MTC also organised a series of pocket talks where industry experts shared their insights to a full house on market trends, e-trade, timber products and timber



1/ Prepared... the Malaysian Wood Expo was an opportunity for members of Hoo-Hoo International to meet and discuss the 50th anniversary Jurisdiction IV convention to be hosted at the Hotel Istana in Kuala Lumpur from April 16 to 20 next year, hosted by the Malaysian Timber Industry Club 275. Sharing ideas on the program with Ray Lamari, J1V president from Far North Queensland Club 261, are Kam Eng Soh, Simon Lim, president, Clarence Tan, and Alice Tee. Back row: Alagapana Krishnan, Alan Lim, vice-president, Mr. Boon, Jerry Tan, and Weng Heng Soo.



2/ Promoting the Kiwis at KL... Juken New Zealand representatives Gordon Wilmshurst and Vaughn Evans on the New Zealand Trade and Enterprise stand.

grading rules, among others. The council also launched

its e-guidebook Schedule of Maintenance for Timber in Construction, a manual on how to care and preserve

timber-based materials used for construction purposes for both indoor and outdoor use.

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