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# NOV 20-22 2022

MALAYSIA INTERNATIONAL TRADE  
AND EXHIBITION CENTRE (MITEC)  
KUALA LUMPUR, MALAYSIA

For enquiry, contact us at:

**Malaysian Timber Council**

+603 9281 1999

info@malaysianwoodexpo.com.my

**Pablo Publishing & Exhibition Pte Ltd**

+65 6266 5512

williampang@pabloasia.com

# MALAYSIAN WOOD | EXPO 2022

www.malaysianwoodexpo.com.my

## International Wood & Woodworking Machinery Expo

Jointly organised by:



Endorsed by:



Ministry of Plantation Industries  
and Commodities (MPPIC)



Malaysian Timber Industry  
Board (MTIB)



Malaysian Wood Industries  
Association (MWIA)



Malaysian Panel-Products  
Manufacturers' Association  
(MPMA)



Malaysian Wood  
Moulding & Joinery  
Council (MWMJC)



Malaysian Furniture  
Council (MFC)



The Timber Exporters'  
Association of  
Malaysia (TEAM)



Association of Malaysian  
Bumiputera Timber & Furniture  
Entrepreneurs (PEKA)



American Hardwood  
Export Council



FrenchTimber



Thai Timber Association



Softwood Export Council



# MALAYSIAN WOOD EXPO 2022

The Malaysian Wood Expo (MWE) is a wood and woodworking machinery event jointly organised by the Malaysian Timber Council (MTC) and Panels & Furniture Group. Since its inception in 2019, MWE has gained interest and momentum as the platform for top exhibitors to gather from around the world.

FOREIGN EXHIBITORS

**57%**

TRADE VISITORS

**3,000+**

BUSINESS MEETINGS

**470**

SENIOR MANAGEMENT

**69%**

In its second edition, the international wood-based manufacturers and exporters, as well as woodworking suppliers and buyers will meet again under one roof in Malaysia to bring the best showcase of products.

The upcoming MWE 2022 will be upgraded. Within exhibition space that spans across 12,000 square metres (sqm), participating exhibitors get to position themselves as sophisticated providers of goods and services to a targeted audience. Products you can expect include: -

- Tropical hardwoods
- Temperate softwoods
- Wooden flooring
- Sawntimber
- Wooden pallets
- Door, door frames and windows
- Cutting tools
- Abrasives, adhesives and coatings
- Combined machines
- Dust collecting equipment
- Edgebanding materials and machines
- Handling equipment
- Timber, woodworking and furniture production software
- And many more

Meanwhile, exhibitors can also book speaking slots for talks and product launches, which are additional avenues for product exposure.



## WHY MALAYSIA WOOD EXPO 2022?

### 1) NETWORKING OPPORTUNITIES

New business comes best through face-to-face meeting. With ample chances to network and touch base with **internationally recognised wood industry players**, MWE is set to be the Malaysia's leading timber event to provide great potential for boundless new business opportunities.

### 2) KEY INDUSTRY PLAYER IN SOUTHEAST ASIA

Malaysia has one of the **leading timber industries across Southeast Asia**. Some of their top exporters include the USA, China, Japan, and Australia. The industry also has potential to grow much further, receiving robust support from stakeholders. The Malaysian government and MTC have plans **to boost the wood and furniture market** through talent development, entrepreneurship opportunities, and improving stakeholder relationships, with the end-goal of penetrating international markets.

### 3) DEVELOP AND IMPRESS

MWE 2022 is your gateway to seek innovative solutions and apply them to boost productivity. Beyond the virtual space, MWE 2022 will return with a physical exhibition. And as the industry reunites, you **can expect more engagement, establish new relationships and reaffirm existing ones** with industry stakeholders and partners.

# MWE 2022

## – An Event Not to Be Missed

Get in touch with us today and be part of this exciting get together. Let's Reconnect with Your Business.

### About the organisers:

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry. MTC was formed on the initiative of the timber industry and governed by a Board of Trustees, whose members are appointed by the Minister of Primary Industries and Commodities.

Panels & Furniture Group, publisher of wood magazines, has been delivering thought-provoking insights to its readers worldwide for nearly two decades. Among its publications are Panels & Furniture Asia; Panels & Furniture China; Wood In Architecture; American Hardwood Southeast Asia and American Hardwood China. It is also the esteemed organiser of trade fairs such as Sylva wood in Shanghai, China, VIFA Woodmac and BIFA Wood in Vietnam.





"I have a very good impression of MWE. The organising is done very well. I really enjoyed the B2B business matching session, though some people were late. I see good quality visitors. We have been coming to Malaysia for a while and this is a good opportunity for us to keep tab of the activities in the market."

**Florence Perrucard,**  
Export Sales Director of Ducerf Group  
and President of French Timber

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"It was the right choice to attend this Expo. It was very well organised. We have had good discussions with several of our existing customers and some potentially new ones. If there will be a next MWE, then yes, we will consider participating again as exhibitor."

**Holger Ries**  
Area Sales Director of Southeast Asia,  
DIEFFENBACHER

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"One advantage of this show is having MTC as the co-organiser and getting a large number of their members to visit. Another advantage is Malaysia hasn't had a show for too long. These advantages make this show an attractive one, one of our machines that was on display was reserved right on the first day of the show. The crowd and quality of visitors are good."

The fair ground is a good size, visitors are more concentrated and they need not walk too far to visit other booths. We were assigned a great location, the hall is well-decorated – the organisers obviously invested money and effort to get the place up.

This is a good show. We should be back for the next one."

**Peter Liu,**  
International Sales Director,  
NANXING MACHINERY

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"I like the arrangement. I have got some customers from the neighbouring countries in Southeast Asia like India, Philippines, Mauritius, Dubai but not many Malaysian ones. We had a couple of relevant enquiries."

**Giovanni Casadei,**  
Country Manager (Southeast Asia),  
SCM

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"Unexpectedly, I have four good enquiries from big players from India and Malaysia. The organising is as well as the arrangement of international delegates is good. There is a lot of interest towards digital printing and finishing which we need to follow up. Our lines are more customised, usually we still need to follow up after the show to close deals. We have had good quality visitors."

**Eddy Ooi,**  
Sales Manager (Asia Pacific), BÜRKLE

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So far, especially on the first day, the show has been quite busy for us. We have had a lot of customers, interesting discussions and valid enquiries. Second morning was a little slower just before lunch, but traffic is picking up. Obviously, not everyone stops by or stops in, but we have some new clients who stop by and that's what we aim for in a trade show. We also keep in touch with the existing customers. I think it will be interesting to have seminars for panel manufacturing for the next MWE so visitors will have more value-added information."

**Wolfgang Neeser,**  
Sales Director, HOMAG Asia

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The show is within my expectations. The visitors that visited our booth are of good quality and they are related to the industry. We are happy with MWE. For the B2B session, we hope the communication with the timber suppliers and their representatives can be improved, especially when timber traders cancel the meeting or can only meet later."

**John Chan,**  
Regional Director, American Hardwood  
Export Council

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The organisers and the location of the exhibition hall is excellent. The crowd can be bigger but quality of the visitors is good. I will definitely be back for the next MWE."

**Marc Pfetzing,**  
Senior Manager Asia,  
SCHULER Consulting

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## Schedule of On-site Operations

Stand Build-up Period	17 November 2022, Thursday	09:00 – 18:00
	18 November 2022, Friday	09:00 – 18:00
	19 November 2022, Saturday	09:00 – 22:00
Exhibition Hours	<b>20 November 2022, Sunday</b>	<b>10:00 – 18:00</b>
	<b>21 November 2022, Monday</b>	<b>10:00 – 18:00</b>
	<b>22 November 2022, Tuesday</b>	<b>10:00 – 16:00</b>
Dismantle Hours	22 November 2022, Tuesday	16:00 – 22:00
	23 November 2022, Wednesday	09:00 – 18:00

## Standard Shell Scheme Booth Rates

Yellow Label	
9 sqm Booth (One-side Frontage)	RM13,070.00
9 sqm Booth (Two-side Frontage)	RM13,480.00
Blue Label	
9 sqm Booth (One-side Frontage)	RM11,800.00
9 sqm Booth (Two-side Frontage)	RM12,210.00

\*Rates are for Malaysian exhibitors.

\*Price quoted above are subject to 6% Malaysian Sales & Services Tax (SST) where applicable.

## Space with Standard Shell Items (minimum of 9 sqm)

The standard shell scheme comes with: -

- Booth partition walls (rear and side walls) as per stand space
- 1 x company fascia board on all open sides (maximum of 20 letters)
- Laying of carpet
- 1 x power socket (5 Amp)
- 2 x fluorescent lights (2 x 40W)
- 1 x lockable desk
- 2 x foldable chairs
- 1 x waste basket
- 1 x show directory listing
- 24 hours security

## Raw Space Rates

Yellow Label	
Raw Space (minimum 18 sqm)	RM1,340.00 per sqm
Blue Label	
Raw Space (minimum 18 sqm)	RM1,160.00 per sqm

\*Rates are for Malaysian exhibitors.

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## Space with Raw Space Items (minimum of 18 sqm)

Raw space includes: -

- Space area booked
- 1 x show directory listing

## Sponsorship Packages

Gold Sponsor: RM34,000.00	Silver Sponsor: RM21,500.00	Bronze Sponsor: RM8,600.00
<ul style="list-style-type: none"> <li>• Inside Front Cover and Page 1 advertisement in Digital Show Directory (Thumb drive)</li> <li>• Logo on Lanyard</li> <li>• Logo on Stage Backdrop</li> <li>• Logo on Visitor's Badge</li> <li>• Logo on Show Bag</li> <li>• Logo on MWE Website &amp; promotion materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Double Page Spread advertisement in Page 2 &amp; 3 Digital Show Directory (Thumb drive)</li> <li>• Logo on Stage Backdrop</li> <li>• Logo on Show Bag</li> <li>• Logo on MWE Website &amp; promotion materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Double Page Spread page advertisement in Digital Show Directory</li> <li>• Logo on Stage Backdrop</li> <li>• Logo on Show Bag</li> <li>• Logo on MWE Website &amp; promotion materials.</li> </ul>

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## Raw Space Rates:

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- Raw Space (minimum 18 sqm) RM1,340.00/sqm

## Standard Shell Scheme Booth Rates

- 9 sqm Booth (One - side Frontage) RM11,800.00 per booth
- 9 sqm Booth (Two - side Frontage) RM12,210.00 per booth

- 9 sqm Booth (One - side Frontage) RM13,070.00 per booth
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