

# **INDEX SAUDI ARABIA 2024**

**17 - 19 September 2024**

*Riyadh Front Exhibition & Conference Center  
Riyadh, Saudi Arabia*



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# 10

## Reasons to Trade with Malaysia

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Diverse range of high quality products and services



Transparent and fair trading regulations



Reliable suppliers



Professional business culture



Compliance to international standards



Friendly business environment



Good manufacturing practices



Pro-business government policies



Well-developed trade support facilities



Excellent track record as a trading nation



## **MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)**

Menara MATRADE

Jalan Sultan Haji Ahmad Shah  
50480 Kuala Lumpur, Malaysia

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- 📠 +603 6203 7037 / 6203 7033
- ✉️ [info@matrade.gov.my](mailto:info@matrade.gov.my)
- 🌐 [www.matrade.gov.my](http://www.matrade.gov.my)

MATRADE is a principal government agency responsible for promoting the export of Malaysia manufactured products, semi-manufactured products and services.

Services provided by MATRADE include:

- Providing information on Malaysian products and services available for export.
- Organising business matching between foreign buyers or importers with Malaysian exporters.
- Facilitating visits of foreign buying missions and individual foreign buyers into Malaysia.





## MATRADE OFFICE IN JEDDAH



**FAIZALKHAN JAAFAR**  
Trade Commissioner



**BAKR NAJEEB**  
Commercial Manager



**ANIS AHMED SHAIKH**  
Manager  
Administration & Public Relations

### CONSULATE GENERAL OF MALAYSIA COMMERCIAL SECTION (MATRADE)

14<sup>th</sup> Floor Saudi Business Centre,  
Madina Road P.O Box 20802,  
Jeddah 21465, Saudi Arabia.

☎ +966 12-6532143 / +966-12-6532198  
☎ +966-12-6530274  
✉ [jeddah@matrade.gov.my](mailto:jeddah@matrade.gov.my)

### AREA OF COVERAGE

#### Central Region

Saudi Arabia, Jordan and Yemen

#### Levant Countries

Lebanon, Palestine and Syria

## **MALAYSIAN EXHIBITORS**



## 5R TECHNOLOGIES SDN BHD

Lot 10630 & 10631, Jalan Kempas 3, Kawasan Perindustrian Bakri,  
Jalan Bakri Batu 8, 84200 Muar, Johor, Malaysia.

☎ +6017 652 6122

✉ sales-marketing@smarttop.com.my

🌐 www.smarttop.com.my

### EXISTING EXPORT MARKET

Worldwide

### PRODUCT/SERVICE

SMART TOP® HPL Moulded Table Top, Dining & Occasional, Cabinet, Patio Table, HoReCa Table and chair

### CERTIFICATE

Patented in the USA and Malaysia (Manufactured country)

### CONTACT PERSON

Alice How

### COMPANY PROFILE

Discover Elegance and Durability at Smart Top®!

Smart Top® table top embodied stunning aesthetic appearance and unmatched quality at the same time. Crafted with top-tier materials, these table tops boast exceptional scratches, stains, water, and heat resistance, ensuring a pristine look for years to come. Invest in a product that not only enhances interior appeal but also stands the test of time, preserving its elegance with minimal upkeep.

Visit our booth to see, feel, and fall in love with Smart Top® Table Tops. Our team will be on hand to showcase the product's features and answer all your questions.





## ACCORD FURNITURE SDN BHD

No. 2552A, Tingkat Selamat 9, Kampung Selamat,  
13300 Tasek Gelugor, Penang, Malaysia.

☎ +6017 490 3764

✉ hong@accord-furniture.com

🌐 <https://www.accord-furniture.com/>

### EXISTING EXPORT MARKET

Middle East, Asia, African Market & Etc.

### PRODUCT/SERVICE

Bedroom Furniture, Living Room Furniture, Project Furniture, Wardrobes, Cabinets, Occasional Furniture and etc.

### CONTACT PERSON

Beh Xian Hong

### COMPANY PROFILE

From the humble beginning on 2001, Accord Furniture Sdn Bhd was established and evolved become a leading solid wood furniture manufacturer and exporter based in Penang, Malaysia.

Principally, we are involved in design, manufacture, and sale of knockdown and ready-to-assemble home furniture and specialized in bedroom furniture, living room furniture, project furniture, wardrobes, cabinets, and occasional furniture. With more than 20 years of experience in this industry, we have been exporting for more than 30 countries worldwide.

We strive to deliver quality solid wood furniture with excellent wood craftsmanship as we believe wooden furniture is the best gift from our mother nature. Quality, innovative and affordability are our main drivers to serve you with quality furniture all the time. Quality our Passion!





## AURORA HAUS SDN BHD

### AURORA HAUS SDN BHD

Lot 2777, Kampung Baru Sungai Buloh, 47000 Sungai Buloh,  
Selangor Darul Ehsan, Malaysia.

+6012 212 4848

aurorahaus@yahoo.com

<https://vesarei.com/>

#### EXISTING EXPORT MARKET

USA, India, Australia, UAE, Singapore

#### PRODUCT/SERVICE

Manufacturing sofas and divan bed

#### CONTACT PERSON

Mr Anson Go

#### COMPANY PROFILE

Aurora Haus Sdn Bhd, founded in 2015, specializes in crafting high-quality sofas, headboards, and divan beds under the trademark "VESAREI." Initially operating from a 10,000 square feet factory in the state of Selangor, central Malaysia, the company swiftly expanded, relocating to its current 40,000 square feet facility within two years.

With a focus on upholstery fabrics, PU, and genuine leather, Aurora Haus delivers diverse and premium furniture pieces tailored to customer preferences. Embracing best practices in material sourcing, production methods, and quality control, the company ensures timely delivery and exceptional after-sales service.

Driven by a mission to become a market leader in the sofas retailing industry, Aurora Haus aims to introduce innovative designs locally and internationally, captivating customers with trendsetting creations.

In essence, Aurora Haus Sdn Bhd epitomizes excellence, innovation, and customer satisfaction in the furniture manufacturing sector, setting standards for quality and craftsmanship while envisioning a future of continued growth and leadership.



## JEMARAMAS JAYA SDN BHD

Lot 6119, Jalan Haji Salleh, Batu 5 ½, Off Jalan Meru,  
41050 Klang, Selangor Darul Ehsan, Malaysia.

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✉ matthew@versalink.com / lcmei@versalink.com  
🌐 www.versalink.com

### EXISTING EXPORT MARKET

Saudi Arabia, UAE, Bahrain, Australia, Canada, USA, India,  
Singapore, Mauritius, Madagascar

### PRODUCT/SERVICE

Office Furniture, Acoustic Pod, Seating

### CERTIFICATE

ISO 9001, ISO 14001, PEFC, FSC, TUV Bifma Test Report

### CONTACT PERSON

Mr Matthew Law / Ms L.C. Mei

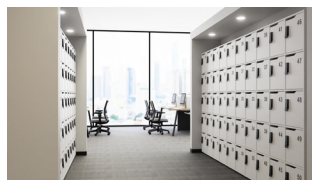
### COMPANY PROFILE

**Versalink** is a premier provider of innovative office furniture solutions for commercial environments. Headquartered in Klang, Selangor, Malaysia, and backed by **30 years of expertise**, our in-house R&D team, consultants, and advanced manufacturing capabilities have established us as an industry leader.

Our comprehensive product range includes acoustic private pods, architectural walls, executive desks, system furniture, conference tables, storage solutions, and seating options.

Specializing in wood panelling systems as well as metal and aluminium structure finishing, we offer complete office solutions tailored to our clients' needs. As both an **OBM and OEM provider**, we deliver customized furniture, whether branded under your label or manufactured as original equipment.

With a global export footprint spanning North America, Canada, Australia, the Middle East, and Asia, Versalink's quality and innovation make us the ideal partner for businesses seeking superior office systems.





## KER GLOBAL FURNITURE (M) SDN BHD

Lot 11897 (5741), Jalan Perindustrian 4, Kawasan Perindustrian Bukit Bakri,  
Batu 8 Bukit Bakri, 84200 Muar, Johor, Malaysia.

☎ +6017 611 5323 / +012 323 5122  
✉ shley@kerfurniture.com / csk@kerfurniture.com  
🌐 www.kerfurniture.com

### EXISTING EXPORT MARKET

USA, UK

### PRODUCT/SERVICE

Wooden Furniture

### CERTIFICATE

SMETA

### CONTACT PERSON

Shley Lee / Mr Ker

### COMPANY PROFILE

Our company's identity and values are embodied in our logo. We cultivate connections that improve the lives of those we serve. Together, our exceptional wooden furniture particularly the dining chairs and tables as well as service provide our clients with exceptional value. We collaborate across divisional lines to satisfy client needs and support business success. We cherish our employees, support their growth, and provide them recognition for their achievements. We demonstrate a great desire to succeed in the market and in all facets of our company. It is our own responsibility to fulfill our promises.





## KG GLOBAL FURNITURE (M) SDN BHD

Lot 11897 (5741), Jalan Perindustrian 4, Kawasan Perindustrian Bukit Bakri,  
Batu 8 Bukit Bakri, 84200 Muar, Johor, Malaysia.

☎ +6017 611 5323 / +6012 323 5122  
✉ shley@kg-furniture.com / info@kg-furniture.com  
🌐 www.kg-furniture.com

### EXISTING EXPORT MARKET

USA, UK

### PRODUCT/SERVICE

Wooden Furniture

### CONTACT PERSON

Shley Lee / Mr Ker

### COMPANY PROFILE

Our primary goal is to provide a one-stop furniture producer. We can design and create furniture that perfectly suits your needs, regardless of the style you pick for your application. We conduct ourselves with the utmost integrity in whatever we do. Our inventive, fashionable, and cozy workspaces are intended to uplift and encourage employees. In order to provide a product that is comfortable and long-lasting, every item is manufactured to the highest standards with the most recent advancements in manufacturing technology. KG Global Furniture is committed to keeping its environmentally friendly promises. We follow international guidelines for environmental management to reduce our adverse effects on the environment, abide by rules and legislation pertaining to eco-friendly business practices, and continuously look for methods to do better.







## NATURAL SIGNATURE SDN BHD

Lot PTD 4092, Kawasan Perindustrian Parit Jamil,  
Mukim Sri Menanti, Parit Jamil, 84150 Muar, Johor, Malaysia

+606 987 5303

exportenquiry@naturalsignature.com

www.naturalsignature.com

### EXISTING EXPORT MARKET

Japan, Europe, Taiwan, Korea, UAE, Singapore Uruguay, Turkiye,  
New Zealand

### PRODUCT/SERVICE

Wooden furniture

### CERTIFICATE

- 2024, 2019, 2018, 2017, 2016-Malaysian Furniture Creativity Award (EFE Malaysia)
- 2024-International Furniture Leaderships Award – Brand Excellence Award (FLA)
- 2023-Award for Innovation (WOFX india)
- 2022-Innovative Timber Products Award (MTC Malaysia)
- 2022-Digitalisation & Digitising Excellence Award (MTC Malaysia)
- 2022-International Furniture Leaderships Award – Product Excellence Award (FLA)
- 2019-Outstanding Overseas Taiwanese SMEs Award (Taiwan)
- 2017- Business Excellence Award – Product Excellence (Sin Chew Daily Malaysia)

### CONTACT PERSON

Yvonne Ler / Jessica Gan

### COMPANY PROFILE

Established in 2015, Natural Signature has been exporting to countries including Japan, Germany, and the USA. With unique designs preserving wood's natural beauty, we prioritize environmental sustainability by maximizing material usage and reducing carbon and water footprints. Offering over 450 products across diverse categories, our solutions cater to online retail and project needs, ensuring cost-effectiveness through mixed-load containers and low MOQs. Our operational model suits both online and offline operations, providing a comfortable shopping experience and convenient pickup points.





## SENI DAYA WOODS INDUSTRIES (M) SDN BHD

45, Jalan Tuanku Munawir, 70000 Seremban,  
Negeri Sembilan, Malaysia

+016 663 3466  
alanteo@senidaya.com  
www.senidaya.com

### EXISTING EXPORT MARKET

Asia, UK, Middle East, France, India, USA

### PRODUCT/SERVICE

Baby Furniture, Baby Cot

### CERTIFICATE

BS EN 716

### CONTACT PERSON

Mr Alan Teo

### COMPANY PROFILE

We would like to introduce ourselves as one of the leading Malaysia manufacturer of quality and well designed wooden furniture for more than 30 years. Our range of products is Baby Cots, Baby Cradles, Children, Hall & Bedroom Furniture.

Our Products made from excellent quality woods and together with good workmanship, our baby cots will pamper most babies to a time of pure comfort and safe during their infant years, constructed with non-toxic materials, this bed is made for the perfect baby sleep. It is designed and manufactured in compliance with the stringent BS EN Standards. Safety and security systems are compliance to the stringent requirements of british & European Standards Regulations BS EN 716, TUV, AS/NZS 2172 and U.S. ASTM Standard F1169.

Our range of products is baby cots, baby cradles, children, hall & bedroom furniture.





## SMART TOP SURFACE SOLUTION SDN BHD

Lot 10630 & 10631, Jalan Kempas 3, Kawasan Perindustrian Bakri,  
Jalan Bakri Batu 8, 84200 Muar, Johor, Malaysia.

+6013 393 8199

marketing01@smarttop.com.my

www.smarttop.com.my

### EXISTING EXPORT MARKET

Worldwide

### PRODUCT/SERVICE

SMART TOP® HPL Moulded Table Top, Dining & Occasional, Cabinet, Patio Table, HoReCa Table and Chair

### CERTIFICATE

Patented in the USA and Malaysia (Manufactured country)

### CONTACT PERSON

Joell Pee

### COMPANY PROFILE

Smart Top® table top embodied stunning aesthetic appearance and unmatched quality at the same time. Crafted with top-tier materials, these table tops boast exceptional scratches, stains, water, and heat resistance, ensuring a pristine look for years to come. Invest in a product that not only enhances interior appeal but also stands the test of time, preserving its elegance with minimal upkeep.

Visit our booth to see, feel, and fall in love with our Smart Top® Table Tops. Our team will be on hand to showcase the product's features and answer all your questions.



# SOFT\*LINE

## FURNITURE

### SOFT LINE FURNITURE (MALAYSIA) SDN BHD

Lot PTD 4092, Kawasan Perindustrian Parit Jamil, Mukim Sri Menanti, Parit Jamil, 84150 Muar, Johor, Malaysia.

☎ +606 987 5303

✉ sales@softlinemalaysia.com

🌐 <https://deep.furniture>

#### EXISTING EXPORT MARKET

USA, Japan, Europe

#### PRODUCT/SERVICE

Wooden & upholstered furniture

#### CONTACT PERSON

CK Tang / Adeline Jerah

#### COMPANY PROFILE

Established in 2013, Soft Line Furniture (Malaysia) Sdn Bhd manufactures and exports upholstery furniture from Muar, Johor. Our range includes sofas, dining sets, chairs, cushions, beds, and stools. We cater to markets in the USA, Canada, Japan, Korea, Germany, India, and beyond. Committed to quality and unique design, we offer custom-made solutions to meet diverse market needs and build lasting partnerships with our valued customers.





## ELLA FURNITURE SDN BHD

Jln Industri 4, Kampung Baru Sungai Buloh, Kampung Subang Baru,  
40160 Shah Alam, Selangor, Malaysia.

☎ +6010 892 7446  
✉ salem@ellafurniture.com.my / ella.furniture1@gmail.com  
🌐 www.ellafurniture.com.my

### PRODUCT/SERVICE

Furniture for Living Room, Dining & Homes

### CONTACT PERSON

Salem Bawazir

### COMPANY PROFILE

Ella Furniture is a leading furniture brand in Malaysia, renowned for its commitment to quality and innovation. As the largest in-house furniture manufacturing company in the country, we craft stylish and durable pieces that enhance any home. With over 10,000 homes furnished with our products, Ella Furniture has become a trusted name in the industry. We offer a wide range of modern and classic designs with more than 250 fabric options, ensuring something for every taste. Our sofas feature 'easy clean' fabric, perfect for families with kids and pet owners, along with pocket coil springs and high-density foam for lasting comfort. Ella Furniture prioritizes customer satisfaction with design consultation services and virtual tours. Our showrooms in Johor Bahru, Shah Alam, and soon Kota Bharu provide a hands-on shopping experience. Ella Furniture delivers quality, style, and value, making every home beautiful and comfortable.





## RINACRAFT

No 7 & 8 Jalan TIB 3/5, Taman Industri Bolton,  
68100 Batu Caves Selangor, Malaysia.

+6017 778 7588  
fazrin@rinacraft.com  
www.rinacraft.biz

### EXISTING EXPORT MARKET

United Kingdom

### PRODUCT/SERVICE

Manufactured & Supplier wall decoration from wood

### CONTACT PERSON

Ahmad Fazrin Abdul Rahman

### COMPANY PROFILE

Rinacraft is a company specializing in woodworking with a focus on laser cutting and engraving technology. We have been at the forefront of this industry for over 21 years since our establishment in 2003.

In the early days of our journey in 2002, we started with just one laser-cutting machine. However, with our unwavering commitment to quality and innovation, we now operate more than four laser cutting machines, making us one of the leaders in the woodworking industry and meeting the global demand for high-quality woodcraft product.





## TRIUMPHANT GALLERY SDN BHD

D-0-2, Setiawangsa Business Suite,  
Jalan Setiawangsa 11, Taman Setiawangsa,  
54200, Kuala Lumpur, Malaysia.

+603 4256 7171  
info@tgsb.com.my  
<https://www.tgsb.com.my/>

### PRODUCT/SERVICE

ID Fit Out & Loose Furniture

### CERTIFICATE

CIDB-SPKK, CIDB-REG, CIDB-PKK, MOF -REG, MOF- ST, ISO

### CONTACT PERSON

Ahmad Hanif Roslan

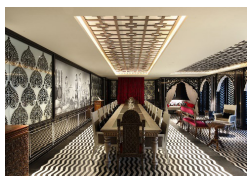
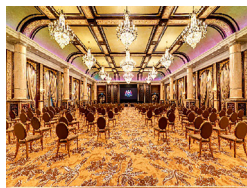
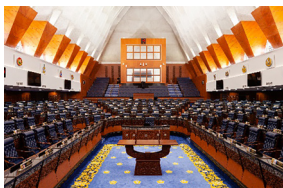
### COMPANY PROFILE

Founded in 2005, Triumphant Gallery Sdn Bhd (TGSB) has rapidly emerged as a leading force in the interior design and fit-out industry. Our passion for exceptional craftsmanship and innovative design has fueled our growth.

Our commitment to quality is evident in our work, which has earned us multiple awards and recognitions. We have successfully delivered numerous projects for both private and government clients, consistently exceeding expectations. Beyond our expertise in interior design and fit-out, TGSB is dedicated to shaping the future of the industry. We are committed to sustainability, innovation, and driving industry trends. We actively participate in industry forums and collaborate with leading design professionals to stay ahead of the curve and contribute to the evolution of interior design.

We offer a comprehensive range of services, including interior design and fit-out, specialty finishes, loose furniture, and modular furniture. Our years of experience, combined with our commitment to quality craftsmanship and innovation, set us apart. We are dedicated to understanding client unique requirements and delivering exceptional results. Our use of digital technologies and sustainable practices ensures that our projects are not only beautiful but also environmentally responsible.

By partnering with TGSB, you can be confident in choosing a company that is passionate about creating exceptional interiors and contributing to a sustainable future.







## SUJAK STUDIO

Tanggam Design Center, No. 16, Jalan PJU 5/5, Kota Damansara,  
47810 Petaling Jaya, Selangor, Malaysia.

📞 +60177859737

✉️ sujak@sujak.com.my

🌐 www.sujak.com.my

### EXISTING EXPORT MARKET

Middle East, Europe, Singapore, India

### PRODUCT/SERVICE

Industrial Design (Product and Furniture Design), Creative Consultant, Creative Director, Design and Commercialisation Strategy.

### CERTIFICATE

Honorable Mention, SIT Furniture Design Award 2024, Switzerland

Platinum Award, MIFF Furniture Excellence Award 2024

Platinum Award, MIFF Furniture Excellence Award 2019

Silver Award, MIFF Furniture Excellence Award 2018

Malaysia Good Design Award 2017

Platinum Award, MIFF Furniture Excellence Award 2017

Gold Award, MIFF Furniture Excellence Award 2016

Malaysia Good Design Award 2015

Salone Satellite Award 2014, Milan

Malaysia Mobili Competition 2014

Malaysia Good Design Award 2014

Promotional Product Design Award 2013

Platinum Award, MIF Furniture Excellence Award 2013

Nextus Award 2011, Top 20

### CONTACT PERSON

Mohd Sujak Hasbollah

### COMPANY PROFILE

Sujak Hasbollah is an award-winning industrial designer from Malaysia. 13 years of design experience in various design industry such as furniture, ceramic, pewter, craft product, kitchen system, office system and new material such as WPC. Work as a creative consultant for GLC and private sectors in Malaysia and collaboration with various brand for product/furniture design development and commercialisation and creative consultation.







## **DEKOPONIX SDN BHD**

No 19-2 Jalan Puteri 3a/2, Bandar Puteri Bangi,  
43000, Kajang, Selangor, Malaysia

+60198182464

drkhairulazlin@gmail.com

Instagram : inspikarya

### **PRODUCT/SERVICE**

Design services and consultation, furniture design and manufacturing

### **CERTIFICATE**

Certified Industrial Designer (CIDE)

### **CONTACT PERSON**

Khairul Aidil Azlin Abd Rahman

### **COMPANY PROFILE**

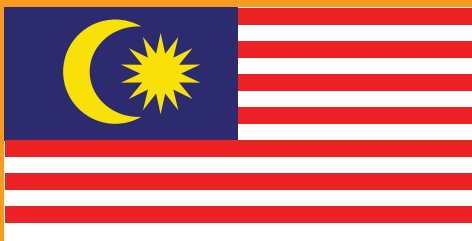
To carry on the business and design service activities of management, consultants, training module making and other relates service in interior and exterior design decoration.



Karipap Ottoman



Woven Bamboo Stool



# BRIDGING THE WORLD

## 49 offices worldwide

Almaty, Bangkok, Beijing, Budapest, Buenos Aires, Cairo, Chengdu, Chennai, Doha, Dubai, Frankfurt, Guangzhou, Hanoi, Ho Chi Minh City, Hong Kong, Istanbul, Jakarta, Jeddah, Johannesburg, Kiev, \*Karachi, Lagos, London, Los Angeles, Manila, Medan, Melbourne, Mexico City, Miami, Milan, Moscow, Mumbai, Nairobi, New York, Osaka, Paris, Phnom Penh, Rotterdam, Santiago, Sao Paulo, Seoul, Shanghai, \*Singapore, Taipei, Tashkent, Tokyo, \*Toronto, Warsaw, Yangon

*\*Offices will be opened soon.*



**MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)**



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