

## 成为会员的关键因素 Reasons to Join As KSFA Member

### 1. 与政府沟通的桥梁

本会扮演会员与政府的沟通桥梁，主动让政府更了解家具同业对国家经济做出的贡献，以及业者所面对的问题。同时，积极配合马来西亚家具总会以协助会员解决家具业所面对的困难，如外劳短缺、原材料问题等。

#### 1. Bridging Links between the Furniture Industry & Government Body

KSFA will play the role of linking members with the Government in order to enhance the communication with government bodies, to get the government understands the economic contributions of the furniture industry and the problems that were faced by industry such as labour and raw material issues and etc.

### 2. 完善的会员服务

本会为会员服务，帮助会员了解政府提供的各项援助金、奖掖措施、善用各种贷款，津贴，补助金等购买机器、开发市场等，并且定期通知会员相关的金融、木业、国际家具等各项座谈会详情，传达行业的重要资讯。同时本会底层交易厅及图书馆备有各类行业相关书籍，让会员参考，以提升自我，加强竞争优势。

#### 2. Comprehensive Members Service

To provide members a better understanding and fully utilize the variety of grants and incentives provided by government such as machinery purchase, training program, market development and regularly informs of relevant forums in the areas of wood and furniture management. Comprehensive collections of trade journals and reference guides are available at the association office to widen the knowledge of members to provide an edge in the competitive market.

### 3. 开拓海外市场

本会与中国深圳市家具行业协会 (SZFA) 缔结成兄弟协会。透过结盟，整合双方的优势与资源，为两国家具行业打造一个拓展市场的平台，让会员有机会参与海外展销会，同时也招揽业者前来参观大马出口家具展 (EFE)，共创商机。

#### 3. Creating Business Opportunity for International Market

The Association had formed an alliance with the ShenZhen Furniture Trade Association (SZFA). Through this, both parties and their members will be able to exchange and share business matters by forming a strategic business joint venture and participation in overseas trading fairs including the Export Furniture Exhibition Malaysia (EFE).

### 4. 打造本地家具行业的国际形象与品牌

本会将配合雪州政府，落实建立“雪州国际家具城”。让会员集中经营家具企业，专业规划及统一系统，利于国内外买家集中采购，打造集体品牌，以提升效益。

#### 4. Branding Malaysia's Furniture at International Market

Working together with the state government of Selangor, to establish the "Selangor International Furniture City" to bring together a more professional and focused business marketing strategy, KSFA will assist domestic and international buyers by more centralised purchasing and create a better branding identity.

### 5. 建立优质的内销平台

会员将享有特别优惠参加本会主办的马来西亚家具与装饰展销会 (MF3)，借展览会的平台，厂商能推出新产品，打开知名度，提升营业额。

#### 5. Privilege Opportunity and Excellence Platform

KSFA members will be able to participate in Malaysian Furniture and Furnishings Fair (MF3) which works as a platform for manufacturers to introduce new products to the market.

### 6. 提供奖掖措施与津贴咨询

本会将帮助同业了解政府的奖掖措施，善用各种贷款、津贴、援助金、补助金等等，以购买机器、培训人员、开发市场，研发新产品等。

#### 6. Provide Informative & latest information on Government grants, incentives and subsidies.

To give the industry a better understanding and fully utilize the variety of grants, incentives and subsidies provided by government such as machinery purchase, training program, market development, new product Research & Development (R&D) and etc.

### 7. 拓展商务网络

通过家具总会，会员们有机会接触外州同业，扩大商务网络。本会不定期接待国外买家的拜访与对接，为会员创造商机。同时也密切配合马来西亚木材理事会 (MTC) 及马来西亚对外贸易发展机构 (MATRADE) 的国际市场计划，组团参展及考察以获得最新资讯，为会员开拓参展商机。

#### 7. Widest Business Network

KSFA creates an opportunity for members to meet with other states furniture manufacturers for business networking. Also, the association will be arranged courtesy visit and business networking among the members and oversea buyers. Besides that KSFA is working closely with the Malaysian Timber Council (MTC) and Malaysia External Trade Development Agency (MATRADE) in international market plans, to explore new market possibilities and to provide study tours for members to be in touch with latest industries updates.

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### 8. 提升家具业者知识与技术

本会计划成立“家具产业教育学院”，并举办与家具业相关的课程及培训活动，培养家具行业链所需要的全方位人才，同时成立专业顾问团，提供即时的咨询服务。

#### 8. Organising the training to enhance furniture industry skills and knowledge

To provide courses and training related to the field, KSFA plans to set up a "Furniture Training Academy" for the grooming of local talents in the industry. Professional consultants will provide advice and consultation services.

### 9. 无边界网络交流

本会与时俱进，建立资讯化管理系统的网站，方便国际买家查询资料以创造商机，达致无边界的网络交流，并让会员了解本会活动及获得最新资讯。

#### 9. Borderless Network Communication to deliver message to member sharply, timely & safely

We have established an ICT informative system management online to reach out to international buyers. This will create a strong networking without border among peers and allow members receive the latest updates from the association.

### 10. 团结与关怀

本会团结会员的力量，一同关怀社会，并藉由一年一度的慈善活动，希望发挥抛砖引玉的效果，唤醒更多人投入慈善事业。同时本会也计划提供奖学金，鼓励学业成绩优异的会员子女。

#### 10. Solidarity and Care for Community

KSFA brings the members of the association together as a caring community through the annual charity events, creating awareness of the need of philanthropy. Furthermore, the association will be working towards providing scholarships to the children of members to encourage academic achievements.

