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4 - 6 Sept 2025  
World Trade Centre Kuala Lumpur



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**MFFM 2025 – Sneak Peek**  
**Flat-Packed Excellence:**  
**Hoon Yuen's Timber Mastery for Global Partners**



**Hoon Yuen Furniture**  
Hall 3, Booth 309A

**DATE** 4 - 6 September 2025

**VENUE** World Trade Centre Kuala Lumpur, Malaysia

For 20 years, **Hoon Yuen Furniture Industries** has transformed Malaysia's natural resources into globally acclaimed wooden furniture. Mastering premium woods like rubberwood, oak, and ash - and weaving rattan and paper cord into innovative designs – Hoon Yuen craft durable, nature-inspired pieces. Their flat-packed collections blend timeless aesthetics with modern efficiency, trusted by partners across the U.S., Europe, and Japan. Where wild roots meet warm craftsmanship.



#### Osborne Dining Set

Pure Mid-Century Modern elegance reimagined. Featuring an extendable table crafted from **premium hardwood**, seamlessly accommodating 6-8 guests for effortless entertaining. Paired with the iconic Osborne Chair—a sleek silhouette designed to complement any upholstery or interior scheme, offering endless styling versatility. Together, they create a timeless, curated dining space that transcends trends.



#### Chandigarh Dining Series

An icon in U.S. and European homes, this Chandigarh-inspired dining set blends timeless style with contemporary flair. Designed for 6-8 guests, its sleek modernist lines and **flat-pack design** ensure effortless assembly and versatile styling. Choose from vibrant or neutral finishes to match any décor. Elevate your space with this functional centerpiece—where heritage meets modern living.



#### Caselia Dining Set

Where luxury seamlessly meets versatility. Featuring an ingeniously **convertible table** that transforms from a chic round shape to a spacious oval—effortlessly accommodating 4 to 8 guests. Its innovative three-dimensional extension adapts to any occasion, from intimate dinners to grand gatherings. Paired with elegant Caselia chairs, designed with clean lines, plush cushioning, and sophisticated Italian-inspired silhouettes, this set delivers unparalleled comfort and timeless design. Elevate every dining moment.



#### Velloni Dining Set

A showroom standout, crafted for retailers seeking distinction. This artisan-crafted collection features rich, **driftwood-inspired textures** that command attention. Blending timeless elegance with contemporary versatility, the 6-8-seater table adapts seamlessly to coastal, rustic, or modern interiors. Paired with its curated seating, Velloni delivers a hand-finished aesthetic that transforms dining spaces into artful experiences. Premium, in-demand, and unmistakably unique.

### Why Attend MFFM?

- ✔ **Exclusive Launches:** See products before they hit the market
- ✔ **Network:** Connect with reputable and genuine suppliers
- ✔ **One-Stop Hub:** All kinds of furniture products under one roof

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