

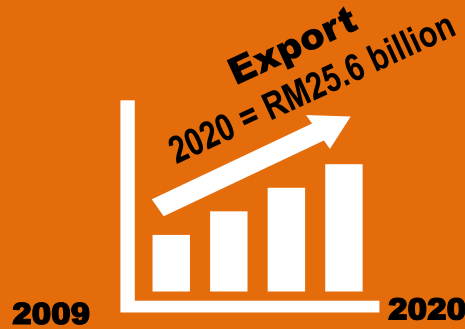
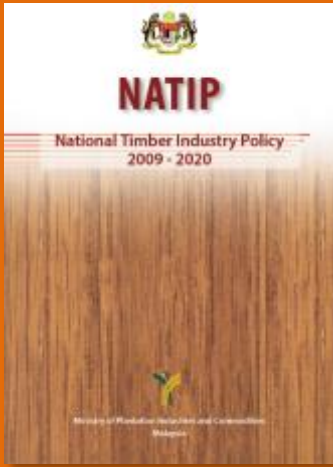
# PRODUCT INNOVATION AND POTENTIAL

# PRESENTATION OUTLINE

- ① Overview Of Timber Industry In Malaysia
- ② Product Innovation And Potential
- ③ What MTIB Can Offer For Timber Industry In Sabah



# NATIONAL TIMBER INDUSTRY POLICY (NATIP)



**60%**  
High Value Added

**40%**  
Primary



Thrust 1  
Industry Structure

Thrust 2  
Supply of Raw  
Materials

Thrust 3  
Innovation &  
Technology

Thrust 4  
Marketing &  
Promotion

Thrust 5  
Human Capital  
Development

Thrust 6  
Funding &  
Incentives

Thrust 7  
Bumiputera  
Participation

# ROADMAPS & ACTION PLANS



Pembangunan Industri Karas & Gaharu 2011-2021



Pelan Tindakan Pembangunan Buluh 2011-2021



Furniture & Timber Based Products 2013-2020



Pelan Strategik MTIB 2014-2020

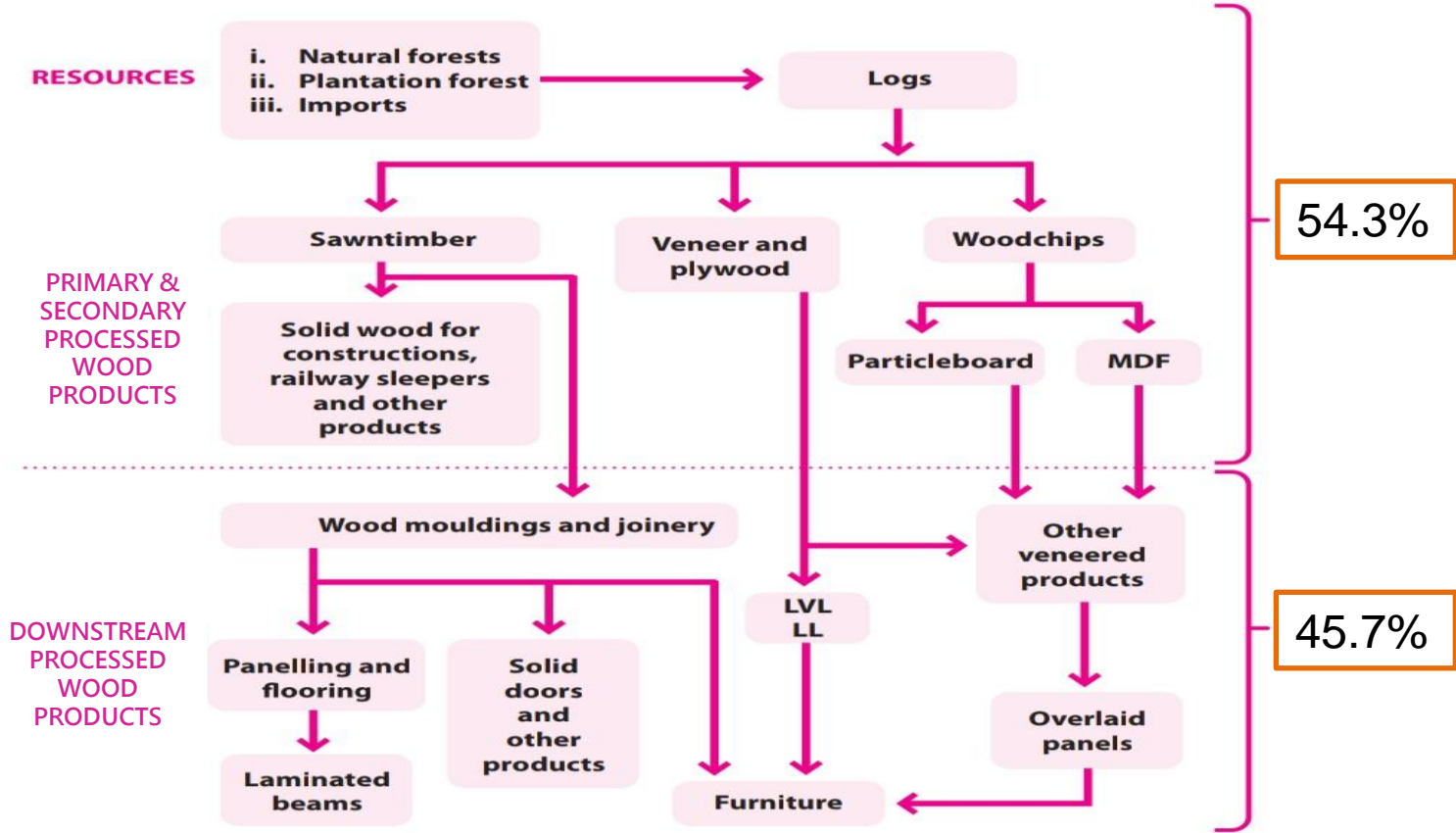


Pembangunan Industri Perabot Kayu Negeri Johor 2015 - 2020



*IBS Roadmap For Timber 2013-2023*

# CURRENT EXPORT STRUCTURE OF THE TIMBER STRUCTURE, 2018





# MALAYSIA: WOOD-BASED MILLS 2018



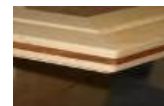
**MALAYSIA**  
**4,085**



**Furniture**  
**1,710 (42%)**



**Plywood / Veneer / polyply / blockboard / laminated board**  
**347 (9%)**



**Builder's Joinery & Carpentry (BJC)**  
**186 (6%)**



**Sawmills**  
**815 (20%)**



**Kiln Drying/ Preservation plants**  
**266 (4%)**



**Medium Density Fiberboard (MDF)**  
**52 (1%)**



**Moulding**  
**500 (12%)**



**Woodchip/ Particleboard/ Chipboard**  
**100 (3%)**



**\*Others**  
**(Comprising pulp & paper, matches, pencil, wooden pallet)**  
**109 (3%)**

# CONTRIBUTION OF MALAYSIAN TIMBER INDUSTRY 2017



## EXPORT CONTRIBUTION

**2.5%** from RM 935.39 billion

\* Source : DOSM, MTIB



## MARKET

**RM 46.81 billion**

Export : RM 23.21 billion

Import : RM 4.7 billion

Trade Surplus : RM 18.51 billion

Domestic : RM 18.9 billion

\* Source : DOSM, MTIB



## INVESTMENT

**RM 648.2 million**

Domestic : RM 503.7 million

FDI : RM 144.5 million

\* Source : MIDA



## WORKFORCE

**240,000 workers**

**58% Foreign workers**

**42% local people**

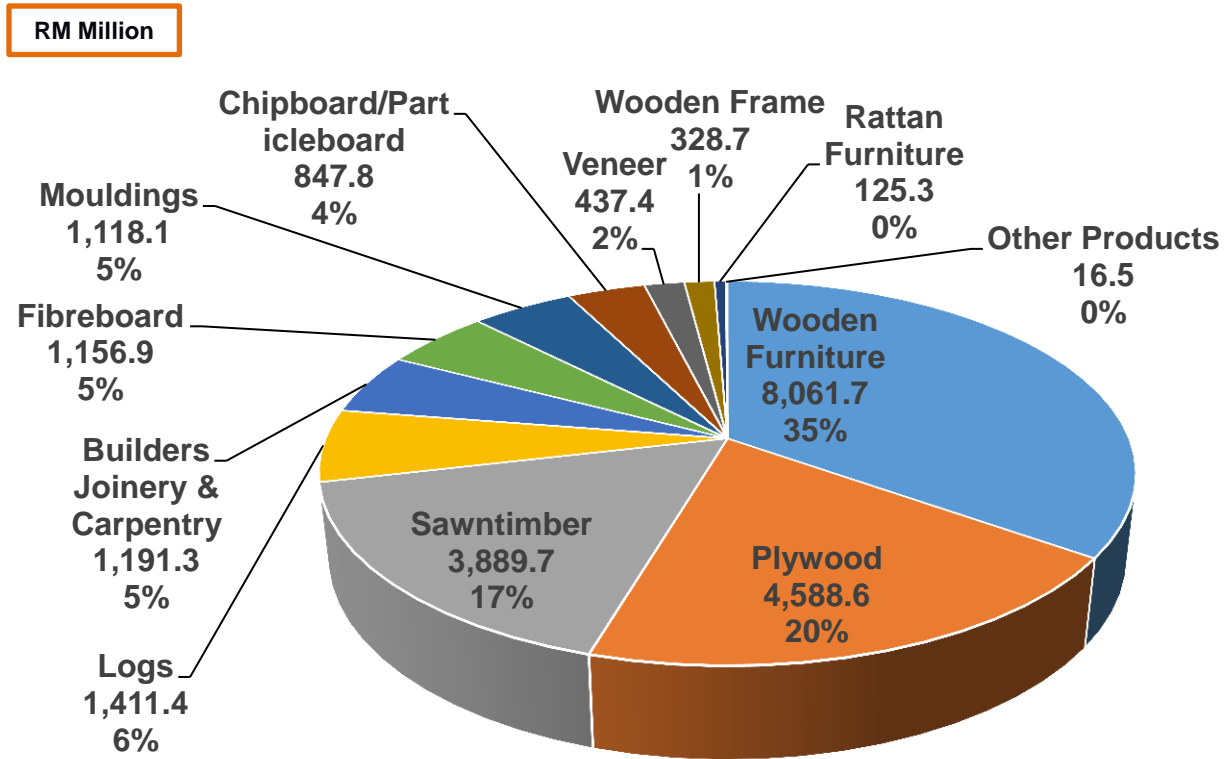
\* Source : MTIB

# EXPORT OF TIMBER & TIMBER PRODUCTS, 2017





# MALAYSIA: EXPORT OF TIMBER & TIMBER PRODUCTS, 2017

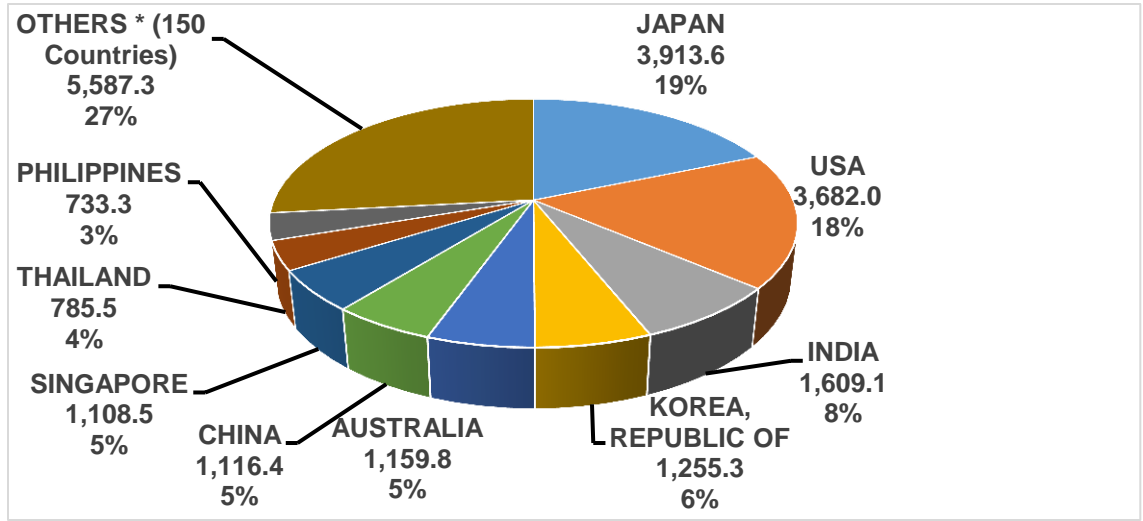


Total Export Jan – Dec 2017:  
RM 23,173.4 Million (187 Countries)

# MALAYSIA: EXPORT OF TIMBER & TIMBER PRODUCTS BY DESTINATIONS, JAN – DEC. 2017

RM Million

Total Export Jan – Dec 2017:  
RM 23,173.4 Million (187 Countries)

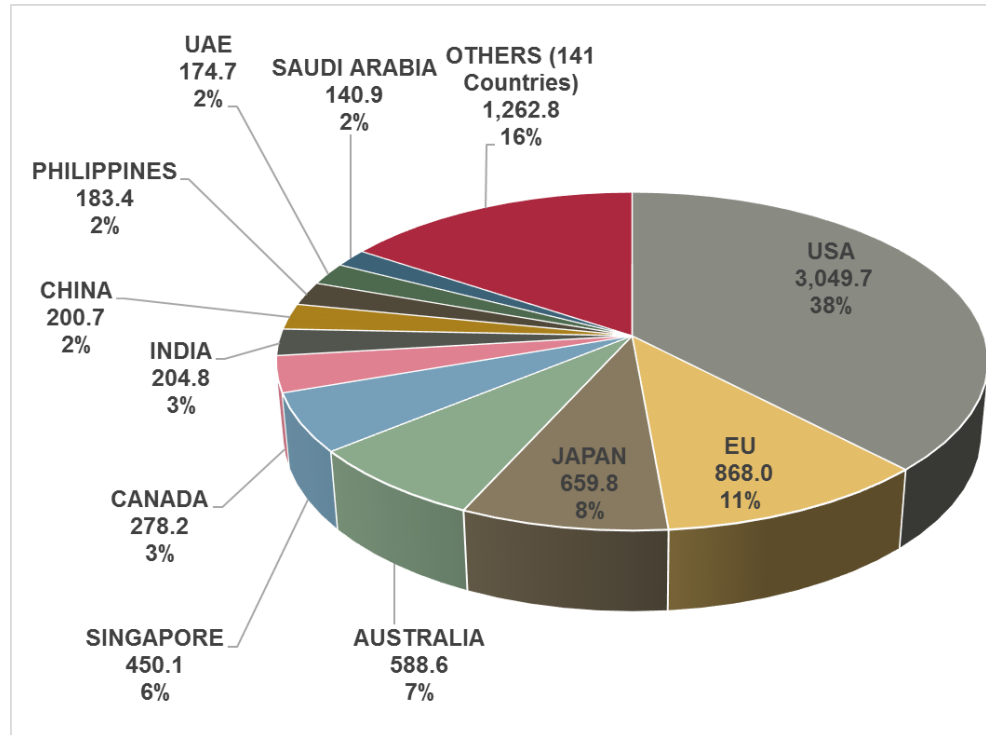


JAPAN	USA	EU	INDIA	KOREA REPUBLIC OF.	AUSTRALIA	CHINA	SINGAPORE	THAILAND	PHILIPPINES
Plywood	Wooden Furniture	Wooden Furniture	Logs	Plywood	Wooden Furniture	Sawntimber	Wooden Furniture	Sawntimber	Sawntimber
Wooden Furniture	Plywood	Sawntimber	Sawntimber	Veneer	BJC	Wooden Furniture	BJC	Plywood	Wooden Furniture
Fibreboard	BJC	BJC	Wooden Furniture	Wooden Furniture	Moulding	Chipboard/ Particleboard	Sawntimber	Wooden Furniture	Plywood
Sawntimber	Wooden Frame	Mouldings	Fibreboard	Chipboard/ Particleboard	Plywood	Plywood	Plywood	BJC	Chipboard/ Particleboard
Logs	Mouldings	Plywood	BJC	Sawntimber	Fibreboard	Logs	Mouldings	Chipboard/ Particleboard	Fibreboard

Source: DOSM & MTB

# MALAYSIA : EXPORT OF WOODEN FURNITURE BY DESTINATIONS, 2017

RM Million



Source: DOSM

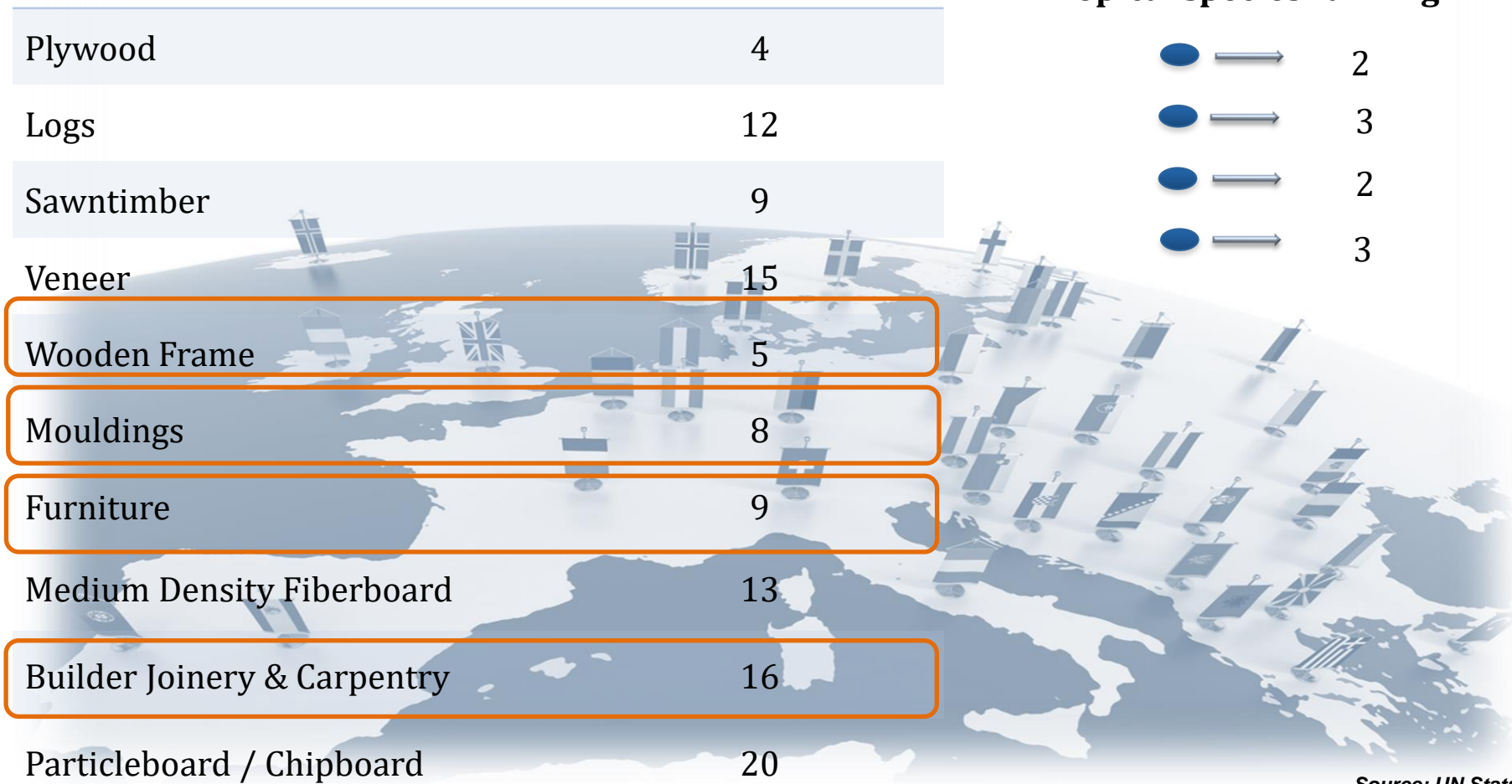
**Total Export Wooden Furniture Jan – Dec. 2017**  
**RM 8.061.7 Million (178 Countries)**

# MALAYSIA GLOBAL PLAYER TIMBER & TIMBER PRODUCTS - 2017

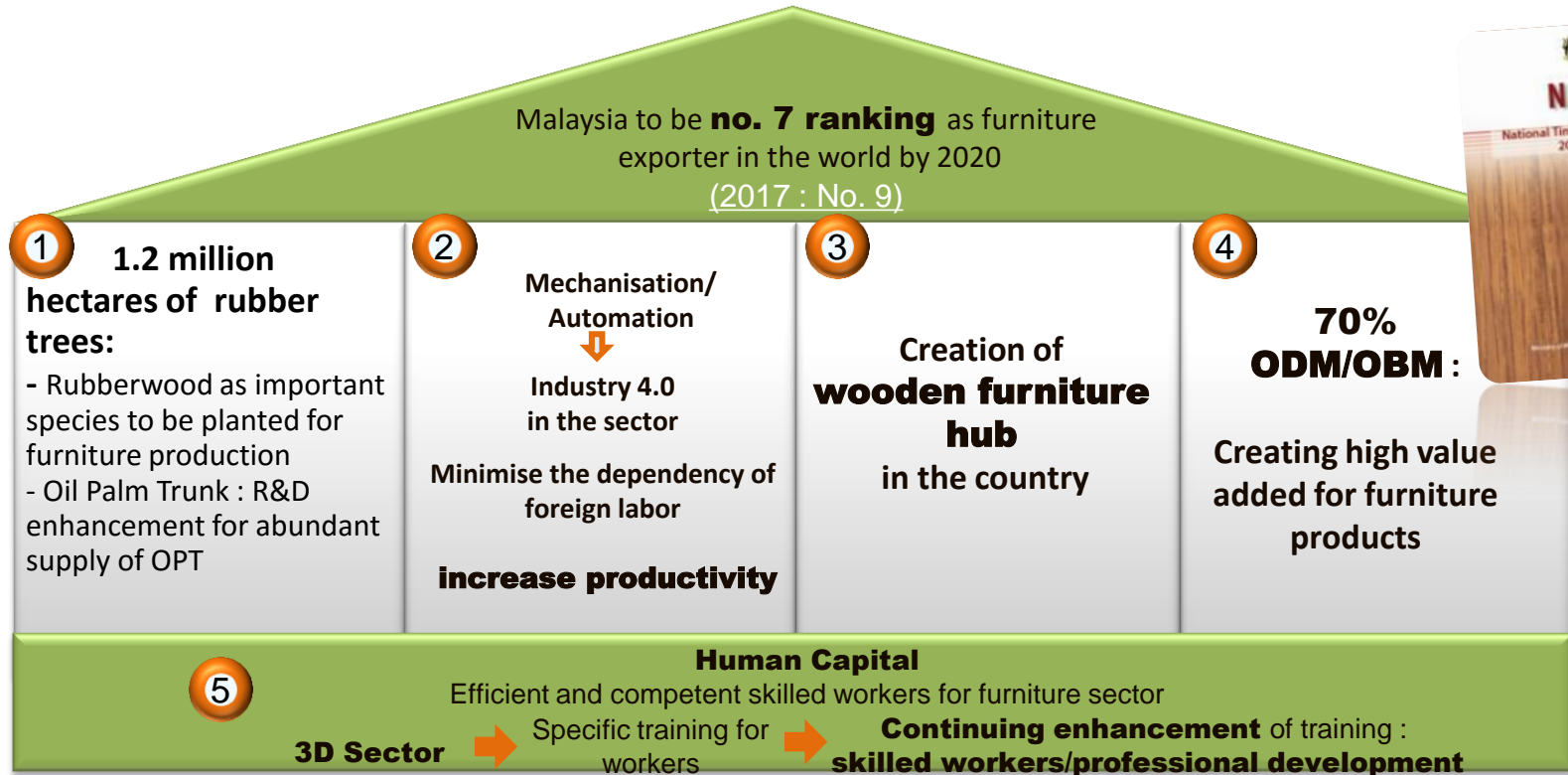
## PRODUCTS

## GLOBAL RANKING











## Tropical species ranking



# MALAYSIA FURNITURE INDUSTRY VISION 2020

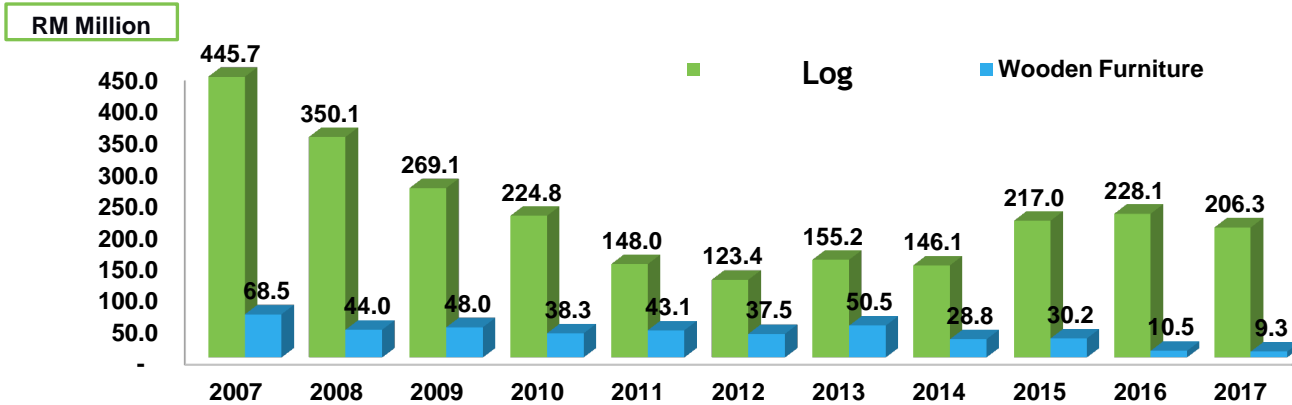


## WORLD: EXPORT VALUE OF FURNITURE BY MAJOR COUNTRIES (2013 – 2017)

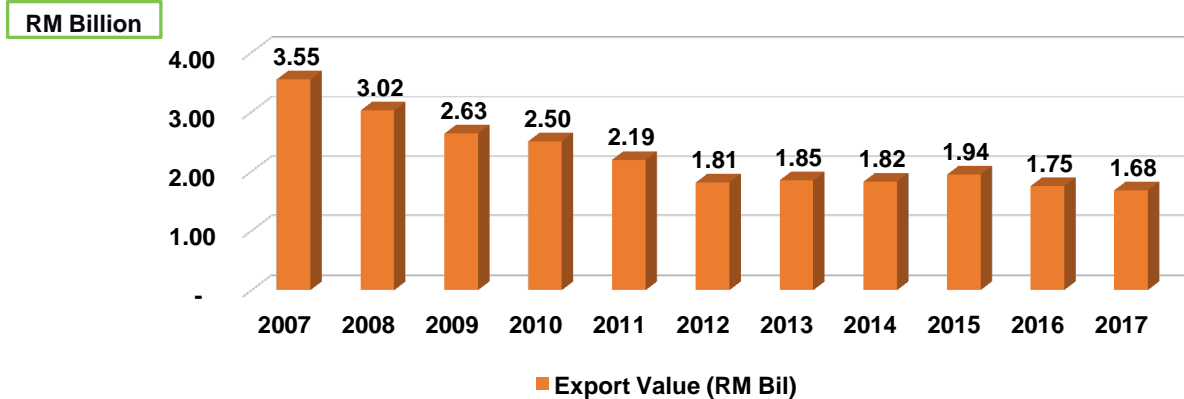
Ranking	USD Million					
	Country	2013	2014	2015	2016	2017
1	 China	51,583	51,751	52,671	48,364	49,815
2	 Germany	10,980	11,472	10,326	10,600	10,662
3	 Italy	10,886	11,266	10,022	10,054	10,325
4	 Poland	8,647	9,837	8,943	9,613	10,284
5	 Viet Nam	5,052	6,035	6,781	7,256	7,795
6	 United States	4,955	5,153	4,844	4,592	4,546
7	 Canada	2,855	3,032	3,294	3,607	3,643
8	 Mexico	1,943	2,130	2,282	2,350	2,397
9	 Malaysia	2,317	2,432	2,325	2,278	2,323
10	 Romania	2,084	2,371	2,126	2,235	2,250



## SABAH: EXPORT OF LOGS & FURNITURE, JAN – DEC 2017 (RM mil)

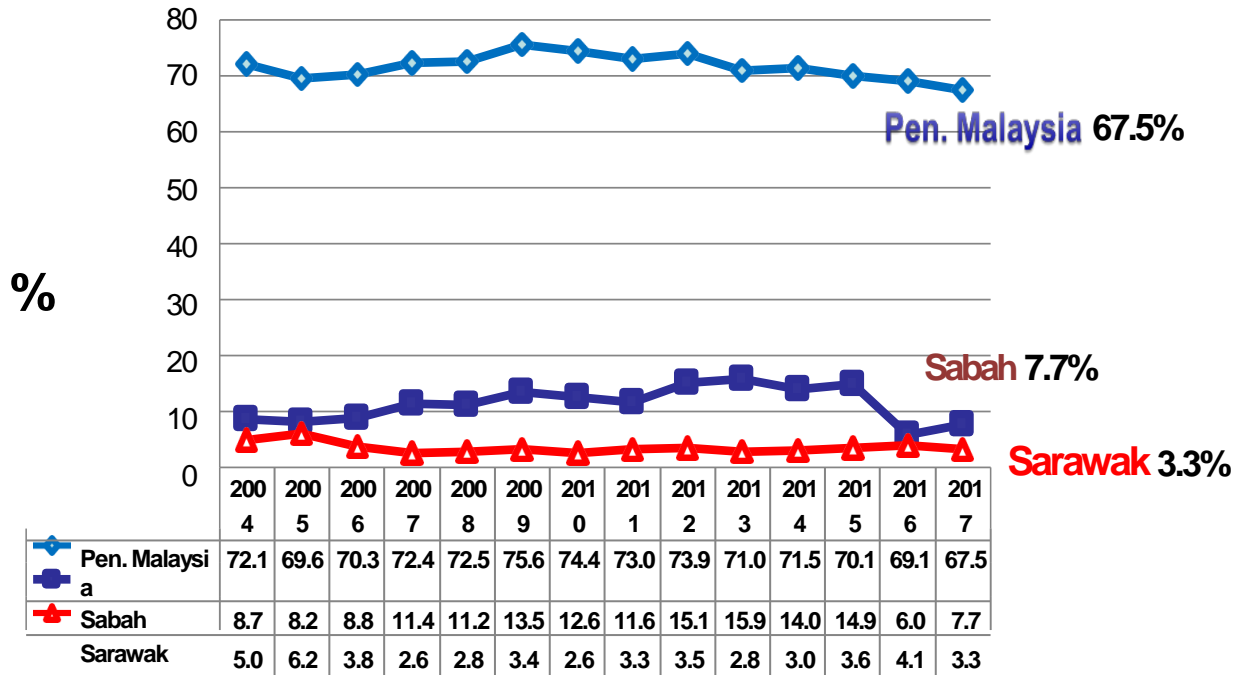


## SABAH: TOTAL EXPORT OF TIMBER PRODUCTS, JAN – DEC 2017



Source: DOSM & MTIB

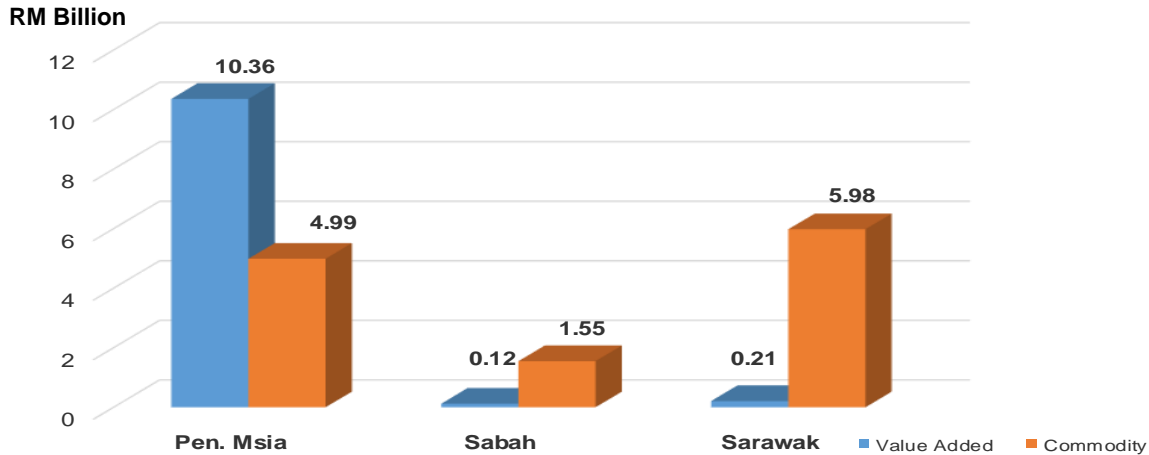
## MALAYSIA : EXPORT OF VALUE ADDED TIMBER PRODUCTS



High Value Added include :

- 1) Furniture
- 2) Moulding
- 3) Builders, Joinery & Carpentry (BJC)

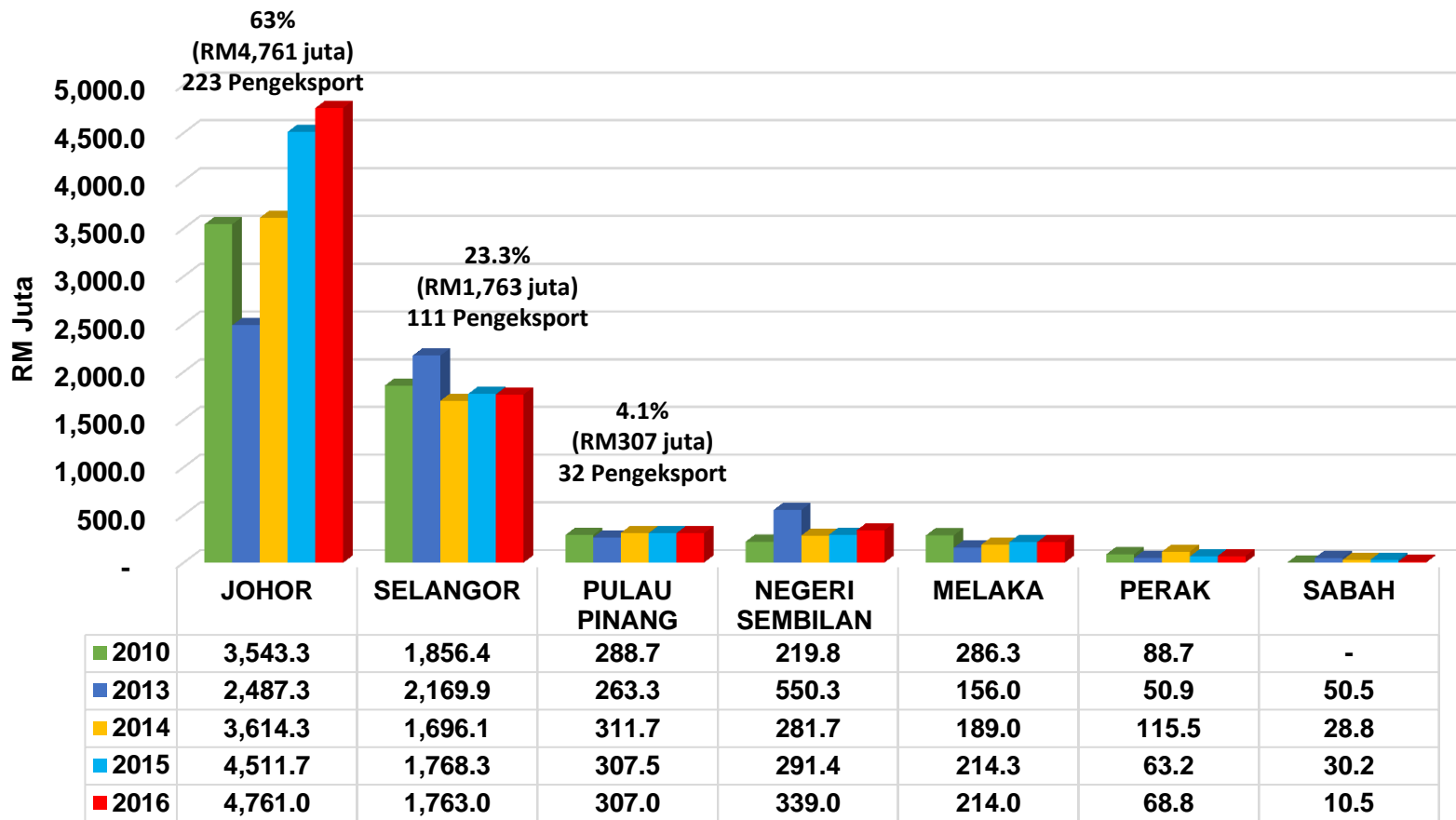
# MALAYSIA: EXPORT SHARE OF VALUE ADDED TIMBER PRODUCTS BY REGION, 2017



Region	Value (RM billion)	%
<b><i>Value-added</i></b>		
Pen. M'sia	<b>10.36</b>	<b>97</b>
Sabah	<b>0.12</b>	<b>1</b>
Sarawak	<b>0.20</b>	<b>2</b>
<b>Total VA</b>	<b>10.68</b>	<b>100</b>
<b><i>Primary</i></b>		
Pen. M'sia	<b>5.0</b>	<b>40</b>
Sabah	<b>1.55</b>	<b>12</b>
Sarawak	<b>5.98</b>	<b>48</b>
<b>Total Primary</b>	<b>12.53</b>	<b>100</b>
<b>TOTAL EXPORT FOR 2017</b>	<b>23.21</b>	

*Notes: High Value Added include Wooden Frame, Mouldings, Furniture & BJC*

# FURNITURE EXPORT BY STATE, 2010- 2016





# PRODUCT INNOVATION AND POTENTIAL

# Wooden Furniture



**GARDEN  
FURNITURE**



**FURNITURE  
SET**



**MODULAR  
FURNITURE**



**MODERN  
FURNITURE**



**OFFICE  
FURNITURE**



# THE DEVELOPMENT OF OIL PALM TRUNK TIMBER



# OIL PALM TRUNK MARKET POTENTIAL

## PALM PLYWOOD

- 1 hectare = 136 trees = 53 m<sup>3</sup> (logs) x 60% recovery rate = 32 m<sup>3</sup> of palm plywood
- 1 m<sup>3</sup> oil palm plywood price = RM1,100
- Value per hectare = RM1,100 X 32 m<sup>3</sup> = RM35,200/ha
- **170,000 ha x RM35,200 = RM5.98 billion/year**

Conversion from oil palm plywood to furniture :  
**RM5.98 billion x 3 (value added multiplier) = RM17.94 billion**



## PALM LUMBER

- 1 ha = 136 trees = 26 m<sup>3</sup> (logs) x 25% recovery rate = 6.5 m<sup>3</sup> palm lumber
- 1 m<sup>3</sup> palm lumber = RM2,200
- Value per hectare = RM2,200 X 6.5 m<sup>3</sup> = RM14,300/ha
- **170,000 ha x RM14,300 = RM2.4 billion/year**

Conversion from palm lumber to furniture :  
**RM2.4 billion x 3 (value added multiplier) = RM7.2 billion**

# VALUE CHAIN - PALM FURNITURE



Palm Tree (20 OPT)  
RM1000



Palm Sawntimber  
RM 2,200/m3



Palm Furniture  
RM 6,000



Palm Tree  
(3 OPT) RM150



Palm plywood  
RM1100/m3



Palm Furniture  
RM 5,000

# PALM PLYWOOD FURNITURE PROTOTYPE



by Designer Mobili under TANGGAM MTIB



# INNOVATION (TIMBER CONSTRUCTION)

## GALERI GLULAM JOHOR BAHRU



MILANO 2015 EXPO MALAYSIA SUKAWATI ECOSYSTEM

### Top Pavilion Interest

1. Poland 2. Turkey 3. **MALAYSIA** 4. Slovakia 5. Russia



#EXPO2015 | #MALAYSIAPAVILION | #EXPOMILAN02015

EXPO2015 | MALAYSIAPAVILION | EXPOMILAN02015

## CROPS-FOR-FUTURE- RESEARCH-CENTRE SEMENYIH SELANGOR



# APPLICATION OF GLUED LAMINATED TIMBER IN MALAYSIA

Boardwalk Pulau Kukup Johor



The Ritz Carlton Langkawi



Multipurpose hall TLDM Lumut





**IIIWERKE MONTAFON AT POWER STATION, VORARLBERG, AUSTRIA**



This 120m long building was constructed by using CREE system

**CREE LIFE CYCLE TOWER ONE (LCT), DORNBIRM, AUSTRIA**



17,222 sq.ft. (1,600 m<sup>2</sup>) pilot building for CREE's Life Cycle Tower building method. 8 th. Storey building with construction one floor / day



The projects is 113 m tall and built above an existing parking garage by Anders Berensson Architects, Stockholm

**'World's tallest wood building completed'**

CANADA: The world's tallest wood building with 18 storeys and measuring about 174 feet in height has been constructed at the University of British Columbia in Canada, four months ahead of schedule, the university said.



The 18-storey wooden residence building in UBC to be tallest of its kind in the world. - PTI

**18 STOREY UBC CAMPUS, CANADA**

The mass wood structure and facade has been completed by UBC's Brock Commons student residence. The structure, showcasing the advantages of building with wood, was completed less than 70 days after the prefabricated components were first delivered to the site.

Construction will now focus on interior elements, with completion expected in early May 2017.

It is 18 per cent (or four months) faster than a typical project. The building is expected to welcome more than 400 students in September next year.

Brock Commons is the first mass wood, steel and concrete hybrid project taller than 14 stories in the world. The building has a concrete podium and two concrete cores, with 17 storeys of cross-laminated timber floors supported on pre-laminated wood columns.

The building is targeting LEED Gold certification, a rating system that promotes environmental responsibility for building users and operation. It will exceed required fire ratings and standard seismic safety requirements.

APV

# TREET: THE TALLEST 14<sup>TH</sup> STOREY TIMBER-FRAMED BUILDING IN THE WORLD, BERGEN, NORWAY,



Structural system for the 14-storey building consist of meter- thick glulam columns in a stacked modular design. The world's tallest timber-framed multi-family project at 49 meters (160 feet)



# WHAT MTIB CAN OFFER FOR TIMBER INDUSTRY IN SABAH



# TRAINING & SKILLS DEVELOPMENT BY WISDEC (MTIB)





**PRODUCT DEVELOPMENT  
&  
TECHNICAL CONSULTATION**





04 Utusan Malaysia- Saturday, 07 January 2012

## Melalui plan transformasi rangkumi lima strategi utama Melonjak pendidikan vokasional

Oleh MOHD. ASRON MUSTAPHA  
gonggong@utusan.com.my

**BANGKI** 6 Jan. - Plan Transformasi Pendidikan Vokasional yang merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.

Ke arah itu, Menteri Pendidikan, Yanaq Yapa Menteri Pelajaran dan Sertifikasi, Datuk Seri Mahdzhan Yusof dan Menteri Kerja Raya, Datuk Seri S. Subramaniam, Ahmad Shabery Cheek, Mohd. Shafiq Ajmal dan Datuk Charly Mahomed pada suatu pelancaran Plan Transformasi Pendidikan Vokasional Kementerian Pelajaran Malaysia di Seremban-Malaysia berkata, Energi, semangat,



Menteri Pelajaran dan Sertifikasi, Datuk Seri Mahdzhan Yusof (tengah) bersama Menteri Kerja Raya, Datuk Seri S. Subramaniam, Ahmad Shabery Cheek, Mohd. Shafiq Ajmal dan Datuk Charly Mahomed pada suatu pelancaran Plan Transformasi Pendidikan Vokasional Kementerian Pelajaran Malaysia di Seremban-Malaysia. Energi, semangat,

dan perancangan yang baik adalah faktor utama untuk memastikan pelaksanaan plan transformasi ini berjalan dengan lancar. Beliau berkata, plan transformasi ini merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.

Beliau berkata, plan transformasi ini merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.

Beliau berkata, plan transformasi ini merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.

Beliau berkata, plan transformasi ini merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.

Beliau berkata, plan transformasi ini merangkumi lima strategi utama, lima inisiatif serta 11 tindakan bagi meningkatkan nilai pautan kerja pelajar dan meningkatkan pendidikan vokasional agar setara dengan negara maju dan terkemuka hartong.







# MARKET AND PROMOTION

# AKTIVITI PAMERAN DAN MISI PERDAGANGAN

TAHUN	NAMA PAMERAN	BIL. SYARIKAT	KOS (RM)	JUALAN (RM)
2017	Homedec Sabah pada 21-23 April 2017 di 1 Borneo Hypermall, Kota Kinabalu, Sabah	4	34,810.40	200,150.00
	Sabah Wood & Lifestyle Fair 2017 pada 27-30 Okt. 2017 di 1 Borneo Hypermall, Kota Kinabalu, Sabah	8	81,964.26	511,463.00
2018	Sabah Wood & Lifestyle Fair 2018 pada 11-14 Oktober 2018 di Imago, KK Times Square, Kota Kinabalu, Sabah	10		



# AKTIVITI PAMERAN DAN MISI PERDAGANGAN

TAHUN	MISITEKNIKAL	BIL. SYARIKAT	KOS (RM)	JUALAN (RM)
2017	Misi Teknikal dan Program Pembangunan Usahawan Perakayuan ke Mesir pada 10-17 November 2017	6	85,000	500,000
2018	Misi Teknikal dan Program Pembangunan Usahawan Perakayuan ke Filipina pada 1-4 Julai 2018	5	50,000	
	Misi Teknikal dan Program Pembangunan Usahawan Perakayuan ke Australia pada 17- 23 Julai 2018	4	100,000	
	Misi Teknikal dan Program Pembangunan Usahawan Perakayuan ke Australia pada 26-31 Ogos 2018	14	100,000	



# Strategic Partnersip Professional Designers Programme (PDP)



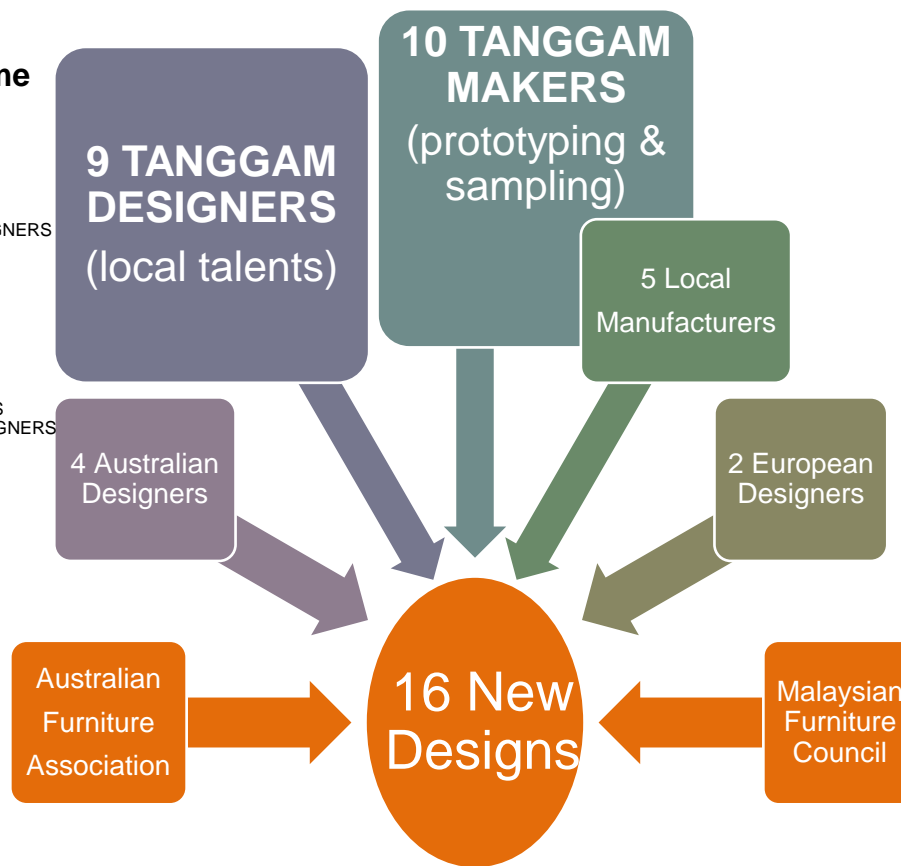
PDP1 2015/2016  
8 TANGGAM DESIGNERS  
4 INTERNATIONAL DESIGNERS  
4 MANUFACTURERS  
20 PRODUCTS



PDP2 2016/2017  
8 TANGGAM DESIGNERS  
4 INTERNATIONAL DESIGNERS  
4 MANUFACTURERS  
20 PRODUCTS



PDP 3RD EDITION  
2017/2018



## ACHIEVEMENTS AND AWARDS



**'SALONE SATELLITTE 20 YEARS OF NEW CREATIVITY SHOW' in Milan , Itali.**

Product : Lentur Bamboo Vase

Designed by: Mohamed Shahril B. Mohamed Faisal

**'SALONE SATELLITTE 20 YEARS OF NEW CREATIVITY SHOW'in Milan, Itali.**

Product : Compass Side Table

Designed by: Mohamed Shahril B. Mohamed Faisal



**TOP THREE PICKS FROM SALONE SATELLITTE 2017, ITALY**

Product : ALUR CHAIR

Designed by : Mohamed Shahril B. Mohamed Faisal

**MIFF FURNITURE EXCELLENCE AWARD 2016, Gold Award**

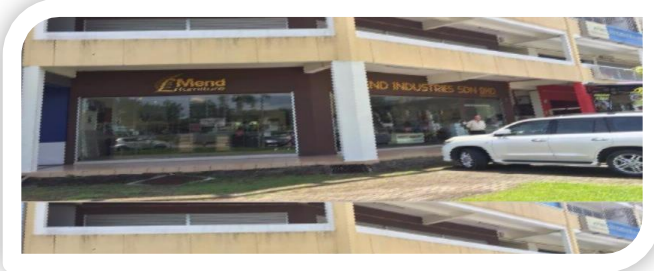
Product : PRIVVA

Designed by : Sujak Hasbollah

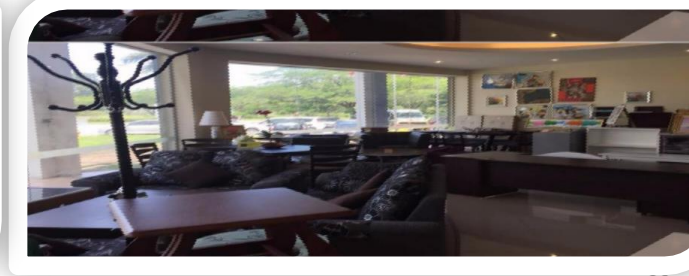




# PUSAT PROMOSI PERABOT SABAH (2012 – Kini)



- 1) Nama Pusat Fasilitas: Pusat Promosi Perabot Alamesra, Kota Kinabalu, Sabah
- 2) Lokasi : Alamesra, Kota Kinabalu, Sabah
- 3) Luas bangunan: 178sqm, 178sqm, 207sqm (3 tingkat)
- 4) Kos projek : RM1.2 juta
- 5) Penyewa Awal & Terkini : Lmend Industries Sdn Bhd (*sebelum ini dikenali sebagai Adhwa Bersaudara Sdn Bhd*)



An aerial view of a city skyline, likely Kuala Lumpur, with a large circular graphic overlay in the center. The circle has a dashed border and contains the text "THANK YOU". The background is a warm, orange-tinted image of the city and a body of water. There are also some dark, abstract geometric shapes in the corners of the image.

# THANK YOU

**LEMBAGA PERINDUSTRIAN KAYU MALAYSIA  
TINGKAT 13-17, MENARA PGRM ,  
NO 8 JALAN PUDU ULU, CHERAS  
50728 KUALA LUMPUR  
TEL: 03-92822235 FAKS: 03-92009872**