



20th
Anniversary
• 1992 - 2012 •

TIMBER PROMOTION & INDUSTRY DEVELOPMENT PROGRAMME 2012



4-6 October 2012

Kuala Lumpur Convention Centre, MALAYSIA

Your Gateway to International Wood Markets

A "One-Stop Selling & Buying" platform for all suppliers and buyers of timber, timber products and related services.

• Exhibit Profile

Sawntimber, plywood, mouldings, MDF, laminated scantlings, flooring, decking, doors, windows, BCJ, furniture components, garden furniture and glue-laminated timber.

• Booth Types

- Type 1 RM13,500 (USD4,820) per 9 sqm booth
- Type 2 RM11,250 (USD4,020) per 9 sqm booth
- Type 3 RM9,750 (USD3,480) per 9 sqm booth

Register online at:

www.globalwoodmart.my

Or contact:

FAIRS CONNECTION SDN BHD

T +60 3 7803 2276

F +60 3 7803 3276

E cyfong@edaranfas.com /

fairsconnection@edaranfas.com

Views from Exhibitors & Visitors of MTC Global WoodMart 2010

"The exhibition seems to be thriving with visitors from all over the world."

Robin Learmount, Wellwood Ltd., UK.

"Our members are very happy with the quality of trade enquiries received."

John Chan, American Hardwood Export Council, USA.

"This is a good representation and it's very encouraging, especially to see more international companies and diverse products showcased."

Ron Moon, Arch Wood Protection (NZ) Ltd., New Zealand.

"We have found this show to be a really first class operation."

Toto Robinson, Robinson Lumber Company, USA.



JOIN MTC TO TAP THE POTENTIAL OF OVERSEAS MARKETS AND GROW YOUR BUSINESS

The Malaysian Timber Council was established in 1992 to promote Malaysian timber-based products globally. The Council strives to ensure the continued development of the Malaysian timber industry by improving its competitiveness, enhancing market access and creating trade opportunities.

Activities for 2012 include:

- MTC Global WoodMart 2012
- Participation in international trade fairs
- Marketing missions
- Product display in promotional booths in international trade fairs
- Technology acquisition missions
- Raw material sourcing missions

Other services offered by MTC include:

- Seminars on markets, "green" issues and woodworking technology
- Market intelligence
- Trade enquiries
- Marketing and technical advisory services

NOTE:

As the dates of the fairs are subject to change by the organisers, industry members are advised to check with MTC to reconfirm the respective fair schedules.

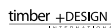
Official partner organisations:



Endorsed by:



Official trade media partners:



Organised by:



Supported by:

- Malaysian Wood Industries Association
- Timber Exporters' Association of Malaysia
- Malaysian Panel+Products Manufacturers' Association
- Malaysian Wood Moulding & Joinery Council
- Malaysian Furniture Industry Council
- Association of Malaysian Bumiputra Timber & Furniture Entrepreneurs

INTERNATIONAL TRADE FAIRS



MTC HQ - GROUP PARTICIPATION*

Date	Event	Location	Type of Event	Products For Promotion
10-14 Feb	Indiawood	Bangalore, India	Building & Construction, Woodworking & Machinery	All timber products
3-5 Apr	Woodshow	Dubai, UAE	Specialised Wood Products Exhibition	All timber products

MTC HQ - PROMOTIONAL BOOTHS**

Date	Event	Location	Type of Event	Products For Promotion
24-29 Apr	Buildtech	Bangkok, Thailand	Building & Construction	All timber products

MTC LONDON - PROMOTIONAL BOOTHS**

Date	Event	Location	Type of Event	Products For Promotion
20-22 Mar	ECOBUILD (joint participation with PEFC & MTCC)	London, UK	Building & Construction	All timber products
6-8 June	Carrefour du Bois	Nantes, France	Building & Construction	All timber products
25-26 Sep	Timber Expo (joint participation with PEFC & MTCC)	Coventry, UK	Building & Construction	All timber products

MTC DUBAI - PROMOTIONAL BOOTHS**

Date	Event	Location	Type of Event	Products For Promotion
30 Apr-3 May	Project Qatar	Doha, Qatar	Building & Construction	All timber products
11-14 Sep	Saudi Build	Riyadh, Saudi Arabia	Building & Construction	All timber products
28-31 Oct	Cairo Woodshow	Cairo, Egypt	Building & Construction	All timber products

* GROUP PARTICIPATION – Participation is open to industry members

** PROMOTIONAL BOOTHS – Participation by MTC HQ and its Regional Offices only but industry members are welcome to participate.



MISSIONS



MINISTERIAL MISSION

Date	City/Country of Coverage	Products For Promotion
Sep	The Netherlands, Belgium, Germany & UK	All timber products

MARKETING MISSIONS/BUSINESS VISITS

Date	City/Country of Coverage	Products For Promotion
May	Poland, Czech Republic & Turkey	All timber products
June	South Africa & Mauritius	Sawntimber, mouldings & joinery
Sep	The Netherlands, Belgium, Germany & UK (in conjunction with Ministerial Mission)	All timber products
Nov	Qatar, Jordan & Saudi Arabia	All timber products
TBA	Japan	All timber products
TBA	India & Sri Lanka	All timber products

TECHNOLOGY ACQUISITION MISSIONS

Date	City/Country of Coverage	Products of Interest
11-16 Mar	Beijing, China (in conjunction with China Woodworking Machineries Fair 2012)	All timber products
1-7 Sep	Klagenfurt, Austria (in conjunction with International Wood Fair)	All timber products

NOTE: MISSIONS/BUSINESS VISITS - Participation is open to industry members. Programme includes seminars/receptions, B-2-B discussions and visits to factories/showrooms/lumber yards/ports.





EVENTS



ROADSHOWS, SEMINARS, WORKSHOPS, LECTURES

<i>Date</i>	<i>Events</i>	<i>Targeted Participants</i>
12 Jan	Technical Seminar on "UV Coating System - A Superior Finishing for Timber Flooring"	All industry members
28 Feb	Timber Talk	All industry members
8 May		
10 July		
6 Nov		
12 June	Technical Seminar (Topic TBA)	All industry members
4-7 Dec	Raw Material Supply Roadshow	All industry members
TBA	Workshop on "Connection Detailing for Glulam"	All industry members
TBA	Basic Design Course on Glulam	All industry members
TBA	Manufacturing and Quality Control for Glulam	All industry members
TBA	Advanced Design Course on Glulam	All industry members
TBA	Familiarisation Programme for Lecturers	University Lecturers
TBA	Technical Workshop for Lecturers	University Lecturers

RAW MATERIAL SOURCING MISSIONS

<i>Date</i>	<i>Area/Country of Coverage</i>	<i>Species/Products to be Sourced</i>
8-10 Mar	Incoming Delegation from Thailand (in conjunction with MIFF)	Rubberwood
28-31 Mar	Thailand	Rubberwood
11-13 Apr	Sabah	Acacia, Obah Suluk & Balau
19-27 Apr	Australia/New Zealand	Radiata Pine, Cypress, Jarrah & Spotted Gum
8-11 May	Indonesia	Rubberwood, Meranti, Keruing & Merbau
3-8 June	Papua New Guinea	Peelable logs & Kwila
16-20 July	Vietnam	Acacia, Keruing & Balau
12-14 Sep	Sabah	Acacia sawntimber, Obah Suluk & Balau
10-18 Oct	Peru/Bolivia/Chile	Certified timber (sawntimber, logs)
19-21 Dec	Sarawak	Meranti, Keruing & Kapur



OTHER SERVICES BY MTC



Product Focus Groups (PFGs)

- Flooring
- Doors
- Outdoor Furniture & Accessories

The PFGs have been set up to address the industry's sector-specific concerns and to formulate highly-focused strategies on marketing, raw material, industry development and environmental issues. PFG members also enjoy access to the latest information and are given priority in MTC-organised activities.

Suppliers' Group for Central and Eastern Europe (SGCEE)

SGCEE is tasked to develop potential markets and deliver quality Malaysian timber products and services in the Central and Eastern European market. Membership is on a voluntary basis and free.

Import Assistance Programme

A programme to assist SMLs and SMEs in off-shore sourcing of raw materials for manufacturing. MTC has helped to bring in various species from places like Myanmar, Africa, New Zealand, PNG, Sabah and Sarawak.

MTC Wood Wizard (also available on www.mtc.com.my)

A database which provides detailed information on Malaysian timbers and enables users to search the right timber species for specific applications.



Market Surveys

Market surveys are conducted for market updates and information gathering on new markets. Reports on market surveys are disseminated through timber-based associations and MTC's monthly *Timber Market Brief*.

Panel of Advisors for International Trade Disputes

A non-judicial mediation platform for buyers and sellers. It comprises representatives from various sectors of the timber industry and the Malaysian Timber Industry Board.

MTC SupplyWeb

A web-based information database that lists Malaysian suppliers of timber products and service providers that relate to the use of wood. This database serves as a one-stop information centre for consumers of timber products and services. To find out more, please visit www.supplyweb.my or www.timber.my

www.supplyweb.my
or
www.timber.my

MTC SupplyWeb

Centre of Timber Expertise

Set up with the objective of gathering industry experts who have proven experience, expertise and knowledge in their respective fields under one umbrella, and to offer their services to the industry as consultants. It also serves as a referral point for the industry to get professional assistance or consultancy services.

MTC Gallery

A showcase of high quality Malaysian timber products. Malaysian manufacturers are welcome to exhibit their new products at the Gallery. Exhibits are updated regularly to feature new products, reflecting evolving trends. The Gallery also provides a meeting place for business discussions.

MTC ERM

The Enterprise Resource Management (ERM) software is developed to help the wood-based industry enhance their production system through proper planning and efficient monitoring. The web-based system allows easy access from anywhere at anytime. The MTC ERM comes with a standard module for Financial Control, Distribution Control and Manufacturing Control.

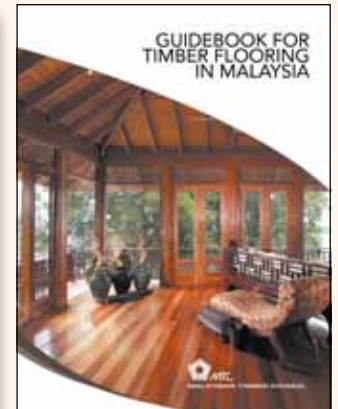
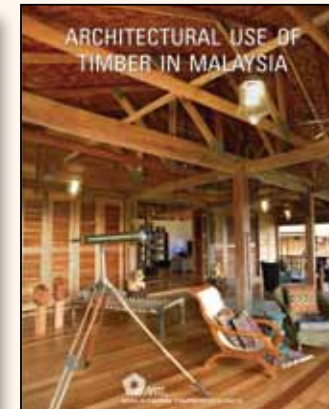
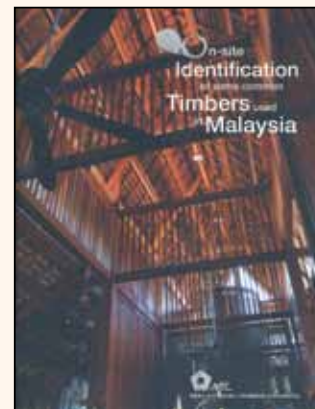
Periodic Publications

- *Timber Market Brief* (Market updates and intelligence. Frequency: Monthly. Restricted circulation. Terms and Conditions apply.).
- *Timber Malaysia* (Industry-relevant local and global news. Frequency: Bi-monthly.).
- *Technology Digest* (Technological and woodworking updates. Frequency: Quarterly.).

Guidebooks

Guidebooks on various subject matters are published as part of MTC activities to, amongst others, further promote the effective use of timbers and provide useful information such as those pertaining to incentives. Timber industry members, architects, engineers, specifiers and students will find the guidebooks useful.

- On-site Identification of Some Common Timbers Used in Malaysia
- Architectural Use of Timber in Malaysia
- Design Data for Timber Engineering in Malaysia
- Incentives for the Wood-Based Sector (Available in CD-ROM)
- Guidebook for Timber Flooring in Malaysia
- Equivalent Names of Malaysian Timbers in Other Countries (Available in CD-ROM)



Occasional Papers

These highly informative brochures are produced periodically by MTC to provide specific information to the timber industry such as:

- Updates on Malaysian forestry management practices,
- Developments on the Malaysia-EU FLEGT VPA, and
- Issues relating to illegal logging and climate change.

These brochures are meant to keep industry members abreast of developments in the global "Green Debate" and are available FOC to the industry. Minimal charges apply to cover cost of delivery.

MTC Resource Centre

A one-stop reference point for information on the global timber trade, forestry and related sectors. SIRIM industry standards, latest international market studies and market reports are regularly purchased for market and trend analysis. Industry members are welcome to utilise the MTC Resource Centre.

Opening hours: Mon-Fri, 9am-3pm.

MTC Brochures

High quality brochures produced in English and various foreign languages are available FOC to complement the marketing efforts of Malaysian timber-based exporters. Minimal charges apply to cover cost of delivery. For a complete list of languages in which these brochures are produced, please refer to the table below.

MTC Market Promotion Brochures

language	english	arabic	bulgarian	croatian	czech	french	german	hungarian	italian	japanese	korean	mandarin	polish	romanian	russian	slovenian	spanish
commercial malaysian timbers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian hardwood decking	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian hardwood flooring	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian timber mouldings	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian woodbased panels	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian timber doors	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
malaysian picture frames	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
kasai	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
gerutu	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
keledang	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
yellow meranti	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
merpauh	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
properties of popular malaysian timbers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
natural durability of selected malaysian timbers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
natural durability of selected temperate timbers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

● = available

Books

■ Malaysian Wood: Timeless Living (2007)

A 200-page coffee table book showcasing various applications of Malaysian timber products in architectural designs and interior decor. Perfect as a gift or a source of ideas on the creative use of timber. RM180/US\$55 per copy exclusive of delivery charges.

■ Green Malaysia (2002)

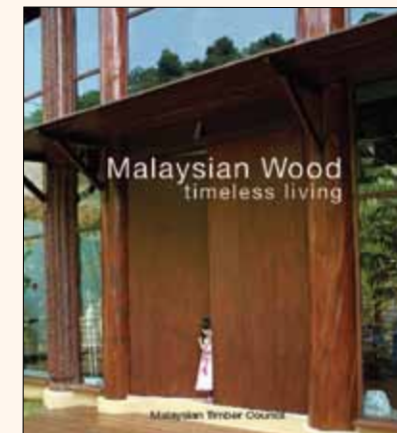
A 200-page coffee table book that is as evergreen as the name suggests. This book illustrates the magnificent beauty of the Malaysian forest, and provides a well-researched explanation on the forest's social, economic and ecological roles and functions. Limited units in stock.

RM90/US\$28 per copy exclusive of delivery charges.

■ Rudinara: The Story of the Handmade House (2006)

A 98-page book on the labour of love behind the construction of Rudinara, a handmade wooden house, which eventually won the Aga Khan Award for Architecture in 1998. Limited units in stock.

RM70/US\$22 per copy exclusive of delivery charges.





MALAYSIAN TIMBER COUNCIL

HEADQUARTERS

18TH FLOOR, MENARA PGRM
NO. 8, JALAN PUDU ULU, CHERAS
56100 KUALA LUMPUR
MALAYSIA
T: +60 3 9281 1999
F: +60 3 9282 8999
E: council@mtc.com.my

LONDON OFFICE

24, OLD QUEEN STREET
LONDON, SW1H 9HP
UNITED KINGDOM
T: +44 207 222 8188
F: +44 207 222 8884
E: council@mtc.co.uk

DUBAI OFFICE

SUITE 12A02, 13TH FLOOR
HDS TOWER, F CLUSTER
JUMEIRAH LAKE TOWERS
SHEIKH ZAYED ROAD, DUBAI
UNITED ARAB EMIRATES
T: +971 4 427 9823
F: + 971 4 450 8233
E: info@mtc.dxb.ae

SHANGHAI OFFICE (up to 29 Feb 2012)

8C JINMING BUILDING
NO. 8 SOUTH ZUNYI ROAD
CHANGNING DISTRICT
200336 SHANGHAI
P. R. CHINA
T: +86 21 6219 7208
F: +86 21 6275 4060
E: mtcchina@mtc.com.my

GUANGZHOU OFFICE (operational after 1 Mar 2012)

2018, CITIC PLAZA
NO. 233, NORTH TIANHE ROAD
TIANHE DISTRICT
510613 GUANGZHOU CITY
P. R. CHINA
T: +86 21 6219 7208
F: +86 21 6275 4060
E: mtcchina@mtc.com.my

www.mtc.com.my