

Rix®

REKA  
INTERIORS  
EXHIBITION

26-29  
OCTOBER  
2023

10AM - 8PM  
KL CONVENTION CENTRE  
[www.rixmalaysia.com](http://www.rixmalaysia.com)

DESIGN  
SUPER-  
CHARGED

5th Edition:  
MALAYSIA'S LEADING  
INTERIOR EXHIBITION 2023

AN EVENT OF



CONCURRENT EVENT



IN CONJUNCTION WITH



SUPPORTED BY:



JOINTLY ORGANISED BY



# BUILD IMPACTFUL CONNECTIONS, BREAK BOUNDARIES & BRIDGE BUSINESSES

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## Fusion of design, art, creativity and passion

Prepare to unleash your special showcase at RiX, the ultimate haven curated by designers for designers. This 4-day only electrifying event offers an unrivalled platform for your wildest exploratory expressions to burst forth and flourish like never before. Across four days, RiX transforms into a pulsating hub where the design community converges to ignite a fiery celebration of boundless creativity and game-changing innovation.



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The stage is set,  
the spotlight is yours and  
the possibilities are infinite

This year, the theme *Design Supercharged* will redefine possibilities with *innovation, technology* and *creativity!*

This is your golden opportunity to be at the forefront of the industry, to showcase your brand in an organised thematic section that explores the boundless ways where design can solve complex problems, drive innovation, foster collaboration and create impactful user experiences.

Where beautiful designs meet environmentally sustainable and sophisticated technologies, step into the vibrant pulse of RiX and be a catalyst for the celebration of imagination to the captivated audience of:

- Interior Designers
- Design Enthusiasts
- Industry Leaders
- Influential Decision Makers
- Traders
- Hoteliers
- F&B Owners / Operators
- Retailers

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# RiX GOES BEYOND THE REALMS OF CREATIVITY AND INNOVATION

RiX is where the power of design is harnessed to shape the future and drive business innovation. Our exhibition is built upon two pillars:

## Design Beyond Tomorrow

In the realm of Design Beyond Tomorrow, we invite exhibitors to showcase their visionary solutions that transcend the boundaries of conventional interior design. This is your opportunity to present cutting-edge concepts, revolutionary technologies and ground-breaking ideas that will redefine the landscape of design.

## Design Drive Business

We believe that design has the ability to shape customer experiences and drive economic growth. At RiX, we spark conversations, facilitate collaborations and ignite the exchange of knowledge and insights that elevate the role of design in the business world.





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# WHERE THE DESIGN COMMUNITY UNITES

RiX has established itself as the premier exhibition that draws interior designers to converge and immerse themselves in the electrifying atmosphere of the REKA Conference, held in conjunction with the esteemed REKA Design Week.

RiX, the epicentre of creative brilliance, provides an unrivaled platform where the brightest minds and visionary minds come together to foster an explosive exchange of ideas. Together, we tap into a meticulously crafted marketplace and an exclusive realm built solely for the design industry's conquest of new horizons.

With an estimated presence of **4,500** passionate interior designers, alongside **over 2,000** industry buyers, traders, dealers, trade visitors and retailers, RiX provides an unparalleled opportunity to showcase your products and services to a targeted audience that is eagerly seeking the finest and most inspiring curated collection of materials.

# A GROWING INFLUENCE AT RiX

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8,963  
Visitorship



# TOP 3

## VISITOR PROFILE

- 48%** Interior Designer
- 18%** Buyers, Specifiers, Traders & Dealers, Trade Visitor
- 6%** Concept Designer, Design Engineer, Fashion Designer, Graphic Designer, Product Designer, Packaging Designer, Industry Designer, Artist (non - entertainment)

## REASONS FOR VISITING

(Based on RiX Survey)

- 56%** Be Inspired
- 46%** Discover & Source for New Products & Market Trends
- 39%** Explore Business Opportunities (Dealership / Partnership)

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RiX offers an extraordinary platform for exhibitors to showcase their groundbreaking ideas and push the boundaries of design, technology and art. Join us in this exhilarating journey where creativity knows no limits and together, let's ignite the design sphere and illuminate the path to innovation through:

- Exhibition
- Design Installation
- M'Reka

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IGNITE THE DESIGN SPHERE  
& ILLUMINATE INNOVATION  
THROUGH CREATIVE  
COMMUNICATION





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# EXHIBITION

As a trade exhibition dedicated to showcase the most innovative and breathtaking design solutions to push the boundaries of conventional aesthetics, prepare to inspire visitors in this experiential haven that celebrates the brave new design world, a realm where creativity thrives and beautiful expressions come to life.







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# DESIGN INSTALLATION

Design Installation goes beyond being a mere exhibition – it is an invitation to embark on a transformative experience. Your products and materials will be utilised in ways that defy convention, showcasing their versatility and pushing the limits of design. This is your moment to showcase the true potential of your offerings and inspire others to think beyond the ordinary.



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# M'REKA



An artisanal marketplace that proudly showcases the exceptional craftsmanship of Malaysian designers. With deep-rooted pride and celebration of heritage, M'REKA provides the perfect platform to showcase your unrivalled talents and forge connections with a discerning audience. Here, your artistry will truly shine as your meticulously crafted creations command the spotlight, embodying the richness of our cultural heritage and the boundless innovation of Malaysian artistry and design excellence.



# THE RIX EXPERIENCE AS TOLD BY DESIGN PROFESSIONALS

“

*“RiX is always a great place to connect and to really to get to know everyone in the industry.”*

**Patrick Teo,**  
Business Development Manager, TACHITICA Blinds

*“RiX refreshes my brain! There are so many new ideas to take home. Any time anyone asks me if they should go, I'd say yes, because you can learn so much!”*

**Nuha Altaifi,**  
Senior Interior Designer, Veritas Design Group

*“There is a great mix of energy from all the sharing, from the speakers, visitors and young designers. It is a great exchange happening right here.”*

**Kenneth Cobonpue, Philippines**  
REKA Conference 2022 Speaker

*“RiX is very important because you always don't know what other industry is doing for the past. By being here, by the interaction we get to do what they have done, what they are planning to do and there is chance for collaboration.”*

**Johnny Chiu, Taiwan**  
REKA Conference 2022 Speaker

*“I think most of us, have missed this face-to-face interaction, as we had only online video conferences. We are really happy to be back in RiX to meet with interior designers again.”*

**Aaron Emmanuel Albert,**  
Business Development Director, Kian Contract Sdn Bhd

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# IGNITE YOUR BRAND'S SUCCESS

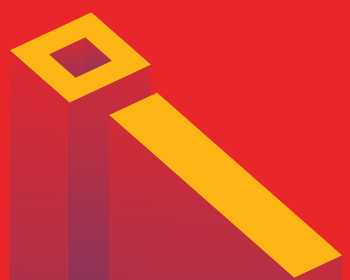
## *Be a Part of RiX 2023!*

Join our thriving community, where business opportunities abound among a niche market of industry specifiers and design connoisseurs. Unlock the immediate benefits of exhibition, sponsorship and networking cocktails, connecting with influential professionals and fostering valuable relationships.

Don't miss out on this unparalleled chance to elevate your business and brand with the only exhibition uniquely curated by designers for designers. Contact us today for a personalised consultation and discover how RiX can propel your growth and leave a lasting impact on the design industry.



Schedule a  
**15-minute**  
online  
appointment  
or **click here**





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# A POWERHOUSE OF SYNERGY

RiX is a platform presented by MIID and C.I.S as an official event held under the REKA Design Week, which is the annual event of the interior designers' community by the Malaysian Institute of Interior Designers (MIID).

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