

MALAYSIAN INTERNATIONAL FURNITURE FAIR (MIFF)

Malaysian International Furniture Fair (MIFF) is south-east Asia's biggest industry trade show, and the world's largest marketplace for Malaysian hardwood furniture.



Buyers from some 140 countries and regions converge on MIFF every March to explore its extensive range of domestic and commercial furniture, as well as component parts. New design trends, and high quality across an array of price points, means a rewarding experience for visitors.

MIFF provides global buyers with a direct route to the country's Muar region, which produces 70% of Malaysia's furniture exports. Last April, the southern city was declared Furniture City of Malaysia by the country's government, and the 988-acre Muar Furniture Park was launched in a bid to expand export capacity. From its origins as a humble cottage industry in the 1980s, Muar now boasts around 700 factories and ships 6000-7000 containers every month.

"MIFF is the best platform to view the latest productions from Muar all under one roof. Whatever type of furniture buyers are looking for is produced in Muar," comments

Keh Wee Kiet, president of the Muar Furniture Association.

Over 200 manufacturers from Muar will share the limelight at MIFF's 25th anniversary show in 2019. Comprising half of the exhibition's domestic exhibitors, they will be present in the dedicated Muar Hall, as well as in curated zones such as the designRena lifestyle floor, MIFF Office and the Sofa Hall.

MIFF offers products across every home furnishing category for retail – as well as the largest showroom office furniture in south-east Asia via MIFF Office.

In all, MIFF will feature around 650 suppliers from Malaysia and other top Asian furniture producers.

This year, it expanded by +25% to fill one million ft² across 18 halls at MITEC and PWTC – exhibitors increased by +13% to 625 companies, orders rose +5% to US\$984m and visitor attendance (from 134 countries)

was +7% higher at 20,000, including 5866 international visitors.

Launched in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organised by UBM Malaysia, a member of UBM Asia, which recently became part of Informa, a leading B2B information services group and one of the largest B2B events organisers in the world.

www.miff.com.my

When?

8-11th March, 2019

Where?

Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia