



Kinheng Furniture

# World of potential

MIFF celebrated its 25th edition

The Malaysian International Furniture Fair (MIFF) rounded off its 25th anniversary edition with positive feedback from exhibitors and buyers.

The 8-11 March show spread over 100,000sqm at the Malaysia International Trade and Exhibition Centre and Putra World Trade Centre and was particularly well received by buyers, thanks to the enticing variety of modern lifestyle designs showcased by 600 exhibitors from 14 countries and regions and the comfortable show experience.

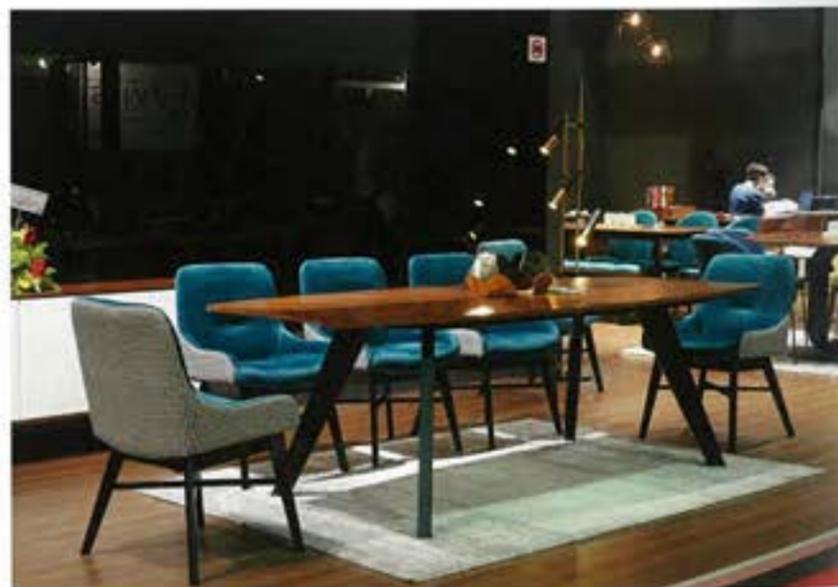
Exhibitors were satisfied by the diversity of attendance and high-quality buyers. Many reported strong visitor traffic and order writing.

On the first two days alone, MIFF welcomed buyers from 120 countries with a significant number of first-time visitors.

'We are very happy at the positive response, more so as 2019 is a very special year for MIFF. We have been able to celebrate not just our strong legacy

but also proved to our customers that MIFF is always changing and growing, and it will remain relevant for their

business and future. We are already very excited about 2020 and confident that there will be more exhibitors because



Ivorie International



Kian Swee Seng



Visitors from 120 countries attended on the first two days

we received so many queries on the first day of trading this year,' says Karen Goi, MIFF general manager.

Among the highlights this year was the spotlight on Malaysia's Furniture City of Muar and strong presence of young Malaysian designers bringing their products to the market to tap the growing population of millennial consumers.

The show was packed with offerings from Malaysian companies and the increased international participation from China, Taiwan, Indonesia, South Korea, Japan, the United States, Turkey, New Zealand, Thailand, Vietnam and, for the first time, suppliers from Portugal, Romania and Sri Lanka.

Albert Hsueh, sales manager of long-time Malaysian exhibitor RTA said he saw more customers this year, especially from the US.

'This year we are showcasing Malaysian-made mattresses for the first time and targeting US buyers. Due to the tax imposed on China-made mattresses, people in the US are looking for other options. It's great that we are able to meet so many potential buyers at MIFF. We will definitely be back next year.'

American importer James Holt, who was at the show for the third year, noted the number of exhibitors had grown tremendously along with a wide range of products to choose from.

'The designs stay fresh and up to date. So far, we have struck several deals, and we are looking forward to more. This is a great hub to buy products, especially for importers like us who want to purchase Chinese products.'

'The exhibition is excellent. Initially our main objective was to find partners in southeast Asia. But we were pleasantly

surprised we can find partners from the whole world at MIFF: from New Zealand to Sweden, and even islands like Fiji and Mauritius. It's incredible,' said Andre Solares, vice president of sales Europe for first-time Portuguese exhibitor Colmol.

Benitah Nyonjo of Kampala, Uganda

retailer Nina Interiors said the company had sourced wood-based home and office furniture from MIFF for 20 years and found new suppliers this year.

Next year's show will take place from 6-9 March.

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Step Furniture