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MIFF ANNOUNCES 2019 DATES FOR 25TH ANNIVERSARY EDITION

Spectacular Showcases in PWTC and MITEC from March 8-11



KUALA LUMPUR, 1 Aug: The Malaysian International Furniture Fair (MIFF) marks 25 consecutive years of global success in 2019 buoyed by the momentum of its biggest expansion and stature as Southeast Asia's most global furniture gateway.

Next year's show returns from March 8-11 to Putra World Trade Centre (PWTC) and the new modern Malaysia International Trade and Exhibition Centre (MITEC), promising to be even better and more spectacular.

Organised by UBM Malaysia, the expanded 2018 show broke all records with 625 exhibitors and US\$984 million orders signed off across 100,000 sqm exhibition space. Attendees from 134 countries swelled to 20,000 with 40% coming for the first time while 42% were back to revisit suppliers.

The outcome underscored MIFF's capability for innovation and to curate a much bigger event with design quality and new products. The blend of core quality buyers and new attendees underlined the show's robust reputation for variety and value that kept the trading



floor buzzing throughout the four days. Many companies have rebooked for 2019, excited by the spacious and airy indoor space, to better showcase their new styles and latest collections in PWTC and MITEC.

Ms Karen Goi, MIFF General Manager said: "We are delighted to celebrate MIFF's 25th anniversary from such a position of strength. It is such a privilege to partner businesses from all over the world for over two decades. They are an integral part of our success. The best way to reward this wonderful support is to deliver a productive time for exhibitors and buyers from every aspect of the show experience to more new products and fresh moving ideas. The number of overseas buyers has been increasing steadily. Naturally, our plan is to target even more in 2019 and we are optimistic looking at the current dynamics of global furniture trade flow."

Key target buyers, a growing cohort in MIFF, will find it easier to source for products even more efficiently across the 18 exhibition halls at the two venues, that includes **designRena**, **MIFF Office**, **Sofa Hall**, **MIFF Timber Mart**, **Muar Hall**, **China Hall**, **Taiwan Hall** and young designers showcases, **FDC in Action** and **Millennials@Design**. MIFF is popular among buyers who find themselves talking business directly with manufacturers for an extensive range of Malaysian solid wood furniture for bedroom, dining room, living room, kitchen, children and outdoor furniture.



In the commercial furniture category, it is no surprise that office products are the most sought at the show because **MIFF Office** is unrivalled in the region for its size and extensive selections.

Two new highlights launched in 2018, **designRena** is set to up its attractions on an exclusive lifestyle exhibition floor for top Malaysian companies while **MIFF TimberMart** was well received as a one-stop platform for wood and wood-related suppliers and buyers.

To further promote the high quality and designs of Malaysian-crafted furniture, a new zone will be created in the MITEC lobby to give buyers a window to view the latest innovations from selected top exhibitors.

The **Muar Hall** celebrates yet another year of strategic partnership between MIFF and the Muar Furniture Association, the driving force behind Malaysia's successful furniture export industry that ships to over 160 countries.

Stay connected with MIFF 2019 on www.miff.com.my or email: info@miff.com.my / +603 2176 8788 for assistance.

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