

MIFF Becomes Part of Informa Markets

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By Nic Ledoux on 11/27/2019



The Malaysian International Furniture Fair (MIFF) recently announced that it has officially become part of Informa Markets, a new brand identity. Their legal entity name - United Business Media (M) Sdn Bhd and bank account details remain unchanged.

Informa Markets represents the combination of the former Informa Exhibitions division with more than 300 UBM events, creating a larger, global platform for industries, specialist markets and communities to trade and grow. As a larger, unified group, MIFF is committed to building global communities that drive and connect businesses, customers and brands.

About Informa Markets: *Informa Markets has more than 550 international events and brands and more than 4,300 colleagues working in over 30 countries. As one unified group MIFF will continue to provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. For more information, visit www.informamarkets.com.*

About MIFF: *MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries across the world. Held annually in March, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top-quality wood furniture and the most extensive office solutions in the region. Since its inception in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organized by Informa Markets in Malaysia (known as UBM Malaysia), which is a part of Informa PLC, a leading B2B information services group and the largest B2B Events organizer in the world. For more information, visit www.miff.com.my.*

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