

## MIFF 2023 gears up to once again accelerate business

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MIFF 2023 is all about making trade happen in SE Asia and therefore the global furniture buyers are in love with MIFF. With the Malaysian International Furniture Fair (MIFF) 2023 just three months away, the global buyers think of the world of MIFF and what inspires them to return each year as excited as ever.

The 4-day event will be held from March 1-4, 2023 across two venues at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL), and will feature over 500 furniture

manufacturers and importers over 80,000 square metres of exhibiting space. That's over 20 football fields filled with the latest innovations in all types of furniture, furniture accessories, fitting and hardware, timber and other crafting materials awaiting for exploration.

### The Widest Collection Under One Roof

As they say, variety is the spice of life – and you won't find greater variety anywhere else but at MIFF 2023. From home and office furniture to sofas, fittings and hardware to raw materials for construction, everything furniture related has been brought together in one exhibition for your convenience.

### Fresh Designs and Innovations

If shiny new things are what you're after, then MIFF is a must-visit event on your calendar. It is proud to annually showcase all of the latest trends and inventions in the furniture industry, especially when it comes to Malaysian wood furnishings, where you often can't find many products showcased at other trade shows. If its fresh and new and furniture-related, you'll find it on the show floor!

### The Right Prices = Big Business

Another great aspect of MIFF that continues to gain global praise is that it is a business-oriented trade show where deals are made on-site and where orders and prices are flexible and negotiable. Unlike many exhibitions where attendees come to browse and make decisions later, MIFF attracts serious exhibitors, buyers and visitors that are ready to make deals during the event!

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