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### MIFF 2022 sets strong foundation for business

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Trade Centre Kuala Lumpur (WTCKL).

Malaysian International Furniture Fair (MIFF) 2022 the first industry event to open in person in Asia this year, concluded on a high note with praises from exhibitors and buyers for the busy business atmosphere throughout the special edition show from July 6 to 9.

A total of 10,017 buyers from 94 countries and regions crowded the booths of 192 exhibitors from 11 countries and regions, generating USD 199 million on-site sales at the Malaysia International Trade and Exhibition Centre (MITEC) and World

Suppliers and buyers who were unable to travel to Kuala Lumpur did not miss out on the action as they traded via the virtual MIFF Furniverse platform set up in a special lounge in MITEC. In addition to its reputation as a global top 10 furniture show and the largest in Southeast Asia, MIFF is the largest showcase of Malaysia's renowned high-quality wood furniture for homes and commercial indoor and outdoor needs.

This year's show was a hybrid edition after two years of the pandemic disruption, combining the physical trading floor and MIFF Furniverse that was launched in 2020 to link up buyers and suppliers in the absence of a physical event.

The business momentum was driven by the wide range of furniture exhibited, returning visitors and first timer attendees making up 40% of the traffic as retailers sought to diversify their sources after supply uncertainties caused by the pandemic.

"We were optimistic that the outcome would be good but it totally exceeded our expectations. Exhibitors are very happy with the strong orders and the brisk buying attests to the variety and quality of products here. MIFF remains a solid sourcing platform in global furniture commerce, it has proven its resilience and relevance," said Ms Karen Goi, General Manager of MIFF.

The show will return full scale from March 1- 4 next year spanning 80,000 sqm to host over 500 exhibitors at the same two venues.

Tags: [furniture and accessories](#), [furniture event](#), [furniture UK](#), [General Manager of MIFF](#), [malaysia](#), [MIFF](#), [Ms Karen Goi](#)

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