

## PRESS RELEASE

### 80 PERCENT OF MIFF 2013 EXHIBITION SPACE ALREADY BOOKED

**KUALA LUMPUR**, Sept 15: Exhibitors are already raring for the next edition of the Malaysian International Furniture Fair (MIFF) with 80 percent of the exhibition space already booked out with still six months left.

MIFF 2013 is set from March 5 to 9, 2013, in the Malaysian capital, Kuala Lumpur, the host city of the annual trade show since its inception in 1995.

The five-day fair will cover 75,000 sq metres of display halls at the downtown Putra World Trade Centre and nearby Matrade Exhibition & Convention Centre.

The strong response from exhibitors comes on the heels of the resounding success of MIFF 2012 in raking in record sales of US\$830 million despite the uncertain global economic outlook.

“MIFF remains outstanding as one-stop source centre for furniture buyers and importers from all over the world. It has proven itself over and over again as the place that offers more value and wide selection with top quality,” said MIFF Chairman Dato’ Tan Chin Huat.

“In fact, 40 percent of the space for 2013 was locked in by exhibitors by the last day of MIFF 2012. I am delighted at the continued confidence and staunch support that further bolsters MIFF’s standing as a global top 10 and number one furniture fair in Southeast Asia.”

Overall, Tan expects to maintain a steady turnout of 500 Malaysian and international exhibitors and 20,000 trade visitors including 7,000 international buyers from 140 countries.

“These have been our numbers in the last few years, we are very comfortable with it given a show of our size and capacity. The bigger challenge, as always, is providing buyers with more variety and new products to get them to increase orders,” he said.

Trends at MIFF indicate that exhibitors, the majority comprising Malaysian manufacturers, are hiring local and foreign designers to unveil new innovative products every year in the form of new collections or to enhance their existing ranges.

Rubberwood furniture, office and home furniture are top sellers at MIFF.



Fair organisers are seeking to draw more industry names from Asean countries like Indonesia, Vietnam and Myanmar to exhibit in 2013 to offer buyers even more choices and to boost intra-trade in Southeast Asia.

Tan said the biggest group of international buyers at MIFF currently was from Asean countries followed by strong growing numbers from Japan and South Korea.

*(Asean is the acronym for the Association of Southeast Asian Nations comprising Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam)*

Malaysian top manufacturers and exporters will be coming out in force again at MIFF 2013.

Among those confirmed are Hin Lim Furniture Manufacturer, Poh Huat Furniture Industries, Euro Chairs Manufacturer, SHH Furniture Industries, BJ Cabinet Enterprise, Oasis Furniture Industries, Green River Wood & Lumber Manufacturing, LY Furniture, Latitude Tree Furniture, Hup Chong Furniture and Sin Lian Lee Manufacturing.

MIFF is owned by UBM Asia, the largest fair organiser in Asia, to complement its series of trade shows in the region that includes Furniture China in Shanghai, Index fairs in India and UK Interiors.

## **OTHER SHOW HIGHLIGHTS AT MIFF 2013:**

### **Opening Ceremony**

Graced by a government ministerial-level Guest-of-Honour followed by VIP tour of the trade show on Mar 5, 2013

### **Buyers' Night**

Gala dinner for buyers and invited guests to unwind and enjoy a dazzling entertainment treat on Mar 6, 2013

### **Prize Presentation Ceremony**

A much anticipated affair to announce winners of Best Presentation Award, Furniture Excellence Award and Furniture Design Competition on Mar 7, 2013

### **Best Presentation Award**

Best designed booth to encourage creative strategies to pull in the crowd, co-organised by MIFF and Malaysian Timber Council

### **Furniture Excellence Award**

Most creative furniture design to recognise product innovation and quality



**FURNITURE  
FAIR 2013**

**05-09 MARCH  
0930 - 1800 hrs**

Putra World Trade Centre  
MATRADE Exhibition  
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MALAYSIA**



## **MIFF Furniture Design Competition**

New contest to seek innovative furniture inspired by the shapes and colours of Malaysia. It has two categories i.e. Open and Students.

## **Industry Seminars**

Keep up with the latest trends by attending seminars with international industry experts as speakers.

## **REGISTRATION**

Free admission for buyers who pre-register online ([www.miff.com.my](http://www.miff.com.my)) before Jan 31, 2013

**TRANSPORT:** Convenient and free non-stop shuttle bus between PWTC and MECC for trade visitors

## **HOTEL ACCOMMODATION**

Book rooms via [www.miff.com.my](http://www.miff.com.my) at special rates for Seri Pacific, Sunway Putra, Dorsett Regency, JW Marriott, Ritz-Carlton, Vistana, Renaissance, Sheraton Imperial

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## **MALAYSIAN INTERNATIONAL FURNITURE FAIR 2013**

**Date:** March 5-9, 2013

**Venue:** Putra World Trade Centre (PWTC) and Matrade Exhibition & Convention Centre (MECC)

**Host City:** Kuala Lumpur

**Exhibition Space:** 75,000 sq metres

**No. of Exhibitors Anticipated:** 500

**No. of Foreign Visitors Anticipated:** 7,000 from 140 countries

**Exhibiting Countries Anticipated:** Malaysia, China, Taiwan, Indonesia, Hong Kong, Singapore, Thailand, Korea, Japan, U.S.A, Timor Leste, Vietnam

**Product Range:** Bedroom & Bedding, Dining Table & Chairs, Living Room, Office, Sofa & Settee, Children, Kitchen Cabinets, Occasional, Outdoor & Garden, Fittings & Accessories

## **MIFF 2012 STATISTICS**

Turnover: US\$830 million (6.68% increase)

Foreign Buyers: 6,605 (1.56% increase)

Total Countries: 140

Country Breakdown: ASEAN region (21.4%), Far East (15.4%), Europe (12.9%), other Asian countries (12.8%), the Middle East (11.1%), Africa (9.4%), Australasia (8.9%), North America (6.1%) and South America (2.1%).

**For more information, visit [www.miff.com.my](http://www.miff.com.my)**



## Notes to Editors

### 1. About MIFF ([www.miff.com.my](http://www.miff.com.my))

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade

show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

### 2. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 18 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across Asia. Our 150 events, 24 publications and 16 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,000 staff in 21 major cities across Asia, stretching from Japan to Turkey.

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