

## PRESS RELEASE

### MIFF TO FETE LOYAL EXHIBITORS AT 20<sup>TH</sup> ANNIVERSARY

**KUALA LUMPUR, Dec 27:** Securing new markets, quality buyers and an experienced show organiser draw exhibitors back year after year to the Malaysian International Trade Fair (MIFF) which is marking its 20<sup>th</sup> anniversary in March.

The growth of MIFF into Southeast Asia's leading industry event and a global Top 10 furniture fair with 500 exhibitors and buyers from a significant number of 140 countries has cemented the status of the trade show for exhibitors.

"It has been a win-win all the way. We are proud that we have a strong core of regular exhibitors and their businesses have grown very well. This includes those who have been with us since 1995 and also many who entered the industry after that, and look to MIFF as the most effective platform to sell to the world market," said Karen Goi, General Manager of MIFF.

"The upcoming 20th anniversary will be wonderful opportunity to honour our loyal exhibitors and celebrate the successful partnerships we have built together."

MIFF 2014 will be held from March 4 to 8, covering 80,000 square metres at the Putra World Trade Centre and Matrade Exhibition and Convention Centre in Kuala Lumpur.

Some exhibitors make it a priority to occupy the same booth every year while many companies are now managed by second generation entrepreneurs who continue to choose MIFF as their best platform to raise visibility before a large international audience and to increase exports.

Fella Design, one of Malaysia's premier furniture and fabric brands, exhibits only in MIFF because the trade show has helped the company secure more new markets such as in south and east Africa last year.

Buyers can look forward to Fella Design bringing back its popular wooden sofa sets at MIFF 2014 due to good demand.

Tube Home Furniture, a leading manufacturer of metal-based furniture, has occupied the same booth spot in MIFF since 1995 and lauds the trade show for helping to open new markets for local exporters despite the intense international competition.

Another long-time exhibitor, Merryfair Chair System, remains happy with the services of the organiser and potential of MIFF in expanding its customer base.

**MALAYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2014**

**04-08 MARCH  
0930 - 1800 hrs**

Putra World Trade Centre

MATRADE Exhibition  
& Convention Centre

**KUALA LUMPUR  
MALAYSIA**



Datuk Y C Tan, Chairman of Tube Home Furniture Malaysia, said: “From day one we have been taking part in MIFF. In the last 20 years, we have also exhibited in many international cities like Cologne, Milan, Las Vegas and also in the Middle East but we still find MIFF the best in getting instant orders. Also, in the first 10 years, MIFF gave us a lot of help in securing exports and clients, and it continues to do well even with the competition from China and Vietnam. Without MIFF, we will not be supplying to other countries as we are doing now. I hope MIFF will carry on for another 100 years.”

Joon Ong, Assistant Marketing Manager of Merryfair Chair System, said: “We are very satisfied with the level of service given by MIFF not only to exhibitors but also buyers especially in guiding first timers on products and the manufacturers who can help them. We see a lot of potential clients coming from the Middle East and South Asian markets. We look forward every year to expanding our customer base and we are getting more quality customers, there is no reason why we should not come to MIFF. I wish MIFF the very best in the coming years and a very successful year ahead.”

Mohammad Zulfikar, Export Manager of Fella Design, said: “MIFF is enough for us to penetrate new markets and without fail, we open new accounts every year. MIFF is a very good organiser, their staff are helpful, friendly and knowledgeable about the market. It is the platform to enhance our company image and visibility. We believe that the joint venture of MIFF with UBM has given a better reputation and better publicity to MIFF. We also know that MIFF gets strong support from government and related agencies, to give us better position to generate business growth. That’s what we like about MIFF.”

Free buyer registration is now available on [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 is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and

subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 30 offices and over 1,400 staff.

With a track record spanning over 30 years, UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu and Shenzhen, where we organise more than 60 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region. UBM India teams in Mumbai, New Delhi, Bangalore, Chennai and Hyderabad organise 20 exhibitions and 60 conferences every year across the country.

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