

**MIFF 2015 READIES TO OPEN ASIA SEASON**  
~ Buyer Registration Opens Online for March 3-7 Show ~

**KUALA LUMPUR, Sept 22, 2014:** The Malaysian International Furniture Fair (MIFF), Southeast Asia's largest and most important international furniture business platform, will stage its 21<sup>st</sup> edition from March 3 to 7 next year in Kuala Lumpur.

As it will be the first industry event of the year in Asia, show attendees to MIFF 2015 can expect to see brand new collections and an extensive selection of new products from 500 manufacturers at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC).

The five-day show spread over 80,000 square metres is on track for another strong performance based on the momentum of influential buyers coming to MIFF in the past few years and an expected sellout show again with over 80% of booths booked by August this year.

MIFF has built its reputation for its robust B2B trading atmosphere and provides irresistible value for a wide range of high quality furniture to suit dining, bedroom, living room, office, children, occasional, outdoor as well as furniture fittings and hardware.

An estimated two-thirds of the exhibitors will be from the Malaysian furniture industry. Confirmed exhibitors include household specialists Green River Wood & Lumber, Poh Huat Furniture, Hin Lim Furniture, Favourite Design, SJY Furniture and office furniture manufacturers, Euro Chairs, Merryfair Chair System, Benithem, Oasis Furniture, etc.

The largest exhibitor groups, apart from Malaysia, are China and Taiwan which will have pavilions at PWTC again. Spain's hospitality and home furniture maker Resol Group which picked up awards twice in a row for product excellence will also be back.

MIFF 2014, celebrating the 20<sup>th</sup> anniversary of the show, was packed with 503 exhibitors from 13 countries and regions and visitor numbers rose 6% to nearly 20,000 with over 6,000 international buyers from 141 countries and regions. Total sales again achieved an all-time high of US\$892 million.



The high diversity of MIFF attendees has made the show increasingly attractive as the bridge to new markets in Southeast Asia and other emerging regions in the world. In 2014, a quarter of visitors to the show were from Southeast Asia which has a growing affluent market of 600 million people, followed next by a steady turnout of buyers from Europe, South Asia, East Asia, Africa and the Middle East .

Not to be missed is the MIFF Furniture Design Competition (FDC) 2015 themed “Living Furniture, Global Perspective”, supported by the Malaysian Timber Council (MTC) as a sponsor for the first time. Top young talents are given the opportunity to show off their prototypes in an exclusive showcase at MECC.

The other highlights are the much awaited annual Furniture Excellence Award for most innovative product and Best Presentation Award for the most attractive and creative booth. To further enhance the experience of trade visitors, a series of free seminars will be conducted by industry experts on current developments and trends.

**Ms Karen Goi, General Manager for Furniture and Interiors of show organiser, UBM Malaysia:** "MIFF is the key business platform for the global furniture economy in Southeast Asia. We have a 20 year proven track record of bringing top value to our customers for their time and money spent in MIFF. Every year, partnerships are built and renewed on the MIFF trading floor and this brings great energy to our show. We look forward to welcoming many long time friends and first time visitors as well to Kuala Lumpur next March."

**Buyer registration** is now available online at [www.miff.com.my](http://www.miff.com.my) and free admission is reserved for those who register by Jan 31, 2015.

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#### *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 network of 30 offices and over 1,400 staff in 25 major cities. We operate in 21 market sectors with 160 exhibitions, 75 conferences, 28 trade publications, 18 vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

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