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MALAYSIAN INTERNATIONAL FURNITURE FAIR ANNOUNCES 2017 DATES

Exclusive Privileges for Expanded 2018 Show at MITEC

KUALA LUMPUR, May 27: The Malaysian International Furniture Fair (MIFF), Southeast Asia's largest annual industry trade show, returns from March 8-11 next year and exhibitors taking part will enjoy exclusive privileges for the bigger 2018 show at the new Malaysian International Trade and Exhibition Centre (MITEC).

The 2017 fair will be held again at Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC) marking the 23rd year of MIFF in business and continued growth as the region's most prominent global furniture sourcing centre for buying professionals from 140 countries and regions.

Highlights of MIFF 2017 include the designation of its office furniture segment as *MIFF Office* to underline its status as the largest one-stop showroom for office furniture in the region, according to show organiser, UBM Malaysia.

In 2018, MIFF will be 25% bigger to 100,000 square metres with MITEC as a co-venue with PWTC. The show is traditionally held in March.

Dato' Dzulkifli Mahmud, CEO of Malaysia External Trade Development Corporation, welcomes MIFF's expansion.

"MIFF is the longest serving international furniture fair and recognised as the largest furniture related industry event in the region. The MIFF brand has become synonymous with international buyers to Malaysia. MIFF has been taking place at PWTC, and for over a decade also at the current MATRADE venue, indoor and outdoor. We look forward to MIFF 2018 expanding further in March, by occupying the exhibition space at MITEC as soon as the new venue is ready," he said.

MIFF General Manager Ms Karen Goi said with MITEC, the show will finally be able to offer larger booth space and even better facilities to exhibitors and visitors in 2018.

"As a thank-you for their continued support, exhibitors taking part in 2017 stand to receive priority in selecting their location and special booth package in MITEC in 2018. Our hard work to make the show even better every year is rewarded by the high 80% rate of returning exhibitors and very good number of first time buyers."

MIFF achieved record sales of US\$908 million this year with 500 exhibitors from 15 countries and regions, and a turnout of nearly 20,000 trade visitors. The show was also the launch platform for the UBM-Alibaba B2B strategic alliance to start a new generation of O2O (online-to-offline) trade experience for global furniture buyers.

Booking of exhibition space and more information on MIFF are available on www.miff.com.my

Notes to Editors

About MIFF (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.

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