

By Informa Markets

Press release

## **MIFF RESCHEDULES 26<sup>th</sup> EDITION TO 2022, 8-11 MARCH**

The 3<sup>rd</sup> edition of MIFF Furniverse will be BACK in August 2021 to Connect Global Furniture Market

KUALA LUMPUR, 19 MAY: Informa Markets, the organiser of Malaysian International Furniture Fair (MIFF), the biggest industry show in Southeast Asia, has moved **MIFF 26<sup>th</sup> edition** from 1-4 September 2021 to **8-11 March 2022** due to the on-going global pandemic situation.

MIFF 26<sup>th</sup> edition will be held at the Malaysia International Trade & Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). In the absence of the physical show in 2021, the 3<sup>rd</sup> edition of MIFF Online Exhibition, MIFF Furniverse, will take place in August 2021 to connect the furniture industry and offer a sourcing alternative for global furniture buyers.

Dato' Tan Chin Huat, Founder and Chairman of MIFF, said: "We regret that we are unable to bring MIFF's physical event back this year though we miss our show, exhibitors and visitors so much. However, we have never stopped connecting the global furniture market and providing trade opportunities to exhibitors and buyers."

MIFF Furniverse has concluded its second edition earlier this year (8-12 March 2021), with the virtual trade attracting **67 exhibitors** and **1,703 buyer visits from 101 countries and regions**, an **increase of 35.5%** from the first edition in August 2020, contributing to a **total of USD4.55 million sales generated** over the five-day live event. Strong numbers of buyers from Asia attended, followed by buyers from Europe and North America. It also brought new buyers (31% of the total) who have not visited MIFF before to start sourcing from MIFF exhibitors.

"We are glad to receive advanced bookings from new exhibitors to join the 3<sup>rd</sup> MIFF Furniverse based on real business achieved from the last two editions. The online exhibition connects the industry and furniture community at this challenging time, it has proven its effectiveness to help global buyers accomplish their business needs with the absence of a physical show," said Dato' Tan.

From the Philippines, Rowena Ramirez of Igo Digital High Technology found **MIFF Furniverse useful and a good avenue for networking**. Huge Praise from Alan Wogan



**8-11 March**  
MITEC & PWTC

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of VIDA Living in Ireland, who said that **“Absolutely the best show MIFF has put on in these difficult circumstances.** It was great to have a shop window to look into - the first for such a long time.”

MIFF is the largest marketplace for Malaysian exporters and their predominantly wooden and upholstery furniture for home and commercial use, and it offers the widest range of office furniture in the region from Malaysian and international manufacturers. MIFF attracts buyers from 140 countries and regions, the MIFF-online experience provides a great alternative for manufacturers and buyers to remain connected.

For more information, visit [www.miff.com.my](http://www.miff.com.my) email: info@miff.com.my. To get latest news and insights, follow Furnish Now by MIFF (FB) | ubmMIFF (Youtube) | Furnish Now MIFF {LinkedIn} | Furnish Now by MIFF (IG).

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## **Notes to Editors**

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

MIFF is the largest and leading export-oriented furniture trade show in Southeast Asia and Malaysia showcasing the widest collection of made-in-Malaysia wooden furniture, home furniture and office furniture. Established in 1995, MIFF is now a one-stop sourcing platform with online and offline solutions connecting a wider community of 20,000+ buyers from 140 countries and regions with 600+ furniture manufacturers and exporters from 12 countries and regions. With various new digital offerings since 2020, it provides trade opportunities and connects the global furniture market all year round. MIFF is organised by Informa Markets which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.

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