

**Press Release**

**MIFF 2022 TO SET MOMENTUM FOR FURNITURE EXPORT GROWTH  
AFTER PANDEMIC HIATUS**

*July 6-9 show is the first global scale furniture trade show to resume in Asia*

**KUALA LUMPUR, 17 May:** The Malaysian International Furniture Fair (MIFF), the largest furniture trade show in Southeast Asia, is all set to return as a special hybrid in-person and virtual edition to reinforce its resilience and important role in the global supply chain.

MIFF 2022 will reopen from July 6 to 9 to high expectations after a two-year pandemic hiatus. It takes centre stage as the first furniture show of the year in Asia to serve global buyers eager for new products and to diversify their supply network after the disruptive break.

The four-day event organised by Informa Markets will again occupy two exhibition venues – World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade & Exhibition Centre (MITEC).

The momentum for MIFF 2022 has surged since Malaysia further relaxed Covid-19 restrictions for international travellers from May 1 this year. Adding to the excitement in the local industry is the government's announced target to double Malaysia's timber products exports including furniture to RM24 billion (USD 5.5 billion) this year.

"We are delighted that MIFF can finally reopen for business because buyers are eager to reconnect with their suppliers and meet new sources. The borders are now open and Malaysia has transited from pandemic to the endemic stage. Timing is important in business. We cannot wait until next year to restart because as a world-ranked show, MIFF has a commitment to boost global furniture trade and to seize opportunities for our exhibitors and buyers. The pent-up demand will greatly benefit business. Now more than ever, it is crucial for exhibitors to meet buyers face-to-face, get feedback on market conditions and see what they want in order to better prepare for our annual show next which will resume in March 2023," says Datuk Dr Tan Chin Huat, MIFF Founder and Chairman.

Backed by a solid track record of 27 years, MIFF is Malaysia's largest furniture export platform and the must visit showcase for the latest innovations from the country's high quality wood furniture industry.

The July show will pack strong international presence including organised missions from Japan, United States, Canada and several European countries.

As of May, buyers from 80 countries have pre-registered with North American visitors the largest group from outside Asia followed by Africa, Europe, Oceania and the Middle East.

A significant 40% are coming to MIFF for the first time while 70% of registered attendees indicated they would be here to source for new products and to place orders. Topping their search are bedroom, living room, dining room, upholstery and office furniture.

And they can expect an impressive showcase with extensive choices from Malaysia and other Asian major exporters who have long recognised MIFF's global appeal to reach out to international buyers.

Undeterred by travel and logistic challenges, exhibitors from China, India, Indonesia, Singapore, South Korea, Taiwan, Thailand and Vietnam are coming with their newest products. The Chinese participation includes pavilions from furniture exporting Zhejiang and Hebei provinces.

"As partners for the past decade, MFA congratulates MIFF on its boldness and foresight to go ahead with the show this year. These are critical times for businesses and we must seize opportune moments. MFA will be organising the participation of our members to MIFF 2022 and we look forward to establish ties with more international buyers to build a bigger export footprint and strengthen our growth prospects." said Mr Steve Ong, president of Muar Furniture Association (MFA).

In line with the reopening of the country's travel sector, MIFF had adopted the slogan "Visit Malaysia, Visit MIFF to aggressively promote the trade show abroad using various platforms including online and a giant outdoor billboard at iSaloni Milan, the world's largest furniture fair.

Health and safety precautions according to government requirements will still be upheld during the show to ensure all attendees will be able to conduct business at ease and confidently.

For more information about MIFF 2022 please visit our website [www.miff.com.my](http://www.miff.com.my) or email: [info@miff.com.my](mailto:info@miff.com.my).



**6-9 July**  
MITEC & WTCKL

**Informa Markets Malaysia Sdn Bhd**  
*(formerly known as United Business Media (M) Sdn Bhd)*  
Company no. 201101014009 (942149 - W)

Suite 5-01, Level 5, Sunway VISIO Tower  
Lingkaran SV, Sunway Velocity  
55100 Kuala Lumpur, Malaysia

t +60 3 9771 2688 f +60 3 9771 2799  
e info@miff.com.my

By Informa Markets

### **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.

#### **MEDIA CONTACT**

Ms Kelie Lim

Tel: +603-9771 2688 Fax: +603-9771 2799 Email: [Kelie.Lim@informa.com](mailto:Kelie.Lim@informa.com)