

In conjunction with  
Malaysian International Furniture Fair 2018



# MIFF Timber Mart

8-11 March 2018

Kuala Lumpur



## Connecting Your Business to Global Wood Market

*International Trade Platform  
for All Suppliers and Buyers of Wood & Wood Products*

### EXHIBIT PROFILE:

- Timber Materials for Furniture
- Materials for Interiors Decoration
- Flooring
- Sawn Timber
- Mouldings
- Veneer
- Plywood
- Particleboard
- Medium Density Fibreboard and Many More

[www.miff.com.my](http://www.miff.com.my)



Over the past 23 years, MIFF has earned an outstanding reputation as an event attracting high quality and high value buying professionals from 140 countries. As part of Southeast Asia's biggest industry show, the event will include a new segment, MIFF Timber Mart, a one-stop wood and wood-related materials sourcing and trading platform, connecting you to wood related product suppliers and trade buyers from around the world.



## *Why* **MIFF** Timber Mart?

### **Trading Opportunities in ASEAN**

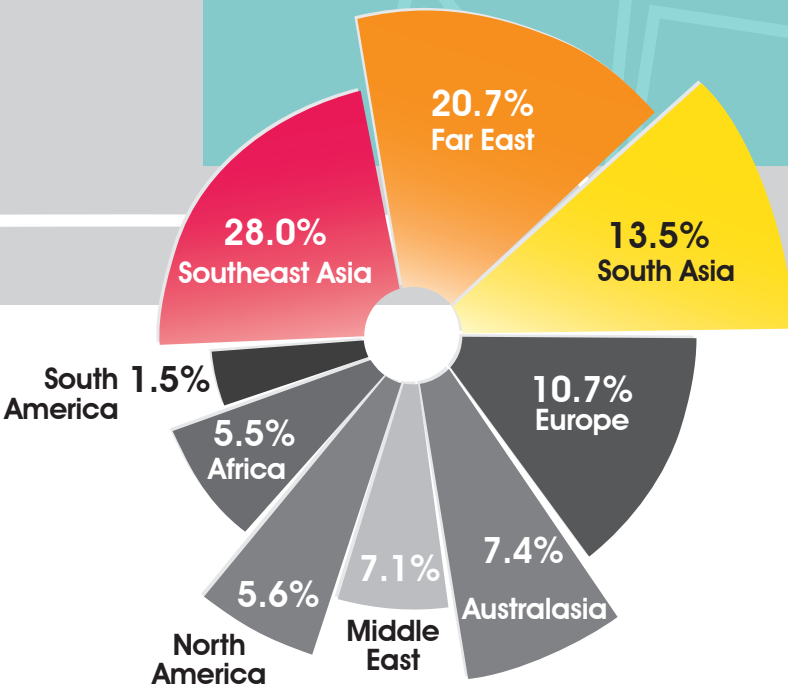
MIFF attracts nearly 20,000 visitors from 140 countries and a strong turnout from neighbouring ASEAN countries, underlining the international reach and popularity of MIFF as a global sourcing centre and gateway to Southeast Asia.

MIFF Timber Mart is your access to trading opportunities in the heart of one of the world's most dynamic economic region – Southeast Asia.

# Strong Asian presence

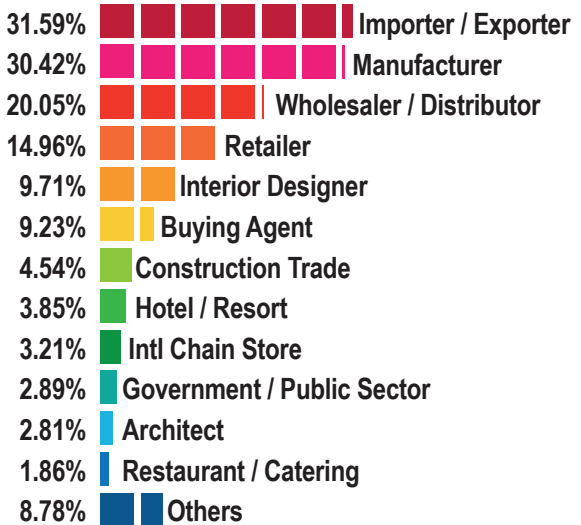
The profile of MIFF as an international sourcing hub has been reinforced by the significant number of strong buyers from China, Australia, Japan, India, United States, United Kingdom, Taiwan, South Korea, Algeria, Sri Lanka, South Africa and those from Southeast Asian countries attending the show.

**62.2%** of those attending being trade visitors from Asia.



## Meet Relevant Buyers

48% of the MIFF trade visitors represent furniture manufacturers, interior designers, construction traders and architects



# Global Reach and Promotion Campaigns Executed with Precision

Everything to expand your customer base, increase sales leads and opportunities to improve your profits is waiting for you right here.



## Our international marketing and promotion initiatives include:



**PRINT ADVERTISING** across 40 LEADING INTERNATIONAL and REGIONAL TRADE PUBLICATIONS in 12 LANGUAGES



Official magazine **FURNISH NOW** print & online available



Direct **MAIL**



**E-MAIL** Marketing



Social **MEDIA**



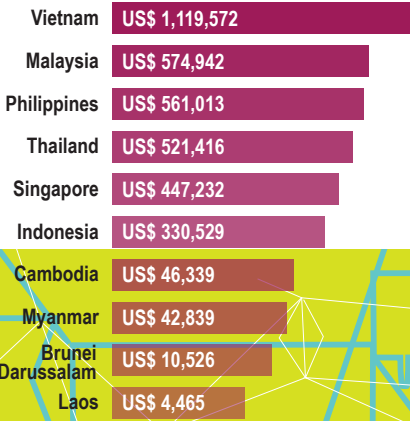
**PRESS RELEASE**



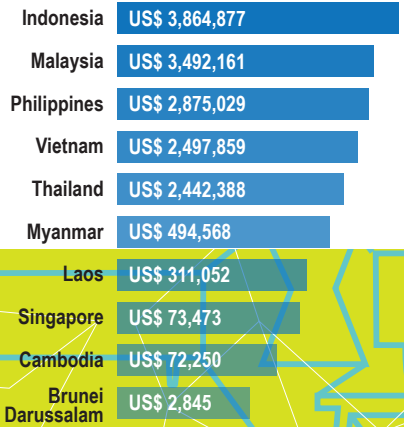
**Buyer Delegation** programme

# Wood and Article of Wood : ASEAN Trade in 2016

## Top 10 Importing Countries (USD '000): US\$3,578,100

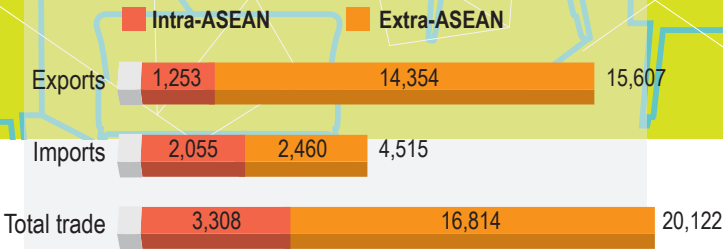


## Top 10 Exporting Countries (USD '000): US\$16,126,502



Source: International Trade Centre, 2016

## Wood ASEAN Trade, 2015 (in USD million)

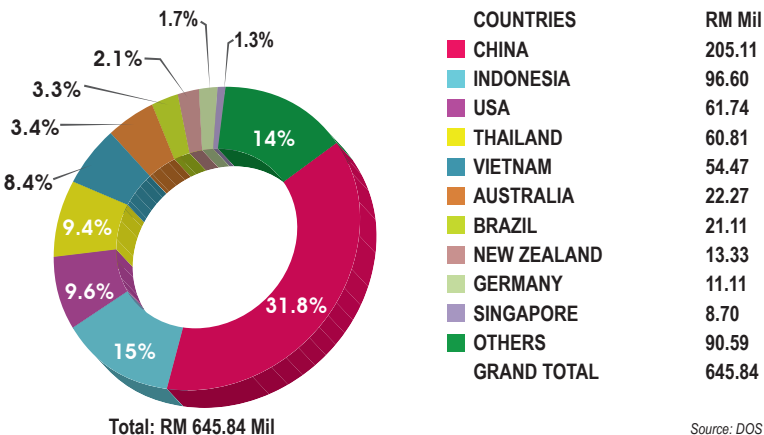


Source: ASEAN Secretariat 2016

## Timber Industry in Malaysia

Malaysia plays an important role in the international timber trade, supplying domestic and imported products to a range of countries around the world. Furniture, plywood and sawn timber are the key exports that placed Malaysia among the top 10 wood exporters in the world. Many of these products, especially furniture and sawn timber, are sold into markets such as the EU and USA.

### MALAYSIA: IMPORT OF TIMBER PRODUCTS BY COUNTRIES, JAN - FEB 2017



Source: DOS & MTIB



# The Venue: MITEC

MIFF Timber Mart will take place in Malaysia International Trade and Exhibition Centre (MITEC), the newest ultra-modern venue that is purpose-built for commercial events.



## Booth Types:

The **Shell Scheme Stand** structure is made of plywood designed for safety, quality and to provide equal exposure for all exhibitors. The booth will include wall partitions, fascia board, carpet, information desk with chair, electrical points and basic lightings items according to the size of exhibition booth.

**Bare Space** is also available where you can customize your own ideal booth and showcase your products/ services in the most suitable setting.

For participation enquiry,  
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