



More than 600 exhibitors are expected at the expanded show



Making it big

Next year's show will be 25% larger



The largest ever edition of the Malaysian International Furniture Fair (MIFF) from 8-11 March 2018, is shaping up to be an even more exciting must-attend event for global furniture buyers.

Its 24th edition at Putra World Trade Centre and new co-venue, Malaysia International Trade and Exhibition Centre (MITEC) is expanding by 25% to 100,000sqm from last year, with the number of exhibitors set to be more than 600. Major exhibitors have taken larger stands to upgrade their displays with more variety and new products.

Covering an extensive range of home and office solutions as well as Malaysia's renowned wood furniture, MIFF 2018 consists of Malaysian and foreign exhibitors including new companies and Malaysian big names such as Poh Huat Furniture, Lii Hen, Merryfair, Eurochairs and Wegmans.

The focus on design to drive business growth sees new features such as designRena with 15,000sqm for 50 top Malaysian manufacturers, the return of MIFF Office following its successful run as the largest office solutions in South East

Asia last year and the new MIFF Timber Mart to connect manufacturers with global timber suppliers.

Buyers can expect more unique exhibits and minimalist European design, in particular Scandinavian style furniture that was popular at the 2017 show.

'We foresee modern classic and Scandinavian trends will still be shining in 2018 with colours more focused on smoother and comfortable hues,' says BK Aw, Deeße Furniture marketing executive. The company is considering adding Scandinavian designs and materials to its displays.

Chua Yew Ting, Ivorie International marketing manager, says more consumers are looking for environment-friendly furniture with natural colours and Scandinavian designs are a winner with new home owners and young people, also in part because of the affordable prices.

The variety of exhibiting companies ranging from manufacturers, exporters, wholesalers and independent niche product suppliers will provide plenty of options for buyers.

Among the niche product exhibitors is Kedai Bikin, a local rising name with its line of Malaysian crafted furniture by local artisans and products ranging from furniture, light fittings and accessories.

The Sofa Hall will be enlarged at its new home in MITEC to accommodate more exhibitors including SWS, Isella, Klotz and Fella Design.

Almost 20,000 visitors from 132 countries attended the 2017 show and the organiser expects this to rise next year. The diverse international presence, including one in four buyers coming from a neighbouring Asean country, bolsters MIFF's position as a gateway to capture business opportunities in South East Asia and other emerging markets including South Asia, the Middle East, Africa and Eastern Europe. Importers, exporters and wholesalers make up over half of the trade visitors to MIFF.

Buyer registration is now open online where visitors can sign up to gain free access to the show, the international buyers lounge, buyers' night gala and hotel and airport transfer rates.

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