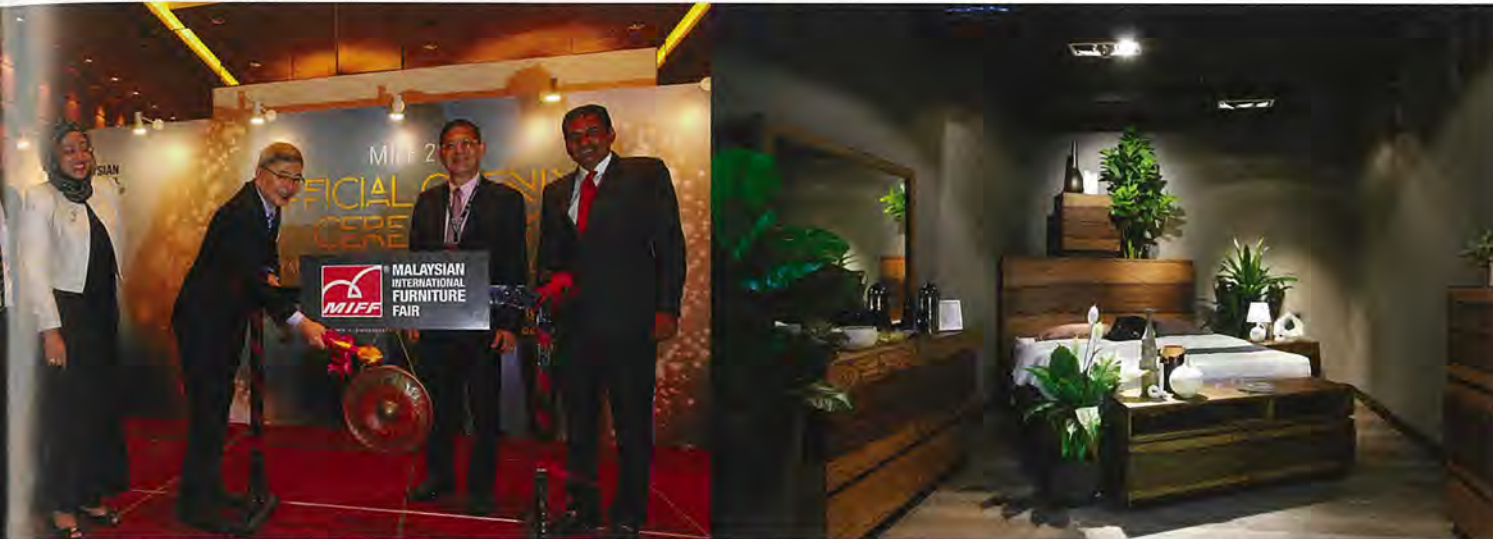


MIFF 2017 Opens with Record Exhibitors Ahead of 2018 Bigger Show



(L-R) Federation of Johor Furniture Manufacturers and Trades Association President Neo Chee Kiat, Ministry of Plantation Industries and Commodities (MPIC) Deputy Secretary-General Zurinah Pawanteh, MPIC Minister Datuk Seri Mah Siew Keong, MIFF Chairman Datuk Dr Tan Chin Huat and UBM Asia Asean Business Managing Director M. Gandhi during the launching of MIFF 2017

The 23rd Malaysian International Furniture Fair (MIFF), Southeast Asia's biggest industry event, opened on March 8, 2017 in Kuala Lumpur, Malaysia with a record 543 exhibitors ahead of a bigger show next year.

The huge turnout of local and overseas companies a 12 per cent increase over 2016 with their latest products and vast array of furniture, furnishings and fitting cover 80,000 square metres of the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC).

Malaysia's Minister of Plantation Industries and Commodities Datuk Seri Mah Siew Keong was the guest-of-honour at the opening ceremony.

As the leading global furniture-sourcing hub in the region, MIFF draws 20,000 visitors from as many as 140 countries and regions seeking variety, quality and good value. It is also the biggest platform to source for Malaysia's wood furniture.

"MIFF will continue to enhance

its position as the leading and most important furniture industry event in Southeast Asia. As a global sourcing centre, the trade show is always changing to remain relevant in the market," said MIFF Chairman Datuk Dr Tan Chin Huat in his welcome speech.

Our exhibitors are also moving with the times. They are investing more and more in R&D to come up with their own design and new products, creating more value for their business and potential customers. MIFF welcomes this positive approach to stand out in the competition. It brings more variety and adds value to the trade show."

Next year's MIFF will be co-held at the bigger and new Malaysia International and Exhibition Centre (MITEC) and PWTC.

The 2017 highlights include Muar Hall by MIFF strategic partner Muar Furniture Association, China Hall, Taiwan Hall and MIFF Office, the largest office furniture showroom in Southeast Asia with 100 companies from Malaysia,

China, Taiwan, Korea and Indonesia.

Malaysia's biggest industries exporters were back again in full force this year. They were joined by a large group of first time exhibitors who are eyeing MIFF as the springboard to global markets including Southeast Asia.

Buyers from Southeast Asian and other emerging markets crowded the show given the visitor traffic trend in recent years, comprising mostly wholesalers, importers, independent retailers, new furniture businesses and e-commerce start-ups seeking basic to upper mid-range products.

Several overseas delegations including from Japan, Italy, Belgium, India and Germany also attended MIFF 2017.

In conjunction with the show, MIFF is hosted the 20th anniversary celebration of International Alliance of Furnishing Publications (IAFP). Over 30 members of the overseas trade media from 22 countries, including IAFP members, are covered MIFF.