

# MIFF Expands in 2018 with New Tagline and New Segments

**M**IFF, one of the leading industry events in Southeast Asia, recently announced details of its expansion in 2018 including a new tagline “Design Connects People” to deliver a brand new experience to exhibitors and buyers.

MIFF 2018 taking place from March 8-11 2018 will be 25 per cent bigger, expanding to 100,000sqm spanning two venues the new Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) in Kuala Lumpur.

MIFF Chairman Datuk Dr Tan Chin Huat announced the details of the upgraded show at the recently concluded 2017 show that has attracted a record of 543 local and overseas companies.

“Design Connects People” demonstrates MIFF’s commitment to design and creativity in bringing exhibitors and buyers together, establish opportunities and build relationships within the industry.

“Our focus is on continued growth and building on what MIFF always delivered over the last 23 years a world class organised trade show, products, quality,

value and business opportunities. We see a lot of change in exhibitors especially Malaysian companies. They are paying more attention to R&D and the results are showing in MIFF. In the last few years, they have been changing their concepts and coming up with new collections,” said MIFF Chairman Datuk Dr Tan Chin Huat.

Two new segments will be launched:

- MIFF TIMBER MART – a one-stop wood and wood-related material showcase and trading cum networking platform for global wood suppliers and buyers
- designRena – a dedicated hall for Malaysia’s best selected exhibitors to showcase their products and lifestyle built around the furniture. Named from the combination of “Design” and “Arena”, this segment is supported by a collaboration platform FDC in Action that links past winners of the MIFF Furniture Design Competition (FDC) with industry players on product innovation and presentation.

Suppliers and buyers can look forward to a more comfortable and enriching show experience. The expanded show can accommodate over 600 exhibitors, allocate bigger booths for more product and collection displays and increase opportunities to expand business and networking.

Karen Goi, MIFF General Manager, said exhibits at MITEC would include household furniture, sofa hall, furnishings and fittings, Muar Hall, MIFF Timber Mart and MIFF designRena.

PWTC will also have a large collection of household products such as dining and bedroom sets, MIFF Office, the largest showroom of office furniture in Southeast Asia, and as well as China Hall and Taiwan Hall.

She urged potential exhibitors to sign up early to take advantage of the pre-show marketing programmes that will be intensified to generate more visibility for companies to target the right buyers.

