

# MIFF IS ON THE RISE

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**Huge and exciting things are expected for the future of MIFF, as they look ahead for an even bigger show come 2018.**

Returning in March 2017, the Malaysian International Furniture Fair (MIFF) will for the 23rd time, be the hub for global trade, connecting buyers from all over world and attracting visitors from as many as 140 countries and regions. Organised by UBM Malaysia, the 23rd MIFF will take place at Putra World Trade Centre (PWTC) and at Matrade Exhibition and Convention Centre (MECC) during 8th – 11th March 2017.

With resounding support from both new and returning exhibitors, the show will be expanding in 2018, set to grow 25% bigger to an incredible 100,000 square metres, at the brand new Malaysia International Trade and Exhibition Centre (MITEC) and PWTC. The exhibitors taking part in 2017 will be the first to enjoy exclusive privileges for MIFF 2018, showcasing their products at the new MITEC in 2018.

As the benchmark in global furniture trade, MIFF is a continuous success, selling-out year by year, with participation from 500 international companies from over 12 countries. Showcasing thousands of new products, visitors will flood the halls, driving sales higher and higher, surpassing previous years. Additionally, with the launch of the online trading platform, Alibaba.com, which debuted last



year, the future for MIFF is expected to be monumental.

Visitor registration is open now on [www.miff.com.my](http://www.miff.com.my). Those who pre-register will receive free admission to all four days of the show, access to International Buyers Lounge, ticket to Buyers Night and a host of other benefits.

For more information about MIFF 2017 and free subscription to the MIFF e-newsletter to keep updated, visit:

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