

## MIFF organiser plans larger exhibition to cater to more people in 2018

**KUALA LUMPUR:** The organiser of the Malaysian International Furniture Fair (MIFF) is planning for a larger exhibition in 2018, to cater for a bigger crowd as it moves to a new location.

This year's event, which will end tomorrow, has seen record participation by exhibitors, both local and overseas.

The organiser are projecting total sales at the fair to reach US\$1bil for the first time this year.

In 2018, the floor space at the leading furniture exhibition in South-East Asia event will be expanded by 25% as it switches location to the Malaysia International Trade Exhibition Centre (MITEC).

MIFF founder and chairman Datuk Dr Tan Chin Huat (*pic*) said that MIFF 2018, which will take place from March 8 to 11, will be covering an exhibition floor space of 100,000 sq m. The expanded fair can accommodate over 600 exhibitors and allocate bigger booths.

This year's MIFF is held simultaneously at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre, covering a total floor space of about 80,000 sq m.

MIFF's new venue for 2018, MITEC which is the first component of the 30ha KL Metropolis

master development, is the country's largest exhibition space.

"Next year, MIFF is set to deliver a brand new experience to the exhibitors and buyers, through the expansion in exhibition floor space.

"The expansion will enable us to increase the product offerings under MIFF as well as provide more business opportunities going forward," he said, adding that MIFF 2018 will also feature a new tagline "Design Connects People".

Apart from the expansion in exhibition floor space, MIFF 2018 will also witness the launch of two new segments namely the MIFF Timber Mart and MIFF designRena.

While the former is targeted to the showcase and trading of wood and wood-related materials, the latter is a dedicated hall for Malaysia's selected exhibitors to showcase their products.

designRena is supported by a collaboration platform called FDC in Action, that links past winners of the MIFF Furniture Design Competition (FDC) with industry players on product innovation and presentation.

Exhibits at MITEC will 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 South-East Asia as well as China Hall and Taiwan Hall.

This year, MIFF is projected to generate record sales of US\$1bil, compared with US\$908mil in 2016. To note, the 2017 MIFF has attracted a record 543 local and overseas exhibitors, a 12% increase over 2016.

Tan also said that MIFF hoped to attract more international exhibitors particularly from the West and Japan, especially following MIFF's expansion next year.

"Our focus is on continued growth and building on what MIFF always delivered over the last 23 years. The exhibitors, especially the Malaysian companies, are now paying more attention to research and development.

"Over the last few years, they have been changing their concepts and are coming up with more new collections," Tan told a media briefing of MIFF 2017.

Since its inception in 1995, MIFF has nurtured partnerships between thousands of buyers and furniture makers across the globe. Star Media Group is the media partner of the event.

