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马来西亚国际家具展 精品荟萃 商机无限

MIFF – Making Trade Matter

马来西亚国际家具展 (MIFF) 是东南亚最大的年度家具商贸展。它被誉为全球首要的家具盛事, 同时也获得“全球展览业协会”(UFI) 的认可。自 1995 年成立至今, MIFF 已和世界各地成千上万的买家及家具制造商建立了宝贵的商业伙伴关系, 为全球家具业者提供卓越的设计、优良的品质及琳琅满目的商品。

MIFF 2017 将于明年 3 月 8 日至 11 日假吉隆坡太子世界贸易中心 (PWTC) 和外贸促进局会展中心 (MECC) 举行。展会总面积达 8 万平米, 500 家参展商将展出最新颖的家具精品系列及多样化产品, 其中包括民用家具、办公家具、户外家具、特制家具、家具配件及五金等。

MIFF 2017 将推介 MIFF OFFICE 概念, 重点介绍其办公家具类展区, 突出其作为本区域最大规模的一站式办公家具展的显著地位。

MIFF 每年吸引来自 140 个国家及地区的专业买家莅临采购。在 2016 年, MIFF 访客人数增长了 5%, 共有近 2 万名的专业访客到访 MIFF, 并创下 9.08 亿美元的销售记录。此次展会也是 UBM 和阿里巴巴 B2B 达致战略联盟协议下开跑的第一个项目, 为全球家具采购商带来新一代 O2O (线上到线下) 贸易体验。

在 2018 年, MIFF 将进驻全新的马来西亚国际贸易展览中心 (MITEC), 连同 PWTC 展馆在内, 展会总面积将扩大 25%, 增长至 10 万平米。届时, 展会将迎来更多来自海外的参展商以及买家, 为大家带来更多商机。

欲知更多详情, 请浏览 www.miff.com.my。

Malaysian International Furniture Fair (MIFF) is the largest furniture trade show in Southeast Asia and also a global leading trade show for furniture design, quality and selection. It is a UFI approved event (UFI, The Global Association for Exhibition Industry). Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe and offering.

The 2017 fair will be held from 8-11 March at Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC). Occupying 80,000sqm, 500 Malaysia and international exhibitors will be showcasing the latest design and extensive furniture collections for home, office, outdoor, contract as well as furniture fitting and accessories.

Highlights of MIFF 2017 include the MIFF Office a designated segment for its office furniture showcase to underline its status as the largest one-stop showroom for office furniture in the region.

MIFF attracts buyers from 140 countries and regions every year. This year, MIFF achieved record sales of US\$908 million with 500 exhibitors from 15 countries and regions, and a turnout of nearly 20,000 trade visitors. The show was also the launch platform for the UBM-Alibaba B2B strategic alliance to start a new generation of O2O (online-to-offline) trade experience for global furniture buyers.

In 2018, the show is set to grow by 25% to reach 100,000 sqm at the brand new Malaysia International Trade and Exhibition Centre (MITEC) and PWTC. With the expansion, the show foresees to attract more international participation and visitors catering to all furniture business needs.

For more information, visit www.miff.com.my.

