

MIFF

March 8-11, 2017

Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC)

Kuala Lumpur, Malaysia



Welcoming its 23rd edition, the Malaysian International Furniture Fair (MIFF), one of the largest furniture show in Southeast Asia, will showcase a variety of new and innovative products from a wide range of suppliers.

The four-day event, which will take place at Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC), will feature 500 companies and is expected to attract an estimated 20,000 buyers from 140 countries and regions. In 2016, the trade show recorded US\$908 million sales.

For the event, organiser UBM collaborated with Alibaba in a strategic 'online and offline' partnership to create a next generation business-to-business (B2B) trade sourcing experience.

The 2017 edition of the show will feature a dedicated segment—MIFF Office, which will display a large range of office solutions with 130 companies at PWTC.

The China Hall will be larger with over 150 companies as more furnishing exhibitors are coming from southern Guangdong province led by the China Council for the Promotion of International Trade, Guangzhou Council (CCPIT Guangzhou).

Other attractions are Taiwan Hall with 30 companies and Muar Hall, organised by Muar Furniture Association and a strategic partner of MIFF, will feature over 80 member companies.

10th Largest Furniture Exporter

Ranked as the 10th largest exporter of furniture in the world, Malaysia exports around 80 percent of its production. With large markets in the US, Japan and Australia, Malaysia has a strong position in the global furniture industry. With tremendous growth in exports to UAE, Saudi Arabia, the Philippines and Russia, Malaysia is now eyeing countries like Algeria, Greece, Puerto Rico and Libya.

Malaysia has always been known for its wood-based furniture, owing to its natural resources. The government has set an annual growth target of 6.5 percent for wood based furniture, estimated to reach up to RM53 billion by year 2020. In recent years, the growth has shifted from producing general products towards designing its own, and this has been key in propelling Malaysia onto the international arena. Popular with overseas buyers of the middle to high category, foreign buyers look to Malaysia for manufacturers who can meet their high production demand.

Despite numerous economic downturns, the industry is still supported by a strong global demand. While lower priced Chinese and Vietnamese furniture pose strong competition, Malaysian furniture continues to set itself apart with original design that places importance on aesthetics as well as its good work ethics. **FDM**