

The Malaysian companies are indeed passing through a very delicate phase in a context of deep changes in the area, which will represent the main market where to focus the marketing efforts in the next future.

But it seems that this was the right direction to take; as of today, Malaysia is the one country which has a dedicated Government program to actively promote and support state-of-the-art furniture design.

MIFF 2017 - the turning point

The 23rd edition of MIFF - Malaysian International Furniture Fair - was also held from March 8 to 11 in Kuala Lumpur, in the PWTC + MECC venues, and has attracted 500 exhibitors and about 20,000 visitors, confirming itself as one of the most important trade fairs of the Asian Circuit.

MIFF is one of the largest and most comprehensive exhibits of all Southeast Asia, hosting the most diverse product sectors, and it will definitely get bigger next year.

In 2018, with the inauguration of the new Malaysia International Trade & Exhibition Center (MITEC), in addition to the present PWTC, the exhibition area will expand to 100,000 square meters: this will allow MIFF to host over 600 exhibitors.

As MIFF President Datuk Dr Tan Chin Huat pointed out, MIFF is evolving to meet the demands of operators and to keep pace with the market. Companies are also evolving, and investing more in research and development to adapt products to new, demanding customers.

This is why the title of the next edition of MIFF will be: "Design Connects People", to underline the will of MIFF to create ever more business opportunities thanks to design and creativity.

To this end, a new specific initiative will be launched: designRena.

DesignRena will be a dedicated platform for selected companies that could expose their most design-oriented products, creating a connection between the designers of the Furniture Design Competition and the companies most interested in this area.

IFFS 2017 - a fair in transformation

Held from 9th to 12th March, the 34th Edition of the IFFS - International Furniture Show Singapore - ended with 428 Exhibitors and 21,996 visitors.

An edition that creates some doubts, but at the same time, opens up new, different perspectives.

Mark Yong, Chairman of SFIC - Singapore Industries Furniture Council, appointed in November 2016, said: "Our industry requires an innovative approach and new direction of intervention. This transformation will be based on digital technology, which will enable innovation in production,



improving capacity and productivity, to adapt to the new needs."

The fair has always been attentive to design, and since some years, it has embarked on a decisive turnaround of exhibitors, favoring companies that devote themselves to product research and innovation.

Among these, we find Singaporean companies like Sam & Sara, Grafunkt, Minzu by Nathan