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MIFF
INTERNATIONAL
FURNITURE
FAIR 2017

The Malaysian International Furniture Fair (MIFF) had a resounding opening on March 8, starting a round of fairs for ASEAN furniture circuit. The trade fair will run till March 11 at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC).

The keynote address for at the show's opening ceremony was delivered by Malaysia's Minister of Plantation Industries and Commodities, where he stated that the Malaysian furniture is exported to over 160 countries, and that exports grew by 4.2% in 2016.

The ongoing 23rd edition features 543 exhibitors across Kuala Lumpur's PWTC and MECC venues, and is projected to attract some 20,000 visitors from 140 countries.

MIFF founder and chairman Dato' Dr Tan Chin Huat commented: "Our exhibitors are investing more in R&D to come up with their own design and new products, creating more value for their business and potential customers."

The show also hosted the 20th AGM of the International Alliance of Furnishing Publications (IAFP) bringing 16 of the journalist association's 19 member countries together in Malaysia.

From 2018 onwards, the brand new Malaysia International Trade and Exhibition Centre (MITEC) will replace the adjacent MECC for the show's offsite demands. Organisers expect the show's overall floor space to grow by 28% to 100,000 sq m, and for the new centre to lure a greater number of international exhibitors.

As well as representing the spectrum of furniture and furnishings, MIFF's next edition will feature a new spotlight on timber that aims to emphasise the wealth of wood species available in Malaysia, plus an expanded design showcase that will draw on seven years of the show's FDC contest.

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