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Malaysian International Furniture Fair Reports Record Sales

Furniture Industry News Update - Furniture World Magazine

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The Malaysian International Furniture Fair (MIFF) announced that it has achieved record sales of US\$908 million and drew more overseas buyers including a strong number of first timers to its recent 2016 edition to lift off the Asia buying season.

The annual show hosted 500 companies from 15 countries and regions, and welcomed nearly 20,000 trade visitors.

The share of international buyers increased 3% to 5,340 with 30% attending the show for the first time from Mar 1 to 5 at Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC).

Show organiser, UBM Malaysia, recorded visitors from 130 countries and regions, marked by strong increase from Europe, North America, Far Asia and Australasia, and a steady turnout from neighbouring ASEAN countries, underlining the international reach and popularity of MIFF as a global sourcing centre and gateway to Southeast Asia.

The optimistic and upbeat mood throughout the show boosted a 5% jump in orders, surpassing US\$865 million last year and previous high of US\$892 million of 2014.

Buyers were kept busy by the array of new products and new collections at the show that has a reputation for unique value and quality. New attractions included the “Essence of Japan”, a cluster of Japanese companies led by industry name MITSUI Designtec Co Ltd, taking part for the first time in MIFF to penetrate the Southeast Asian market.

Michelle Jones, general manager of Insato Furniture, Australia, who has been coming to MIFF for the past 15 years, was delighted with the modern colours and bigger range of products, saying: “Some exhibitors are worth coming back for because they create very innovative design. And MIFF has come a long way. The last five years have seen MIFF improve a lot.”

First timer buyer, Eren Ofluoglu from Turkey, said he would come back next year, describing the fair as well-organised and “the products I’ve come across were all very good and the prices are reasonable.”

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