



## **MIFF Now Part of World's Leading Furniture & Interior Exhibitions**

We wish to inform you that MIFF Sdn Bhd has entered into a business agreement with United Business Media, one of the largest exhibition organisers in the world with headquarters in the UK ([www.ubm.com](http://www.ubm.com)). UBM is the organiser of Furniture China, Shanghai, the world's largest furniture exhibition; Index, Mumbai, India's leading furniture and interior exhibition; and Interiors of Birmingham, UK. UBM will undertake the organising of the Malaysian International Furniture Fair (MIFF) under the same terms and conditions. With the worldwide resources of UBM, we are confident that the exhibition will grow significantly. We would also like to assure you that it is "business as usual" as the Show Team will remain the same and our address and contacts are unchanged.

Dato' Dr Tan Chin Huat, the founder of MIFF will continue as the Chairman and recently stated, "We are truly delighted to work with UBM and tap into its extensive international network and top-notch trade show expertise. For the past 18 years, we have built MIFF into what it is today. With UBM as a partner, we can look forward to achieve an even greater height."

"We believe this new association will be of great help to the Malaysian furniture industry and act as a catalyst to elevate Malaysia's reputation as a MICE (meetings, incentives, conventions and exhibitions) capital," said Dato' Tan.

We would like to thank you for your support and look forward to serving you in our efforts towards an even bigger success in the future.