

## PRESS RELEASE

# EXHIBITORS PACK 22<sup>ND</sup> MALAYSIAN INTERNATIONAL FURNITURE FAIR 2016 FIRST SHOW IN ASIA NEARLY SOLD OUT

**KUALA LUMPUR, Sept 01:** With still half a year to go, the Malaysian International Furniture Fair (MIFF), the biggest global industry event in Southeast Asia, is packing in Malaysia's biggest manufacturers and pavilions from China and Taiwan for its 22<sup>nd</sup> annual edition.

The business-driven show which opens the 2016 buying season in Asia is scheduled from Mar 1-5 at Putra World Trade Centre and MATRADE Exhibition and Convention Centre.

With 80% of the 80,000 square metres of booth space already booked by the Who's who of Malaysian furniture companies and overseas exhibitors, MIFF 2016 is set to be another sellout

The list of confirmed Malaysian companies is marked by bedroom, dining, living and outdoor furniture established names such as **Poh Huat, T.A., Lii Hen, Evergreen Fibreboard, Heavapac, L.B., Home Upholstery, Sern Kou, Sweet Home, Intergo, Deep, Ideal Style, Supreme Tropical, Kinheng and Hin Lim**, as well as office product suppliers, **Merryfair, Euro Chairs and Oasis**.

Another hot attraction for buyers is the **Muar Hall** featuring manufacturers from Malaysia's key furniture producing town that accounts for half of the country's furniture exports.

**Yee Guan**, which produces wooden sofa, hardwood frames and fabric upholstery, is among companies rolling out new collections at the show.

MIFF remains the largest showcase for Malaysia's world renowned wood furniture and a robust market place for high quality home and office selections to suit all tastes and budgets.

Leveraging on the strategic position of MIFF as a gateway to Southeast Asia and other emerging global regions are returning pavilions from China and Taiwan.

This time, **China Hall** will feature 100 companies showing office, outdoor and home furniture, sofa settee fittings, mattress, fabrics and leather materials. Forty of the exhibitors are organised by **Shunde Furniture Association** which had a rewarding debut at MIFF 2015.

**MALAYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2016**

01-05 **MARCH**

Putra World Trade Centre  
MATRADE Exhibition  
& Convention Centre

**KUALA LUMPUR  
MALAYSIA**



**Taiwan Hall** will group 30 companies displaying household and office furniture, chairs, glass accessories and interior décor.

Other international exhibitors which have signed up include **Indonesia's PT Cahaya Sakti Furintraco, PT Metropole Purnama Citra, CV Beta Foam, PT Wahana Lentera Raya; South Korea's Sung Yong, DSP and Sun Safes; and India's Supreme Industries.**

MIFF 2016 is anticipated to host 500 exhibitors from 12 countries. In 2015, the event attracted 18,000 attendees from 130 countries with a significant number of first timer buyers and sales totaling US\$865 million.

**Buyer registration is now open at [www.miff.com.my](http://www.miff.com.my).** Early birds will gain free access to the show and International Buyers Lounge, free ticket to Buyers Night gala and discounts on hotel rates and airport transfers. The MIFF app can be downloaded for free to help visitors plan their daily schedules.

To learn more about opportunities at MIFF 2016 and free subscription to the MIFF e-newsletter to keep updated, click on [www.miff.com.my](http://www.miff.com.my).

**Ms Karen Goi, MIFF General Manager, comments:** "We are extremely pleased with the strong response. The present global economy is a very challenging one for all industries. An increasing number of exhibitors are responding to competition and requests for new products and designs, so we can look forward to more at MIFF 2016. Cost and reliable suppliers are crucial in these times. And when it comes to quality and value, MIFF is certainly the market place not to be missed."

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#### Notes to Editors

#### **About MIFF ([www.miff.com.my](http://www.miff.com.my))**

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

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