26th MIFF Rescheduled

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2021
8-11 MARCH
MITEC & PWTC
Kuala Lumpur

THE CHOICE FOR FURNITURE PROFESSIONALS AROUND THE WORLD
at the most global marketplace in Southeast Asia

MIFF Track Record*

- US$16.31 billion orders
- 10,230 Malaysian & foreign exhibitors
- 141 visiting countries
- 144,400 international visitorship
- 100,000 sqm exhibition space since 2018

(*1995-2019)

Featuring:

Design Connects People

www.miff.com.my
TIME FOR YOUR NEXT BIG STEP

Truly a global B2B trade show, MIFF takes you right into the heart of the furniture industry in the thriving ASEAN economic ecosystem, connecting you with important contacts in your own industry and uncover new ways to prosper your business.

The trade show is attended by 20,000 visitors each year with a significant growing number of high calibre buyers who recognise the increasing procurement value, wealth of innovation and productive experience on the MIFF show floor.

ESTABLISH
unique contact with top manufacturers and young designers

DISCOVER
exciting new lifestyle products

SECURE
trusted partners and direct suppliers

REAL BUSINESS,
REAL OPPORTUNITIES
WHERE TRADE MATTERS

“Business was and always is in the foreground. There are hardly any other trade show that negotiates so much and discusses models and prices as they do in MIFF. While many other events are determined by networking, information and communication, orders are still being written and placed at MIFF. Although it almost sounds like “old school”, it is still the most efficient orientation for exhibitors and visitors.”

HELMUT MERKEL
EDITOR IN CHIEF, MOBELMARKT, GERMANY

UNRIVALLED SHOWCASE OF MALAYSIAN WOOD FURNITURE

The latest trends and the best of Malaysian products not seen in any other trade shows.
POWERING TRADE WITH THE FASTEST GROWING MARKETS

MIFF is very established and well-known in the industry worldwide. You don’t have to fly all over the world to promote your products, instead the whole world comes to you. By exhibiting here for four days, I get business for the following 10 months.

Sam Goh
Synway Furniture Industries, Malaysia

The exhibition is excellent. Initially, our main objective was to find partners in Southeast Asia, but we are pleasantly surprised that we can find partners from whole world at MIFF! From New Zealand to Sweden, and even islands like Fiji and Mauritius are here. It’s incredible!

Andre Solares
Colmol, Portugal

THE ONE STOP SHOP
YOU SIMPLY CANNOT MISS

» Home Furniture
» Office Furniture
» Sofa Hall
» Fitting & Hardware
» MIFF Timber Mart
» International Hall
» Millennials@Design (MAD)

Book Early
Secure best booth location
Get a head start in the MIFF international marketing promotion programme

Advertising: 12 languages in 60+ print/online media
Direct mailing to 100,000 database
Press release via PR Newswire’s 200,000 media outlets and 8,000 websites
Website, social media, digital marketing
International Media Invite Programme
Official Magazine “Furnish Now”

POWERTING TRADE WITH THE FASTEST GROWING MARKETS

Meet importers, wholesalers, distributors, independent retailers and specialist buyers

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<tr>
<th>EXHIBITOR EXPERIENCE</th>
<th>BUILD PROFITABLE RELATIONSHIPS</th>
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<tr>
<td>85%</td>
<td>Meet importers, wholesalers, distributors, independent retailers and specialist buyers</td>
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<td>87%</td>
<td>Increase in visitors with 40% new buyers</td>
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<td>72%</td>
<td>93% of visitors place orders and source new products</td>
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<td>88%</td>
<td>41% of visitors visit suppliers</td>
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<tr>
<td>25%</td>
<td>95% of visitors satisfied with MIFF</td>
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<tr>
<td>97%</td>
<td>97% of visitors will return to MIFF</td>
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Source: MIFF 2018 Post Show Report

There’s a huge global presence in the fair and I can clearly see what is going on around the world and in which country, like trends and new technology used in furniture.

Sarang Waghmerer
Wishful Homes, India
Malaysia has regained its place among the top 20 economies in the world in the World Bank Doing Business 2019 Report, advancing nine places to 15th spot. In the global list of 190 countries, Malaysia ranked second among ASEAN countries behind Singapore (2nd overall) and ahead of Thailand (27th), Brunei (55th), Vietnam (69th), Indonesia (73rd) and Myanmar (171th).

Muar Furniture Association (MFA), a strategic partner of MIFF, organises the participation of its members to exhibit exclusively in MIFF.
**TOP 20 Visiting Countries**

1. India
2. Singapore
3. China
4. Australia
5. USA
6. Philippines
7. Japan
8. Indonesia
9. Thailand
10. Korea
11. Taiwan
12. UK
13. Hong Kong
14. Vietnam
15. Canada
16. UAE
17. Romania
18. South Africa
19. Mauritius
20. Sri Lanka

**International Visitorship by Regions**

- *Southeast Asia*: 27.1%
- *Asia*: 12.3%
- *South Asia*: 24.1%
- *Far East*: 6.1%
- *North America*: 8.5%
- *Europe*: 6.9%
- *South America*: 1.6%
- *Africa*: 4.7%
- *Middle East*: 5.1%
- *Australasia*: 8%

**Visitor Profile**

- No. of Visitors: 20,478
- From 130 countries & regions
- 6,112 International visitors
- 7,827 Malaysian visitors
- 6,539 Invited guests

**Visitor by Nature of Business**

- 35.0% Importer / Exporter
- 22.0% Manufacturer
- 15.2% Wholesaler / Distributor
- 12.7% Retailer
- 7.9% Interior Designer
- 6.1% Buying Agent
- 3.1% Construction Trade
- 2.1% Architect
- 1.9% Hotel / Resort
- 1.4% Infl Chain Store
- 1.2% Government / Public Sector
- 1.0% Restaurant / Catering
- 5.4% Others

**Visitor by Purpose of Visit**

- 55.2% Place orders & source new products
- 22.2% Look for business partners
- 18.9% Evaluate future participation in MIFF
- 3.9% Visit suppliers
- 2.8% Others

**Most Interested Products**

- Bedroom: 13.8%
- Dining Room: 10.9%
- Living Room: 11%
- Kitchen: 7%
- Upholstered: 6.6%
- Office Furniture: 8.8%
- School Furniture: 3.4%
- Commercial Furniture: 4.1%
- Restaurant Furniture: 3.2%
- Office Chair: 5.5%
- Hotel Furniture: 8.8
MIFF 2019 POST SHOW REPORT

Exhibitor Profile

No. of Exhibitors
600
Malaysian
346
International
254

Export Sales Generated
US$ 1.01 billion

Exhibitors from 14 Countries & Regions
Malaysia/ China/ Taiwan/ Indonesia/ Korea/ Japan/ New Zealand/ USA/ Vietnam/ Portugal/ Thailand/ Sri Lanka/ Turkey/ Romania

Other exhibitors include Government agencies, associations, publications