

By Paul Farley Oct 17, 2018

## MIFF at 25 to focus on Muar

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Muar, recently declared the Furniture City of Malaysia by the country's government, will take centre stage at South-east Asia's largest industry show next year when the annual Malaysian International Furniture Fair (MIFF) opens its doors again from March 8-11th.

Fresh from its biggest expansion yet earlier this year, MIFF will celebrate its 25th anniversary, and will share the limelight with Muar, the driving force that accounts for 70% of Malaysian furniture exports to over 160 countries.

Renowned as a robust global trade show, MIFF is the world's largest marketplace for Malaysian wood and panel furniture, and the largest procurement hub for the country's workplace solutions via its MIFF Office segment.

"The Muar factor has been an integral part of MIFF from the very start. As we celebrate our 25th year milestone, it is fitting to pay tribute to the vision and hard-earned reputation of Muar furniture makers, who are the trailblazers of Malaysia's rise as a global furniture exporter. This is also an opportune time to reaffirm MIFF's strategic partnership with the Muar Furniture Association (MFA). The remarkable mix of innovation, high-quality craftsmanship and best in design from Muar will all be out there in MIFF 2019 to give visitors yet another exciting buying experience," says Karen Goi, MIFF's general manager.

Over 200 Muar manufacturers will converge on the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). A main cluster will be at the dedicated Muar Hall in MITEC (organised by MFA) while others will be present in curated zones such as the lifestyle setting designRena, MIFF Office and Sofa Hall.

"MIFF is the best platform to view the latest productions from Muar all under one roof," says Keh Wee Kiet, MFA president.

Muar was officially named the Furniture City of Malaysia in April this year. At the same time, the 400-hectare Muar Furniture Park was launched, to be ready to accommodate more factories and expand the industry in two years' time.

In all, **MIFF 2019** will feature an estimated 650 suppliers from Malaysia and other top Asian furniture-producing countries, after expanding by +25% to 100,000 sqm this year.

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