

REVIEW

MIFF CONTINUES TO HIT THE HIGH NOTES

The 25th edition of the Malaysian International Furniture Fair (MIFF) concluded after four charged trading days from 8-11th March, attracting positive feedback from exhibitors and buyers ...

Arrayed across 100,000m² of the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC), this year's MIFF presented modern lifestyle solutions from 600 exhibitors from 14 countries and regions.

Event organiser UBM Malaysia states that exhibitors were satisfied by the diversity and high quality of attendees, with many reporting strong booth traffic and orders.

On the first two days alone, MIFF welcomed buyers from 120 countries, with a significant number of first-time visitors and returning customers joining the regular flow of professionals who see the show as South-east Asia's leading export platform for Malaysian wooden and office furniture.

"We are very happy at the positive response – more so as 2019 is a very special year for MIFF," says MIFF's general manager, Karen Goi. "We have been able to celebrate not just our strong legacy, but also proved to our customers that MIFF is always changing and growing, and it will

remain relevant for their business and future.

"We are already very excited about 2020, and confident that there will be more exhibitors because we received so many queries on the first day of trading this year."

Among the highlights this year was the spotlight on Malaysia's Furniture City of Muar, and the strong presence of young Malaysian designers bringing their products to the market to tap into the world's growing population of millennial consumers.

The show floor was packed with

attractive offerings from Malaysian companies, alongside increased international participation from China, Taiwan, Indonesia, South Korea, Japan, the US, Turkey, New Zealand, Thailand, Vietnam, and, for the first time, suppliers from Portugal, Romania and Sri Lanka.

UBM Malaysia confirms that MIFF 2020 will take place from 6-9th March at the same venues, and will retain its focus on the Design Connects People theme in order to drive new products and innovation.

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