

## Press Release

### MIFF 2014 REPORTS 40 PER CENT SPIKE IN PRE-REGISTRATION

*Free MIFF app now available*

**KUALA LUMPUR, Feb 14, 2014:** With less than three weeks left to its opening, the Malaysian International Furniture Fair (MIFF) has attracted strong interest with a 40 per cent spike in pre-registration for its 20<sup>th</sup> anniversary show from March 4 to 8 in Kuala Lumpur.

Over 500 exhibitors from 12 countries will be bringing together an exciting range of furniture from Malaysia and other international producers. Organised by UBM Malaysia, MIFF is Southeast Asia's leading furniture event, covering 80,000 gross square metres at the Putra World Trade Centre and Matrade Exhibition and Convention Centre here.

To help trade visitors make the most of their visit to the five-day event, MIFF has launched its first-ever app in both iOS and android versions to make it quick and easy to search for exhibitors, products and brands, and provide up-to-date information on what is happening.

Last year, MIFF drew over 6,000 overseas buyers from 140 countries and generated record US\$854 million. The trade show was also bigger by 25 per cent following a strategic partnership with the Muar Furniture Association, the largest industry group in Malaysia.

Pre-registered buyers enjoy free admission to the five-day show and hospitality services.

**Datuk Dr Tan Chin Huat, Chairman of MIFF, said:** "The strong response received from 130 countries so far. We are seeing many first-time registrants and also, quite a number of buyers who are planning to come back to MIFF after an absence of two to three years. The level of interest shows MIFF remains one of the most important markets in the global furniture chain. We have an excellent track record as a top notch show organiser, creating real business for exhibitors and buyers. There is always a wide selection of quality and great value products from top and reliable Malaysian manufacturers, as well as international exhibitors."

**Ms Karen Goi, General Manager of MIFF:** "The MIFF app will provide visitors with a richer show experience. At the same time, it will allow our exhibitors to reach an international audience. It is not only informative but also a good tool for networking. The interactive hall plan is an excellent guide for buyers to plan, meet suppliers and explore new products and contacts. We encourage all visitors to download the MIFF app today and start planning to maximise their time at the trade show."

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**MALAYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2014**

**04-08 MARCH  
0930 - 1800 hrs**

Putra World Trade Centre  
MATRADE Exhibition  
& Convention Centre

**KUALA LUMPUR  
MALAYSIA**



## **Notes to Editors:**

### **1. 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.

### **2. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 30 offices and over 1,400 staff.

With a track record spanning over 30 years, UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu and Shenzhen, where we organise more than 60 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region. UBM India teams in Mumbai, New Delhi, Bangalore, Chennai and Hyderabad organise 20 exhibitions and 60 conferences every year across the country.

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### **Media Contact**

Ms Kelie Lim  
Marketing Department  
UBM Malaysia, Furniture & Interiors Division  
Tel: +603-2176 8788  
Fax: +603-2164 8786  
Email: [Kelie.Lim@ubm.com](mailto:Kelie.Lim@ubm.com)