

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2015 PROVIDES IDEAL ONE-STOP SOURCING PLATFORM FOR MIDDLE EAST AND AFRICAN BUYERS

KUALA LUMPUR, Nov 3: With 500 exhibiting companies showcasing the full range of furniture and thousands of new products, Malaysian International Furniture Fair (MIFF) 2015 returns in March as a must attend one-stop sourcing marketplace for buyers from the booming economies of Middle East and Africa.

The five-day trade show representing the largest industry event of its kind in Southeast Asia takes place from March 3 to 7 at the Putra World Trade Centre and Matrade Exhibition and Convention Centre.

As it will be the opening furniture show of the year in Asia, buyers will have the first opportunity to view the season's new offerings, buy directly from manufacturers and source for more vendors as well.

Malaysian top manufacturers will take up two thirds of the 80,000 sq metres booth space and exhibitors from China, Taiwan, Indonesia, Hong Kong, Singapore, South Korea, United States, United Kingdom, India, Spain and Vietnam filling the remaining halls.

The bullish outlook for furniture demand in the Middle East and Africa has fuelled excitement over buyer traffic from the two regions. According to CSIL World Furniture Outlook 2014/2015, global consumption is forecasted to grow by 3.3% this year concentrated in emerging markets, with 3.9% growth in the Middle East and Africa and 5.2% in Asia Pacific.

With its focus on value, high quality and full range of furniture choices, MIFF holds great appeal for Middle East and African buyers as reflected in their steady 20% share of global attendees in the last few years.

Their strong presence spotlights MIFF as an effective trading platform and strategic gateway to the increasingly lucrative markets in the Middle East and Africa which has a combined population of 1.2 billion people.

Traditionally, Middle East and African buyers make a beeline for household furniture, in particular bedroom and kitchen sets. The purchase pattern has expanded noticeably to children, office, outdoor and contemporary lifestyle furniture and furnishings to meet the demands of the increasing urban population and growing commercial and hospitality demands back home.



**FURNITURE
FAIR 2015**

**03-07 MARCH
0930 - 1800 hrs**

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



MIFF 2014 saw a 6% rise to nearly 20,000 visitors with 6,717 buyers from 141 countries and regions and record sales of US\$892 million. Over 1,300 buyers came from 15 Middle East countries and 31 African nations with the largest numbers coming from United Arab Emirates, Saudi Arabia, Kuwait, Oman, Libya, Kenya, Egypt, Algeria, Tanzania and South Africa.

For more information on MIFF 2015, hospitality and special hotel deals, check www.miff.com.my .

Ms Karen Goi, General Manager for Furniture and Interiors of show organiser, UBM Malaysia: “The expanding economies and boom in consumerism in the Middle East and Africa will no doubt spillover into the furniture industry. Middle East buyers are among the first to begin sourcing from MIFF many years back and more are also coming from Africa now. The biggest appeal for them is competitive pricing, quality and large variety all under one roof and the strong family-like trust established with our exhibitors. They enjoy the ease of doing business here and also find Malaysia a friendly destination with lots of international cuisine including halal food and delightful shopping.”

BUYERS’ FEEDBACK AT MIFF 2014

“We find MIFF a great place for buyers like us where we can find such a huge variety. There are great options here that are budget-friendly as well. The efficient organisation of such a huge show is impressive. They have made everything easy for us.”

Mr Mohamed Akif Arif, Al-Haditha Furniture, Saudi Arabia

“When I come to MIFF, I usually go for steel furniture and office furniture. I find that they have good furniture products and can produce to meet my specifications. Even if they don’t have a certain product, they are willing to bring it in from other suppliers. Thus, they become a one-stop centre that makes trading a very easy process.”

Mr Muzammil S Hameed, Al Satter Trading and Cont. W.L.L. (Bahrain)

“I’ve been coming to MIFF the last 18 or 20 years. Every year, either there are new players or older players bringing new models, which are very pleasing to me.”

Ms Alice Karugaba, Nina Interiors Ltd. (Uganda)

1. About MIFF (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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