

PRESS RELEASE

**TRADE ASSURANCE PROGRAM ROLLS OUT TO MALAYSIAN INTERNATIONAL
FURNITURE FAIR EXHIBITORS**

MIFF 2016 Visitors to Receive New Sourcing Experience & Benefits

KUALA LUMPUR, Jan 27: One hundred companies showcasing in the Malaysian International Furniture Fair 2016 (MIFF) will receive an upgraded exhibitor experience via the strategic partnership between UBM and Alibaba.com announced in late December 2015 with privileges that include online secured trade guarantees for buyers and continued year-round purchasing over the world's largest e-commerce platform. Select exhibitors will be welcomed to a slew of benefits starting with the **Exclusive MIFF & Alibaba B2B Membership + Trade Assurance Program** free of charge, dedicated company and product pages on Alibaba.com with the ability for buyers to directly source, and finally inclusion in worldwide promotions through the Alibaba.com network.

The select MIFF exhibitors are among 500 companies from 15 countries taking part in MIFF 2016 from March 1 to 5 in Putra World Trade Centre and Matrade Exhibition and Convention Centre in Kuala Lumpur, Malaysia.

MIFF 2016, Southeast Asia's largest furniture and furnishing industry sourcing centre, is the first UBM trade event in a series of pilot programmes chosen under the UBM-Alibaba.com collaboration to enhance Online and Face-to-Face Business (O2O) by creating synergies and new sourcing services and experiences between trade events and online sourcing.

The Alibaba.com Trade Assurance Program will guarantee buyers sourcing from select exhibitors 100% protection on product quality, on-time delivery and payment. The guarantee protection ranges from US\$40,000 up to US\$100,000 based on the respective supplier profile, and runs from January through April 2016.

Trade Assurance creates both added value and better sourcing experiences for buyers with pre-show and onsite information and quote inquiries for MIFF Trade Assured exhibitors and the ability to make onsite orders at the fair through Alibaba.com's platform.

Ms Karen Goi, MIFF General Manager, commented: "The MIFF community will really benefit from this O2O partnership between Alibaba.com and UBM. Being the only furniture event and event held outside of Mainland China and Hong Kong, this

pilot programme provides value for our exhibitors in Malaysia to sell in a more dynamic digital way to even more professional buyers.”

For more information on the programme, e-mail sales@miff.com.my

Buyer registration to MIFF 2016 and free subscription to the MIFF e-newsletter is available on www.miff.com.my.

About Alibaba.com @ MIFF

<http://2016.miff.com.my/about-miff/alibaba-miff/>

Notes to Editors

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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