

Press Release

MALAYSIAN INTERNATIONAL FURNITURE FAIR REPORTS RECORD SALES AND MORE OVERSEAS BUYERS AT 2016 SHOW

KUALA LUMPUR, Mar 31: The Malaysian International Furniture Fair (MIFF) achieved record sales of US\$908 million and drew more overseas buyers including a strong number of first timers to its recent 2016 edition to lift off the Asia buying season.

The annual show underscored its position as the leading industry show in Southeast Asia as it hosted 500 companies from 15 countries and regions, and welcomed nearly 20,000 trade visitors.

The share of international buyers increased 3% to 5,340 with 30% attending the show for the first time from Mar 1 to 5 at Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC).

Show organiser, UBM Malaysia, recorded visitors from 130 countries and regions, marked by strong increase from Europe, North America, Far Asia and Australasia, and a steady turnout from neighbouring ASEAN countries, underlining the international reach and popularity of MIFF as a global sourcing centre and gateway to Southeast Asia.

The optimistic and upbeat mood throughout the show boosted a 5% jump in orders, surpassing US\$865 million last year and previous high of US\$892 million of 2014.

Buyers were kept busy by the array of new products and new collections at the show that has a reputation for unique value and quality. New attractions included the “Essence of Japan”, a cluster of Japanese companies led by industry name MITSUI Designtec Co Ltd, taking part for the first time in MIFF to penetrate the Southeast Asian market.

Michelle Jones, general manager of Insato Furniture, Australia, who has been coming to MIFF for the past 15 years, was delighted with the modern colours and bigger range of products, saying: “Some exhibitors are worth coming back for because they create very innovative design. And MIFF has come a long way. The last five years have seen MIFF improve a lot.”

First timer buyer, Eren Ofluoglu from Turkey, said he would come back next year, describing the fair as well-organised and “the products I’ve come across were all very good and the prices are reasonable.”

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2016**

01-05 MARCH

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



UBM

Pete Interian, President & CEO, Capris Furniture, Florida, United States, was struck by the transformation of the show he last visited 15 years ago, "I've come back to look for new suppliers, modern furniture in the dining, living and bedroom areas. I can see that MIFF has changed a lot. They now have contemporary looks whereas before it was all very traditional."

Regular exhibitor, Len Cheong Manufacturing Sdn Bhd, among Malaysia's top rubber wood furniture producers, was happy to secure more new customers and sealed over RM10 million orders in the first three days from the United States, the United Kingdom, China, India, Russia, the Philippines and as well from the Africa, Europe and Middle East regions.

Jemaramas Jaya Sdn Bhd, a local manufacturer and exporter of office system furniture under the Versalink brand, collaborated with noted British designer John Bennett to launch Platz+ which picked up the Platinum Award for the best office furniture during the show.

Also unveiling new products were Ivorie International Sdn Bhd with 10 modern wood dining table and living room sets; Merryfair Chair System Sdn Bhd which exports to 130 countries continues to exclusively exhibit in MIFF with six latest styles including its new product line of stadium seats; and another local major, Kin Heng Furniture Sdn Bhd featured 10 new bedroom and living room series as it seeks to expand its market in the United States and other countries.

MIFF 2016 also marked the debut of the UBM-Alibaba B2B strategic alliance to start a new generation of O2O (online-to-offline) trade experience that enables year-round buying on Alibaba.com platform, and the first time launch of Alibaba's Trade Assurance Program outside China. It is the only furniture and sole trade event outside mainland China and Hong Kong selected for the partnership.

MIFF 2017 will take place from 8 to 11 March next year at the same venues. In 2018, it will be finally expanded by 25% to 100,000 square metres at the new Malaysian International Trade and Exhibition Centre and PWTC.

Ms Karen Goi, MIFF General Manager, said: "We received very good feedback from exhibitors. There were many new products, more visitors and first time buyers, all adding to the strong business synergy felt throughout the week. This is a very good outcome as we gear up for a bigger show in 2018. We will certainly expand our efforts to attract more new and returning customers in the future."

More information on MIFF is available on www.miff.com.my.

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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