

PRESS RELEASE

MIFF 2020 EXHIBITORS GET HEAD START ON NEW ASIA SEASON *Reinventing lifestyles and smart designs at March 6-9 opener*

KUALA LUMPUR, Sep 18: Next year's Malaysian International Furniture Fair (MIFF) is already generating a lot of buzz among exhibitors as they will be the first to showcase their latest products to global buyers when the trade show kicks off the 2020 Asia season.

The exciting prospect of getting in front of the competition to impress with new designs and collections will add more shine to the aisles at the ultra-modern **Malaysia International Trade and Exhibition Centre (MITEC)** and **Putra World Trade Centre (PWTC)** from **Mar 6-9**.

Over 600 suppliers from Malaysia and at least a dozen more exporting countries including China, will stock up the 100,000 sqm trading floor to welcome the high diversity of buyers attending the show every year.

With visitor traffic from as many as 140 countries and regions, MIFF spells immense value to exhibitors seeking to grow their export footprint. The show has emerged as the gateway to Southeast Asia's increasingly affluent and young consumers, and a successful route to new markets in other parts of the world.

The bustling business atmosphere and international clout of the trade show has also convinced more and more companies to leverage the MIFF platform to launch a host of new products or find new business partners.

"The MIFF brand and experience is very compelling. It has proven again and again how relevant it is in global furniture commerce. The trade show has taken a huge step forward after its expansion and design transformation in 2018. The product showcases and quality of design has become much, much better. Modern day buyers are very discerning and well-informed, and so are exhibitors. They like the value, the business opportunities and experience here because we keep pushing the boundaries to make it better every time," said Ms Karen Goi, MIFF General Manager.

Portugal's Colmol Bedding exhibited for the first time in MIFF in 2019 to venture into Asia and came away with more than they planned for.

"We made contact with representatives from around 20 countries or more, from New Zealand to Mauritius Island, from Spain to the United States, and from England to South Korea. It's been good ever since MIFF, because we are in the stage of setting our first offers. That is the reason I am travelling now," said company vice-president Andre Soares.

From buyer to exhibitor, Damro Exports, one of Sri Lanka's largest furniture manufacturers, has been attending MIFF for over a decade.

"This year, we exhibited our particle boards. It is our first time exhibiting our products at MIFF. The response we got exceeded our expectations. Being at MIFF has helped us to connect with people from both around the ASEAN region and globally. It's a good option for manufacturers to showcase their products to the global market," said director Priyankara Basnayake.

MIFF 2020 carries on the "**Design Connects People**" tagline for the third year to engage companies to bulk up the show with greater innovative products to generate greater business.

Malaysian top names such as **Favourite Design, Merryfair, SWS, Step Furniture** and **Wegmans** have made use of the exhibition to roll out entire lifestyle concepts and smart designs to captivate buyers.

Muar, the official **Furniture City of Malaysia**, will loom big in the local presence. Some 200 manufacturers are taking up booths including inside the Muar Hall manned by prominent industry group, Muar Furniture Association, a strategic partner of MIFF since 2013.

Other MIFF 2020 highlights include:

MIFF Office – the largest office furniture showroom in Southeast Asia offering an extensive collection of modern and flexible solutions for new generation work space and home office.

Millennials@Design – segment that targets Gen Y consumers helmed by award-winning young designers from the MIFF talent search, MIFF Furniture Design Competition.

MIFF Timber Mart – trading platform for wood and wood-related materials connecting suppliers and trade buyers.

Online pre-registration of visitors opens until 15 Feb 2020.

In 2019, MIFF featured 600 exhibitors from 14 countries and regions with over 20,000 attendees including over 6,000 international buyers, and achieved record orders of U\$1.01 billion.

Visit www.miff.com.my for more information.

Notes to Editors

About MIFF (www.miff.com.my)

MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries across the world. Held annually in March, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top-quality wood furniture and the most extensive office solutions in the region. Since its inception in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organised by Informa Markets in Malaysia (known as UBM Malaysia), which is a part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

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