

PRESS RELEASE

MIFF RESCHEDULES 26TH EDITION TO 2021 *March 8-11 in MITEC and PWTC*

KUALA LUMPUR, MAY 4: Malaysian International Furniture Fair, the biggest industry show in Southeast Asia, has rescheduled its 26th edition to 2021 in view of the global coronavirus pandemic.

The 2021 event will be held from March 8-11 at the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) with a combined gross size of 100,000 sqm.

The show was planned for its traditional opening in March this year and subsequently postponed to June 30-July 3 due to the development of the COVID-19 situation.

Show organiser Informa Markets said it had taken into account the significant disruption of international travel and movement curbs by the pandemic as well as advice from Malaysian health authorities.

Dato' Tan Chin Huat, Founder and Chairman of MIFF, said: "We feel this is in the best interest of our exhibitors and buyers. Over the past few weeks, we have been talking to the MIFF community and listening to their feedback. The present environment is very challenging and would affect the effectiveness of the show. By deferring it to 2021, it will provide space for our exhibitors to review their strategies and realign for the changed landscape. We remain very excited about the opportunities at next year's show and will focus our energies for an exceptional event. We would like to thank exhibitors, buyers and friends who have continued to communicate with us during this period. Their input has been immensely invaluable and help us to improve the show further to serve global furniture trade."

Informa Markets launched a new opportunity in mid-March for exhibitors to stay connected with potential buyers through the MIFF Digital Showroom. The digital showroom connects Malaysian and other furniture companies with buyers from virtually all parts of the world and there is no better time than the present when global buyers are looking for alternative ways of supply.

MIFF is the largest marketplace for Malaysian exporters and their pre-dominantly wooden and upholstery furniture for home and commercial use, and it offers the widest range of office furniture in the region from Malaysian and international manufacturers.



By Informa Markets

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MIFF has buyers from 140 countries and regions. So, the MIFF-online experience provides a great alternative for manufacturers and buyers to remain connected.

The Organiser will continue to organise online activities such as webinars to engage with exhibitors and buyers across the globe during this unprecedented time. The first MIFF webinar was held recently, successfully with a total number of over 500 attendees.

For information, visit www.miff.com.my.

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 event organiser in the world.

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