



**1-4 March**  
MITEC & WTCKL



# MIFF 2024

## The Real Big Comeback

by Tan Sher Lynn

The largest furniture trade fair of the region is back in full force! Read on for insights into the furniture market pre- and post-pandemic, and how the Malaysian International Furniture Fair (MIFF) plays a pivotal role in shaping the furniture industry.

### A Record-Breaking Recovery

As the world gradually emerged from the pandemic, MIFF 2023, held on 1-4 March, roared back as a record-breaking show, having garnered 673 exhibitors, 19,275 visitors from 136 countries (with 40% of them being new visitors) and generated US\$1.21 billion in export sales, according to Ms. Kelie Lim, MIFF General Manager.

"Year 2023 marked a strong recovery for us post-pandemic, with the majority of exhibitors from Malaysia and around 30% international participants mainly from China, Taiwan, Korea, Japan and other Asian countries," she said.

"Because of the pandemic, we weren't able to hold a physical exhibition for two years. The whole supply chain was affected and buyers were unable to travel and source out. Hence, when MIFF reopened in 2023, many exhibitors felt that it was time to reconnect with buyers and buyers were also desperate to source for products after a long hiatus," Ms. Lim explained.

Turning her gaze towards MIFF 2024, Ms. Lim envisions a record-breaking event

that surpasses even the remarkable achievements of MIFF 2023. She anticipates this success due to the fact that during MIFF 2023, certain countries, including the Middle East, Africa, Europe, Latin America and China, still grappled with lingering travel restrictions and challenges, preventing a full representation of buyers from attending the exhibition. With these obstacles set to diminish, the stage is set for MIFF 2024 to shine even brighter.

"Hence, we are looking forward to 2024 which will be the 'real' recovery of global buyers attendance," she remarked.

MIFF's Senior Sales Manager Sandra Lye agreed. "The Malaysia furniture industry experienced a significant sales drop after the pandemic due to lockdowns, supply chain disruptions, and reduced consumer spending. Many businesses faced challenges in production, distribution, and attracting new customers."

"Post-pandemic, we noticed that there are a lot more retailers who visited the fair to do sourcing themselves instead of depending on agents to do it for them like before. And exhibitors are eagerly anticipating the resurgence of shows, as



it is important for them to create more business opportunities. With this, our team is striving to provide value added services and experience to our clients in MIFF 2024," Ms. Lye added.

### What to Expect with MIFF 2024

With record-breaking numbers of exhibitors and buyers expected, MIFF 2024 will take place across two venues — Malaysia International Trade and Exhibition Centre (MITEC), Malaysia's largest convention and exhibition space; and World Trade Centre KL (WTCKL), which is formerly known as the Putra World Trade Centre (PWTC).

"There will be a total of 16 halls to host different exhibit product segments of exhibitors in the show," Ms. Lim said.

MIFF 2024 will feature various international group participation including China, Taiwan and Korea, and new exhibitors from other countries like Vietnam, Turkey, Singapore, Thailand and Indonesia, among others. There will be the usual favourites like the DesignRena Hall, which houses popular and established Malaysian manufacturers with an emphasis on design and branding; Muar Hall, which features the hottest offerings

by top brands from the Furniture City of Malaysia; MIFF Office, which presents the largest collection of office furnishing in the region, as well as the International Hall.

"We are working on getting more local and international manufacturers from different product types to join MIFF 2024, as well as engaging new buyers from different continents to visit the fair to provide our exhibitors with more opportunities," explained Ms. Lye.

An integral part of the event will be the Young Designer Award at the MIFF Furniture Design Competition, a laudable community service rendering (CSR) initiative aimed at fostering emerging creative talent. Coinciding with MIFF's momentous 30th anniversary, the competition's theme has been ingeniously coined as "Chair-Volution", encapsulating the transformative impact that MIFF has exerted on the furniture industry throughout its three-decade journey.

### MIFF's 30-Year Journey

According to Ms. Lim, MIFF's commitment has always been to deliver a world-class international trade show to exhibitors and visitors alike, and provide them with the best experience possible.

In its earlier years, the MIFF exhibition primarily revolved around business pursuits; however, a noteworthy transformation has transpired over time, centering the event on design and lifestyle – themes that resonate profoundly in contemporary society. This shift is conspicuously underscored by MIFF's endeavours to cultivate emerging design prodigies, a testament to its evolution. Moreover, Ms. Lim pointed out that within their clientele, the torchbearers of the second generation, who have assumed leadership roles within family enterprises, have gravitated towards a more design-centric ethos.



“Also in recent years, we are also placing more importance on sustainability and the Environmental, Social and Governance (ESG) regulations. We have committed to sustainability fundamentals in organizing the show and diversified our marketing efforts by including the digital platform, reduced printing, and are now more focused on data-driven marketing and content marketing,” she said.

A three-decade milestone in the exhibition realm is a remarkable accomplishment. It certainly was no easy feat, and the journey ahead for MIFF promises to be even more extraordinary.

MIFF’s triumph, according to its Founder and Chairman, Dato’ Dr. Tan Chin Huat, can be attributed to a trifecta of factors: the exhibition’s unwavering commitment to exceptional hospitality and meticulous service for exhibitors and buyers, its extensive spectrum of furniture offerings, and the robust composition of its exhibitor community.

“Being able to go this far, we have certainly done something right. These encompass a well-crafted promotional approach, staying attuned to market trends and demands, and nurturing strong, enduring relationships with our exhibitors,” he added.

“I’m proud that we are celebrating our 30th anniversary next year and thankful for the support and feedback given by our exhibitors and clients, which has enabled us to continue to improve,” he continued.

“As the largest show in Southeast Asia with a very strong Malaysian furniture offering, we are the most effective platform for Malaysian furniture export. Hence Malaysian manufacturers should really make good use of this platform,” he emphasised.

Aiming for Greater Heights

Looking forward, Dato’ Tan foresees that MIFF is only going to get bigger and stronger year after year. “I believe that MIFF will continue to become one of the largest exhibitions in the region. As such, in order to accommodate all the companies who are interested to exhibit at MIFF, we need a bigger venue,” he said, noting that each year, he unfortunately had to turn down some companies due to insufficient exhibition space.

With visitors coming from 140 countries and regions, MIFF is highly regarded in the international scene. This is due to MIFF’s extensive furniture offering and variety, as well as the attentive services provided to international buyers. “We guide them throughout the entire process of visiting the fair – from the moment they touch down at the airport, giving them peace of mind and a pleasant experience at MIFF,” Dato’ Tan said.

“We work with the government to provide extra services, like special lanes for hosted buyers in the airports. We also offer airport limo discounted vouchers, hotel special deals for buyers and free shuttle between hotels and venues. Our International Buyers’ Night Gala Dinner is a hit every year,” Ms. Lim further explained.

“Undoubtedly, MIFF earned accolades from the global media, hailing it as an exhibition renowned for its unparalleled services. One striking commentary was ‘Arriving at MIFF is like arriving home;’ shared Dato’ Tan.

MIFF & MFA: A Long-Standing Partnership

The enduring partnership between the Muar Furniture Association (MFA) and MIFF has traversed more than a decade, marking a truly remarkable journey. This collaborative venture was initiated at MIFF 2013, united by a common aspiration to spotlight the industry’s prowess on a global platform. This shared vision has indeed materialised into reality, with a remarkable upswing wherein Muar now contributes up to 60% of Malaysia’s total furniture exports. This remarkable achievement led to Muar’s official designation as Malaysia’s Furniture Hub in 2018, an honour bestowed by the Malaysian government.

MFA President Mr. Steve Ong said that the primary goal of the partnership was to provide MFA members with a platform to exhibit their innovative furniture designs and forge valuable connections in the global market. “What has truly fuelled this partnership’s longevity is our mutual commitment to advancing the furniture industry’s growth and reputation through MIFF’s well-established platform. In fact, all of this is a result of creating value; only by adding value to each other can we perpetually continue to grow together and move towards a brighter future,” he said.

Every year at MIFF, the participation from MFA was highly enthusiastic, showcasing a diverse range of furniture products that

highlighted the craftsmanship, design advantages, and technological innovations of the industry. The number of participants has been increasing continuously as many Muar-based furniture manufacturers who are entering the export field have joined the exhibition.

“The partnership has significantly boosted our members’ international exposure, bringing in increased export opportunities and collaborations with international partners, and heightened brand recognition. A significant milestone is the establishment of the ‘Muar Hall’ by MFA at the MIFF show, which has consistently gained worldwide recognition,” Mr. Ong noted.

Amidst the trials posed by the pandemic, the enduring strategic alliance between MFA and MIFF has demonstrated its remarkable resilience, standing as a true testament to their unwavering dedication and mutual resolve.

“The pandemic certainly posed significant challenges to our industry, impacting production, supply chains, and global demand. However, we quickly overcame the challenges by embracing digital platforms, virtual exhibitions, and remote business interactions. This adaptability, coupled with the unwavering support of our members, enabled us to weather the storm and even discover new avenues for growth. We also took advantage of the slowdown in business to reorganise and restructure our factories. This positions us to enter a new phase of growth when recovery takes place,” he noted.

Mr. Ong shared that in their future collaboration with MIFF, they will embrace a more open and innovative approach to meet the ever-evolving market demands. “For instance, we will be introducing new trends, providing additional training and sharing of resources, offering business expansion opportunities, and advocating for environmental sustainability. We are dedicated to assisting industry stakeholders in achieving continuous prosperity amidst this era of challenges and opportunities.

“We firmly believe that through close cooperation, we can collectively shape a more prosperous and sustainable future for the furniture industry, ensuring that our members’ products and innovations continue to shine on the global stage,” he concluded.



Kelie Lim  
GENERAL MANAGER,  
MIFF

Kelie Lim has risen through the ranks in her distinguished career spanning 15 years. She has ascended through various roles, culminating in her current position as a dynamic leader. Before assuming her present role, she held the esteemed position of Head of Marketing at Informa Markets Malaysia.



Dato’ Dr. Tan Chin Huat  
FOUNDER AND  
CHAIRMAN, MIFF

Dato’ Dr. Tan Chin Huat stands as the visionary who skillfully positioned Malaysia within the global exhibition arena. The genesis of MIFF, now a prominent global Top 10 event and Southeast Asia’s paramount industry marketplace, traces back to his visionary inception in 1995. Boasting a wealth of over 30 years in the field, his conviction in exhibitions as a premiere marketing platform to showcase Malaysian products on a global stage has undeniably propelled the nation’s furniture industry onto the international spotlight through MIFF.



Steve Ong Yeou Huan  
PRESIDENT, MFA

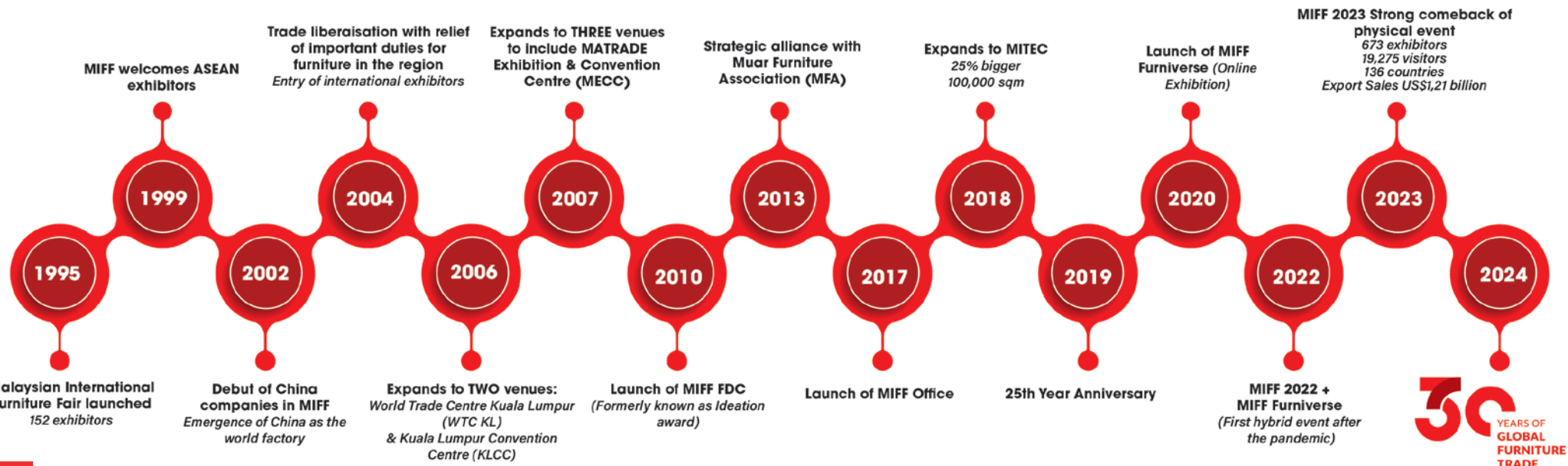
Upon completing his university education, Steve Ong embarked on his journey in the furniture realm, joining Simewood Product Sdn. Bhd., a company established by his father. In a bold step forward, he founded his own furniture manufacturing venture, Ellesime Sdn. Bhd., in 2021. Mr. Ong’s commitment to the industry has been further underscored by his prominent roles: assuming the presidency of both the Muar Furniture Association (MFA) and the Federation of Johore Furniture Manufacturers and Traders Association (JFA) since 2020, while also contributing as a committee member of the Malaysia Furniture Council (MFC).



Sandra Lye  
SENIOR SALES  
MANAGER, MIFF

With extensive 16-year tenure in the meetings, incentives, conferences, and exhibitions (MICE) domain, Sandra Lye stands as a seasoned professional. In her present capacity as MIFF’s Senior Sales Manager, her pivotal role revolves around the generation and cultivation of sales prospects from both domestic and global exhibitors.

From Then to Now We’ve come a long way thanks to you!





# MIFF Celebrates 30 Years of Excellence in Malaysian Furniture Industry

by Khor Hui-Min



As the Malaysian International Furniture Fair (MIFF) marks its 30th anniversary, we take a closer look at its remarkable transformation into the foremost destination and premiere hub for Southeast Asia's furniture market. Over the years, MIFF has not only weathered economic fluctuations but also emerged as a resilient global platform, fostering innovation, business connections and industry excellence.

This year, the Malaysian International Furniture Fair (MIFF) proudly turns 30! Since its inception in 1995, MIFF has stood the test of time, withstanding various local and international economic conditions and uncertainties over the span of three decades. This steadfast endurance stands as a true testament to MIFF's unyielding resilience and unwavering significance, showcasing its ability to evolve and thrive in the face of the ever-evolving global furniture landscape.

As the premiere furniture fair in Southeast Asia and perennially ranking amongst the world's top 10, MIFF has been a guiding light in the furniture trade realm for years. With a truly global footprint, MIFF attracts esteemed exhibitors and discerning buyers from across the globe each year, facilitating exceptional business prospects and

invaluable networking opportunities for countless participants since its inception.

A sought-after destination as an ideal business platform for trade professionals, MIFF is powered by a dedicated and talented team of bright professionals. As a truly global B2B trade show, MIFF

provides valuable access into the heart of the ASEAN furniture market, helping exhibitors and buyers identify and forge new cooperation, and revealing new ways to prosper together.

## A Wealth of Opportunities

An eagerly awaited annual affair, this event draws the participation of increased international and Malaysian exhibitors. They highly anticipate showcasing their newest collections and designs tailored for bedrooms, dining, living areas, children's spaces, offices, commercial foyers, hotel lounges, kitchens, bathrooms,

and outdoor living, year after year.

MIFF takes pride in its role as a bridge between individuals and innovative products, embodying the essence of its 30-year legacy. The fair stands as a symbol of connecting a receptive market with groundbreaking offerings. This platform serves as a dynamic B2B arena, fostering meaningful interactions between buyers and suppliers in an inviting, comfortable, and friendly atmosphere.

"People from all around the world come and share sincerely, help each other, give support and encouragement to grow together. MIFF is like an annual meet up for our partners to come and give updates about their efforts, progress and achievement throughout the year," he added.



**Mr. Ralph Ong, co-founder and managing director of Oasis Furniture Industries**

wellness and well-being in the office space, which includes physiological, safety, love and belonging, esteem and even self-actualisation. Not only that, the aesthetics of the furniture solution is also taken into consideration. Thus, we hope to contribute to work effectiveness and sense of accomplishment of each individual," said Mr. Ralph Ong, co-founder and managing director of Oasis Furniture Industries.

Throughout the years, furniture industry-related stakeholders including professors, lecturers, suppliers, and vendors who have the same passion have provided unyielding support to Oasis.

"We believe work can get easier with the right solution and good furniture support, which is in line with our tagline, 'Work gets easier now'. When people work together, people grow together and flourish in abundance. Especially in this digital era, people tend to get information faster and easier, because news, concept and knowledge tend to spread fast. With MIFF, stakeholders are able to communicate, and share information and knowledge in order to grow," said Mr. Ong.

Oasis has been exhibiting at MIFF since 2008. Mr. Ong shared that MIFF has been instrumental in helping them to connect with its existing buyers as well as providing a channel for them to get to know new buyers such as value project buyers, GSA project buyers, interior design firms, design and build firms, and architects.



"In celebration of MIFF's landmark 30-year anniversary, a few of our loyal exhibitors stepped forward to share good wishes and reminisce about their experiences at MIFF through the years," said Ms. Kelie Lim, MIFF General Manager.

## The Home of Ergonomic Furniture

Oasis Furniture Industries champions ergonomic design to enhance workplace well-being, catering to a spectrum of sectors like corporate offices, banking, education and hospitality. Their commitment extends across diverse spaces, ensuring comprehensive solutions for each unique environment.

"We carefully designed each piece of furniture, so that design industry players are able to fit in their designs. Oasis delivers the philosophy of providing





“MIFF has been gradually bringing in these groups of buyers into the exhibition. Besides that, we get to know more about each market requirement through meaningful conversations with buyers around the world. Overall, MIFF is a great platform for the sellers to reach out to the market,” explained Mr. Ong.

“People from all around the world come and share sincerely, help each other, give support and encouragement to grow together. MIFF is like an annual meet up for our partners to come and give updates about their efforts, progress and achievement throughout the year,” he added.

In 2024, Oasis looks forward to growing together with MIFF in terms of reaching a bigger market, creating awareness, and enhancing relationships between partners. More buyers will come and share their experiences, and Oasis will be ready to help each and every one of them to solve the problems that they are facing.

“We hope Oasis office solutions will be able to help businesses to achieve greater heights. Happy 30th anniversary MIFF! We look forward to the next 30 years to come,” said Mr. Ong.

Setting the Benchmark in Sofa Manufacturing

Sin Wee Seng Industries (SWS) stands as a premier upholstery manufacturer in Malaysia, renowned for its expertise in crafting sofas. Originating as a humble family venture in 1970, primarily serving the domestic market, SWS has evolved into a substantial enterprise. Dedicated to enhancing both production efficiency and product quality, the company relentlessly aligns itself with global market standards. In 1990, SWS embarked on its journey of international trade, under the visionary leadership of its managing director, CK Neo.



“We have been exhibiting at MIFF for about 10 years, and it has greatly benefited our company over the years by providing us with a platform to showcase our products to a worldwide audience. We are also able to connect with potential buyers at the fair,” said Ms. Michelle Chua, marketing manager of SWS.

As recounted by Ms. Chua, the pinnacle of SWS’s success during their participation at MIFF was the attainment of their sales target. This accomplishment was realised through the introduction of their new products and the reinforcement of business alliances with both existing and prospective clients.

Reflecting on their MIFF experience, Ms. Chua fondly recalls the gratifying moments of connecting with new international buyers, igniting opportunities for innovative design explorations. Through the years, a sense of trust and familiarity has flourished amongst buyers, resulting in an impressive resonance. As Ms. Chua elaborates, “They are impressed when they see our high-quality products during the show.”

Ms. Chua shared that SWS aims to increase its business volume at the next MIFF. The company recognises MIFF as a pivotal platform for nurturing and strengthening its buyer relationships. The company aspires for MIFF to persistently evolve into an eminent furniture exhibition, catalysing innovation, forging collaborations and propelling industry progress.

“On the occasion of MIFF’s 30th anniversary celebration, we extend our heartfelt congratulations and gratitude for their dedication in making this event a cornerstone of the industry,” said Ms. Chua.

Leading the Way in Solid Wood Furniture

Founded in 1987 by four visionary Lim brothers, L.B. Furniture has become synonymous with excellence in solid wood furniture. Boasting expansive facilities that encompass every facet of furniture production – from timber stocks and rough milling to machining, finishing, and packaging – the company occupies an impressive 430,000 square feet of factory space. With a rich heritage spanning 36



years, L.B. Furniture has emerged as a noteworthy medium-sized player within Malaysia’s furniture industry, garnering a reputation for quality and innovation.

“We have been exhibiting at MIFF for over 20 years. The presence of international buyers from various countries has enabled us to explore new markets. MIFF also provides a good opportunity to launch and introduce our new products. After so many years of participation, I’m happy to say that buyers recognise L.B. Furniture as a reliable manufacturer,” said Ms. Esther Er, general manager of L.B. Furniture.

“We look forward to meeting more potential buyers in future MIFF shows. We enjoy meeting all the buyers and friends from all over the world, and having a good time getting to know them. We would like to wish MIFF a happy 30th anniversary! May MIFF enjoy many more years of great performance and outcomes,” she added.

Making Waves in Asia

Founded in 1987, HeveaPac stands as Asia’s premiere manufacturer of laminated particleboard shelving for ready-to-assemble (RTA) furniture. With an extensive reach and formidable presence, HeveaPac has firmly established itself as an industry leader.

“HeveaPac has been a steadfast participant at MIFF since its inception. We were there since day 1! According to Mr. Peh Ju Chai, the executive director of HeveaPac, the event provides a vital platform for forging connections with new customers, as well as rekindling relationships with existing ones, all while showcasing our latest models and innovations.”

“MIFF has helped us grow our business, and we were able to meet most of our overseas customers within the few days of the exhibition each year. Hopefully, more new customers will be visiting MIFF in the future. Congratulations on your 30th anniversary!” he added.

Ready-to-assemble Furniture Specialist

Ecomate, headquartered in Muar, Malaysia, is a distinguished furniture manufacturer and exporter rooted in Johor. Specialising in crafting ready-to-assemble furniture, Ecomate’s core materials encompass chipboard and MDF board. With an extensive array of offerings, their portfolio encompasses living room, bedroom, and dining room furniture. Furthermore,

Ecomate prides itself on crafting customisable pieces, thoughtfully tailored to align seamlessly with the unique requirements of their valued clients.

“We have been exhibiting at MIFF for 7 years. Through the years, we have managed to connect with new customers, and as a result, increase sales. I’m happy to share that Ecomate became a publicly listed company in 2021,” said Mr. Jason Koh, managing director of Ecomate.

“At MIFF, we have met the best buyers and we are still enjoying very good business relationships with them.

We hope to attract more good-quality customers in the future at subsequent MIFF shows. In fact, in 2024, we hope to get RM 8,000,000 in sales from MIFF,” he added.

MIFF stands as the premiere platform for Malaysia’s export-driven furniture industry, with a pronounced emphasis on solid wood furniture. Moreover, it proudly boasts the region’s most extensive gathering of office furniture, making it a hallmark of industry diversity. Recognised for its impeccable organisation and an array of offerings, both exhibitors and buyers commend MIFF for its creative showcases that foster new avenues of business. With anticipation building, we eagerly await the unfolding of MIFF’s remarkable 30th anniversary celebration in 2024, promising an even more captivating and memorable event.



# MIFF's Top Loyal Exhibitors

## A sneak peek of MIFF 2024 showcase



### BEST-BETECK

[www.bestbeteck.com](http://www.bestbeteck.com)

Years of MIFF Participation: 14

**B**est-Beteck is a well-known international manufacturer of upholstered and solid wood bedroom, dining and living room furniture with more than 30 years of experience. The company boasts a cohesive and accomplished R&D team, strategically focused on enhancing production efficiency and delivering OEM services.

This enables the manufacturing of a diverse spectrum of products, positioning the company to adeptly address the escalating demands of the ever-evolving market. Dedicated to meeting rigorous international quality specifications and standards, Best-Beteck steadfastly commits to an ongoing process of enhancing product excellence, durability, and functionality. Simultaneously, the company dynamically expands its product range, all while maintaining a competitive pricing strategy.



### FUTURE MANUFACTURER

[www.futuresofa.com](http://www.futuresofa.com)

Years of MIFF Participation: 5+

**F**uture Sofa's collection makes a resounding design statement, bestowing upon your home a fresh and captivating sense of belonging.

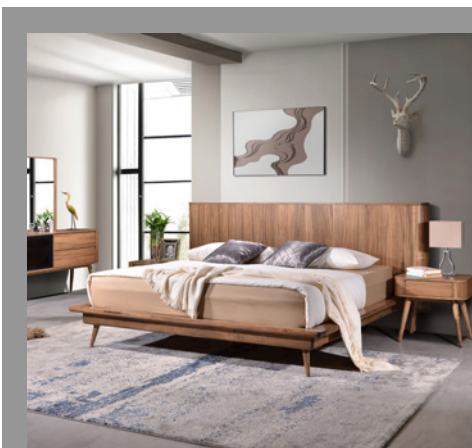


### HOMMAX FURNITURE

[www.hommaxfurniture.com](http://www.hommaxfurniture.com)

Years of MIFF Participation: 5+

**F**ashioned from a sturdy rubberwood solid base and adorned with oak veneers, the Hommax 5088 table top boasts a wire brushed dusty taupe finish that exudes an artfully distressed allure. This versatile table top showcases an ingenious design, available as both an extension top and a fixed top, adorned with an X-cross veneer pattern. Combine this exquisite top with a striking table base, and effortlessly blend it with casually elegant chairs to create an awe-inspiring ensemble that is sure to captivate your family and friends. Hommax's offerings transcend mere aesthetics, ensuring that their designs seamlessly integrate into contemporary homes while prioritising comfort without compromise.



### INCEPTION DESIGN AND TRADING

[www.idt.my](http://www.idt.my)

Years of MIFF Participation: 5+

**T**he Lugano Bedroom Series from Inception Design and Trading epitomises opulent bedroom furniture, meticulously crafted from walnut veneer and solid rubberwood. Its clean, modern lines create a sleek, contemporary look, while solid wood construction ensures both durability and style. Natural walnut grain patterns lend organic charm, complemented by a rich brown hue that exudes warmth and sophistication. Designed as a captivating focal point and a serene retreat, the series offers King and Queen sizes, Nightstands, Dressers, and Chests of Drawers—providing comprehensive elegance for any bedroom.



### SWEET HOME CONCEPT

[www.sweethome.my](http://www.sweethome.my)

Years of MIFF Participation: 10

### CHUENG SHINE

[www.cschair.com](http://www.cschair.com)

Years of MIFF Participation: 16



### VISTAWOOD

[www.vistawood.com](http://www.vistawood.com)

Years of MIFF Participation: 14







**INSPIWOOD FURNITURE**

[www.inspiwood.com](http://www.inspiwood.com)  
Years of MIFF Participation: 23

With over 25 years in furniture export, Inspiwood Furniture has reached more than 30

countries. Their versatile product mix per container order offers flexibility, showcasing innovation and design excellence made in Malaysia. Recognised as a premiere furniture exporter, they uphold the highest quality standards in the region, establishing a reputation for finely crafted and innovative furnishings.



**ISELLA SOFA DESIGN**

[www.isella.com](http://www.isella.com)  
Years of MIFF Participation: 17

With a rich history spanning over two decades, Isella Sofa has cemented its presence in the furniture industry. The brand has evolved into a significant player,

boasting an expansive manufacturing facility of 200,000 square feet for their distinct designs. This growth underscores their unwavering commitment to producing quality products and catering to the unique requirements of their clientele, reflecting the brand's steadfast dedication to business integrity and customer satisfaction.



**MERRYFAIR CHAIR**

[www.merryfair.com](http://www.merryfair.com)  
Years of MIFF Participation: 30

Since 1974, Merryfair Chair has been dedicated to creating and delivering furniture solutions that prioritise comfort, style and functionality. With an unwavering focus on enhancing the human experience of work and interaction, Merryfair's journey has been marked by dedication and innovation. As the company approaches the momentous occasion of its Golden Jubilee in 2024, celebrating five decades of excellence, Merryfair stands poised to achieve even greater heights under the visionary leadership of its founder, Mr. Ong Hooi Lim. This trajectory spans across both domestic and international markets, driven by the guiding principle that a strong foundation and an authentic connection to their origins play a pivotal role in shaping both their present and future endeavours.



**LUXURY SLEEP**

[www.luxurysleep.com](http://www.luxurysleep.com)  
Years of MIFF Participation: 5+

Embarking upon a journey of elegance and opulence becomes effortlessly attainable with Luxury Sleep's flagship creation. Meticulously handcrafted from the most exquisite materials and seamlessly infused with cutting-edge sleep technology, this

experience epitomises ultimate comfort. The design introduces a postural guardian, ensuring flawless spinal alignment during slumber, while layers of optimal support—spring, memory foam, high-density foam—are artfully combined to strategically enhance lumbar support. The groundbreaking 2+1 OptiCoil inner spring system and ICECool NASA TECH memory foam redefine sleep quality, elevating comfort and support beyond traditional spring mattresses. The outcome is a cooler, more serene rest, transforming restless nights into a relic of the past.



**KINHENG FURNITURE**

[www.kinhengfurniture.com](http://www.kinhengfurniture.com)  
Years of MIFF Participation: 26



**KF FURNITURE**

[www.kffurnitureexport.com](http://www.kffurnitureexport.com)  
Years of MIFF Participation: 5+

**SPRING ART**

[www.springart.com](http://www.springart.com)  
Years of MIFF Participation: 22



**TIMOTION TECHNOLOGY**

[www.timotion.com](http://www.timotion.com)  
Years of MIFF Participation: 5+







TITOV

www.titov.com.my  
Years of MIFF Participation: 15

Introducing Wellson (by Titov) – an assortment of versatile and innovative wooden bedroom designs that flawlessly fuse creativity with timelessness, imparting a dash of

sophistication to your living area. Meticulously crafted, each piece exudes a distinctive and imaginative character, serving multifaceted functions while preserving an enduring allure. Wellson’s minimalist and functional design ingeniously maximises space, decluttering your surroundings, all while harmonising style and practicality seamlessly.



WASANIAGA

www.wasaniaga.com  
Years of MIFF Participation: 16

Infuse a touch of femininity with Wasaniaga’s Pink Bed! This design not only imparts character to every child’s room but also brings a hint of individuality. It’s more than just a bed – it’s a functional statement that allows families to optimise sleeping space while cherishing the closeness each night.



TRISWIFT DESIGNS

www.triswift.com  
Years of MIFF Participation: 19

Introducing the dining collection “TS Finley” by Triswift Designs, showcasing a genuine marble

tabletop adorned with intricate nail head trim details. Elevating comfort, the addition of zig-zag spring padded seat cushions has been carefully considered to provide an enriched and delightful seating experience.



SEOW BUCK SEN

www.seowexport.com.my  
Years of MIFF Participation: 19

Situated in the bustling industrial enclave of Muar, Johor, Malaysia, Seow Buck Sen stands as an emblem of excellence within the furniture manufacturing sector. Specialising in KD (Knock-Down) particle board furniture, the company has etched its name as a vanguard in crafting bedroom, living room, and office furniture. From contemporary to traditional designs, their

precise craftsmanship caters to diverse tastes and inclinations. A dedication to unwavering quality has propelled Seow Buck Sen not only into a domestic authority but also onto the international stage. Bolstered by a partnership with S&E Enterprise, a revered export entity, their global stature is further magnified. Participation in prestigious events such as the Malaysian International Furniture Fair (MIFF) attests to their perpetual excellence. Uniting aesthetics with functionality, Seow Buck Sen stands as a beacon of trust, quality, and design ingenuity in the realm of furniture craftsmanship.

ROYCE ENTERPRISE  
www.royce.com.tw  
Years of MIFF Participation: 11



YEE GUAN FURNITURE

www.yeeguan.com  
Years of MIFF Participation: 17

MEICHA FURNITURE  
www.meicha.com.tw  
Years of MIFF Participation: 5+



Creative Content Director: Matt Young  
Project Manager: Hannah Nguyen  
Chief Editor: Gloria D. Gamat  
Associate Editor: Matt Herman  
Writers: Khor Hui-Min, Tan Sher Lynn  
Graphic Designer: Maricel Salvador

Published by:



INFORMA MARKETS MALAYSIA SDN. BHD.  
Suite 5-01, Level 5  
Sunway VISIO Tower  
Lingkaran SV, Sunway Velocity  
55100 Kuala Lumpur, Malaysia

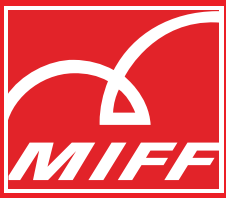
Phone: +603 9771 2688  
Fax: +603 9771 2799  
E-Mail: info@miff.com.my  
Website: www.miff.com.my



MEDIA MICE PTE. LTD.  
HQ Office: 6001 Beach Road, #09-09  
Golden Mile Tower, Singapore 199589  
Phone: +65 8186 7677

Satellite Office: 2 Nuoc Man 2 Street,  
Da Nang City, Vietnam 50506  
Phone: +84 868 063 773





**MALAYSIAN  
INTERNATIONAL  
FURNITURE  
FAIR 2024**

**1-4 MARCH  
MITEC & WTCKL  
KUALA LUMPUR**

**30**

YEARS OF  
GLOBAL  
FURNITURE  
TRADE



The choice of  
**20,000+**  
global buyers  
from **140** countries  
and regions



**1 Fair 2 Venues  
16 Halls**



**Largest  
Southeast  
Asia  
Furniture  
Trade Show**



**Best  
Malaysian  
Wood  
Furniture  
Collection**



**Largest  
Southeast  
Asia Office  
Furniture Exhibits**

**30**

YEARS OF  
GLOBAL  
FURNITURE  
TRADE

## MIFF Highlights



### *MIFF Valued Visitor Privilege (VVP) Programme*

MIFF is offering a 3-night COMPLIMENTARY stay when buyers plan their trip to MIFF in March. This offer is open to first-time international buyers only. First come first serve basis. Email [vvp@miff.com.my](mailto:vvp@miff.com.my) for more information.

**MIFF 30th Anniversary Exhibitor Appreciation  
Dinner on 8 December 2023, Grand Ballroom,  
MITEC (By invitation only)**

## Simple Steps to Register Your Visit to MIFF 2024!



**Step 1:** Visit [www.miff.com.my](http://www.miff.com.my) to register (once completed, you will receive a confirmation email with your unique QR code)



**Step 2:** Bring along your QR code to the "Print & Go" Counter at MITEC/WTCKL to collect your admission pass

**Register before 16 February 2024  
for FREE admission pass. See you  
at MIFF 2024!**



*Scan here!*  
To register

### **MIFF Furniture Design Competition (MIFF FDC) 2024 is Calling for Entries**

**Theme: Chair-Volution: Celebrating 30 Years  
of Innovation and Design**

**Open to young and aspiring  
designers in Malaysia to  
celebrate their talents with  
MIFF 30th anniversary.**

**Submit your entries  
by 8 December 2023.**

**For more info, visit  
[www.miffdc.com](http://www.miffdc.com)**

Organiser



Strategic Partner



This event is powered by  
**Renewable  
Electricity**

**[www.miff.com.my](http://www.miff.com.my)**



Furnish Now  
by MIFF



Furnish Now  
by MIFF



Furnish Now  
by MIFF



MIFF Official