



MIFF 2023 Honours

Top Design Talents & Innovative Exhibitor Concepts

A double prize presentation ceremony was held yesterday afternoon as MIFF 2023 recognised emerging local furniture designing talents in the MIFF Furniture Design Competition (FDC) while also rewarding innovative exhibitors for their booth designs in the Best Presentation Awards.

Guest of Honour for the event was YBrs. Tuan Abdul Hadi bin Omar, the Deputy Secretary General (Strategic Planning & Management) of the Malaysian Ministry of Plantation and Commodities, who praised the efforts

of MIFF in supporting burgeoning talents and helping to progress the industry.

"I wish to applaud the continuing effort to hold the MIFF Furniture Design Competition to nurture young talents. This is vital to sustaining the future of the Malaysian furniture industry, which contributes strongly to export earnings and the growth of the country," he said

With the theme of 'Post-Pandemic Workspace Furniture', this year's FDC received a huge response from students and even professional designers, with 269 entries being received and 20 participants shortlisted for the final round.

The first prize was awarded to Aric Neo Yong Yea of Universiti Teknologi Malaysia, who devised an entire system of modular office furniture called 'Mod' that could be easily modified to fit any purpose or space. Neo picked up RM5,000 cash, along with a trophy and certificate for his winning submission.

The second place was awarded to Yasmin Hanie Binti Mohamad Zamri from Universiti Teknologi Mara (UiTM) Puncak Alam for her unique office-on-the-go concept entitled S'Hook Chair that integrated a table and privacy partition into a portable chair, while third place was picked up by Bryan Lim Li Quan from Southern University College for his extraordinary stool

design that could be converted into a small workplace for two people. The duo pocketed RM3,000 and RM2,000 respectively.

UiTM Puncak Alam also picked up the Best Institution Award, while three of their lecturers made a clean sweep of the Best Mentor Award, namely Sarah Rahman, Nur Adilla Abd Rahaman and Zainullah B. Zainal Abidin, who received RM2,000.

Meanwhile, to determine the winners of the best booth presentation at MIFF 2023, a total of seven judges from six countries visited all exhibitors over the first two days to discover presentation concepts where the façade was eye-catching, the entrance was inviting and the interior took the visitor on a journey and told a memorable story about the brand.

Vistawood Industries was awarded the first prize and a RM8,000 cash rebate for their colourful and captivating booth design promoting their funbies brand of nursery furniture.

The remaining exhibitors that picked up Best Presentation Awards are featured on the next page, so be sure to check them out for a unique and engaging experience!

2023
MIFF

See you @ Taiwan Pavilion
MITEC Hall 10 (Level 3)

Congratulations to All Winners

Merit Awards

1st
Prize



VISTAWOOD INDUSTRIES SDN BHD
M801A

2nd
Prize



JOHANN & JOANN CONCEPT SDN BHD
M602

3rd
Prize



HIN LIM FURNITURE MANUFACTURER SDN BHD
M210



ALUSTIL SDN BHD
M312



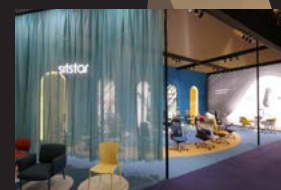
EASTERN DECORATOR SDN BHD
M603



STEP FURNITURE MANUFACTURER SDN BHD
M703



WINTech METAL PROCESSING SDN BHD
2B03



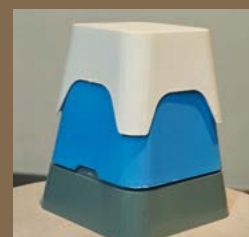
ZHEJIANG RUNDA KEHONG FURNITURE CO LTD
M1126



ARIC NEO YONG YEA
MOD



YASMIN HANIE BINTI MOHAMAD ZAMRI
S'HOOK CHAIR



LIM LI QUAN BRYAN
MOUNT



SARAH RAHMAN
UNIVERSITI TEKNOLOGI MARA (UiTM) PUNCAK ALAM



NUR ADILLA ABD RAHAMAN
UNIVERSITI TEKNOLOGI MARA (UiTM) PUNCAK ALAM



ZAINULLAH B. ZAINAL ABIDIN
UNIVERSITI TEKNOLOGI MARA (UiTM) PUNCAK ALAM



UNIVERSITI TEKNOLOGI MARA (UiTM) PUNCAK ALAM



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How the Hospitality Industry is *Evolving*

The rise of 'bleisure'

The pandemic has blurred the lines between business and leisure, with many business trips nowadays combined with leisure activities and family holidays. As this and the staycation trend grows, hotels are reinventing existing spaces to provide new and different experiences.

Brands must create cohesive identities

Hotels need to pay closer attention to creating consistent experiences for customers by ensuring branding elements and concepts are carried throughout the premises, extending from the furniture and lighting to key cards and other services.

Providing authentic experiences

Guests are searching for authentic experiences where there are getting a real feel of local flavours and the fabric of the surrounding society. Nature is a huge trend, with indoor plants and large windows that blend the outdoors and the indoors gaining prominence.

The impact of social media and technology

Hotels are increasingly providing guests with instagrammable moments to capitalise on the influencer generation. It is also becoming more crucial to incorporate technology into the experience, such as using phones to check in, open doors or control innovative furniture.

As the hospitality industry moves back into full swing, the brands that will gain a competitive advantage are those that begin paying more attention to detail and are able to discover ways to engage all five senses of the customer and create unique and memorable experiences.

A Bright Future for Trade Shows – if They

Adapt

The second seminar held yesterday featured an insightful analysis of the continuing relevance of physical trade events in the post-pandemic era by independent Italian journalist and consultant Roberta Mutti. Here's some of the advice she shared for events and exhibitors who wish to thrive amidst an evolving landscape.

No longer a market, but a place to build relationships

Hotels are increasingly providing guests with instagrammable moments to capitalise on the influencer generation. It is also becoming more crucial to incorporate technology into the experience, such as using phones to check in, open doors or control innovative furniture.

The Gen Z values sustainability and circularity

The emerging customer base made up of the Generation Z population has more respect for the environment and matters pertaining to sustainability than previous generations. Exhibitors need to delve deeper into the materials, the processes and the social or environmental impacts of their products.

Built around attendees, not exhibitors

Future exhibitions must place the public at the front and centre. The visitor must feel that their experience at the trade fair, from learning to networking to discovering, is valuable and only attainable through their physical presence.

An engaging and content-rich narrative

Modern trade fairs are no longer just about 'all you can show'

but about presenting intriguing and detailed brand stories and experiences. Digital tools can help here – instead of physically bringing a large selection of products, exhibitors can instead present a selected few and leverage on digital tools to showcase their concepts, range, background and brand story.

Overall, a shift in their state of mind will benefit both exhibitors and organisers. Greater thought should be put into the experience and the message they wish to deliver, and savvy use of technology should be adopted to achieve their objectives.



Exhibitors

This year I have collaborated with Malaysian and Belgian designers and I have brought their designs to come and join this exhibition. We have attracted a lot of interest and I have received a lot of inquiries for our products. I have come to MIFF eight times and I keep returning because I can gain access to a lot of quality buyers here and it has helped to grow my business.

Nick Wee
BSL Furniture Sdn Bhd

This is the first time for Akemi to participate in MIFF and we are honoured to be here to showcase our brand to the regional and international markets. We have come here to launch our new mattress category and also to bring new sustainability products to the market. This is a very good platform for us to connect with a lot of buyers and also designers.

Kohlson Ong
Eastern Decorator Sdn Bhd

We are manufacturer specialising in office chairs and we have been in MIFF for 28 years. We keep returning because the show is really, really successful. A lot of quality buyers come here - compared to other international exhibitions, I think this is the best! The buyers come here because the exhibitors are really qualified to export and the price is good.

Kenny Wong
Winner Office Network Sdn Bhd

Buyers

This is, in my opinion, the best show in Southeast Asia and I'm very happy to see that the show is growing with additional exhibitors year by year. It's just terrific. There's a good harvest to be had here for anybody looking for good value in furniture. I have been coming to this event for eight years now and I will be back again next year.

We have some 24 hotels nationwide and I've been sent here to find new furniture for our apartments across the country. It's been excellent here and I've had a lot of good reports from a lot of good manufacturers. I've found a lot of products that we need and it's certainly been a viable trip for us. I will certainly be returning to this show again in future.

James Small
Prime Group Australasia
Australia



It's my first time here and wow, it's overwhelming. There's a lot of exhibitors and we want to see everything but we're running out of time. There's a lot of new designs, actually, and a lot of options. A lot of participants from different countries, so it's really international. Keep up the good work and thank you for inviting us – we'll be happy to participate again!



Sandra Margarith Oabel
Vista Land Lifescape
Philippines



Steve Connor
Ovis Furniture
USA

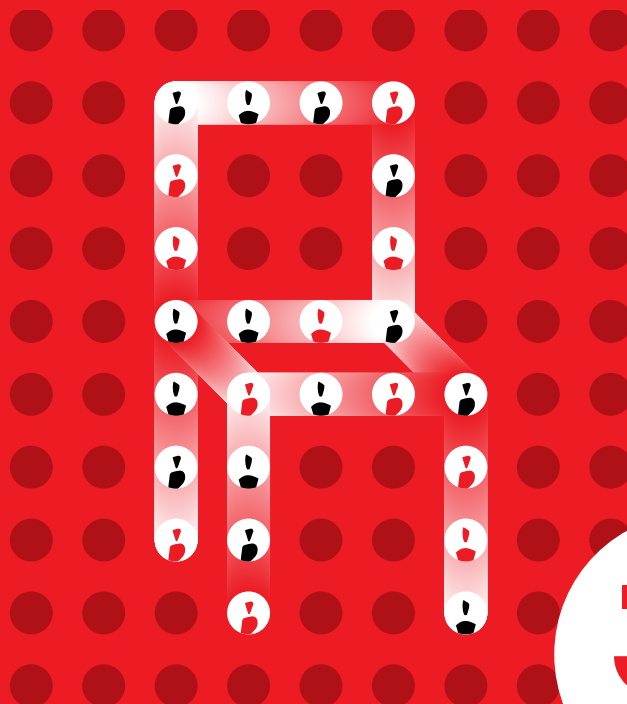
Join our
30th
Anniversary
Celebrations



1-4 MARCH
MITEC & WTCKL
www.miff.com.my

MIFF is turning 30 next year and it's all thanks to you! _____

We're proud to be celebrating our 30th anniversary next year and on this memorable milestone, we want to celebrate everyone that has made MIFF the success it is today. The fact that we have enjoyed such lasting success is a tribute to the loyal exhibitors and buyers who have overwhelmingly supported us throughout these 30 years. We will always remain dedicated to serving the sourcing needs of the global furniture community and we look forward to celebrating 30 years of glory together in 2024!



30

YEARS OF
**GLOBAL
FURNITURE
TRADE**

Transportation

Daily Morning Hotel Transfer

Time: 0830 hrs - 0930 hrs (1-4 March)

Daily Evening Hotel Transfer

Time: 1800 hrs - 1845 hrs (1-3 March)
1700 hrs - 1800 hrs (4 March)

MITEC & WTCKL to Official Hotels

- Dorsett Hartamas Kuala Lumpur
- Hyatt House Mont Kiara
- JW Marriott Hotel Kuala Lumpur
- Park Royal Collection Kuala Lumpur
- Seri Pacific Hotel Kuala Lumpur
- Shangri-La Hotel Kuala Lumpur
- Sheraton Imperial Kuala Lumpur
- Sofitel Kuala Lumpur Damansara
- Sunway Putra Hotel Kuala Lumpur
- Wedgewood Residences

Shuttle Transfer WTCKL ↔ MITEC

Time: 0930hrs - 1800hrs (1-3 March 2023), 0930hrs - 1700hrs (4 March 2023)

Pick Up Point

WTCKL Main Entrance, Level 2 (Bus Bay)
MITEC Level 1 - South Entrance



Taxi Stand

WTCKL Main Entrance, Level 2
MITEC Level 1 - South Entrance



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