

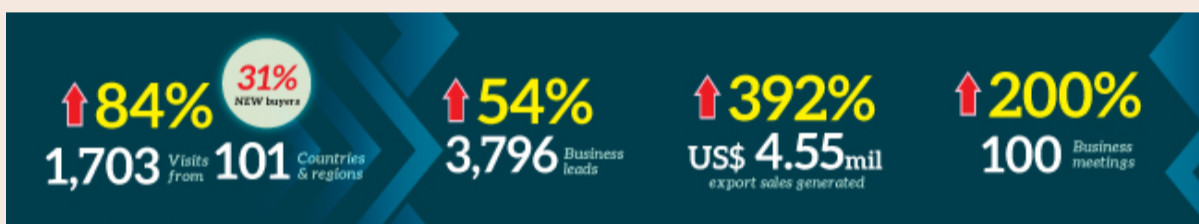
March 2021 Asia Furniture Buying Season Remain Strong as Ever

MIFF Furniverse 2021 Post Show Report

With the success of its first edition, MIFF Furniverse 2021 once again successfully conducted a productive sourcing month for the furniture community from around the globe.



Throughout the live five-day virtual event, total **100 pre-scheduled business meetings were successfully conducted**. The platform managed to attract **1,703 visits from more than 101 countries and regions**, **31%** among the registered buyers have never visited MIFF physical event. **To source for new products and place order** are the two most important reasons for buyers to log on to MIFF Furniverse.



Buyers from United States top the list, followed by India, UK, Australia, Philippines, Singapore, Canada, Japan, Ireland, and UAE.

Most sought-after products among buyers:



Living Room



Bedroom



Dining Room



Upholstered furniture/ Sofa

More than **3,700 business leads were generated**, with a tremendous increase in sales, almost four times the volume of the previous edition. Total sales through MIFF Furniverse amounted to **US\$ 4.55 million...**[Click here to read full article](#)

Exhibitor Testimonial

"The virtual exhibition allows us to showcase our latest development to the worldwide. It is an important platform for us to expand our business leads and reach out to more buyers across the world". Mark Lim, Marketing Manager, Malaysia's Reliable Trend

Visitor Testimonial

USA 

"Nothing compares to being at MIFF but Furniverse was a solid effort at filling the gap." buyer from USA

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