

MALAYSIAN  
INTERNATIONAL



FURNITURE  
FAIR 2024

30  
YEARS OF  
GLOBAL  
FURNITURE  
TRADE



furnish  now 

Issue  
March  
3

1-3 March, 9.30am - 6.00pm  
4 March, 9.30am - 5.00pm  
MITEC & WTCKL, Malaysia

The Official Show News of the Malaysian International Furniture Fair



Celebrating

Global

Friendships

Once again, MIFF's International Buyers' Night was a resounding success as it drew the attendance of almost **800** guests from **80** countries and regions, congregating at the Grand Ballroom of MITEC for a night of food and fun, making new friends and rekindling old acquaintances from across the globe.

And this year, there's every reason to exuberantly celebrate. Themed "30th Anniversary Celebration" this event commemorates three decades of MIFF, one of the longest-running furniture shows in Asia.

Buyers mingled freely over drinks before dinner started and a colourful and lively Virtual Drum & LED Dragon Dance performance marked an auspicious opening gambit. This was followed by a welcoming speech by **Kelie Lim, General Manager of MIFF**.

"Turning 30 is a major milestone. Let me express my sincere thanks to our guests and loyal buyers, I can recognise so many of you here tonight. And to those joining us for the first time, I hope this is the beginning of a long-lasting relationship with MIFF," she said.

Kelie also took the opportunity to launch next year's MIFF 2025, which will run from March 1 to 4.

During the dinner, buyers were treated and entertained by a host of entertainment that ranged from music to dance, magic show and acrobatics!

There was a violin performance by BRACE & Friends, a mini orchestra with a vocal singing by a soprano and tenor, Taiko drum performance, and Yasugi-Bushi - Dojo folk dance presented by a group of talented Japanese buyers!

Audience also feasted their eyes on a combination of acrobatic acts including wheel and poi spinning; a magic show by JIN the Magician and even a Belly Dance. There was also a live band performance to add to the merry atmosphere.

The night would not be complete without a special lucky draw, which is an annual affair of Buyers' Night. A few lucky winners picked up some exciting prizes while all who came had an enjoyable evening.

At MIFF, we are truly appreciative of the commitment of our international buyers who travelled to Malaysia and we hope the event has enabled you to forge stronger friendships and connections that will help grow and advance the regional and global furniture industry.

We wish all our buyers a fruitful and successful time in discovering new furniture design and business prospects in the last two days of MIFF 2024!

# MIFF Furniverse

## Official Event App

Discover, Navigate,  
and Connect

Explore Now



 furniverse



## Of Upcoming

# Trends, Sustainability and Strategies

### A recap of Day 1's engaging and informative Industry Seminars at The Gallery, MITEC

#### 'THE MIFF DESIGN FORUM: 2024 WHAT'S IN WHAT'S OUT'

was moderated by Dr Eric Leong, Chief Judge of MIFF Furniture Design Competition 2024. He was joined by a panel that included Tul Lekutai, Deco Moda Studio (Thailand), Shinichi Mitsuki, Mitsui Designtec Co Ltd (Japan), Philip Yap, CDN-Worldwide Limited (China/Malaysia); and Walter Tan, Elemental Republic (Malaysia).

This forum discussed the in-coming and out-going design trends for 2024 and the shift of the furniture design markets from Gen X to Gen Z as well as the potential challenges in serving the young market.

The panel agreed that the current furniture trend is towards 'maximalism' whereby more consumers are coming to a realisation that simplicity is boring. What's going to be in trend will be furniture that are more artistic and exciting in designs as consumers are looking at pieces that represent individual tastes and expressions.

They noted that the media, in particularly social media, is playing a huge role in not only influencing but creating trends these days. Shinichi said that social influencers are not only posting or disseminating information but also editing, and edit their furniture posting according to their taste, and this has significant influence on their followers.

Philip believed that we need to determine how much we can control the market and our influencing ability to decide on the trend. At the same time, we need to look into the integration of furniture and decorative elements of the home.

"Unlike fashion, it is hard for us to say what is in and what is out over a short term of period. However, we can have something new in modularity. For instance, the fabrics can be interplayed and changed. We need to know what are more static and what are more dynamic in furniture trend," he said.

The panel recognised the new generation has very individualistic and personalised tastes, and they are also more aware of environmental issues. Sustainability

is no longer a trend but a prerequisite in furniture manufacturing. Integration of sustainability includes human factor and taking away the middleman will allow more budget for sustainable materials.

They agreed that our furniture industry is not yet ready for the Gen Z market. Engagement is key. The industry needs to engage young consumers and be open to new elements and directions.

In another seminar, Philip Yap, who has years of experience working in China, spoke on the topic **'EXPLORING THE CHINESE "CHU HAI" STRATEGY'** (Chu Hai can be translated as 'going overseas'). As Chinese furniture enterprises are venturing overseas actively pursuing collaborations and streamlined business models, this presents an enticing opportunity to formulate a sustainable business strategy.

Philip said the new business structure for manufacturers to reach consumers has changed significantly after the pandemic. The new structure sees retail & dealership, showroom and designers come together to bridge manufacturers and consumers, and the role of the social media such as Tik Tok and Xiao Hong Shu also plays a part in this evolution.

"In a cross-platform structure, there is a reduced middlemen involvement. A group of start-up or online furniture manufacturer will be able to provide design services too in the showroom," he said. "Developers will

work with designers and designers will be using the collective software products showroom to provide a complete services, as such cut down unnecessary expenses."

He also recognised that AI is significantly making its present in rendering interior design. In the near future, business will change in allowing AI to be in the enterprising model and part of the production lines. Thus, the architecture of the entire business chain will change.

Meanwhile, Professor Dr Jegatheswaran Ratnasingam from Universiti Putra Malaysia provided detailed insights in a seminar on the important subject of **'CARBON FOOTPRINT IN THE FURNITURE INDUSTRY'**.

The talk included preliminary data on a limited study conducted on evaluating the carbon footprint for several types of wood products. The seminar offered valuable information not only to manufacturers, buyers, and also policymakers.



**1-4 MARCH  
MITEC & WTCKL**

*Together, We Plant a Tree  
for Our Future*



**MIFF TREE  
PLANTING  
CAMPAIGN**

#### HOW?

1. Scan QR at partners' booth
2. Access AR
3. Plant 6 virtual trees
4. Yay, mission accomplished!
5. Get a gift at the VIP counter, WTCKL / MITEC after completing your journey

#### Bringing Sustainability to Life!

Be part of the community to contribute to real-world tree planting.

Hunt the TREE in our Sponsors' booth, plant the Virtual Tree and MIFF will plant a real tree when you have completed scanning all six (6) TREES located at both MITEC & WTCKL.

#### VISIT OUR TREE SPONSORS AT MIFF 2024, 1-4 MARCH

##### Our Tree Sponsors:

- |  |  |   |
|--|--|---|
| <br>Ecomate Sdn Bhd<br>WTCKL, Hall 3, Booth 309              | <br>Nova Talent Sdn Bhd<br>MITEC, Hall 5, Booth M509 | <br>Ivorie International Sdn Bhd<br>MITEC, Hall 2, Booth M210     |
| <br>Henglin Home Furnishings<br>MITEC, Hall 10, Booth M1013A | <br>Wasaniaga Sdn Bhd<br>MITEC, Hall 7, Booth M716   | <br>Muar Furniture Association (MFA)<br>MITEC, Hall 1, Booth M107 |

##### Our Partner:

All the trees will be planted on Animal Projects & Environmental Education (APE Malaysia) reforestation sites at the Lower Kinabatangan Wildlife Sanctuary, assigned by the Sabah Wildlife Department.

## Buyer's Testimonial



The Malaysian market is particularly fascinating and competitive compared to international markets, especially in terms of quality and price. That's why we always attend this fair. The experience here is very encouraging and interesting. The competition is tough, but we feel confident and comfortable coming to MIFF every year. The hospitality provided by MIFF are always excellent, which adds to our positive experience.

**Soufian Omar**  
7 Spikes Universal  
Algeria



This is my first time attending MIFF. The furniture designs and mechanisms here are very updated, which we often don't find in India. I feel privileged to be here and have seen a variety of modern recliners that caught my interest. We have exchanged contacts and plan to engage in discussions before making any purchasing decisions.

**Muhammed Shaheer P M**  
New Dimos Furniture  
India



At MIFF, we see an opportunity to showcase Malaysian innovation and technology. It's a platform where we proudly showcase our patented systems, demonstrating Malaysia's ownership of these innovative products. Let's shout out our Malaysian identity to the world through this platform!

**Kim Khor**  
Evergreen Fibreboard  
Malaysia



This is our 13th year with MIFF. MIFF serves as an excellent platform for us to showcase our latest products because the attendees are genuinely interested in making purchases. They specifically seek out products made in Malaysia, making this event ideal for us. Looking ahead, I hope MIFF continues to grow for the next 30 years.

**Ralph Ong**  
Oasis Furniture Industries  
Malaysia

## Exhibitor's Testimonial

## Don't Miss Out The

# Eye-Opening Seminar

## 3 MARCH 2024, SUNDAY

11.00 am – 11.45 am

**Canadian Perspectives  
in Interior Design**

*One more day left for you to gain exclusive inside knowledge from leaders and tastemakers across the global furniture sector. You could gain a real competitive edge for your business – so don't miss out!*

Presented by the Interior Designers of Canada (IDC), the seminar will offer a brief introduction by Enrico Cleva on the buyers' mission to MIFF, some information about the association by IDC's CEO, Trevor Kruse, followed by presentations by IDC members, discussing award-winning interior design projects from Canada's culturally rich and diverse design landscape.



**Moderator**

**Enrico Cleva**  
EC&CO  
Italy



**Abby Aiyeleye**  
Clavis Studio  
Canada



**Ann Squires  
Ferguson**  
Western Design+Build  
Canada



**Trevor Kruse**  
Interior Designers  
of Canada (IDC)  
Canada



**Daniel Meloché**  
Daniel Meloché Design  
Canada



# Discover

## Fun & Functional Furniture Designs @ MIFF 2024

### EASY DIY PANEL FURNITURE

Evergreen Fibreboard introduces a new concept of their DIY Panel Furniture. SUPER EZ features designs that allow for quick, easy and hassle-free assembly, thus saving both time and cost for their consumers. Innovated by Malaysians, their products are patent right and the concept is well adopted by Walmart, USA.



Evergreen Fibreboard  
MITEC, Hall 1, Booth M111  
[www.evergreengroup.com.my](http://www.evergreengroup.com.my)

### CLASSIC CANOPY BEAUTY

VGF Industries is a specialist in manufacturing metal household furniture in particular bedroom sets. Here the company showcases a classic yet modern looking Canopy Bed with black metal frame and white upholstered bedhead that exudes a classic and elegant appeal.



VGF Industries  
MITEC, Hall 7, Booth M708A

### MARVELOUS MARBLE AND WOOD

This dining set of contemporary design is a versatile companion whether for the kitchen, lounge or even balcony. It features a Generous faux marble tabletop surface with solid rubber wood of walnut veneer finish. It is also perfect for a small kitchen or a breakfast nook.



Creative Design Industry  
MITEC, Hall 4, M413



### EXECUTIVE ELEGANCE

You will feel like a boss in this plush and comfortable office chair. This executive high back chair with padded aluminium armrest has many features including a synchro tilt mechanism, height adjustable gas lift with BIFMA cert, and a nylon base with wheels.

Winner Office Network  
WTCKL, Hall 2B, Booth 2B38  
[www.winnerchairs.com.my](http://www.winnerchairs.com.my)

### SIMPLE AND VERSATILE

This home furniture series is lovingly crafted from engineered wood and melamine board. Featuring curved side panels, water resistance detailing on top surfaces and delicate brushed chrome handles, this versatile living and bedroom furniture come with pretty details that will elevate any space.



Alian Furniture Industries  
MITEC, Hall 2, Booth M202 & M203  
[www.alianfurniture.com](http://www.alianfurniture.com)

### MODERN WOODEN FLAIR

Meet Spring Art Industries' Autumn Collection – a mix of classic charm and modern style. Featuring wooden oak among the simple white colour, these home furniture pieces bring a fresh, inviting vibe to your space. Each piece fits any decor style with a touch of sophistication and long-lasting quality.



Spring Art Industries  
WTCKL, Hall 4B, Booth 4B12  
[www.springart.com](http://www.springart.com)

### STYLISH IN WHITE

High Q Enterprise has been exporting Malaysian furniture particularly dining tables and chairs to Europe, USA, Canada, Australia and Japan. Their products, such as this range of white upholstered chairs in various designs, are modern and stylish for any contemporary home.



High Q Enterprise  
MITEC, Hall 5, Booth M507





### MULTI-USAGE CABINET

Fair Production introduces its Varena cabinet - a multi-functional storage cabinet of perfect size for any bedroom or living room. It's also ideal to organise children clothing with this fine storage cabinet. Its stylish open shelves can display prized vases, decor, books and any memorabilia.

Fair Production  
MITEC, Hall 2, Booth M221A  
[www.fairpsb.com](http://www.fairpsb.com)

### VERSATILE SHOE CABINET

A shoe cabinet can't be more elegant and attractive than this! With louver doors design, this cabinet come with adjustable shelves for different sizes of shoes. You can change it to unique carved glass door design to make it a perfect storage for daily essentials while the cabinet top can display treasured heirlooms and pictures.



Commerce Fair Furniture  
MITEC, Hall 2, Booth M221B  
[www.fairpsb.com](http://www.fairpsb.com)

### LUXURIOUS BEDROOM BEAUTY

Chinfon Furniture Industries introduces its newest addition: The TASMAN Bedroom Set. Crafted with precision and elegance, it features dark wooden bed frame and cabinets that redefines trend and luxury living. Truly a set of timeless design and superior craftsmanship.



Chinfon Furniture Industries  
MITEC, Hall 11, Booth M1102C  
[www.chinfonfurniture.com](http://www.chinfonfurniture.com)



### CHARMING OAK WOOD

This bedroom suite provides a charming and relaxing ambience with its wispy white finish over replicated oak wood grain. The case comes with metal guides for drawer support, offering a reliable and efficient mechanism for accessing and organising your belongings.

Lii Hen Furniture  
MITEC, Hall 1, Booth M116  
[www.liihenfurniture.com](http://www.liihenfurniture.com)



### A TOUCH OF GREEN

Add a touch of green to your property with this simulated welcome pine, which imitates the reprocessing and appearance of natural trees. Using real tree trunks and simulated leaves, it is suitable for indoor landscape design in hotels and exhibition halls and can be customised.

Foshan Duomilai Home  
Furnishings  
MITEC, Hall 11, Booth M1106A



### SOFT AND PLUSH SOFA

This plush and stunning sofa set has extra deep seat & ergonomics design. The sumptuous seat cushions are generated through deep foam interiors which are wrapped in soft core polyester fiber to create extra comfortability. It has a heavy duty solid wood frame and sturdy metal legs, and upholstered in pillowy soft fabric.

High Grade Furniture  
MITEC, Hall 11, M1116A  
[www.highgrade.com.my](http://www.highgrade.com.my)

### HELLO BEAUTIFUL ROOM!

Any little girl would not be able to resist this pretty Hello Beauty Kid Bedroom Set. Featuring designs and motifs in pink and white, the set includes a trundle bed, wardrobe, nightstand, drawer chest, study desk and a book shelf. A complete bedroom set for your little princess!

Gaoya Furniture  
Industries  
WTCKL, Hall 3, Booth 311  
[www.gy-furniture.com](http://www.gy-furniture.com)





### FURNITURE OF DIVERSE SELECTION

Homeowners will be spoilt for choice with Ecomate's CANON indoor furniture series. Each piece is made of full particle board with paper lamination, while the arch door design is in rattan material. The series is available in multiple colour and texture selections including PU, 3D and melamine.

**Ecomate**  
WTCKL, Hall 3, Booth 309  
[www.ecomate.com.my](http://www.ecomate.com.my)

### CLASSICAL DINING SET

The Caspar dining set from Aik Chee Furniture is the epitome of elegant classical dining. The large table has an ash veneer table top and pedestal in solid rubberwood, while the wooden chairs feature armrests and backrests in hand-carved floral design.



**Aik Chee Furniture**  
WTCKL, Hall 3, Booth 323  
[www.aikchee.com.my](http://www.aikchee.com.my)



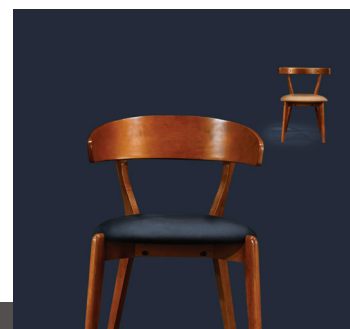
### MULTI-FUNCTIONAL LOCKER

This 5-Door Locker made of cold-rolled steel gives you the functionality and security you need. Featuring shelves and hanger rail in its inner structure, each door comes with a lock, a handle, a name tag and air vent. It is available in any pantone colour to suit your preference.

**Luoyang Hynow Import & Export**  
MITEC, Hall 10, Booth M1011D  
[www.jdfurniture.cn](http://www.jdfurniture.cn)

### CHAIRS OF CLASS

Home-JS Furniture's timeless wooden chair is crafted with elegance and durability in mind. Their dining chairs are made from high-quality, sustainably sourced wood in a diverse collection that caters to every homeowner's taste. From modern minimalism to classic charm, each product boasts superior quality and timeless design.



**Home-JS Furniture**  
WTCKL, Hall 4B, Booth 4B03  
[www.home-jsfurniture.com](http://www.home-jsfurniture.com)

### INFINTY STYLE AND COMFORT

The furniture under the brand of 'INFINTY' is recognised as one of the key Malaysian upholstered bedroom sets and dining sets manufacturer. It includes a diverse range of trendy products, curated to elevate your lifestyle such as the stylish and practical Rio bed in dark blue upholstery that features a pull-out roller bed.



**Infinty Furniture Industry**  
MITEC, Hall 4, Booth M418  
[www.infintyfurniture.com.my](http://www.infintyfurniture.com.my)

### IDEAL OUTDOOR COMPANION

These table and chairs are made of aluminium frame with hand-woven PP & PE wicker or rope, making it ideal companion for outdoor living as well as suitable for indoor. Besides the home, it is also suitable for hotel and restaurant, or to be placed in the garden, lobby and also balcony.



**Foshan Shunde Ciao Furniture**  
MITEC, Hall 10, Booth M1007B



# Admission Rules

- Opening hours: **9.30am - 6.00pm\***  
\*4 March opening hours: 9.30am - 5.00pm
- No admission to person(s) **under the age of 16**
- Admission fee: **RM20**
- Dress code is **smart casual**



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



## TRANSPORTATION

### Daily Morning Hotel Transfer

Time: 0915 hrs - 0930 hrs (1-4 March)

### Daily Evening Hotel Transfer

Time: 1815 hrs - 1830 hrs (1-3 March)  
1715 hrs - 1730 hrs (4 March)

### MITEC & WTCKL to Official Hotels

- Dorsett Hartamas Kuala Lumpur
- Seri Pacific 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 2024), 0930hrs - 1700hrs (4 March 2024)

#### Pick Up Point

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



#### Taxi Stand

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



Organiser:



**Informa Markets Malaysia Sdn Bhd**  
Company no. 201101014009

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