

# This is How



# The Future Sits

*On view: Furniture from In\$piwood Furniture Sdn. Bhd. at MIFF 2025*

SEP 25

*A Preview  
of MIFF  
2026*

The future of the furniture industry doesn't arrive by accident. It's built, piece by piece. For MIFF 2026, that means: smarter ways to connect, greener ways to create, and bolder ways to inspire. All with the people that make it happen. It's where the business of the future meets the art of possibility, and where every conversation, design, and handshake shapes what comes next. Piece by piece.



*“Year after year, we want our visitors to leave with more than what they came for [...] Closing deals is a given, but what about creativity? Ideas? Understanding? We want to enhance the experience with glimpses of the future—something they’ll have to come and see for themselves.”*

*—Kelie Lim, General Manager of MIFF*



Just this year, MIFF 2025 closed its doors with an impressive USD 1.31 billion in on-site sales, a strong turnout of over 19,500 trade visitors, and a very clear message: the global furniture industry still sees MIFF as the place to do more than buy furniture.

The momentum extends far beyond the fairgrounds. In 2025, Malaysia’s furniture market is expected to generate around USD 4.2 billion in revenue, with steady annual growth projected through 2030. In a climate like this, MIFF’s role as a hub for innovation, partnerships, and international trade feels not just relevant—but essential.

That future is already taking shape. In recent years, MIFF rolled out a streamlined digital ecosystem: reduced paper use, interactive floor plans, intelligent lead retrieval, and personalised matchmaking. All to connect the right buyers and suppliers faster and smarter.



And the commitment to innovation extends beyond the exhibition floor. MIFF recently received the Merit Award for Event Technology Excellence from MACEOS for its Tree Planting campaign in MIFF 2024: a promise made during the fair’s 30th anniversary. For every six trees virtually planted by visitors, a real one went into the ground, thanks to MIFF, the Muar Furniture Association (MFA), Ecomate Sdn Bhd, Nova Talent Sdn Bhd, Ivorie International Sdn Bhd, Henglin Home Furnishings and Wasaniaga Sdn Bhd. One hundred trees later, the pledge is alive in the sanctuary.

“Many past winners have gone on to establish their own studios or partner with local manufacturers,” notes Chief Judge Dr. Eric Leong. “But we wanted those connections to continue—to keep pushing the envelope in furniture and design.”

The FDC Club operates with three core pillars: **Connect**—through networking events and forums that connect designers and manufacturers together. **Select**—via curated collaborations between selected manufacturers and FDC designers to develop new products that will be proudly showcased at MIFF starting next year. **Edit**—by spotlighting members, achievements, and projects, because great design deserves to be talked about.

And what’s the future without the next generation? MIFF Furniture Design Competition’s 2026 theme—**Playful. Practical. Purposeful: Furniture for Generation Alpha**—looks ahead to a demographic whose tastes are still forming. But how do you reflect the nature of Generation Alpha while staying true to the values of their Millennial parents? Will it be sleek aesthetics with a touch of multifunctional design, or something entirely unexpected—reflecting the way Generation Alpha lives and plays?

MIFF 2026 will invite design students and young professionals to envision ‘Furniture for Generation Alpha’ in their own way by taking on the challenge of designing their bedroom set.

In keeping with the spirit of innovation, MIFF’s own magazine, Furnish Now itself is undergoing a design refresh. The reasons people return to MIFF each year remain the same: we deliver. But every year, we raise the bar.

Join us 4–7 March 2026 at MITEC and WTCKL. The future of furniture is here—and it’s waiting for you.

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Written by Farah Hana



**MIFF 2026 visitor registration is now open.**

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# MIFF 2026: Where The World *Comes to Source*

Why global buyers  
are turning to MIFF  
as Southeast Asia's  
epicenter of furniture  
design and trade.



Scan here  
to watch our  
MIFF video

A decade ago, the “China+1” strategy was introduced—a result of the overreliance on the country as an outsource for businesses’ manufacturing. The China+1 strategy would allow businesses to still invest in China while also spreading their operations across different countries, hence the ‘+1’. In other words, it was a hedge against putting too many eggs in one basket.

Today, the strategy has evolved into something more interesting. It’s no longer just about hedging risk. Global buyers are actively seeking out other countries not only for diversification, but because they are genuinely drawn to what these regions have to offer—ASEAN being a standout.

Malaysia, Vietnam, Cambodia. These are just some of the names that are stepping into the spotlight. And buyers aren’t just in favour of their low labour and production costs, but rather the craft, the design intelligence, and the reliability of the products.

And where it all converges is at Southeast Asia’s largest export-oriented furniture trade show: MIFF. It offers the widest selection of Malaysian-made wooden home and office furniture, showcasing where craft, design, and reliability come together. MIFF has become a central hub for buyers to discover the best of Southeast Asia, and the world.

In 2025, MIFF welcomed 742 exhibitors from all over, including Malaysia, Indonesia, Thailand, Vietnam, Mainland China, Taiwan, Hong Kong, Japan, South Korea, India, the United Arab Emirates, and the United States. This year’s fair also attracted nearly 20,000 trade visitors, travelling from 120 different countries, cementing MIFF’s status as a premier one-stop sourcing hub for global buyers.

When asked how MIFF has continued its success over 30 years—with the upcoming 2026 edition marking its 32nd—Kelie Lim, General Manager of MIFF, sits up a little straighter before saying:







*“MIFF is a real business show. It appeals to global buyers because we make their time and money worthwhile. We organise it in a way that makes it easy for buyers to find what they want, negotiate, and finalise deals quickly and professionally. We even have buyers paying deposits on the spot.”*  
**—Kelie Lim, General Manager of MIFF**

That’s not just talk. MIFF 2025 recorded an estimated on-site sales of USD 1.31 billion, a 3% increase over 2024 figures—solid proof of strong commercial momentum and buyer confidence.

Additionally, MIFF 2025 had also introduced MIFF Furniverse 2.0 a digital platform that revolutionised the exhibition experience for everyone involved. It had interactive floor plans, intelligent lead retrieval systems, and personalised matchmaking—with that, you’ve got a show that knows how to connect buyers and suppliers effectively.

But while digital tools and campaigns like the MIFF Buyers’ Night Gala Dinner—where Hollywood glamour meets industry excellence—add plenty of value, the other thing that makes MIFF so successful is, well, Malaysia itself.

“These global buyers don’t just fly in for MIFF,” Lim says with a smile. “They genuinely enjoy being in Malaysia too. It’s the warmth, the hospitality. We’re a multicultural country, so people feel more comfortable. We can switch languages, we understand different cultures, and that makes them feel welcome.”

Beyond that, visitors often talk about Malaysia’s safety and affordability, which add to the appeal. Many even choose to extend their stay. “They’ll explore Kuala Lumpur, and they especially love the food, which is no surprise,” Lim adds with a laugh.

So if you’re planning to attend MIFF 2026 from 4–7 March, consider giving yourself a few extra days. As Lim puts it: “We don’t just want to show international visitors what MIFF has to offer, we’re proud to share the Malaysia we love too.”

Food and hospitality aside, we still wondered how MIFF makes sure every buyer gets what they came for. How do they really make buyers’ time and energy worthwhile?

“We run surveys to fully grasp what buyers want when it comes to furniture manufacturing,” Lim says. “Things like consistency in quality, flexibility in customisation, supply chain optimisation come to mind. Every buyer comes in with different needs, so our job is to make sure we’re putting in the right resources and tools to meet them.”

She hints at MIFF 2026 as she says this. An evolving landscape, always ready to meet changing buyer expectations, with initiatives like factory visits and guided tour, market-focused workshops, etc. She doesn’t divulge much else, but instead encourages visitors to come and see for themselves.

So, what started as a risk-hedging strategy has evolved into a genuine embrace of ASEAN design and reliability. And for global buyers, MIFF has become the place where it all converges.

And one thing’s for certain. Whatever you look for in your ‘+1’—designs, costs, reliability, or opportunity—MIFF 2026 is where you’ll find it.

Join us 4–7 March 2026 at MITEC and WTCKL, the place where the global furniture industry comes together as the focal point for furniture procurement.

Written by Farah Hana







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