

furnish now

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PWTC & MECC

The official show news of the Malaysian International Furniture Fair

20th Anniversary

A MILESTONE CELEBRATION

1995-2014

Highlights

MIFF in a Flash

Five days of MIFF! We tried to express MIFF in photos...



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So Far So Good?

Find out what buyers and exhibitors think of MIFF 2014



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Gallery

Candid photos at MIFF are everywhere; we picked a few that caught our attention...



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FURNITURE FAIR-INDUSTRY COOPERATION: WE'RE WORKING HAND-IN-HAND

by Matt Young
Editorial Director, Furnish Now

The Malaysian International Furniture Fair (MIFF) celebrates its 20 years of success and anniversary and is obviously growing in strength.

"As the leading organiser, we always ensure to meet the best expectations among our exhibitors and buyers," said Karen Goi, General Manager of Furniture and Interiors, UBM Malaysia. "In fact, the success of MIFF as a promotional platform for furniture industry purely depends on the participation and corporation of our exhibitors as well."

Indeed, exhibitors and buyers have an excellent understanding of what Malaysian manufacturers have to offer the furniture world, namely: design, quality, customer service and savviness. Social media communication and mobile marketing also has become a forte as visitors chose to express themselves in a new way; on the MIFF app and Furnish Now by MIFF Facebook page.

"Thank you and [we] continue to achieve the best!" Lili Lim, of SJY Furniture, posted on the MIFF app in reference to the company's newly won Best Presentation and Furniture Excellence awards during the show.

Ms. Lim was an active user of the MIFF app. For example, she posted pictures of the

company's unique enclosed outdoor furniture pieces, which promote a sense of exclusivity.

Of course, the business of furniture itself, led to outstanding show performance for many exhibitors—even international ones.

In fact, those that exhibit at MIFF year after year are the ones who have experienced great benefits.

Exhibitors could leverage and focus towards providing quality and new products for buyers and visitors. Most exhibitors with this practice often find their business escalating in numbers. A leading exhibitor at MIFF has shared that they have signed business deals of 80 containers on the first day of MIFF 2014.

Buyers are just as responsible for the show's success, coming from faraway lands to make the show work like a machine that runs on dedication, best-practices, knowledge-sharing and value.

Rob Harris, Purchasing Manager, Vidak, New Zealand, is a great example of how to put the show to good use.

"We're manufacturers and we're looking for office furniture systems that would work in New Zealand with our market," Mr. Harris said. "We want to find out what's available

as it's our first time in Malaysia. We've found a few suppliers and we're going to visit their factories and their showroom next week to see what other products they've got. We walked the whole exhibition. It's good and we saw some quality items here."

That's MIFF—a top leading furniture show for those who want to do better, more intelligent furniture business—and it's all thanks to dedicated buyers and exhibitors. MIFF welcomes everyone to join the show in 2015.

Thank You



A million thanks from *Furnish Now* to all exhibitors, buyers and visitors for working with us at MIFF 2014. See you all again in 2015!



MIFF IN A FLASH

DAY 1

Opening Ceremony



Mr. Mohd Ridzal Sheriff, Deputy Secretary General, Ministry of International Trade and Industry

MIFF 20th Anniversary Gallery



Welcome Reception



DAY 2

VIP Visit



(Left) Dato' Ir Hj Hamim Samuri, Minister, Ministry of International Trade and Industry

FRIM Seminar



Speakers of 'FRIM's award winning, U.S. patented high temperature drying technology for rubberwood' seminar (left to right): Dr. Sik Huei Shing and Dr. Tan Yu-Eng of Forest Research Institute Malaysia (FRIM).



Buyers' Night



DAY 3

VIP Visit



(Left) Datuk Seri Douglas Uggah Embas, Minister, Ministry of Plantation Industries & Commodities

Industry Seminars



Speakers of the Global Design Malaysian Perspective seminar ((from left to right): Mr. Suda Tsutomu, Mr. Philip Yap and Mr. Marico Mulders.



'The Italian Taste in Interiors' seminar speaker Mr. Enrico G. Cleva of EC & Co., Italy.

Awards Ceremony



Mr. Mark Rozario, CEO, Agensi Inovasi Malaysia was the Guest-of-Honour at MIFF 2014 Prize Presentation Ceremony on March 6.

DAY 4

Industry Seminar



'New Generation of Green Wood Products for the Furniture Sector' seminar speaker Mr. Jegatheswaran Ratnasingam of Faculty of Forestry, University Putra Malaysia.

Thank You



Team MIFF 2014 wish to express its gratitude and appreciation to all exhibitors, visitors and buyers for joining on this incredible journey to MIFF 20th anniversary. MIFF awaits you all in 2015 and beyond.



EXHIBITORS



This is our first time at MIFF and we're here to introduce our famous handmade Persian carpet, which is our core business, and also to introduce our culture. So far, I hope more visitors will come to visit us.

S. M. MIRHOSSEINI
MIRCARPET
Iran

This is our first time here. We are a manufacturer of commercial and industrial racks but recently redesigned them to become our Color Rack and Piccolo Rack. We were really surprised by the great response that we received. We have orders for 3 containers so far and have over 100 enquiries.



KENT GOH
EONMETALL GROUP
Malaysia

ASHLEEN HOW
BOW VICTORY
Malaysia



So far so good! We have had enquiries from East Europe and Dubai for our products. One recurring trend is that furniture sellers are looking for dark shades compared to light. We first started visiting MIFF eight years ago, and decided to take the plunge to be an exhibitor three years ago. We have never looked back.

We have been so busy since day 2. There has been a non-stop stream of customers, with a good turnout from Russia. The retro- and modern-themed sets are selling like hot cakes.



WYNCE KOH
WEGMANS FURNITURE INDUSTRIES
Malaysia

There are definitely more customers this year! It could be because our company made a concerted effort to showcase different designs and use different materials that reflect market demand, like solid wood. I'm pretty happy!



We achieved our objective of acquiring new customers, so as a first-time exhibitor, I'm satisfied. The enquiry spectrum is wide, from furniture distributors and auction houses, to designers and architects who are looking for high-end wood furnishings.

DAVID LAU BOCK GUAN
ASIAN ESTEEM INDUSTRIAL
Malaysia



S.T. YIP
HOTTRAX FURNITURE
Malaysia

We have been coming to MIFF for 20 years and it's more like a family to us now. So far, we have bought some exquisite designs in rubberwood, dining and extension tables. We always enjoy the Buyer's Night. We feel that it is a very good venue for buyers like us.

NATHAN BRISBLAT
Eureka Street Furniture
Australia



BUYERS

MONIR UDDIN MONI
Moni Corporation
Bangladesh



This year, on MIFF's 20th anniversary, we see plenty of new designs with lots of innovation. We have a budget of 500,000 USD every year. We have already bought furniture pieces worth 20,000 USD. We are always on the look for new products. So far, it has been a hassle-free experience. We appreciate MIFF for giving us a chance to explore innovative options year after year.

BILL MINHAS
FLAIR ENTERPRISES
CANADA



We have been coming here for 6 years. This is a pretty good platform where we come once a year to meet suppliers. I find this overall setup very organised. I have mostly bought dining room and bedroom furniture.

We are looking for eye-catching styles in bedroom sets, dining sets and accessories for home. We get to see different levels of styles, quality, and pricing, all under the same roof. We are going to keep ourselves updated on the latest trends in furniture by being a part of this event year after year.

OSCAR CABRICES
DESIGN SALES CORPORATION
U.S.A.





Candid shots around MIFF...



Thumbs up for comfort!



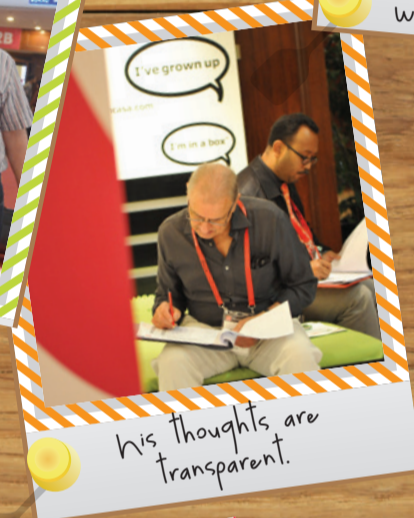
Need an Ipad?



A hard day's work...



Behold! A product...



His thoughts are transparent.



Someone is pulling his leg.



Selfie!



Check out this paper. It's so much better than papyrus.



#MIFF 2014
we're loving it!



He's interested.
She's not.



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