

MALAYSIAN INTERNATIONAL



FURNITURE FAIR 2024

30 YEARS OF GLOBAL FURNITURE TRADE



furnish now

Issue March 2

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



MALAYSIAN INTERNATIONAL FURNITURE FAIR 2024

30 YEARS OF GLOBAL FURNITURE TRADE

THE INTERNATIONAL BUYERS' NIGHT IS HAPPENING TONIGHT

Come Join Us

Calling all international buyers! This is your last chance to redeem your Buyers' Night ticket. The most anticipated event at MIFF! Come join us for a night of fun, food and entertainment in our special '30th Anniversary Celebration' edition.

Redeem your ticket at the International Buyers' Lounge at Level 3, WTCKL. Tickets are available on a first come, first served basis. Hurry and don't miss out!

Remaining Resilient and Relevant

Despite a global slowdown in the furniture market, MIFF continues to play its role to facilitate trade and reach new markets.

The 30th Malaysian International Furniture Fair (MIFF) was off to a roaring start yesterday with a thrilling and colourful Dragon Dance at the World Trade Centre Kuala Lumpur (WTCKL) followed by a 24-Festive Drums performance at Malaysia International Trade & Exhibition Centre (MITEC), the two venues where MIFF is held.

Datuk Seri Johari Abdul Ghani, Minister of Plantation and Commodities, officiated the opening ceremony in the afternoon at the Grand Ballroom of MITEC and congratulated MIFF on its 30th anniversary edition.

He noted that Malaysia's furniture exports fell by 18.1% to RM9.1 billion in 2023 from the year before. Even with an expected gradual recovery in 2024, the global furniture industry will be subject to a decline in consumer confidence and weakened demand, particularly in Europe and North America.

"Despite these challenging times, there are always opportunities for us to grab. Malaysian furniture companies must remain competitive and capitalise on future trends to target the right consumer groups. We must tap on e-commerce platforms as an exciting new track for business growth to extend our reach to consumers in faraway markets," said the Minister.

He stressed that trade shows such as MIFF play a vital role in facilitating trade and reaching new markets. Under the National Agricommodity Policy (NAKN) 2030, the export value of timber and timber products

is targeted to be RM28 billion by 2025 and RM32.8 billion by 2030. He also hoped that MIFF 2024 would realise its sales target of up to RM4.88 billion.

"MIFF is entering a new period and we are very excited about the journey ahead. We will continue to build on our success and take the show to even greater heights and remain a strong bridge connecting Malaysian companies to the global market. Trade shows are undergoing transformation. Exhibitors and buyers can expect better services and better show experience from MIFF going forward," said MIFF Founder and Chairman Dato' Dr Tan Chin Huat, who presented souvenir plaques to MIFF partners as appreciation of thanks during the ceremony.

The grand opening was a momentous occasion for the Malaysian furniture industry and stakeholders who gathered to applaud the latest milestone by MIFF. From its humble start with 152 local exhibitors in 1995, MIFF has attracted buyers from 141 countries and regions and has leapt into one of the longest running furniture trade shows in Asia, the largest furniture show in Southeast Asia and a global top 10 furniture market place.

Minister of Plantation and Commodities

www.miff.com.my

Organiser: Informa market

Endorsed by

Supporter

Official



MIFF Furniverse

Official Event App

Discover, Navigate, and Connect

Explore Now



furniverse

Exhibitor's
Testimonial

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.

Chua Yee Ting
Ivorie International
Malaysia



Every year, I try to attend MIFF because it's a valuable opportunity to meet with existing suppliers and discover new ones. This helps us find new products and suppliers, which is very beneficial for our business.

Mustafa Ozkan
Cityface Foreign Trade
Türkiye



Buyer's
Testimonial

Gain Valuable Insights from

Industry Insiders

2-3 March 2024

The Gallery | Level 1A, MITEC

Build your knowledge of the market landscape by attending our carefully curated series of seminars and talks featuring renowned experts in the furniture industry. Seize this opportunity to stay up-to-date on trending topics and issues in the global furniture landscape and gain priceless insights that can help your business develop a competitive advantage.

2 MARCH 2024, SATURDAY

11.00 am – 11.45 am (Forum)

MIFF Design Forum: 2024 What's In What's Out

The MIFF FDC panel of judges going to discuss about the in-coming and out-going design trend for 2024 and also to discuss the swift of the furniture design market from Gen X to Gen Z at the same time to discuss the potential challenges in serving the Gen Z market. The panel of judges will discuss the above topic from different perspectives which from the point of view Architect, Furniture Designer, Interior Designer, Media House and University Professor.

				
Moderator				
Dr Eric Leong Chief Judge of MIFF Furniture Design Competition 2024 Malaysia	Tul Lekutai Deco Moda Studio Thailand	Shinichi Mitsuki Mitsui Designtec Co Ltd Japan	Philip Yap CDN-Worldwide Limited China/Malaysia	Walter Tan Elemental Republic Malaysia

11.45 am - 12.30 pm

Carbon Footprint in the Furniture Industry

The subject of 'carbon footprint' is gaining importance throughout the world, and almost all sectors, both manufacturing, agriculture and services and coming under scrutiny. To what extent the activity undertaken contributes to climate change? Specifically, the amount of green-house-gaseous (GHG) emission is the primary question that must be answered. This presentation on carbon footprint for the wood products and furniture sector, provides preliminary data on a limited study conducted on evaluating the carbon footprint for several types of wood products. It provides valuable information and insights that must be known not only to manufacturers, buyers, and also policymakers. It is the first such study on the wood products industry in the country, is part of a long-term research project by the team of researchers led by Professor Jegatheswaran, at the Faculty of Forestry & Environment, Universiti Putra Malaysia.



Professor Dr Jegatheswaran Ratnasingam
Universiti Putra Malaysia
Malaysia

3.00 pm - 3.45 pm

Furniture Testing for US Market: BIFMA Standard Requirements

Malaysian furniture suppliers to the North American market no longer have to send samples overseas for testing as the service is available locally at FRIM.

Through its Furniture Testing Laboratory (FTL), FRIM has become the first laboratory in Malaysia to obtain ISO/IEC 17025 accreditation from the Malaysian Standards Department through the standard test scope American National Standards Institute (ANSI)/ Business and Institutional Furniture Manufacturer's Association (BIFMA) X5.1, X5.4 and X6.1 on November 17, 2022.

Since Feb 1, 2023, FRIM is listed on the BIFMA website <https://www.bifma.org/> as a third-party testing laboratory for those standards.

With the current low exchange rate of the ringgit against the dollar, the cost of testing is very economical and local companies are eligible for double tax relief as stipulated in the Income Tax Act 1967 Section 34b. The United States is the largest market for Malaysian furniture with a share of 52% in 2022.



Siti Zaliha binti Ali
Forest Research Institute Malaysia
Malaysia

2.00 pm – 2.45 pm

ASEAN & Global Market Expansion for Chinese Enterprises

China's manufacturing prowess has evolved, resulting in the creation of high-quality products and the development of experiential shopping hubs. Within the home furnishing sector, an integration of diverse elements provides comprehensive solutions, with a keen eye on global market prospects. Chinese enterprises are venturing overseas, actively pursuing collaborations and streamlined business models, presenting an enticing opportunity to formulate a sustainable business strategy.



Philip Yap
CDN-Worldwide Limited
China/Malaysia


MALAYSIAN INTERNATIONAL FURNITURE FAIR 2024
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 Trees 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:

 Ecomate Sdn Bhd WTCKL, Hall 3, Booth 309	 Nova Talent Sdn Bhd MITEC, Hall 5, Booth M509	 Ivorie International Sdn Bhd MITEC, Hall 2, Booth M210
 HongLin Home Furnishings MITEC, Hall 10, Booth M1012A	 Wasaniaga Sdn Bhd MITEC, Hall 7, Booth M716	 Muar Furniture Association (MFA) 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.

Discover

Fun & Functional Furniture Designs @ MIFF 2024

STYLISH STURDY SOFA

This clean-looking and trendy sofa set contains firm polyurethane foam, with kiln-dried tropical solid wood frame and plywood sustainable PEFC certified and PEFC controlled sources. It also features a sturdy suspension system of rubber webbing and pocket spring.



Omega Sofa
MITEC, Hall 5, Booth M511
www.omegasofa.com

MULTIFUNCTIONAL SPACE-SAVER

This innovative set transforms from a small dining table with foldable chairs to a slim narrow console to display home accessories. When not in use, the chairs can be stored inside the table, making it the perfect space-saving solution. Crafted from sustainably sourced, eco-friendly rubberwood, it is durable and built to last.



Simewood Product
MITEC, Hall 2, Booth M213
www.simewood.com.my

DELIGHTFUL DINING SETS

Gradgold's contemporary and chic dining sets are tailored for all homeowners. The various designs feature raw materials including solid rubber bend wood (LVL & LVB). One of their latest sets is a large rectangle dining table matched with trendy chairs with curved backrest and blue seat cover.



Gradgold
MITEC, Hall 4, M410C
www.gradgold.com.my

CLASSIC AND CREATIVE CONSOLE

Here is a console table that blends simplicity and elegance that effortlessly enhances any space with its clean lines and sophisticated design. Its versatile functionality makes it ideal for entryway, living room or hallway, and ensures durability; while the timeless aesthetics complement various décor styles.



Bow Victory
MITEC, Hall 8, Booth M819
www.bowvictory.co

BEDROOM BEAUTIES

A specialist in manufacturing upholstered beds and bedroom sets, Ninety S (90s) Furniture has developed the expertise and experience to ensure supply to their customers globally. Their contemporary, chic and clean-looking design are exclusively made for their matching bedroom sets that include bedframe, side table, cabinet and dressers and other accessories.



Ninety S Furniture
MITEC, Hall 4, Booth M422
www.90sfurniture.com

LEATHER SOFA LUXURY

Kenitti Sofa is a manufacturer and designer of contemporary leather sofa with recliner, power recliner or with fabric. Their leather sofas in various designs exude a plush and classic appeal and suit any discerning homeowner. Their products of quality have been exported to many foreign countries.



Kenitti Sofa
MITEC, Hall 10, Booth M1013
www.kenittisofa.com

RUSTIC FOREST FURNITURE

The Twenty-Two Series features a set of rustic themed Furniture in the Forest. Soft closing storage is incorporated into the headboard while the curved edges on the profiling of the headboard, footboard and top panels provide an aesthetic appeal with safety in mind. The textured paper foil finish provides a natural light wood feel.



VS Concept Furniture
WTCKL, Hall 3, Booth 320
www.vsconceptfurniture.com



**LIVING ROOM
HIGHLIGHT**

Yang Guang Furniture International is showcasing their MDF furniture with simple and elegant styles that perfectly cater to their customers' needs. The contemporary living room set features clean-style white cabinet and coffee table with metal legs, matched with orange upholstered sofa that gives a sense of creativity and comfort to your living room.

Yang Guang Furniture
International
WTCKL, Hall 3, Booth 325A
www.yangguangfurniture.com

**DINING'S SLEEK
SIDEBOARD**

One of ELK-Desa Furniture's creations that is produced with our very own Malaysian rubberwood and fine walnut is this elegant sideboard in vertical stripes that creates a colour-contrast combination. An oval mirror placed on the wall complements any dining set of contemporary design and gives a touch of uniqueness and classic simplicity.



ELK-Desa Furniture
Marketing
MITEC, Hall 7, Booth M705
www.elk-desafurniture.com.my

**COUNTER HEIGHT
DINING**

This 3D-Austin Counter Height Dining Sets serves up a high style on a smaller scale. Suitable for any modern kitchen, the set comes with an antique grey finish and has three storage shelves to maximise storage. It proves to be a cleverly designed kitchen furniture with a balance of both form and function.



3 Day's Furniture
MITEC, Hall 2, Booth M218
www.3daysfurniture.com

**CLEAN AND NEAT
DISPLAYS**

These glass display cabinets are made from quality tempered glass that is highly resistant to any weather conditions and impacts. They protect your beautiful glassware, collectibles, souvenirs or decorative items from dust and scratches from the outside, and keep things looking like new at all times. No matter what angle you place them, your displays would always look neat and elegant.



Taiwan Mirror Glass
Enterprise
MITEC, Hall 10, Booth M1012
www.tmg.com.tw/en



PRIME PREMIUM PU

Premium PU fabric is presented in the Lena Bed that amplifies the luxury feel and it complements well with black chrome legs. Premium PU is thicker than the normal PU, it is anti-scratch and water-resistant. The bouncy pillow-design on the headboard provides the comfort while you're laying on the bed for reading. Lena Night Stand is also available to make it a complete set for your bedroom space.

Sweet Home Concept
MITEC, Hall 4, Booth M408A
www.sweethome.my

**PERFECT BLEND IN
DINING**

The Macie Dining Set blends the beauty of white oak veneer with the sturdiness of solid rubberwood. Macie Table with rounded edge and smooth corner and the generous seating capacity of Macie Chair make this dining set a perfect addition to your dining area.



S.K. Furniture
MITEC, Hall 3, Booth M321
www.skfurniture.com.my



FOR THE DISCERNING HOMEOWNER

Acacia Home Furnishing has been bringing hand-crafted furniture collections to discerning homeowners, from self-designed chairs, table, beds and more to create harmony throughout the living space. This rustic and charming bedroom set in wood combines sturdy materials with clean and innovative design.

Acacia Home Furnishing
WTCKL, Hall 3, Booth 307
www.acaciahome.com.my

MIX-AND-MATCH SELECTIONS

Smart Top® provides a range of custom-made furniture design to match their heat resistant table top, such as side table, end table, coffee table, bar table, console table, tv cabinet, dining table, counter height table and more. The mix-and-match creations include this stylish combination of MAEVE Side Table and the LINCOLN Lounge Chair in walnut solid rubber wood.



5R Technologies
MITEC, Hall 6, Booth M609
www.smarttop.com.my

ARTISTIC DECORATIVE MATERIALS

Cosmines' bedroom suites are designed using a variety of decorative materials, such as acrylic, stainless steel, PVC trim, glitter fabrics, and so on. For example, the Cos-Bennie design is based on acrylic decoration, a mirror and headboard with LED, and a footboard with two drawers for storage purposes.



Cosmines
MITEC, Hall 5, Booth M510
www.cosmines.com

HIGH-CLASS HARDWARE

Foshan Senrongfa Hardware specialises in high-class hardware furniture such as sofa, coffee table, TV stand, console table, dining table and chair. This eye-catching dining table features sintered stone top and shiny golden stainless-steel base and has an extendable table top with a middle lifting mechanism. The table is also available in black powdered coating base, silver stainless steel base and a matching console.



Foshan Senrongfa Hardware
MITEC, Hall 10, Booth M1008L
www.srliving.com

WOODEN DELIGHTS

With their own natural resources and manufacturing facilities, Bowlman Furniture is kept at the forefront as manufacture and exporter. It specialise in producing wide range of solid rubber wood indoor furniture like dining set, bedroom set, occasional table, home entertainment, buffet & hunch and much more. This Olive Bedroom Set in classic and elegant dark walnut includes a large bed, side-table and dressing cabinet.



Bowlman Furniture
WTCKL, Hall 4A, Booth 4A33
www.bowlmanfurn.com

LUMINOUS AND LUSTROUS

Check out this high-gloss painting bedroom set with LED lights and white leather upholstered headboard. The bedside tables have wireless charging function, while all furniture can be customised in colour and size. The set features platform-style base, hydraulic lift-storage mechanism, pure white lacquer finish with storage box.



Guangdong Nova Furniture
WTCKL, Hall 2B, Booth 2B01G
www.nova-furniture.com

**SOFA OF METAL
MINIMALIST**

TCH Furniture has diversified from a metal furniture manufacturer to production of bedroom sets with a combination design between metal and rubber wood. From dining sets to metal sofas, bunk bed and sofa bed, their products epitomise minimalism, functionality and quality. Clean and stylish, this CLK 2 Seater is the perfect addition to any modern living space.



TCH Furniture
WTCKL, Hall 4A, Booth 4A36A
www.tch.furniture

**BEAUTIFULLY
HATCHED**

Hey Hatch is an innovative concept mixing and re-developing the dressing crib concept. Solid and robust, this beautiful crib for your little one is a timeless collection to tuck at the entrance entryway, living room, bedrooms and anywhere depending on the life situation of the homeowner. The detail around is carved with precise curves to create a sculptural interplay of forms and shapes.



Vistawood
MITEC, Hall 7, Booth M721
www.vistawood.com

**CHARMING METAL
AND WOOD**

The Dolce Metal & Wood bed offers a harmonious blend of modern and rustic aesthetics. Its hybrid design combines the durability and sleekness of metal with the warmth and natural beauty of wood. It provides a versatile look that can complement various decor styles, adding visual interest to your bedroom.



Pure Star Synergy
WTCKL, Hall 4A, Booth 4A31A
www.purestarssb.com.my

**INVITING AND
LUXURIOUS**

The opulent and stylish Allister Bedroom Set creates a cozy and inviting atmosphere with each furniture crafted with meticulous attention to detail. The set combines modern sophistication to create a space that's both inviting and luxurious. It captures the essence of natural beauty, having the appearance of wood grains with the durability of modern materials.



Techcential
MITEC, Hall 2, Booth M219
www.techcential.com

**RUBBER TREE
BEAUTY**

Renowned as wooden dining sets specialist, Yue Hong Furniture Industries has expanded their products for other areas of the home. One of their latest living room sets 'Hevea Collection' is named after "Hevea Brasiliensis", the scientific name of rubber wood tree. It emphasises a connection to mother nature's craftsmanship and showcasing the rustic feeling of the rubberwood.

Yue Hong Furniture Industries
WTCKL, Hall 3, Booth 328
www.yuehong.com



**WOODEN DESIGN
VARIETY**

Yee Guan Furniture's products are divided into 3 main categories of wooden sofa collections ranging from sofa sets to occasional sets of chairs and recliners. From tree to table, the company focuses on pure craftsmanship and reintroduce the charm of natural wooden pieces in stunning designs.

Yee Guan Furniture Manufacturing
WTCKL, Hall 3, Booth 318
www.yeeguan.com



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



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

Suite 5-01, Level 5, Sunway VISIO Tower,
Lingkaras SV, Sunway Velocity,
55100 Kuala Lumpur, Malaysia.

+603-9771 2688

+603-9771 2799

info@miff.com.my

Strategic Partner:



Endorsed by:



Supported by:



Media Partner:



Official Directory:



Official Magazine:

