



1-4 March
MITEC & WTCKL

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By Informa Markets

PRESS RELEASE

MIFF 2025 CONCLUDES WITH SURGING INTERNATIONAL DEMAND AND A THRIVING MARKETPLACE

*Active transactions, digital innovation, and a strong sustainability focus powered
Southeast Asia's premier furniture trade show*

KUALA LUMPUR, 24 April 2025 – The Malaysian International Furniture Fair (MIFF) 2025 concluded successfully, solidifying its reputation as a vital international sourcing platform. Held from **1–4 March 2025** at the **Malaysia International Trade & Exhibition Centre (MITEC)** and **World Trade Centre Kuala Lumpur (WTCKL)**, the show recorded estimated on-site sales of **USD 1.31 billion**, a **3% increase** over 2024 figures, reflecting strong commercial momentum and buyer confidence.

MIFF 2025 welcomed **742 exhibitors**, marking a **3.8% year-on-year growth** in participation. The show featured **Southeast Asia's largest office furniture showroom** and reinforced its role as the **premier export platform for Malaysian wooden furniture**, showcasing the region's manufacturing expertise. Exhibitors hailed from a diverse range of countries, including **Malaysia, Indonesia, Thailand, Vietnam, Mainland China, Taiwan, Hong Kong, Japan, South Korea, India, the United Arab Emirates, and the United States**, cementing MIFF's status as a **premier one-stop sourcing hub for global buyers**.

On the buyer front, MIFF 2025 attracted **19,556 trade visitors from 120 countries and regions**, including **5,606 international buyers**, a **3.4% increase** from the previous year. The show demonstrated its strong position amid dynamic shifts in the global furniture market, drawing top buyers from **the United States, China, India, Japan, and Singapore**. Notably, there was a significant growth in attendance from **North America (Canada, Mexico), Europe (including Türkiye), and key Asian markets**, further highlighting MIFF's expanding international appeal.

“The growth in exhibitor numbers and the strong turnout from both local and international buyers affirm MIFF's reputation as a key player in the global furniture market,” said Kelie Lim, General Manager of MIFF. “This year's results highlight MIFF's continuing importance as a dynamic marketplace where global furniture professionals meet, connect, and drive growth.”

This year's edition championed sustainability, spotlighting eco-friendly designs and fostering crucial industry connections. The newly enhanced **MIFF Furniverse 2.0** platform revolutionised the exhibition experience. This sophisticated digital ecosystem significantly reduced paper usage while boosting efficiency through interactive floor plans, intelligent lead retrieval systems, and personalised matchmaking. The technology effectively connected buyers with relevant suppliers based on their specific needs.

“The response to MIFF Furniverse 2.0 was encouraging, suggesting strong potential for digital solutions in trade show environments,” noted Lim. “It also reinforces MIFF's commitment to both sustainability and smarter business solutions.”



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Exhibitors also shared their enthusiasm for the show's global reach. Long-time exhibitor, Chris Tan from Chuanheng Furniture Products, shared, "MIFF is where we launch new designs and meet global buyers. This year, we focused on modern, eco-friendly styles for Gen Y and Z."

Kenny Wong from Winner Office Network added, "MIFF is the best platform for us to grow our export business. The buyer response has been amazing, especially from the US, India, the Philippines, and Africa. Some buyers placed orders on the spot!"

First-time attendees were equally impressed. Grant Elsenpeter, Co-Founder and CEO of Simply Built, noted, "As a first-time visitor to MIFF and Asia, I am impressed with the quality, products, and impressive range of manufacturers. It's a fantastic sourcing hub for our e-commerce business in the US."

Manju Sharma, CEO of Marvell Furniture, remarked, "After 25 years, MIFF still feels like home. We keep coming back for its innovation and styles that resonate with the Indian market."

Building on its legacy of connecting the world with Asia's finest furniture manufacturers, **MIFF 2026** promises an even more elevated experience. The next edition will return from **4-7 March 2026 at MITEC and WTCKL**. Whether to launch new designs, source quality products or tap into emerging markets, MIFF remains the place where the global furniture industry comes together.

To stay updated about MIFF 2026, join MIFF's mailing list or book a space by visiting official MIFF website at www.miff.com.my.

For further information, contact the MIFF Team at info@miff.com.my.

Notes to Editors

About MIFF (www.miff.com.my)

MIFF is Southeast Asia's largest and leading export-oriented furniture trade show, showcasing the widest selection of Malaysian-made wooden home and office furniture.

Since 1995, MIFF has been a one-stop platform connecting a wider community of 20,000+ buyers from 140 countries and regions. MIFF is organised by Informa Markets, which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.

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