

MIFF 2025 – Leading the countdown to Asia's furniture season

From March 1 to 4, the Malaysian International Furniture Fair (MIFF) will unfold across two major venues, utilizing 100,000 square meters of space spread over 17 exhibition halls.

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Fueled by a growing wave of exhibitors and high visitor demand, available floor space at the Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) is quickly being taken. As the largest and most internationally recognized furniture event in Southeast Asia, **MIFF 2025** has already secured nearly 700 exhibitors from 12 countries and regions, with numbers continuing to rise.



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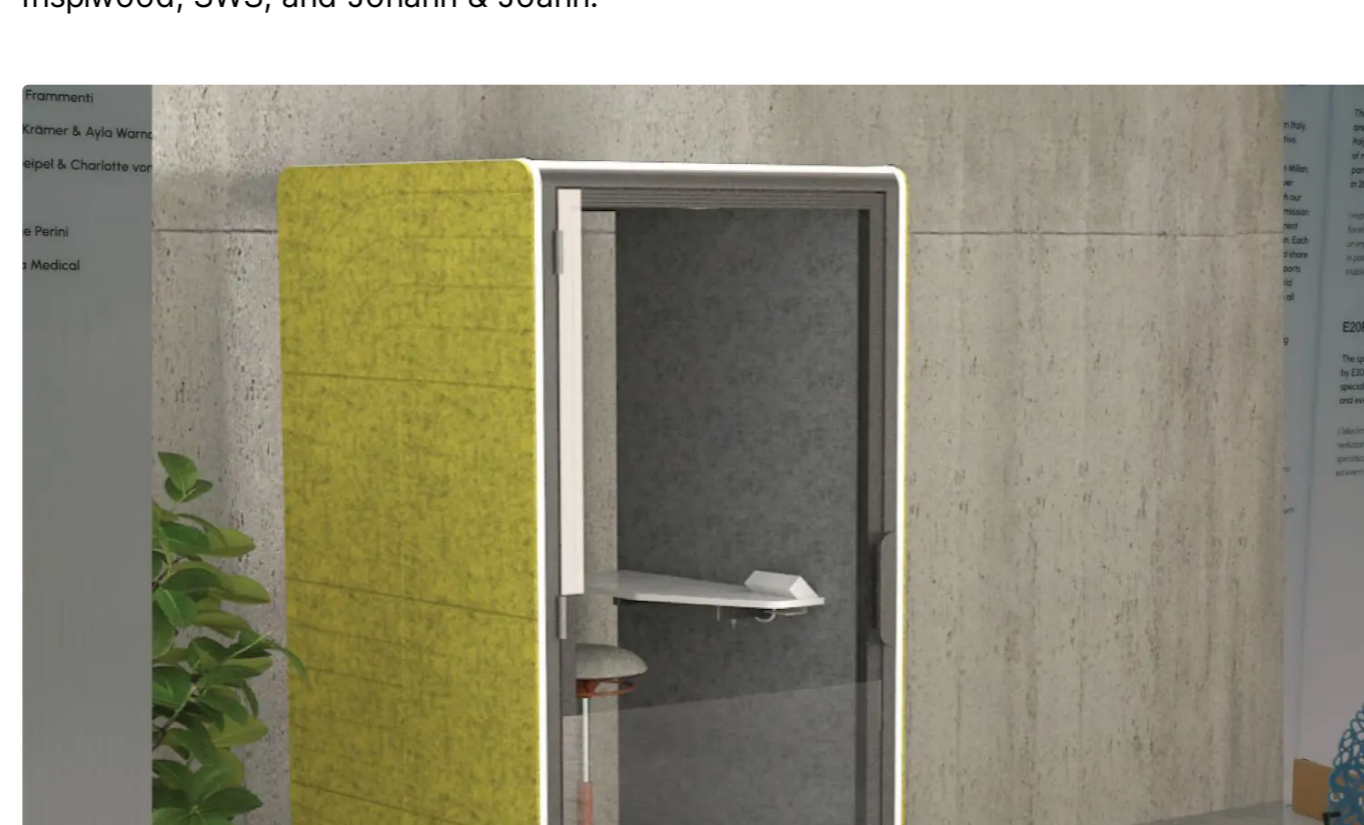
To date, exhibitors from Malaysia, Vietnam, Japan, South Korea, Singapore, Indonesia, Taiwan, India, Mainland China, Thailand, Hong Kong, and the United States have confirmed their participation. With a strong track record, the event anticipates drawing 20,000 attendees from 140 countries and regions. Meanwhile, visitor pre-registrations have already exceeded 8,500, representing over 115 countries and regions.

"It is vital that we remain open and welcoming to professionals from across the globe. By doing so, we can explore new opportunities, stay relevant, and add value to businesses while reinforcing MIFF's pivotal role in the global supply chain," said MIFF Founder and Chairman, Dato' Dr Tan Chin Huat.



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With a rising number of first-time visitors in recent years, MIFF 2025 is excited to expand its sought-after Valued Visitor Privilege (VVP) program, which grants free accommodation to early-bird buyers. Beyond its diverse range of furniture offerings, MIFF is distinguished by its exceptional display of Malaysia's solid wood furniture and MIFF OFFICE, the largest dedicated showcase of workspace solutions in the region. A host of top Malaysian manufacturers have already confirmed their participation, including leading exporters such as Ecomate, Meryfair, Wegmans, Poh Hua, WA Furniture, Favourite Design, Triswift, Inspiwood, SWS, and Johann & Joann.



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Sustainability takes center stage at this year's show, with an increasing number of **eco-friendly products** on display. Among the highlights is a collaboration between Japan's Panasonic Housing Solutions and Malaysia's leading chair manufacturer, Shantawood, featuring furniture crafted from regenerated oil palm waste.

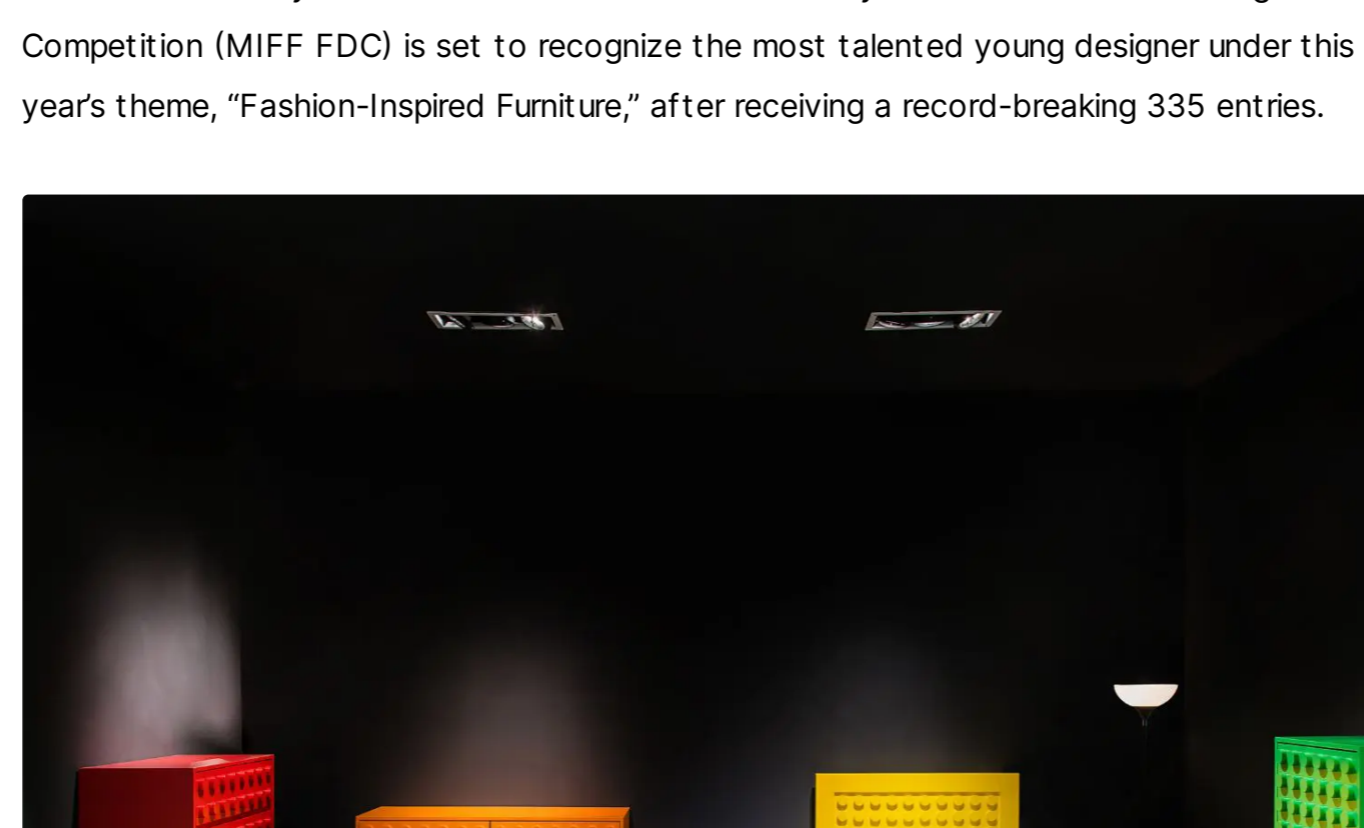
Beyond MIFF OFFICE, some of the key highlights on the show floor include the Muar Hall, organized by the Muar Furniture Association, and the designRena Hall, which features Malaysia's finest furniture collections.



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"The Muar Hall in MIFF is an excellent platform created for our members to expand their brands in the international market. MFA's plans for 2025 include further enhancing the position of the Muar furniture industry in the international market, promoting sustainable development and diversifying export channels," said Mr Steve Ong, President of Muar Furniture Association (MFA).

Getting around MIFF 2025 will be more convenient than ever, thanks to the upgraded MIFF Furniverse App 2.0, designed to serve as a digital guide, helping buyers explore exhibitors and stay connected with the MIFF community. The MIFF Furniture Design Competition (MIFF FDC) is set to recognize the most talented young designer under this year's theme, "Fashion-Inspired Furniture," after receiving a record-breaking 335 entries.



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Looking ahead to 2026, the competition is set to grow even further with the Malaysian Furniture Association (MFA) coming on board as an Event Partner, bringing exciting plans to refine and prototype winning designs for display at MIFF. Among other key highlights, KL iDesign Week will make its debut, a collaboration between MIFF and Guangzhou Design Week aimed at promoting Asian design on a global scale. Meanwhile, the MFID Awards (My Favourite International Design) will return for a second year, celebrating excellence in architecture and interior design.

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Sustainability will also take center stage, with the Forest Research Institute Malaysia (FRIM) and the Malaysian Timber Industry Board (MTIB) championing eco-friendly innovations and sustainable furniture development.

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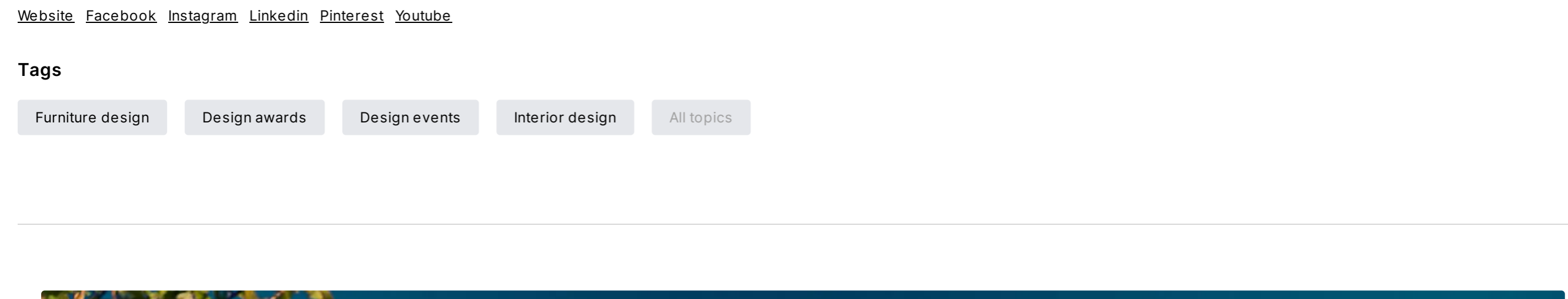

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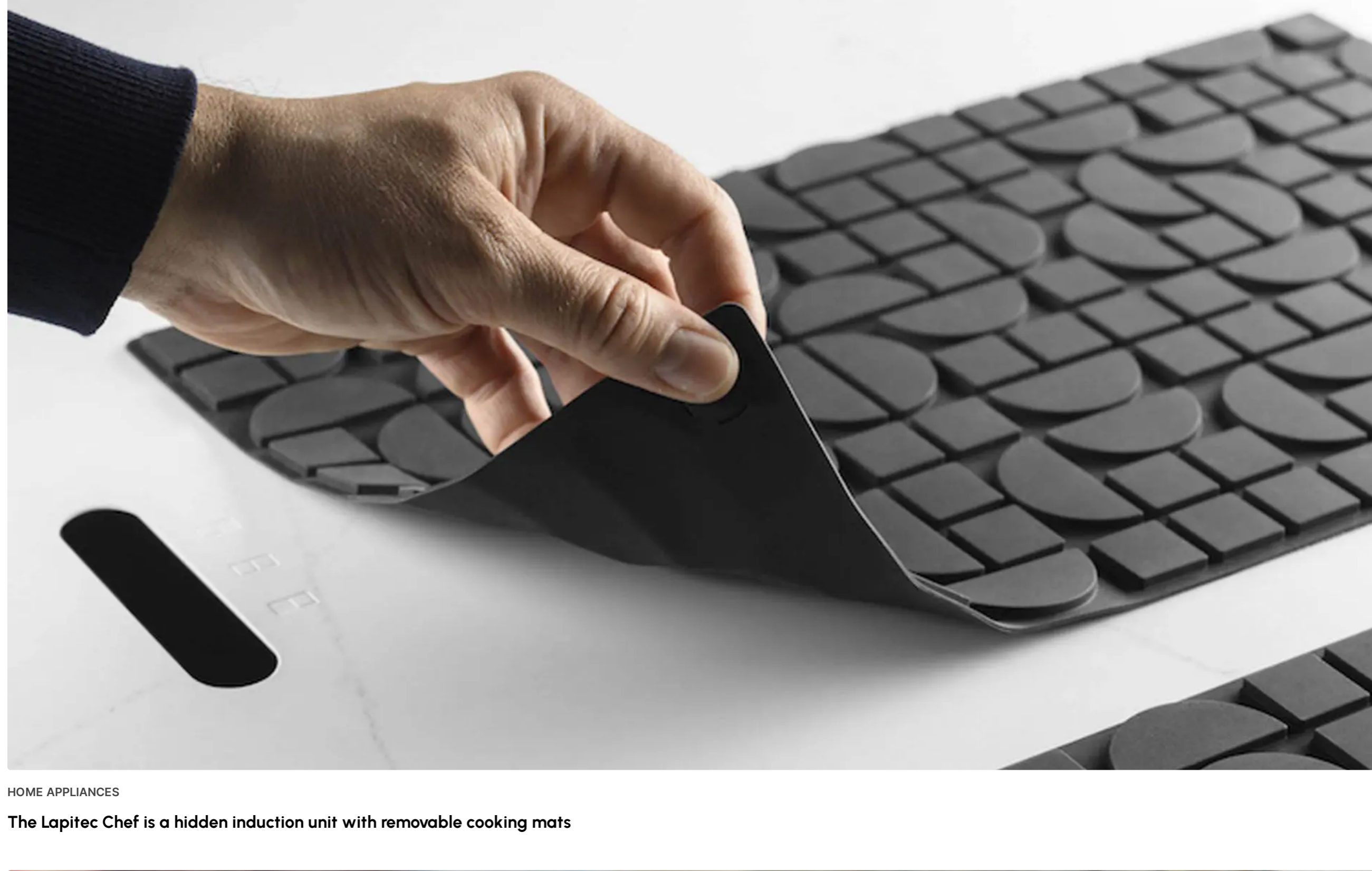
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