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 **MIFF 2023, 1-4 March**
SHOW PREVIEW

Paving the Path to a Sustainable Future

Page 3

Unleashing the Potential of Homegrown Talent

Page 22

Adapting to the Post-Pandemic Era

Page 24



Welcome to MIFF 2023! Southeast Asia's Largest Gathering for the

Global Furniture Industry

On behalf of Informa Markets, it is my great pleasure to welcome you to the Malaysian International Furniture Fair 2023. With pandemic restrictions out of the way, we are thrilled to bring you an immensely exciting and opportunity-laden experience at the largest B2B furniture and furnishings event in Southeast Asia this coming March.

Having faced many challenges within the global supply chain during the past two years, global buyers are seeking this opportunity to rebuild their inventory. We have curated a comprehensive variety of top suppliers and products for you to choose from across two world class exhibition venues in Kuala Lumpur – MITEC and WTCKL.

We have taken full advantage of the reopening of borders to diversify our collection with exhibiting contingents from China, India, Indonesia, Japan, South Korea, Singapore, Taiwan and Thailand ready to showcase the hottest regional furniture trends at our **International Hall**.

At the same time, we are delighted to welcome **Furniture China** to be part of MIFF 2023 as they will be bringing a strong contingent of top international brands to feature the latest lifestyle furniture in this exciting showcase taking place at MITEC.

Meanwhile, you can find many of Malaysia's best-known global suppliers congregated at our well-established **Muar Hall**, which will feature the hottest offerings by top brands from the 'Furniture City of Malaysia'.

Office furniture has evolved tremendously thanks to a shift in working culture caused by the pandemic, and we are ready to bring you all the latest concepts and designs at **MIFF Office**, which will feature the biggest collection of office furnishings in the region.

Two other areas have been specially dedicated to showcasing the very best in Malaysian furniture. At our stylishly adorned **designRena zone** at MITEC Level 2, you'll find an exclusively curated selection of lifestyle furniture from top Malaysian manufacturers.

At the same time, our **xOrdinary Showcase** returns once again to provide our buyers with a glimpse into the creativity of our home-grown talent, with a unique selection of imaginative furnishings and lifestyle products infused with Malaysian identity.

Along with these key highlights, plenty more lies in store for you, dear buyers and visitors. We are determined to play our role in rejuvenating the global furniture ecosystem in the post-pandemic era and we truly hope you make the most of your experience and seize valuable opportunities on the event floor.

Do peruse the rest of this show preview to gain deeper insights into the offerings of our exhibitors, discover our increasing emphasis on sustainability, learn about our digitalisation efforts and gain valuable travel tips that will make your visit to Malaysia a fuss-free experience.

We remain ever grateful for your continuing support and look forward to seeing you at **MIFF 2023, March 1-4 in Kuala Lumpur!**



Kelie Lim
General Manager, MIFF

Contents

2 Welcome Message

3 Sustainability in the
Furniture Industry
Paving the Path to a Sustainable Future

6 Highlights of MIFF 2023

8 Fabulous Furniture
An Extravaganza of Home,
Lifestyle and Office Furniture

22 xOrdinary
Unleashing the Potential of Homegrown Talent

24 Industry Sharing
Adapting to the Post-Pandemic Era

27 MIFF's Digital Journey
Navigate New Opportunities in the Digital World

28 KL Travel Tips
Your MIFF 2023 Travel Cheat Sheet

PAVING THE PATH TO A

Sustainable Future

As the push for sustainability makes its mark on the furniture industry, we take a glimpse at the steps some companies are taking and the challenges that lie ahead.

As global attitudes towards sustainability have shifted greatly in recent times, it has virtually become a necessity for any business that wishes to be successful to participate in initiatives that reflect their environmental and social consciousness.

Companies that integrate sustainability into the core of their business strategies will be in a better position to sustain the value of their offerings and therefore ensure the longevity of their operations, especially as expectations of corporate responsibility and transparency increase.

This is certainly the case for larger industries such as the furniture sector that play a significant role in society and are a necessary and ongoing part of consumers' lives.

In order to be sustainable, however, there are many aspects that furniture manufacturers have to consider, which range from the raw materials used to the green benefits offered by the final product, as well as the overall cost incurred by undertaking sustainable practices.



Ralph Ong

We, as human beings, use furniture for more than half of our day. With the creation of furniture requiring a

significant amount of raw material usage, the types of material used and the safety and sustainability of these materials are therefore important factors in assuring a sustainable future.



For Ralph Ong, Managing Director of Oasis Furniture Industries, sustainability in the industry is imperative given that humans spend more than half their day using furniture.

Using Sustainable Materials Responsibly

Wood is a primary material used in the manufacture of many types of furniture, but some types of woods are more sustainable than others. BSL Furniture, a Muar-based company that specialises in wooden bedroom furniture, discovered through their research and development that rubber wood offered an ideal solution with minimal impact to the environment.

“In Malaysia and around the world, rubber trees are cultivated in order to extract latex. However, after 15 or so years, these trees reach the end of their rubber-producing lifespan and the plantation will need to cut them down to be replaced with new ones. By using these trees that would otherwise be left to decompose or burnt, we are not causing any direct impact to forests. At the same time, we know that our suppliers will be planting new trees for their rubber extraction activities,” says Nick Wee, Marketing Director of BSL.

In addition to their use of a replantation wood species, BSL also takes steps to ensure that all parts of the wood of a tree, including off cuts, wood chips and wood fibre, are used responsibly to minimise waste.



Nick Wee

Smaller pieces of wood are recrafted into souvenirs and wood crafts to be sold, wood chips are recycled into wood pallets, and the wood fibre that we collect is sent to a third party so that they can transform it into medium density fibreboards (MDF) and other usable boards.



Meeting Green Standards

As the furniture industry continues to embrace sustainability, specific bodies and institutes are being set up to analyse and evaluate the green rating of furniture products.

Some of the key aspects examined are the choice of sustainable, non-impacting and renewable raw materials, efficient production processes that minimise waste and eliminate the use of unnecessary resources, and the proper use of natural biological elements to ensure user and environmental safety.

As these green standards trend towards the industry norm, manufacturers such as Oasis have begun paying closer attention to all of the above criteria in order to maintain their competitiveness and highlight the sustainability of their products. One such example has been the improvements made to their Silento Pod, an office solution designed to enhance ideation and creativity in the workspace.

“In order to provide a more sustainable product range, we have selected materials, including wood, table top and glue, that pass CARB phase 2 and Green Star standards, which signify that the product releases a low amount of formaldehyde. At the same time, we’ve also sent our Silento Pod for formaldehyde emission testing to ensure healthy air quality of the furniture and that it meets the requirement of the Singapore Standard SS554:2016, which is the Code of Practice for Indoor Air Quality for Air-conditioned Buildings,” says Ong.

Overcoming Challenges

Making strides forward in sustainability does not come without its challenges, and companies have highlighted the biggest issues as the additional costs, which may lead to a pricier end product, and a lack of consumer appreciation for the premium value of sustainable products.

As BSL's Nick Wee points out, the cost of undertaking R&D is significant and often does not guarantee a final outcome, as they have discovered in their yet unsuccessful efforts to utilise discarded palm oil trees to manufacture furniture.

"To take these steps, you need to invest in manpower, which is often more expensive than the cost of the raw material itself. You need people

to come up with the strategy and ideas, and then to execute them, but the cost of labour these days is quite expensive," he laments.

Ong concurs and believes that while our economic recovery from the pandemic has currently reduced purchasing power, in the future, consumers will need to be better educated on the importance of investing in sustainable furniture so that manufacturers have greater confidence in delivering more of such products.

"Price is still the main concern for customers in decision making. Therefore, promoting the awareness of sustainability initiatives is crucial if we want to provide a better environment for the next generation," he says.



MIFF'S COMMITMENT TO Sustainability

As a leading trade event organiser for the global furniture industry, Informa Markets recognises its responsibility to promote greater environmental responsibility and shape the furniture industry towards a sustainable future. The organiser aims to inspire sustainable development amongst industry players, run the event in an increasingly environmentally responsible manner and organise a socially responsible event.



SUSTAINABILITY EFFORTS AT MIFF 2023

GOING DIGITAL

- Paperless registration
- Digitisation of the show directory to avoid excessive printing
- MIFF Furniverse virtual marketplace provides a carbon-neutral platform for buyers and exhibitors to participate, share knowledge and conduct business

WASTE REDUCTION

- Water refill stations to reduce the use of plastic bottles
- Using recycled packing materials for meals and beverages and providing recycling bins on the show floor
- Ensuring the carpet, signage, lanyards, woven bags, papers and other stationaries used at the event are made from recycled materials and are recycled or reused at the end of the event

REDUCING CARBON FOOTPRINT

- Reducing local traffic congestion by offering shuttle bus services to and from our venues
- Promoting official hotels located near the show venues
- Powering the event with renewable energy



Key Highlights

@ MIFF 2023

Witness Global Trends @ The International Hall

Witness the latest furniture trends from across Asia at our special International Hall, which contains dedicated country pavilions for our foreign exhibitors. Check out the latest and greatest offerings by top furniture manufacturing companies from these countries and regions.



China



India



Indonesia



Japan



South Korea



Singapore



Taiwan



Thailand

Wonderful Working Concepts @ MIFF Office

With working styles evolving in leaps and bounds recently, MIFF Office is the perfect arena to source contemporary office furniture that address the latest trends. Featuring established and exciting new brands from all over the region, it's going to be the biggest collection of office furnishings that we've ever had! Check out our vast collection at both WTCKL and MITEC.



The Best of Muar @ Muar Hall

The region of Muar in the southern Malaysian state of Johor continues to reign supreme as the biggest furniture exporting region in Malaysia. Our friends from the Muar Furniture Association have once again brought their biggest global brands to MIFF 2023 to give you, our valued buyers, an exclusive taste of their hottest selling and most innovative offerings.



Muar is known as the 'Furniture City of Malaysia'!

Hottest Lifestyle Furniture @ Furniture China Hall

Missing the Furniture China event? Don't worry – they are coming to Kuala Lumpur! In this special showcase co-organised with MIFF 2023, Furniture China will be bringing over a large selection of their top international brands to feature the latest lifestyle furniture trends. Check it out in Hall 1 at Level 1 of MITEC!

Inspired Lifestyle Aesthetics @

designRena

Always a sight to behold, our designRena floor will once again provide a feast for the eyes. A specially curated selection of top Malaysian manufacturers will showcase their pioneering array of avant garde lifestyle furniture and furnishings. For your visual delight, they have placed added emphasis on creative and aesthetically pleasing booth designs and product presentations.



Refreshing Designs @ xOrdinary Showcase

Artistic furniture and creative lifestyles come to life in this trendy celebration of some of Malaysia's most acclaimed designers. Our xOrdinary Showcase will feature lifestyle furniture infused with Malaysian culture and heritage, with a special focus on unique wood craftsmanship and concepts along with a variety of lifestyle and décor merchandise.



Post-Pandemic Workspaces @ MIFF Furniture Design Competition

MIFF 2023 continues to provide invaluable opportunities for young talent with another edition of MIFF Furniture Design Competition. With the theme of "Post Pandemic Workspace Furniture", young talents from across Malaysia have been tasked to create and submit their most innovative ideas for office or home work furnishings, with special focus on sustainability and the circular economy. Check out their concepts and be inspired by the creativity and imagination of our future industry leaders!



+ *Plus*

Industry Seminars, Networking Opportunities, F&B Delights and much more awaits at MIFF 2023!





An Office Furniture Extravaganza

MIFF 2023 showcases the widest range of innovative office furniture curated to meet the evolving and discerning needs of the global market. Embracing the evolution of working practices in recent times, our diverse and contemporary exhibitor collections feature the use of innovative and sustainable materials with an emphasis on modern ergonomic designs and an efficient use of space.



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Our anthology of home and commercial furniture features a comprehensive variety of globally trending designs that exude creative elegance, contemporary style and cutting-edge craftsmanship. From statement pieces for indoor or outdoor living spaces to creative comforts for the bedroom, our exhibitors showcase the ultimate combination of style, luxury and practicality to uplift any home or commercial environment, anywhere in the world.



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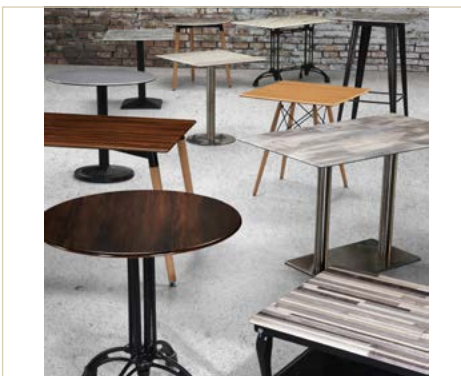
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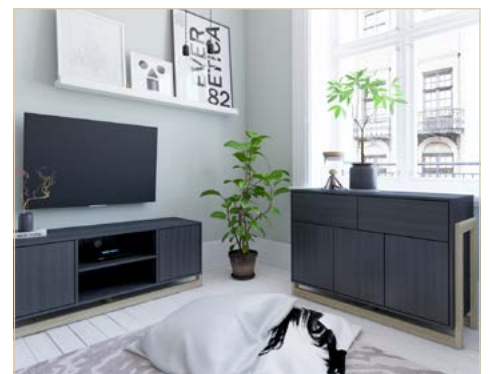
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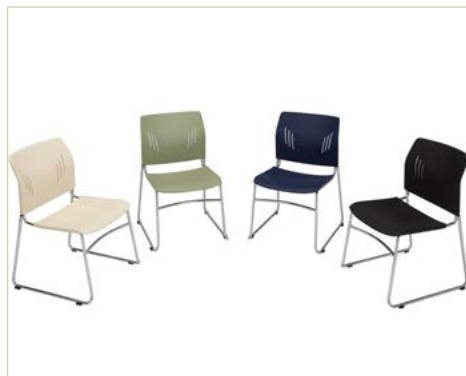
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MIFF Furniverse Showroom



Unleashing the Potential of *Homegrown Talent*

The xOrdinary Showcase returns to MIFF 2023 with a deluge of extraordinary furniture and lifestyle wares from some of Malaysia's most gifted designers and artists.



O R D I N A R Y

With Malaysia laying claim to a wealth of furniture designing talent, many of whom have won acclaimed awards in globally recognised design competitions, MIFF has consistently placed emphasis on providing an effective platform during our exhibition to connect up-and-coming homegrown talent with our global buyers.

The latest iteration of our efforts is the xOrdinary Showcase, which was officially rebranded at our last event and is helmed by design entrepreneur Lim Bo Qiang, who has participated in global furniture fairs such as Milan's SaloneSatellite and picked up 1st prize during the 2016 MIFF Furniture Design Competition.

A leading and passionate personality in the local design community, Bo has made it his mission to create more opportunities for homegrown designers to thrive and to create spaces and events for them to effectively display their unique creations and lifestyle ideas that are beyond the ordinary.

A true reflection of Malaysian diversity

The xOrdinary Showcase will feature a wide variety of new concepts and fresh ideas in furniture and lifestyle design, all of which are infused with a healthy serving of authentic Malaysian flavour. This will be evident in their unique use of materials, and especially in the crafting of wood furniture, which continues to be the leading sub-sector amongst Malaysian furniture exports.

The variety displayed in the xOrdinary Showcase will also be a reflection of the diverse design collective that Bo has brought together.

“Just like Malaysia, our collective of xOrdinary designers consists of a diverse group of races and cultures, all of whom come from various backgrounds. As they utilise and translate their differing experiences of Malaysia into their designs, all of their approaches and concepts will be distinctive to one another, allowing us to present a truly unique collection,” says Bo.

At the same time, he emphasises that the furniture designed by his collective will maintain a contemporary style as their main goal is to craft Malaysian inspired designs that appeal to a global audience.



Emphasising sustainability for long-term benefits

Bo recognises that sustainability in furniture design will play an important role for the industry moving forward and has already begun initiatives to promote greater practices amongst his designers peers for the betterment of the local industry.

Although the members of his collective already feature a number of designers that specialise in using upcycled and recycled materials to create furniture, and Bo himself is renowned for his upcycled foamworks, he believes that greater effort must be undertaken at a more fundamental level.





“Last year we launched a framework for green design and will be working with a global international export expert to enhance our practices. Sustainability is not just about using recycled or upcycled materials. We should consider the entire life-cycle of the product and beyond, as well as the processes used in construction. We will begin from the starting point of research and design to adopt greater sustainability in our product materials as well as designs,” he says.

Bo believes it is important to begin educating the market now as, in the near future, the sustainability of furniture products will become an important factor for global consumers, and Malaysian designers must understand the requirements to achieve sustainability certifications for highly regulated export markets.

Furniture that blends with lifestyle

The three things Bo says buyers and visitors will experience at the xOrdinary Showcase is uniqueness, sustainability and variety in designs. Attendees will also get more than they bargained for, as the exhibit will be the only one in MIFF 2023 to feature lifestyle products along with furniture.

Bo believes in gaining inspiration through interdisciplinary amalgamation, and has inducted several lifestyle brands into the growing xOrdinary collective. Along with four furniture brands, namely Dad’s Woods, The Craftsmanty, Flatpak and Basicology, the showcase at MIFF 2023 will also feature lifestyle artists showcasing fragrances, candles and other unique concoctions.

“One of the implications of the ‘x’ in xOrdinary is to denote our desire to cross over into other industries and disciplines. Bringing lifestyle into furniture provides opportunities for other artists to showcase their skills and allows us to draw inspiration from other trades,” states the entrepreneur.

He also encourages attendees to keep an open mind and engage with him and the other xOrdinary designers on their concepts and their visions.

“Another meaning for the ‘x’ is extra, because I believe we can be extra ordinary. Malaysian designers are unique and have a lot of potential, and it’s time for us to shine. We can promise that we will be trying out some exciting new things during MIFF 2023 in March.



Lim Bo Qiang



Adapting to the *Post-Pandemic Era*



Now that the worst of COVID-19 is behind us, we take a look back at the challenges of the pandemic and discover how some companies evolved to survive.

No one knew what to expect when the pandemic first began in early 2020, and the next two years proved to be a steep learning curve for all governments, businesses and individuals around the world.

Each industry faced their own unique set of challenges, and the furniture industry was no different as companies had to quickly transform and find new solutions to problems that they may not have faced before. Here, we take a brief look at the challenges that were faced by some manufacturers and what they learned from the experience.

The challenge of fulfilling increased demand

Many players from the furniture industry found themselves in a uniquely frustrating situation at the onset of the pandemic. With large swathes of the global population under lockdown and forced to work from home, demand for furniture was quickly increasing and orders were piling up. At the same time, it was difficult to fulfill these orders due to a variety of factors that were also caused by the pandemic.

“While furniture demand through e-commerce was flourishing locally and internationally, we were unfortunately forced to halt our production temporarily due to restrictions imposed on non-essential sectors, which affected our production and sales,” says Philip Khor, Director of Inception Design and Trading.

Eric Chua, the Export Marketing Manager of Mobilia International, adds that the other challenges faced during the pandemic were manpower and container shortages, and an increase in raw material costs.

“Because of lockdowns and policies, we were unable to bring in the workers we needed to meet the demand from buyers. Our raw material costs also kept increasing, which raised our factory inventory costs and led to inefficiencies,” he says.

Nick Wee of BSL Furniture explains that shipping container costs skyrocketed during the pandemic, yet shipping was still difficult to book due to an international shortage.

“We faced very high container shipping costs during the pandemic, which increased from USD2,000 to USD20,000 per container. We also faced a shortage of raw materials such as carbon and rubber wood. Furthermore, when we did manage to complete the furniture manufacturing process, it was difficult to find booking space on shipping containers so the furniture ended up being stuck in our warehouse for months.”



Strategic moves to overcome challenges

Despite these interruptions to their production and other hindrances caused by the pandemic, manufacturers had to find ways to improve their efficiency and pivot their businesses to keep sales and revenue flowing. After all, they still had to pay their employees, rent and other overheads.

BSL expanded their use of flatpacks to reduce the space required to ship their furniture overseas and thus lower shipping costs.

“Previously, when shipping fees were low, many customers preferred assembled furniture because the labour cost of assembling the furniture overseas was higher. But when shipping costs went up so much, the opposite became true and so the demand for flatpacks became higher,” explains Wee.

At the same time, the company underwent a rebranding strategy, selling directly to consumers to compensate for a lack of movement in B2B sales exports, which at the time accounted for 90% of their revenue.

“We worked with a designer to create a new brand, Wee Signature, that we sold on platforms such as Shopee and Lazada, while we also started marketing on social media,” adds Wee.

A similar approach was undertaken at Inception, as the company had previously relied heavily on B2B sales but were forced to pivot their strategy during the pandemic.

Philip Khor

We shifted focus from offline to online platforms and from export markets to local markets. We tried different approaches and used digital and social media tools such as Zoom, WhatsApp, Facebook, Instagram and YouTube to communicate with our clients, build trust and strengthen our business relationships as we couldn't meet them physically.

Meanwhile, Mobilia also focused their attention on seeking new machinery that could enhance their factory production efficiencies and help them overcome their manpower shortages.

“Manpower is an issue that has plagued the furniture industry for years but we can't just sit around and wait. My director kept himself updated with all the latest machinery launches so that we could quickly identify and source new machinery to improve our factory efficiency,” said Chua.



Key learnings for the future

Having successfully navigated the worst impacts of the pandemic, it remains vital that furniture industry players look back on the biggest lessons that they have learnt and take important steps to prepare for future adversities.

Khor expounds on staying agile and ready to adapt, which are the virtues of Inception: “Expect the unexpected, everything is possible. Changes in markets are unpredictable, so we shall always be prepared to modify our business to adapt to new challenges.”

For BSL, Nick believes that along with taking the step forward to creating their own brand, being forced to work remotely has helped the company learn better ways of communicating and managing their workflow.

“Our big learnings were discovering that we could create our own brand and we also found new ways to manage and delegate work effectively so that our team members can become more independent,” he explains.



Eric Chua

“We have learnt the importance of diversifying our customer base and Mobilia will continue investing in machinery that can increase production efficiency.”

As business returns to normal in the post-pandemic era, all three companies are excited to exhibit at MIFF 2023 and relish the opportunity to expand their business to new clientele from around the world.



Navigate New Opportunities in our Digital Journey

Our digital transformation to support the community during the pandemic continues to offer a wide range of prospects and benefits to our buyers and exhibitors.

As the leading furniture industry event for Southeast Asia, we knew we had to step up and support members of the community to stay connected and engaged when we faced COVID-19 restrictions. This led to the start of our comprehensive digital journey that has developed in leaps and bounds since April 2020.

From our initial online showroom that provided furniture manufacturers and buyers an alternative for exhibiting and sourcing in the absence of physical events, we have constantly enhanced our digital platform under the umbrella of our MIFF Furniverse with innovative new features and functionalities that provide even greater market value, opportunities and benefits for all of our users.

➤ **MIFF Furniverse**

- Over the last two years, we have developed our online marketplace to include detailed search and bookmark functions, updated product displays, dedicated requests for quotations, business matching and even chat and video calling options. This provides exhibitors and buyers with a convenient way to interact, source for potential business partners and arrange meetings.

➤ **MIFF Creative Business Webinar Series**

- Recognising the importance of knowledge sharing to enrich our industry, we introduced a digital platform that offers users the opportunity to learn from the comfort of their own homes! Gain valuable insights into the market landscape and latest trends from our selection of video talks and seminars, advance your business and seize future opportunities.

➤ **MIFF Newsletter & Furnish Now**

➤ **Contactless Registration**

Thanks to strong support from the industry, the MIFF Furniverse has now become an award-winning essential platform for exhibitors to keep their exposure 'always-on' and easily promote all of their latest products and innovations, while buyers are reassured that they always have a convenient, user-friendly and feature-rich platform to browse, gain insights and connect with potential business partners in real-time.

With more than 111 exhibitors from 8 countries, 1,900 buyers from 125 countries and US\$10,000,000 in export sales so far and counting, we are excited to keep expanding our digital journey to serve you.

MIFF Furniverse *Wins* MACEOS Award

We are thrilled to announce that our very own MIFF Furniverse picked up the Event Digitalisation Recognition Award at the MACEOS Industry Recognition Awards 2023!

With so many events going digital during the pandemic, we had a lot of competition for this award. It is truly thanks to the hard work of our team and the support from all our exhibitors and buyers that we were able to win, so THANK YOU from all of us at MIFF.



Your MIFF 2023

Travel Cheat Sheet

Everything you need to know to make your visit a breeze!



QUICK TRAVEL TIPS

- Visitors no longer need to quarantine regardless of their vaccination status
- Visa-free entry of up to 90 days for many countries, including U.S. and Canada (more details here - <https://www.malaysia.gov.my/portal/content/133>)
- The Ringgit (MYR) is the local currency of Malaysia. Credit cards are widely accepted, while ATMs and money changers are also easily available in and around KL
- Weather in March is mostly sunny with occasional rain. Light clothing is recommended
- While Malay is the official language, English is widely spoken with most service staff fluent. Many Malaysians also speak Chinese or Tamil
- Taxis are readily available at the airport and around the city, while you may also download ride-hailing apps such as Grab
- Airport courtesy counter at KLIA & KLIA2
- Shuttle buses will be provided to and from official hotels, as well as between WTCKL and MITEC

ENHANCE YOUR MIFF EXPERIENCE

Take advantage of the many resources on the MIFF website at www.miff.com.my to make the most of your exhibition experience.

> Visitor Pre-Registration

- o Register before 15 Feb 2023 to save RM20 on admission fees and get a free pass to avoid long queues during show days

> Plan Your Visit

- o Check out all that lies in store at MIFF 2023, shortlist potential suppliers and mark key activities on your calendar




> Stay Updated

- o We're constantly updating our site with the latest developments so check back frequently to stay updated!

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