

MIFF 2023 expects surge in exhibitors, registered buyers



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KUALA LUMPUR, Feb 3 (Bernama) – The Malaysian International Furniture Fair (MIFF) 2023 is expected to see a strong turnout of exhibitors as the number of confirmed participants has surpassed the 500-mark and is still counting.

In a statement, Southeast Asia's largest business-to-business furniture trade show organiser, Informa Markets, said the surge in demand for the March 1-4 show has raised prospects of closer to 600 exhibitors.

"It has attracted Malaysia's industry heavyweights and other Asian producers from China, India, Indonesia, Singapore, Thailand, Vietnam, and pavilions by Taiwan, Japan and South Korea," it said.

In addition, China's border reopening will bring over 200 companies from several cities and the debut of Furniture China @Malaysia Show at MIFF for its first-ever edition outside Shanghai.

The list of Malaysian companies is led by the country's largest manufacturers such as Poh Huat, Ecomate, Favourite Design, SWS, Wegmans, Ivorie, Merryfair, Step Furniture, WA Furniture, Inception, and Lifestyle International.

Besides, the show which will be held at the World Trade Centre Kuala Lumpur and Malaysia International Trade and Exhibition Centre, has received registration of buyers from 116 countries and regions, to date, all keen to reconnect with suppliers at the first furniture event of the year in Asia.

Informa Markets said buyers can pre-register for free admission before Feb 15, 2023 and take advantage of early bird hotel discounts by checking the show website at www.miff.com.my.

Meanwhile, MIFF general manager Kelie Lim said the trade fair is now back to pre-pandemic scale and it will boost the growth of the global industry and trade.

"MIFF offers an incredible range of opportunities for our customers to grow their business and gain visibility among buyers all over the world.

"We welcome Furniture China and the brands it brings to add value to the exhibit floor and enhance the overall experience for our customers," said Lim.