



BUSINESS

MIFF 2023 SEES SUCCESSFUL POST-PANDEMIC RECOVERY, RECORDS US\$1.21 BLN SALES



Photo: MIFF

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KUALA LUMPUR, April 6 (Bernama) -- The Malaysian International Furniture Fair (MIFF) 2023, held from March 1-4, recorded US\$1.21 billion in sales (US\$1 = RM4.40).

The result was a 19 per cent increase from its pre-pandemic peak of US\$1.01 billion in 2019, with an unprecedented record of 673 exhibiting companies and trade visitors spanning 136 nationalities.

MIFF is organised by Southeast Asia's largest business-to-business furniture trade show organiser, Informa Markets.



The event organiser said this year's show gained traction from the pent-up demand as exhibitors and buyers took over the trade floor to reconnect and transact orders from the wide selection of new products and fresh designs on display for the first time after the pandemic.

"With buyers coming from all over the world, MIFF has become an attractive gateway for exhibitors to seek new international buyers and markets. This year's show presented exhibitors from 11 countries and regions – Malaysia, China, Hong Kong, India, Indonesia, Japan, South Korea, Singapore, Taiwan, Thailand and Vietnam," it said.

Informa Markets said returning to a full-scale event spread across two venues at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL), MIFF welcomed 19,275 trade buyers with nearly 30 per cent foreign buyers and 40 per cent first-time visitors.



"The bullish momentum was supported by 81 per cent of attendees who came to source for new products and place orders. Top sellers were furniture for the dining room, bedroom, living room, office, upholstered furniture/sofa, and kitchen," it said.

MIFF general manager Kelie Lim said the wide range of exhibitors and products added a lot of energy and generated a positive new feel to the show.

"We are looking forward to welcoming everyone back next year at our 30th anniversary, which will be stronger and better. Our focus remains on delivering good quality growth to reinforce MIFF as the best trading platform for our customers," she said.

-- BERNAMA

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