

# KL fair set to seal Malaysia's position as Asia's furniture capital

THE Malaysian International Furniture Fair (MIFF) will see a strong turnout as the number of confirmed exhibitors surpasses the 500 mark and continues to grow.

The surge in demand for the trade show from March 1 to 4 has raised prospects that the number of exhibitors at the World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade and Exhibition Centre (Mitec) will reach almost 600.

Bookings have been matched by the brisk registration of thousands of buyers from 116 countries to date – all keen to reconnect with suppliers at the first furniture event of the year in Asia.

Organised by Informa Markets, the show has attracted Malaysia's industry heavyweights and other Asian producers from China, India, Indonesia, Singapore, Thailand and Vietnam, as well as pavilions by Taiwan, Japan and South Korea.

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

The myriad returning and first-time exhibitors displaying new products and services cements MIFF as the region's furniture capital to support the whole supply chain and provide more opportunities to exhibitors eyeing the global market.

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.

MIFF general manager Kelie Lim said they were delighted that the fair was back to its pre-pandemic scale.

"After the uncertainties of the past few years due to Covid-19, the show this year aims to boost the growth of the global furniture 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."

Informa Markets Sinoexpo deputy general manager Stella Zhong said MIFF was a unique partner for Furniture China.

"It is a match of two dynamic partners to leverage our combined strengths and advance the industry even further.

"MIFF has demonstrated its relevance to the industry and we see huge potential for a long-term relationship," she said.

Muar Furniture Association president Steve Ong said MIFF was a pivotal platform for Malaysia's furniture exports.

"It offers valuable opportunities to Malaysian manufacturers, especially SMEs, to become exporters

in a cost-effective way because there are quality buyers from so many countries in one single show," he added.

Buyers can pre-register for free admission before Feb 15 and take advantage of earlybird hotel discounts by checking the show's website [www.miff.com.my](http://www.miff.com.my)

MIFF houses the largest collections of Malaysian solid wood furniture and office furnishings in South-East Asia, supported by segments such as Muar Hall and the designRena gallery of top Malaysian manufacturers.

Visitors can catch Malaysia's export-ready young designers at the xOrdinary Showcase curated by one of the country's most exciting talents, Lim Bo Qiang, a previous MIFF Furniture Design Competition winner who has featured in SaloneSatellite, which is the young designer event of the Salone del Mobile.Milano furniture show.

The xOrdinary Showcase enters its second year with the focus on eco-friendly lifestyle products inspired by Malaysia's multi-cultural roots.

Visit [www.miff.com.my](http://www.miff.com.my) to learn more about exhibitors, products, exclusive hotel rates and free shuttle service between venues and official hotels.

To contact the MIFF Team, email [info@miff.com.my](mailto:info@miff.com.my)