

PREVIEW



Ivorie International

# Return to KL

MIFF starts off the South-East Asian exhibition season

Malaysian International Furniture Fair (MIFF) is ready to welcome global buyers from 1-4 March, with leading Malaysian exporters and manufacturers headlining the show to provide fresh opportunities to rebuild inventory and business after Covid-19. There are no pandemic restrictions for international arrivals, as Malaysia abolished all rules from 1 August 2022 since reopening borders in April.

MIFF remains the most global – and largest – B2B furniture and furnishings event in South-East Asia, and will showcase more than 500 exhibitors from Malaysia and abroad bringing their latest products and new lines, including

design trends to suit lifestyles and workspaces reshaped by the pandemic.

Buyers can network face to face with Malaysia’s best-known global suppliers including Poh Huat, Ecomate, Favourite Design, Latitude Tree, Luxury Sleep, Mobilia International, SWS, Oasis and Wegmans. Widening the product attractions is a host of foreign exhibitors, with companies from China, India, Indonesia, Japan, South Korea, Singapore, Taiwan and Thailand.

‘MIFF is very excited to resume its traditional annual cycle. It marks a milestone for international furniture trade and signals our commitment to support the recovery of the global

furniture eco-system and future growth. MIFF 2023 will deliver much-needed opportunities to revitalise businesses and make it a great win-win for exhibitors and buyers,’ says Tan Chin Huat, MIFF founder and chairman.

MIFF is also the largest export platform for Malaysia-made furniture, in particular solid wood furniture, which saw robust export levels in 2020 and 2021. The positive trade momentum was evident at the special hybrid MIFF 2022 held in July. Over 10,000 buyers from 94 countries and 192 exhibitors from 11 countries and regions made a beeline for the show – the first in-person furniture exhibition to reopen in Asia in two years.

A big draw of MIFF is that it features under one roof the largest showcases of Malaysian solid wood furniture and export quality products from the furniture hub of Muar, and the biggest selection of office furnishings in South-East Asia.

Highlights in 2023 will include: International hall for foreign exhibitors; Muar hall; MIFF Office featuring the largest collection of office furnishings in the region; designRena lifestyle floor, curated exclusively for top Malaysian manufacturers; xOrdinary showcase to highlight the works of Malaysian young designers, and MIFF Furniture Design Competition for young talent, with the theme ‘Post Pandemic Workspace Furniture’.

Visit: [www.miff.com.my](http://www.miff.com.my)



Mobilia International