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The Malaysian International Furniture Fair generated \$1.21 billion in revenue at its 2023 show, a 19% increase.

Bobby Dalheim // Senior Editor of Case Goods and Global Sourcing // May 16, 2023



KUALA LUMPUR, Malaysia – The **Malaysian International Furniture Fair** (MIFF) generated \$1.21 billion in revenue at its 2023 show, a 19% increase from its pre-pandemic peak in 2019. The 2023 show saw a record 673 exhibitors and trade visitors spanning 136 nationalities.

The show returned to a full-scale event spread across two venues, with an estimated 19,275 trade buyers in attendance, of which 30% were foreign and 40% were first-time visitors. Visitors were primarily from Asia, followed by North America and Oceania. Country-wise, China took the lead with the most visitors, ahead of Singapore, United States, India and Australia.

More than four-fifths of attendees came to source for new products and place orders, said show organizers. Top furniture categories were dining room, bedroom, living room, office, upholstery and kitchen.

“MIFF 2023 has exceeded expectations,” said Kelie Lim, MIFF general manager. “Industry professionals were back in full force to see their suppliers and new products. 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 welcome everyone back next year at our 30th anniversary, which will be stronger and better.”

Buyers and exhibitors both seemed happy with the show.

“This is, in my opinion, the best show in Southeast Asia, and I’m very happy to see that the show is growing with additional exhibitors year by year,” said Steve Connor, a buyer of Ovis Furniture. “It’s just terrific. I have been coming to this event for eight years now.”

“It’s our 29th year participating in MIFF,” said Tey Lay Hui, Home Best Enterprise Corp. “This is the best platform to showcase our products to international customers.”

The next MIFF is planned for March 1-4, 2024.

See also: [MIFF 2023 expecting strong attendance for exhibitors, buyers at March event](#)