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# Malaysia's leading furniture hub has opened visitor registration for its 32nd edition

4-7 Mar 2026 • MIFF



Registration is now open for the 32nd edition of the Malaysian International Furniture Fair, scheduled for 4-7 March 2026 at two venues in Kuala Lumpur: Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL). The event will showcase its established format of “1 Fair, 2 Venues, 17 Halls”, positioning itself as the central hub for global buyers and suppliers in Southeast Asia.

The announcement builds on the momentum of the 2025 edition, which generated an estimated USD 1.31 billion in on-site sales – a 3% increase from the previous year. That edition attracted 19,556 trade visitors from 120 countries and regions, connecting them with 742 exhibitors across 100,000 square metres of exhibition space. Since its launch in 1995, the fair has evolved into Southeast Asia’s largest export-oriented furniture trade show, gaining recognition for facilitating immediate transactions.

“With a proven track record of over 30 years, MIFF is a trusted marketplace, supported by a strong community of loyal exhibitors and international buyers who return year after year,” said Ms Kelie Lim, General Manager of MIFF. “Buyers don’t just come to look; they come to place orders and pay deposits on the spot. Our rigorous vetting process for exhibitors saves buyers valuable time and ensures they meet reliable suppliers who can deliver.”

## Enhanced Visitor Programs

The 2026 edition will feature several hospitality initiatives designed to streamline the visitor experience. The **Valued Visitor Privilege (VVP)** Programme offers complimentary hotel accommodation for first-time early-bird international visitors. A **Hosted Buyer Programme** provides exclusive benefits for international trade delegations, while **Airport Fast-Track** service ensures priority clearance at Kuala Lumpur International Airport Terminal 1 for registered overseas buyers.

“Every aspect of MIFF is designed to support our visitors’ business objectives. From saving costs on registration to simplifying travel logistics, our hospitality programmes ensure that buyers can focus fully on sourcing and building partnerships,” added Ms Kelie Lim.

## Digital and Design Innovation

A series of initiatives will spotlight design innovation, technology, and sustainability at the upcoming fair. The **xOrdinary Showcase**, **KL iDesign Week**, and **My Favourite International Design (MFID) Awards** will return alongside the MIFF **Furniture Design Competition (FDC)** 2026. This year’s competition theme is “Playful. Practical. Purposeful: Furniture for Generation Alpha,” focusing on children’s bedroom furniture, with submissions closing 1 December 2025. The new MIFF FDC Club aims to foster year-round connections between designers, manufacturers, and buyers.

Once again, the fair digitally expands to **MIFF Furniverse**, an upgraded digital ecosystem featuring interactive floor plans, intelligent lead retrieval for exhibitors, intuitive navigation tools, and personalised matchmaking services.

The platform also marks the return of the fair’s **Tree Planting campaign**, which received the Merit Award for Event Technology Excellence from the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) in 2024.

## Strategic Market Position

The fair is positioning Malaysia as a key beneficiary of the “China+1” sourcing strategy, with international buyers increasingly turning to ASEAN for craftsmanship, design intelligence, supply reliability, and export capacity. Malaysia’s furniture industry generates approximately USD 4.2 billion in revenue, supported by export infrastructure and a skilled workforce. The country’s strategic location and multicultural business environment serve as advantages for international trade.

The 2026 edition expects to attract over 700 exhibitors and more than 20,000 visitors from 140 countries and regions. Known for its extensive selection of Malaysian-made wooden home and office furniture, the fair features hall segmentation with product categorisation across both venues to streamline sourcing processes.

