

MIFF promises more for buyers

The Malaysian International Furniture Fair (MIFF) has officially opened visitor registration for its 32nd edition, taking place from 4-7th March 2026 across two venues, the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL). Showcasing its signature concept of '1 Fair, 2 Venues, 17 Halls', MIFF 2026 once again promises to be the region's hub for global buyers and suppliers ...



The announcement follows MIFF 2025's success, which generated an estimated \$1.31b in on-site sales – up +3% YoY. The 2025 edition attracted a reported 19,556 trade visitors from 120 countries and regions, connecting them with 742 exhibitors across 100,000m² of exhibition space.

Since its debut in 1995, MIFF has evolved into South East Asia's largest export-oriented furniture trade show, gaining global recognition as a "real business show" where deals are struck.

Kelie Lim, MIFF's GM says: "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."

Renowned for boasting the world's widest selection of Malaysian-made wooden home and office furniture, MIFF features different hall segmentation with product categorisation to streamline sourcing in both venues. Its commitment to excellence and innovation was recognised when its 2024 sustainability-focused Tree Planting campaign received the Merit Award for Event Technology Excellence from the Malaysian Association of Convention & Exhibition Organisers & Suppliers.

MIFF offers a comprehensive suite of hospitality programmes designed to further enhance visitor experience, including: the Valued Visitor Privilege Programme, with complimentary hotel accommodation for first-time early-bird international visitors; a Hosted Buyer Programme, offering exclusive benefits for international trade delegations; and Airport Fast-Track, with priority clearance at Kuala Lumpur International Airport (Terminal 1) for registered overseas buyers.

Kelie adds: "From saving costs on registration to simplifying travel logistics, our hospitality

programmes ensure that buyers can focus fully on sourcing and building partnerships."

MIFF 2026 is set to spotlight design innovation, technology and sustainability through a series of initiatives, including the xOrdinary Showcase, KL iDesign Week, My Favourite International Design (MFID) Awards and the MIFF Furniture Design Competition (FDC), focused this time on children's bedroom furniture.

There is also MIFF Furniverse, an upgraded digital ecosystem featuring interactive floor plans, intelligent lead retrieval for exhibitors, intuitive navigation tools, and personalised matchmaking services, and the return of MIFF's Tree Planting campaign.

"In today's shifting global supply chains, Malaysia is a key beneficiary of the China+1 sourcing strategy," says organiser Informa. "International buyers increasingly turn to ASEAN for its exceptional craftsmanship, design intelligence, supply reliability, and robust export capacity.

"Malaysia's furniture industry generates approximately \$4.2b in revenue, supported by world-class export infrastructure and a skilled workforce. By connecting global buyers with Malaysia's manufacturing excellence, MIFF continues to drive exports and strengthen the country's position in the global market."

With over 700 exhibitors lined up, MIFF 2026 will once again be a hub for buyers seeking South East Asia's furniture and global sourcing opportunities.

Registration is now open. Trade visitors can secure free admission by registering before 13th February 2026. Contact MIFF's team to find out more about exhibitor opportunities.

"MIFF is
a trusted
marketplace