

Global sourcing begins at MIFF

Every year, the global furniture industry turns to Asia to set the tone for the sourcing calendar – and many buyers from Europe, the US and beyond begin their search for quality, innovation, and trusted partnerships at the Malaysian International Furniture Fair (MIFF), reportedly South East Asia's largest furniture trade show.



From 4-7th March, MIFF will transform MITEC and WTCKL in Kuala Lumpur into a hub for over 20,000 trade professionals from more than 140 countries and regions.

For more than 30 years, the fair has brought together manufacturers, importers, retailers and designers to meet trusted exporters and uncover the latest trends.

At its heart is Malaysia's wooden furniture, which combines craftsmanship, contemporary design and sustainable timber. In 2024, Malaysia's wooden furniture exports grew by 8.4% YoY, accounting for over 40% of its total timber exports, to more than 160 countries. At MIFF, buyers can source responsibly made products endorsed by the PEFC-certified Malaysian Timber Certification Scheme (MTCS), ensuring eco-friendly, internationally compliant furniture suitable for European and global markets.



MIFF features home, office and commercial furniture, including the largest office furniture showcase in South East Asia.

"Global buyers return to MIFF because it delivers what matters most – reliability, diversity, and strategic advantage," says the show's organiser, Informa Markets. "At MIFF, every visit combines discovery, inspiration and meaningful connections. Between meetings, there's also the chance to enjoy Malaysia's rich culture, diverse cuisine and tropical charm, striking the perfect balance between business and inspiration."

Boasting global reach – with 80% of Malaysia's furniture exported to Europe, the US, Japan, Australia and the Middle East – and its 'China +1' sourcing advantage, MIFF offers efficient access to Asia's manufacturing hub.

"Discover why global buyers make MIFF their preferred first stop," the show organiser concludes. "Register before 13th February 2026 to secure your free admission badge."

www.miff.com.my

"It delivers what matters most – reliability, diversity, and strategic advantage"

