



Elk-Desa

Exposure

MIFF returns with innovative collections, curated buyer programmes and export-ready manufacturers

The Malaysian International Furniture Fair, south-east Asia's largest furniture trade show, continues to break new ground.

'This year's MIFF marks more than 30 years of global industry trust for an event with proven sales performance and a consistent track record of connecting global buyers and sellers to deliver real business opportunities,' says Kelie Lim, MIFF general manager.

'It has provided unmatched international exposure for brands seeking to grow beyond borders, celebrates heritage craftsmanship and champions new design trends and technologies.'

The 2025 show generated an estimated US\$1.31bn in on-site sales, a rise of 3%. This aligns with Malaysia's industry ranking as among the top 10 largest furniture exporters, with approximately 80% of its US\$4.2bn production destined for international markets. Malaysia is also a key beneficiary of the China+1 sourcing strategy.

Extending this commitment for the 2026 edition, MIFF's new partnership with the Malaysia External Trade Development Corporation (MATRADE) as its international trade partner leverages MATRADE's extensive international network to further promote Malaysian furniture globally, unlocking greater export and sourcing opportunities for both buyers and exhibitors.

MIFF 2026's emphasis on introducing Asia's leading furniture makers and their design and craftsmanship to a wider

audience is underlined by the annual MIFF Furniture Design Competition, now in its 16th edition. This year's theme of Playful. Practical. Purposeful: Furniture for Generation Alpha, challenges designers to create bedroom furniture for children aged 5-9 that blends imagination with practicality. Complementing this is the newly launched MIFF FDC Club, a platform connecting design talent with manufacturers to create a long-term ecosystem for collaboration and growth. Members gain industry-exclusive access and opportunities ranging from facility tours to prototype development, while manufacturers access fresh design perspectives to strengthen competitiveness.

The theme of this year's xOrdinary Design Showcase is Happiness, encouraging designers to use unconventional ideas and lifestyle concepts that bring joy to everyday

living, while the new FurniFusion concept is built on three pillars: live, work and play, encompassing a Made-in-Malaysia hall featuring a fusion of traditional craftsmanship and modern design; MIFF Office, south-east Asia's largest office furniture exhibition; and The Muse, a segment that caters to lifestyle and decor.

'MIFF solidifies our long-term vision to further bolster Malaysia's status on the global platform as a key player in the quality furniture industry,' says Lim. 'On a larger scale, it looks to elevate the global furniture industry, and this aim is further boosted by MIFF's reputation as south-east Asia's largest export-oriented furniture trade show. Trade visitors can secure free admission by registering before 13 February, while simultaneously gaining access to MIFF's exclusive buyer privilege programmes to make sourcing more efficient and rewarding.'

Visit: www.miff.com.my/register



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