



Order books were in constant use

Doing business

MIFF generated more than \$1.24bn of orders

The Malaysian International Furniture Fair proved its resilience in the face of global uncertainty and challenges, as it underlined its status as south-east Asia's leading export-oriented furniture trade exhibition.

MIFF's 32nd edition, held at the World Trade Centre and the Malaysia International Trade & Exhibition Centre in Kuala Lumpur, generated an estimated US\$1.24bn of orders, consistent with its reputation as an international industry barometer in terms of sales performance and business openings.

The sourcing hub hosted 643 exhibitors from 11 countries and regions including China, Hong Kong, Indonesia, Japan, Korea, Taiwan and Turkey, and 18,402 visitors from 123 countries and regions, with China, Japan, USA, India, Singapore, Philippines, Australia, Indonesia, Taiwan and Canada accounting for the majority.

MIFF's concept of '1 Fair, 2 Venues, 17 Halls' spanned 100,000sqm of

exhibition space as The Muse Hall at WTCKL was unveiled, catering to lifestyle and decor, as well as other new initiatives that included designs talks, industry seminars and the ENERtec roadshow, an initiative that focuses on renewable energy and aligns with MIFF's long-term commitment to support furniture manufacturers and the overall industry with sustainable environmental, social and economic practices.

The event's Furniture Excellence Awards was joined by The SELECTS: Origins 1.0, which showcased 'up-and-coming' designers in collaboration with local manufacturers. The initiative exemplified MIFF's function as both an export-oriented platform and a hub that supports and cultivates new designers.

'MIFF 2026, as with previous editions, has always played a crucial role as Asia's definitive and not-to-be-missed sourcing event in March, and this was again demonstrated by the business discussions

and deals sealed on the show floors,' says Kelie Lim, MIFF general manager.

'Despite the situation in the Middle East, our buyers were committed to ensuring the success of their sourcing missions, and we hope that our new initiatives and offerings, including the launch of The Muse Hall, provided them with rewarding trade opportunities and an enhanced MIFF experience.'

Buyers also recorded their appreciation of the event, with comments including: 'It's huge and very different from what I've seen in South America. The people are incredibly kind and I felt very welcomed' and 'Malaysia and the MIFF show are great resources for American, Australian and companies from all over the world to find competitive pricing and quality manufacturing in a great exhibition format.'

The 33rd edition is scheduled to be at WTCKL and MITEC from 1-4 March, 2027. Visit: miff.com.my



Eastern Decorator



Sin Lian Lee