



4-7 MARCH

MITEC & WTCKL
KUALA LUMPUR

SOUTHEAST
ASIA'S LARGEST
FURNITURE
TRADE SHOW

POST SHOW REPORT

Organised by:



Strategic Partner:



www.miff.com.my



Show Information

Show Name

Malaysian International Furniture Fair

Show Dates

4 - 7 March 2026

Venues

- World Trade Centre Kuala Lumpur (WTCKL)
- Malaysia International Trade & Exhibition Centre (MITEC)

Exhibition Size

100,000 sqm

Featuring

Muar Hall, designRena Hall, Made-in-Malaysia Hall, The Muse Hall, MIFF OFFICE, xOrdinary Showcase, The SELECTS: Origins 1.0 (The Young Designer Edition), MIFF FDC 2026 Finalists' Showcase

Strategic Partner

Muar Furniture Association

International Trade Partner

Malaysia External Trade Development Corporation

Endorsed by

Ministry of Investment, Trade and Industry
Ministry of Plantation Industries and Commodities
Forest Research Institute Malaysia

Malaysian Timber Industry Board
Malaysian Timber Council

Supported by

Malaysia Convention & Exhibition Bureau (MyCEB)

Media Partner

TheStar



1 FAIR
2 VENUES
17 HALLS

MITEC

WTCKL





MIFF'S LEGACY



**World's Top
10 Furniture
Trade Show**



**Largest
Furniture
Trade Show
in Southeast
Asia**



**Largest Office
Furniture
Showroom in
Southeast Asia**



**Largest Export
Showroom for
Malaysian
Wooden
Furniture**

Exhibitor Profile

Estimated Export Sales Generated On-site:
US\$ 1.24 Billion

Total Number of Exhibitors: 643

321
Malaysia

322
International

11 Countries & Regions

China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Singapore, Sri Lanka, Taiwan, Turkiye, Vietnam



Visitor Profile

Total Unique Visitors

18,402

Countries & Regions

123

International

28.59%

Malaysian

57.65%

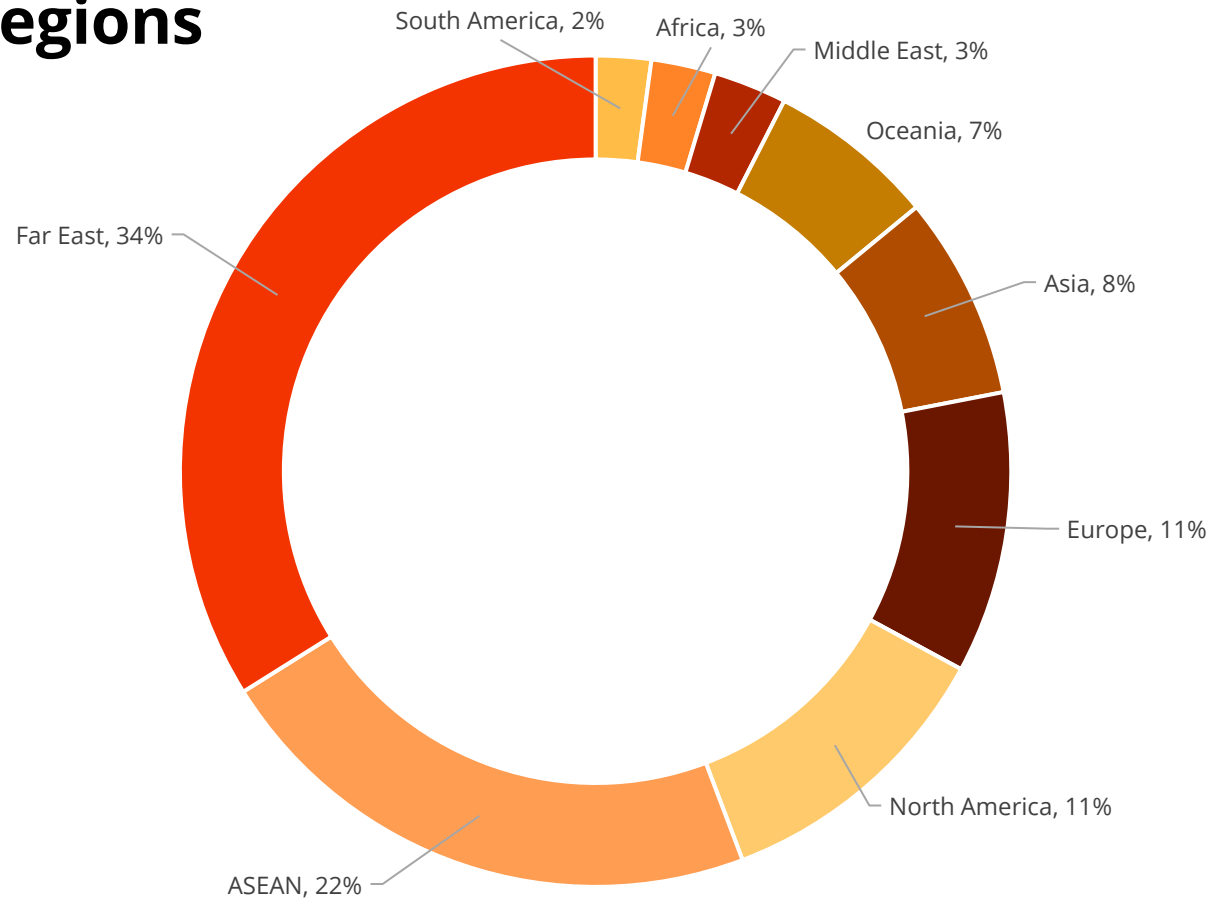
Invited Guests*

13.76%

* Invited Guests includes guests from Government agencies, Embassies/ High Commissions, Other trade associations, Universities/ Institutions, Students, etc



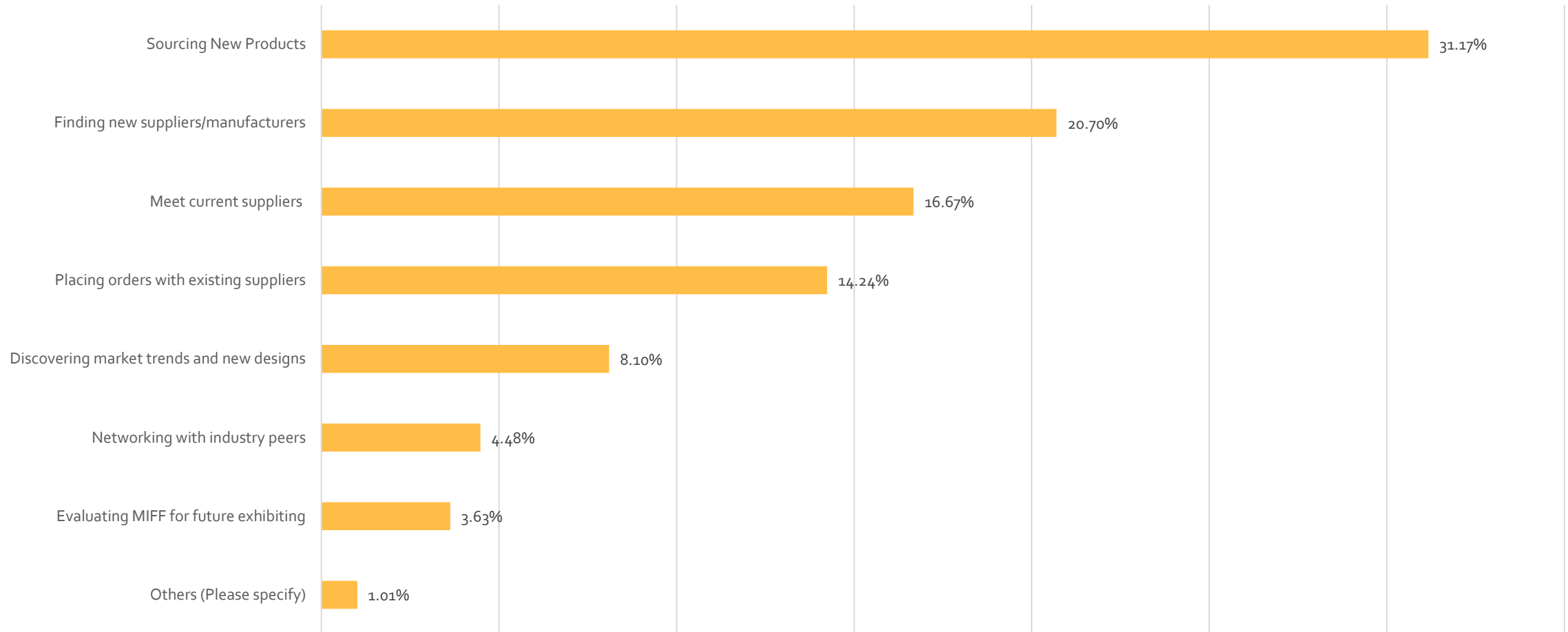
International Visitorship by Countries & Regions



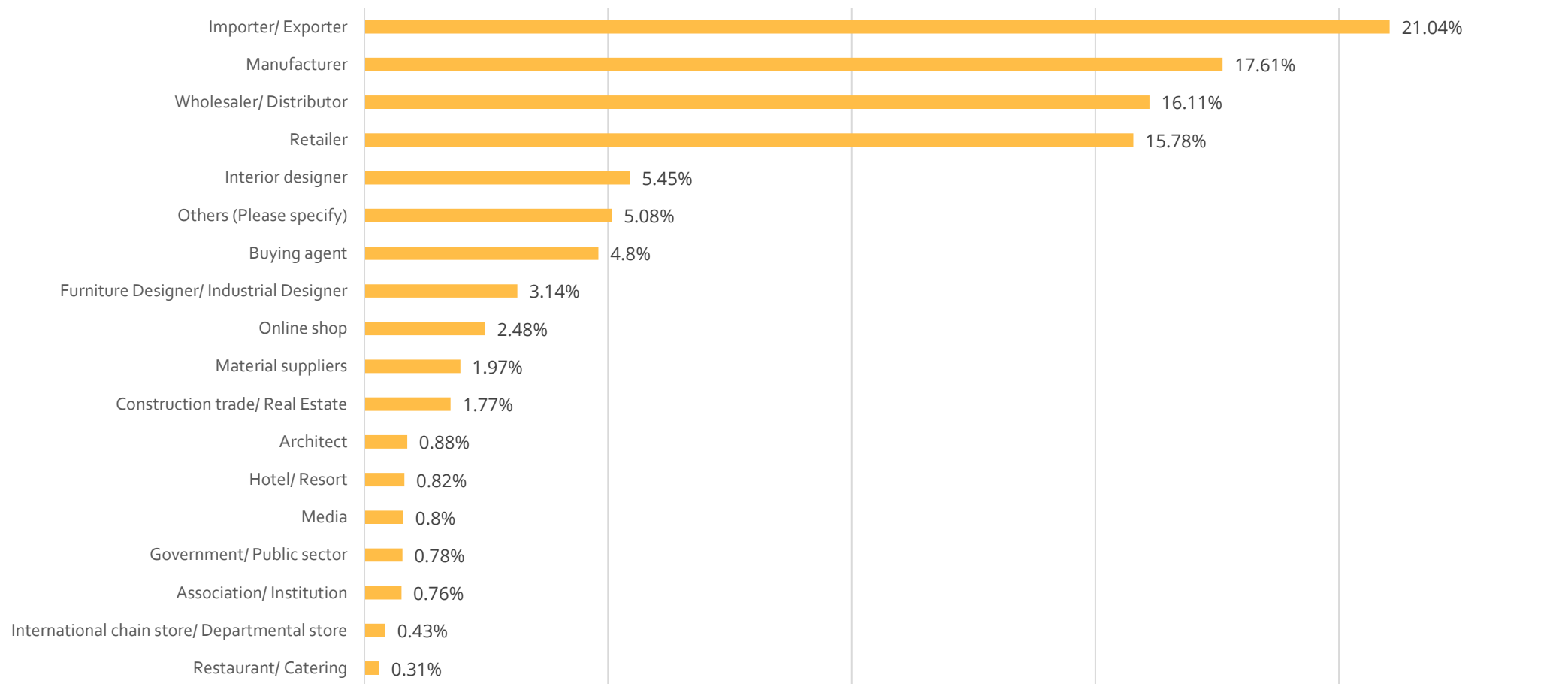
Top 20 Visiting Countries & Regions

1. China	11. Vietnam
2. Japan	12. Turkiye
3. USA	13. Thailand
4. India	14. United Kingdom
5. Singapore	15. Cambodia
6. Philippines	16. Hong Kong
7. Australia	17. South Korea
8. Indonesia	18. Mexico
9. Taiwan	19. France
10. Canada	20. New Zealand

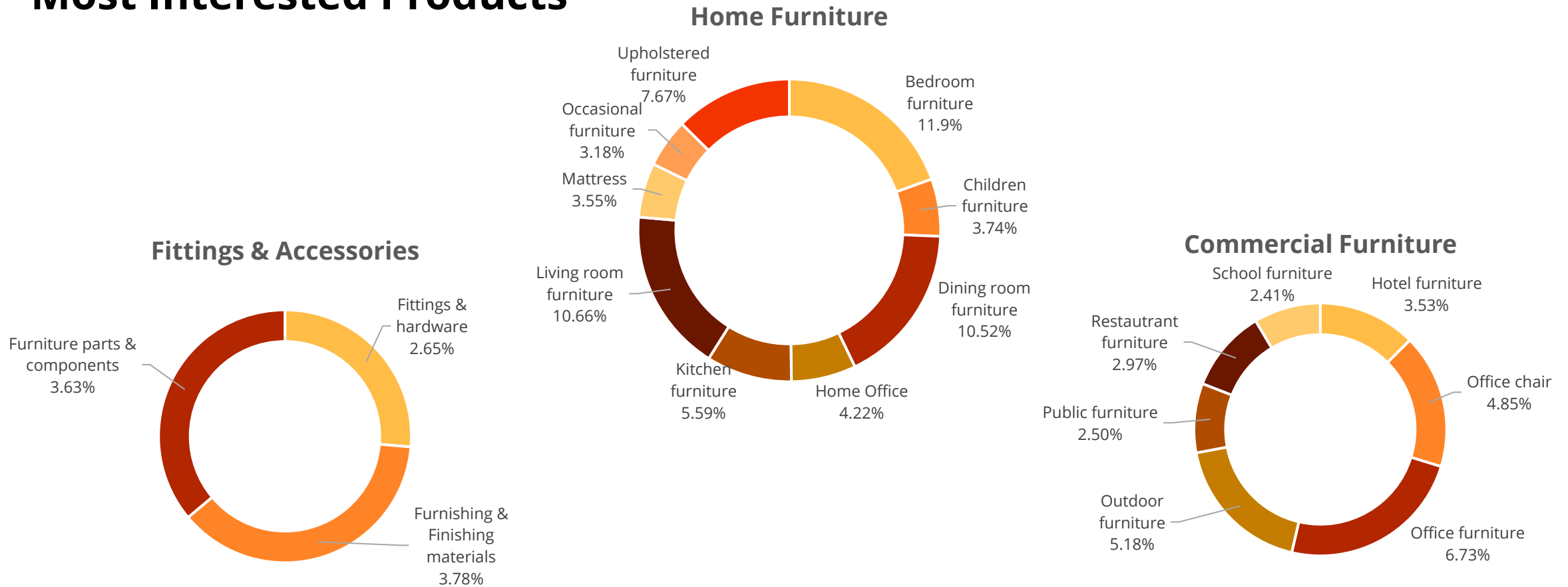
Visitor by Purpose of Visit



Visitor by Business Nature



Most Interested Products



MIFF in Their Words and Experience



"This year you can see many new companies and factories here (MIFF), which is very good. I can find everything I want under one roof."

Visitor

HUSSAINI GHULAM REZA, ALIBABA &
HOMEWARES, AUSTRALIA



"MIFF offers phenomenal variety and competitive prices, making the experience user-friendly and enjoyable."

Visitor

SURYAKANT BRAHMBHATT, VINOD
CONSTRUCTION INC, USA



"Over the years, we have expanded our global reach through MIFF, especially in Europe and the Middle East, contributing 30-40% to our export sales."

Exhibitor

SAMUEL SIM, MASTER GRADE FURNITURE
INDUSTRIES



"MIFF has been crucial for connecting with international buyers and expanding our customer base. It's a well-organised exhibition that provides excellent networking opportunities."

Exhibitor

CRYSTAL BAY, TRISWIFT DESIGNS

**85% overall
satisfaction rate**
for visitors & exhibitors

83% exhibitors rebooked
and
**80% visitors plan to attend
again**

86% visitors are satisfied with
exhibitor's quality and
80% of exhibitors are
satisfied with **visitor's quality**

Exhibition Overview

Highlights



MIFF Hosted Buyer Programme

Highlights



MIFF 2026 Opening Ceremony 4 March 2026

Guest-of-Honour:
YB Datuk Seri Dr. Noraini binti Ahmad
Minister of the Ministry Of Plantation and Commodities
(represented by YBhg Dato Razali bin Mohammad,
Deputy Secretary General, Ministry of Plantation & Commodities)

Highlights



MIFF 2026 Buyers' Night

5 March 2026

Highlights



Industry Seminars

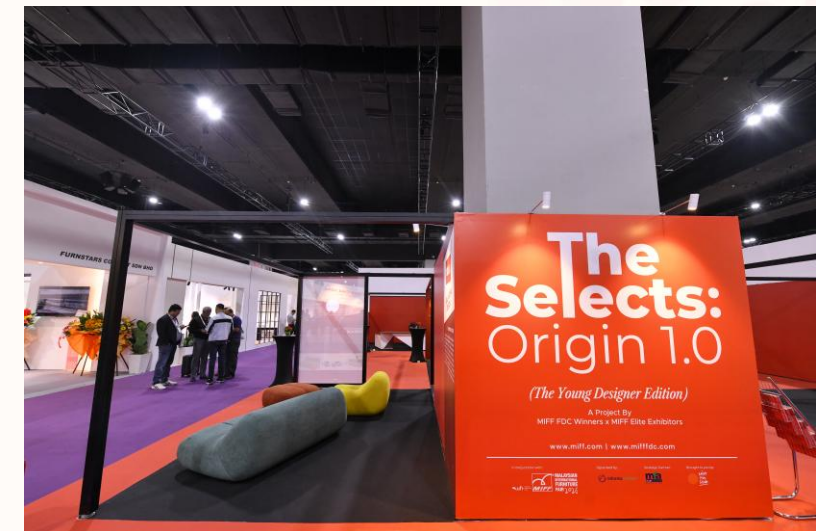
Highlights





The SELECTS : Origins 1.0 (The Young Designer Edition)

Highlights





xOrdinary Showcase

Highlights



MIFF Furniture Design Competition (MIFF FDC) 2026 Finalists' Showcase & Public Voting

Highlights



MIFF Tree Planting Campaign (From Pixel to Plants)

Highlights



MIFF OFFICE
Southeast Asia's Largest Sourcing Centre for Office Furniture
WORK!



the MUSE
where design elevate businesses
PLAY!

FURNI
Fusion
LIVE.WORK.PLAY.



MADE-IN-MALAYSIA HALL
LIVE!



Product Highlights

Highlights





MIFF Furniture Design Competition (MIFF FDC)

Highlights

Winner List

FIRST PRIZE



ROEL
JESSICA ANTONIUS
ASIA PACIFIC UNIVERSITY OF
TECHNOLOGY & INNOVATION

SECOND PRIZE



GLORB
DOO JADE QI
MALAYSIAN INSTITUTE OF ART

THIRD PRIZE



REKA REKA SERIES
THE JIAN YIN
THE ONE ACADEMY PENANG

SPECIAL MENTION



STACKABLOCK
PRATHIIN SARAVANAMUTHU
UNIVERSITI SAINS MALAYSIA

BEST INSTITUTION AWARD



**ASIA PACIFIC UNIVERSITY OF
TECHNOLOGY & INNOVATION**

BEST MENTOR AWARD



OOI AIK KHONG
ASIA PACIFIC UNIVERSITY OF
TECHNOLOGY & INNOVATION

MIFF 2026
BEST
PRESENTATION
AWARD
最佳展位呈现大奖

MIFF 2026 Best Presentation Award

Awarded to exhibitors who created the most eye-catching well designed and decorated booth.

Winner List

Highlights

FIRST PRIZE



CHUANHENG FURNITURE PRODUCTS

SECOND PRIZE



FOSHAN LINSY HOME

THIRD PRIZE



ZHIN SHENG FURNITURE

MERIT AWARD



DEEP ARTSPACE



ECO LIVING HOME



JOHANN & JOANN CONCEPT



LUXURY SLEEP PRODUCTS



TMH FURNITURE INDUSTRIES

INFORMA BETTER STANDS



ELK-DESA FURNITURE MARKETING

SPECIAL MENTION AWARD



xOrdinary

MIFF 2026
BEST
PRESENTATION
AWARD
最佳展位呈现大奖

Winner List



MIFF 2026 Furniture Excellence Award

Recognising product innovation and quality, the Furniture Excellence Award encourages designers to conceptualise furniture designs that are original, aesthetic, creative and visionary.

Highlights

Winner List

PLATINUM AWARD



AKEMI KIRA MODULAR SOFA
EASTERN DECORATOR

GOLD AWARD



**LUXURY SLEEP AI AIRSENSE
SUPER MATTRESS**
LUXURY SLEEP PRODUCTS

SILVER AWARD



SOUNDCRAFT RECLINER
INSTYLE SOFA

MIFF 2026
FURNITURE
EXCELLENCE
AWARD

卓越家具大奖

MIFF 2026 Furniture Excellence Award

Highlights

Winner List

Judges' Commendation Award

HOUSEHOLD FURNITURE CATEGORY



VIRELO
BEST-BETECK FURNITURE

OFFICE FURNITURE CATEGORY



EX9005
HESHAN ZONMAN FURNITURE

See You in MIFF 2027, 1 - 4 March



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INTERNATIONAL
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FAIR 2027**

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Source. Connect. Trade.

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Strategic Partner:



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