

FOR IMMEDIATE RELEASE**MIFF 2026 OPENING ELEVATES REGION'S FURNITURE INDUSTRY
ON THE GLOBAL STAGE***Internationally acclaimed showcase continues to grow as innovation, design and
functionality take centre stage*

KUALA LUMPUR, 4 March 2026 – The Malaysian International Furniture Fair (MIFF), Southeast Asia's leading export-oriented furniture trade fair and one of the world's top 10 furniture trade shows, opened today with increased global participation correlating to growing demand and confidence in Asia's high-quality furniture exports.

Now into its 32nd edition, MIFF 2026, from 4-7 March, launched at two venues here: the Malaysia International Trade & Exhibition Centre (MITEC) and the World Trade Centre Kuala Lumpur (WTCKL). With its signature '1 Fair, 2 Venues, 17 Halls' concept, the event spans 100,000 square metres of total exhibition space, assembling more than 700 exhibitors and 20,000 buyers from 140 countries and regions.

Both an industry showcase and the go-to platform for sealing business deals, MIFF 2026 was officiated by YB Datuk Seri Dr Noraini Ahmad, Minister of Plantation & Commodities at the World Trade Centre Kuala Lumpur.

A must-tick date on the local and international furniture industry calendar, MIFF serves as a platform that not only connects international buyers and sellers, but one that provides class-leading, industry-skewed processes and tools to support local manufacturers grappling with a fast-changing market landscape and its associated challenges: escalating costs, evolving export policies and sophisticated buyer expectations that centre on sustainability, design advancement, manufacturing responsibility and supply chain flexibility.

MIFF 2026 also serves as an exhibitor-friendly platform to tap into new markets and buyers from across the world, and its strong partnership links with some of the industry's more prominent names opens new business pathways, as exemplified by its recent collaboration with the Malaysia External Trade Development Corporation (MATRADE), which enables first-hand access to an international buyer network.

YB Datuk Seri Dr Noraini Ahmad said: "I congratulate the Malaysian International Furniture Fair for again strengthening its reputation as among the definite events of its kind both regionally and internationally, but more importantly, the Ministry of Plantation and Commodities applaud its continuous emphasis on sustainability, export resilience and innovation.

"These factors play a major role in global market dynamics and by adhering to them, MIFF has elevated Malaysia's furniture industry on the global stage, positioned Asia as an international sourcing platform and provided buyers and sellers a trusted, reliable avenue to connect, share and deliver high-quality, responsibly produced and exceptional furniture."

“MIFF, in our 32nd year, has attained the tag of being Southeast Asia’s largest furniture trade exhibition. It today proudly stands among the top furniture fairs in the world, and I am happy that what began as a bold idea has transformed into an international marketplace that facilitates billions in trade,” said **Dato’ Dr Tan Chin Huat**.

“MIFF encourages the industry to move beyond being mere manufacturers and be the creators of ideas and trends due to Malaysia’s standing as a key global furniture sourcing destination, with international buyers increasingly turning to the region for its exceptional craftsmanship, design intelligence, supply reliability and robust export capacity.”

MIFF 2026’s array of methods and approaches, and a readiness to take into consideration buyer feedback, resulted in their first “I Matched First” Day 0 Business Matching session on March 3, a Business Centre offering supplier recommendations, factory visits and shipment consolidation services as well as seminars, design talks, selected collections and other related initiatives.

Keeping to its tradition of setting innovation-based industry milestones, MIFF 2026 unveiled its FurniFusion concept at WTCKL. Built on three key pillars - Live, Work, Play, it comprises respectively, a Made-in-Malaysia Hall featuring a mix of traditional craftsmanship and modern design; MIFF OFFICE, Southeast Asia’s largest office furniture exhibit; and *The Muse*, a segment that caters to lifestyle and décor.

As a launchpad for the region’s top furniture makers to highlight their world-class offerings, the event also features the MIFF Furniture Design Competition; an exclusive showcase featuring budding young Malaysian designers; and, in aligning with the platform’s focus on sustainability, a tree-planting campaign, which will see organisers replant a tree for every six virtual trees sponsored by visitors. This year’s sustainability efforts are further strengthened through the support of sponsors Ecomate Sdn Bhd and the Muar Furniture Association (MFA), alongside sustainability partner Forest Research Institute Malaysia (FRIM).

Acknowledged as a trusted platform for more than 30 years, MIFF is today widely lauded as Asia’s global sourcing engine for high-quality, competitively priced furniture, and an international industry benchmark in terms of consistent, proven sales performance, business opportunities and international design/product exposure.

As among the world’s top furniture trade shows, its ability to stimulate the industry and generate sales, as demonstrated by last year’s estimated US\$1.31 billion in on-site revenue, make it one of most visited and commented on by international buyers and sellers.

For information on MIFF and its impact on the industry, visit www.miff.com.my.
For images, please click [here](#).

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Note to Editors

About MIFF (www.miff.com.my)

MIFF is the largest and leading export-oriented furniture trade show in Southeast Asia, showcasing the widest collection of Made-in Malaysia wooden furniture, home furniture, and office furniture. Since 1995, MIFF is a one-stop platform connecting a wider community of 20,000+ buyers from 140 countries and regions. MIFF is organised by Informa Markets, which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.



**MALAYSIAN
INTERNATIONAL
FURNITURE
FAIR 2026**

4-7 March
MITEC & WTCKL

By Informa Markets

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