



Southeast Asia's Largest Sourcing Centre for Office Furniture

# MIFF OFFICE

8-11 MARCH 2018 | PWTC & MITEC, Kuala Lumpur

**Buyer  
Diversity**  
140 countries  
and regions

**Emerging  
Markets**

**Business  
Network**

**Gateway**  
to Southeast Asia  
and beyond



[www.miff.com.my](http://www.miff.com.my)

**MALAYSIAN  
INTERNATIONAL**



**uFi FURNITURE  
FAIR 2018**  
Approved  
Event



## About MIFF Office

Established in 1995, MIFF is the largest meeting place in Southeast Asia for furniture professionals to do real business, develop valuable relationships and strengthen global network.

Over 600 manufacturers and exporters from 14 countries and regions exhibit in MIFF, offering extensive collections of home and office furniture to meet the sourcing needs of 20,000 buyers from 140 countries and regions.

**MIFF OFFICE** is the designated section that showcases a complete range of the latest and innovative solutions for office and commercial spaces, providing a more concentrate and convenient sourcing experience to office furniture buyers at MIFF.

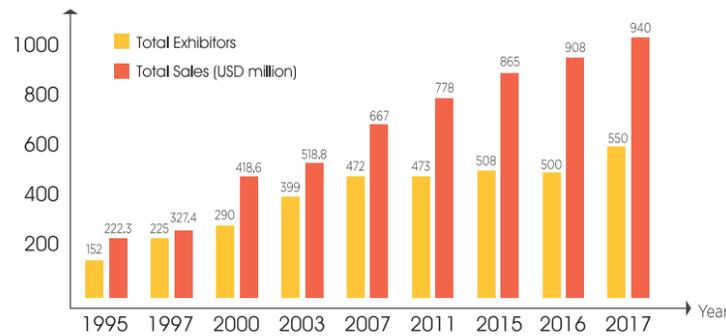
We welcome suppliers of office seating, work stations, storage, conference and board room furniture, safes and public seating.

Join other great exhibitors and expand your business globally at MIFF. Register now at [www.miff.com.my](http://www.miff.com.my)

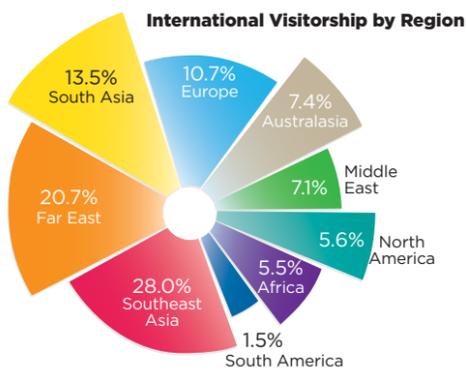
## Exhibit

## WHY

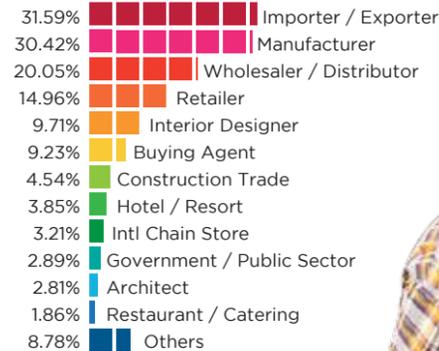
### Real Business Show



### Access Business Worldwide



### Visitor by Nature of Business



### Building Brand Awareness

Benefit from targeted international marketing programme that designated to maximised the brand exposure in global market to ensure you meet the right buyers and new buyers.



## Visit

### WHY Largest Sourcing Centre For Office Furniture In Southeast Asia

Your ideal place to look for new products as MIFF Office offers a wide range of products and trendy designs.

### Enhance Your Visiting Experience

We will take care of you from the moment you touch down until we drop you back off at the airport to ensure you had smooth sailing experience.

### Fun, Fulfilling and Exciting Trade Show

The Buyers' Night is a glamorous night to look forward! Get connected with the rest of the international buyers.



## WHAT THEY SAID



This is our 20th year with MIFF. It is good as we interacted with quite a few new clients, mostly from India, Middle East and Japan. This platform is quite huge for us as we get to see clients from around the world. It is a good platform. MIFF service is good. When we had problems with the lights while setting up, prompt action will take.

**Vincent Yong**  
Safari Office System, Malaysia

We have been exhibiting here since 1995. It is a good venue for us to display our product. It is a way of advertising for us. We get a lot of business opportunities here. The organisers are very supportive. We had no issues at all from applying for the booth to setting up the booth.

**Joon Ong Yee Chun**  
Head of International Sales,  
Merryfair Chair System, Malaysia

## 2018 Design Connects People

## BUYER



I have attended MIFF 10 times. It is good every year. It is good because we get to see something new every year.

**Elias Boustani,**  
TMB, Togo

We are looking for new styles and products. We've been coming here in the last eight to nine years. We come here because it is easier to import from Malaysia to China. The styles have been changing, which is good. The show has been consistent all these years with no problems.

**F.Vincent**  
Chief Executive,  
Design Centre Chennai, India

# Exhibitor Awards

Building on the tremendous exhibitor participation year after year, MIFF will honour the "best of the best" once again in 2018 with the Best Presentation Award for best designed booth and Furniture Excellence Award for most creative furniture design.

**Euro Chairs Manufacturing**  
wins **Best Presentation Award**



**LOLLA stool collection**  
designed by Sujak for ARTE COMO wins  
**Furniture Excellence Award**  
for best office furniture  
**Manufacturer**  
Oasis Furniture Industries

## A Highly Competitive Economy

With an average annual real **growth rate of 5.3%**, between 2007 – 2015, ASEAN has consistently outperformed global growth. At US\$ 2.4 trillion, ASEAN economy in 2015 was the **6th largest in the world** and the **3rd largest in Asia**.



## ASEAN ECONOMIC COMMUNITY at a Glance

## A More Integrated Market

Total trade increased by **US\$ 700 billion** between 2007 and 2015, with **intra-ASEAN** trade comprising the largest share of ASEAN's total trade by partner.



**ASEAN Trade**



**ASEAN Population**

## A Dynamic and Vibrant Community

In 2015, ASEAN was the **3rd largest by population** with 629 million people behind only China and India. **More than half of the population** is under the age of 30 and 47.7% lived in urban areas.

## A preferred Investment Destination

ASEAN attracted **US\$ 121 billion** of FDI in 2015, with **intra-ASEAN** constituting the largest share of inflows.



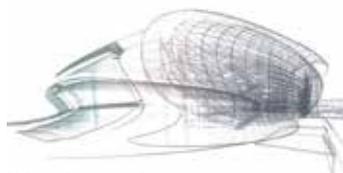
**ASEAN Investment**

(Source: ASEAN Secretariat)

Venue:



Putra World Trade Centre



Malaysia International Trade and Exhibition Centre

Organised by: Strategic Partner:



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