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Malaysian International Furniture Fair Reigns Supreme



This year's *Malaysian International Furniture Fair (MIFF)* broke records in South East Asia. As the leading global industry platform for quality furniture, the fair showed no signs of abating as it recorded its largest crowd of exhibitors and international buyers. In its 23rd edition, the 4-day program amassed a high-quality business atmosphere, encouraging seasoned buyers and first timers from new emerging markets and better performing economies.

Words: Kalli Zerveas

Photography: Supplied

Based in Kuala Lumpur, *MIFF* has nurtured invaluable partnerships between buyers and manufacturers for more than 20 years. This year's fair hosted 550 exhibitors, an impressive 15% increase from previous years. The show hosted astounding attendance, as many as 20,000 visitors from all around the world boosted rates for international buyers by 5%.

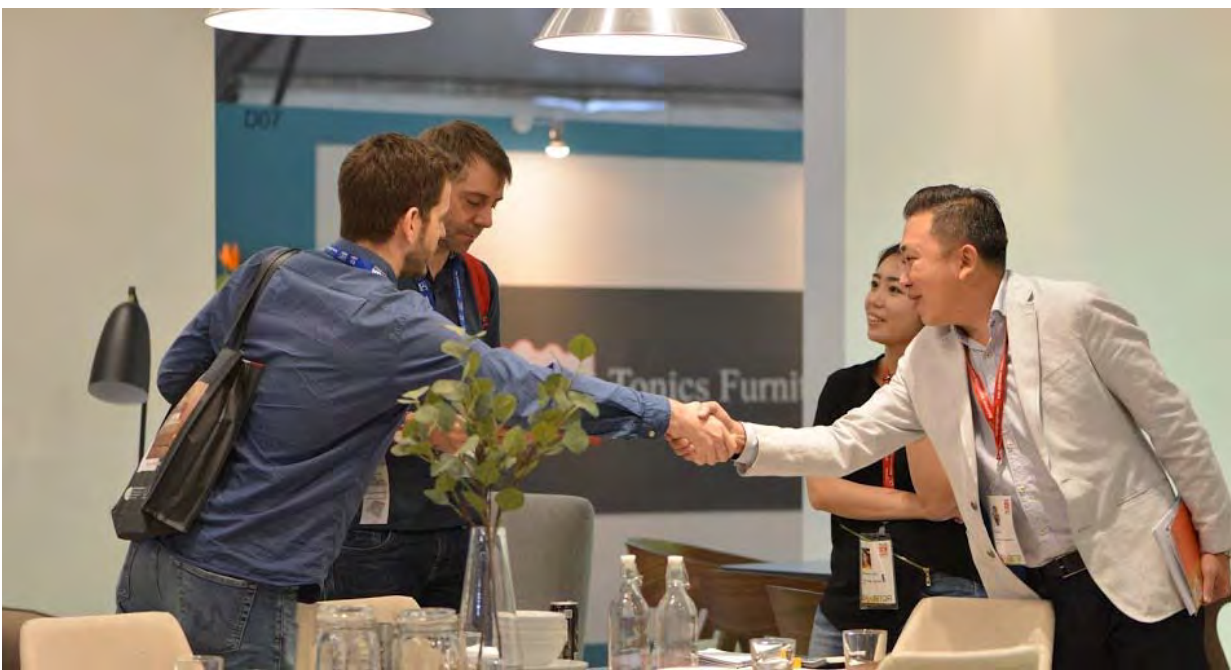


As an international sourcing hub, *MIFF* saw a presence of strong buyers extending beyond South East Asia. Director of *Premium Woods Plus*, Albert Tan asserted, 'the crowds were bigger and the best so far for the seven years the company has exhibited'. Mr. Tan revealed there was a larger presence of unexpected countries like Samoa and Peru which sparked further interest. Representatives were in attendance from China, Japan, South Korea and Australia, all the way through to India, the US, South Africa and the UK. Edgar Lopez of Californian-based *Winners Only Inc.* expressed, 'it is pretty interesting this year; there is more variety. It looks more diverse than last year'. Besides being principally international,

Malaysian manufacturers and designers also established their presence, creating further value for their products and customers.



MIFF is renowned in South East Asia not only for presenting quality products, but also at great value. The standout for buyers at the 2017 show was the one-of-a-kind MIFF Office, which showcases an extensive collection of modern office furniture. Unlike other shows, the MIFF commonly has a strong reputation for conducting real business throughout. This sees buyers and exhibitors making transactions and closing deals all through its duration.





The exclusiveness as exemplified by the MIFF Office as well as the professional atmosphere has majorly contributed to the fair's great success. Ms. Karen Goi, *MIFF's* General Manager expressed, 'It has been a tremendous year for MIFF and a huge boost for a bigger show in 2018... Exhibitors were kept very busy with hordes of buyers... It clearly shows *MIFF* remains the driver of global furniture trade in South East Asia'. Promising to surpass the prosperity and success of this year's show, *MIFF* is eagerly awaiting 2018.



The *Malaysian International Furniture Fair* will be back next year, featuring home and office furniture, furnishings fittings and materials. The show will be held from March 8-11 at PWTC and the Malaysian International Trade and Exhibition Centre.

[Click here for more information on MIFF 2018 and booth reservation.](#)

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