

By Paul Farley Jan 30, 2018

The Malaysian International Furniture Fair (MIFF)

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Buyers attending the Malaysian International Furniture Fair (MIFF) this year will encounter not only a bigger show, but also a variety of complementary attractions.

More international companies are participating in the event, taking place from 8-11th March at the Putra World Trade Centre (PWTC) and the new Malaysia International Trade and Exhibition Centre (MITEC). With the show expanding by

+25% to 100,000 sqm, international presence will make up roughly a third of the 600 exhibitors, outnumbering that of previous years.

Visitors can expect to find a range of products made of materials such as glass, chipboard, metal and different types of wood from the foreign exhibitors, to complement the array of solid wood furniture for which Malaysia's manufacturers are renowned.

Next to the long-term attractions of the China and Taiwan halls are the third-largest overseas group, which comprises over a dozen South Korean companies. A significant number of first-time companies are joining the repeat exhibitors, including names which are making a comeback to MIFF.

MIFF 2018 will include new segments, such as: DesignRena, an exclusive 15,000 sqm floor curated for 80 top Malaysian manufacturers to present their products in lifestyle setting; MIFF Timber Mart for wood and product suppliers and buyers; Millennials@Design (MAD) featuring ready-to-market furniture by young designers, including the FDC in Action designers committee; and MIFF Office, the largest office solutions exhibition in South-east Asia.

Karen Goi, MIFF's general manager, comments: "MIFF 2018 will be an incredible buying experience for visitors. There will be an exciting mix of merchandise to choose from, with the pool of designs, colours and emerging trends converging at the show. There will be products for every budget. Due to the high diversity of buyers from around the world coming here, more and more international exhibitors are looking to MIFF for opportunities to export to third countries, be it to South-east Asia, Asia or other emerging markets."