

# NEW MIFF OFFICE AREA IN 2017. BUILDING POSITION FOR BIGGER 2018 SHOW

**T**he Malaysian International Furniture Fair (MIFF) goes into its 23rd edition in March 2017 with resounding support from returning and new exhibitors taking the opportunity to set up a stronger presence when the show expands in 2018.

MIFF 2017 organised by UBM Malaysia is scheduled from March 8-11 at Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC). In 2018, the show is set to grow 25% bigger to 100,000 sqm at the brand new Malaysia International Trade and Exhibition Centre (MITEC) and PWTC. Exhibitors in 2017 will enjoy exclusive privileges to showcase at MITEC in 2018.

## MEETING POINT IN KUALA LUMPUR

Buoyed by the strong buying mood of more overseas and new buyers at MIFF 2016 driving record sales of US\$908 million, the 2017 edition is witnessing again a high return rate of exhibitors.

"Based on the pace of rebookings and feedback, MIFF 2017 marks a vigorous push by exhibitors to widen their network of buyers and showcase their products because many of them want bigger exhibition space in 2018," said Ms Karen Goi, MIFF General Manager. An annual sell-out with 500 international com-



MIFF at MECC

panies from over 12 countries and thousands of new products, MIFF remains a benchmark in global furniture trade, drawing 20,000 visitors from as many as 140 countries and regions. It now has the added boost of an online trading platform with Alibaba.com that debuted last year.

The diverse international presence, including one in four buyers coming from a neighbouring ASEAN country, bolsters MIFF's position as the ideal gateway to capture business opportunities in Southeast Asia and other emerging markets such as South Asia, Middle East, Africa and East Europe.

## A MIFF OFFICE AREA LAUNCHED IN 2017

Importers, exporters and wholesalers make up over half of trade visitors to MIFF. Besides home furniture, MIFF is featuring an extensive collection of modern workspace solutions in the region. In line with this, a designated area named MIFF Office is created in 2017 to showcase an expected 130 companies from

Malaysia, Taiwan, China, South Korea and Indonesia, displaying executive office chairs, desks, workstations, conference/meeting room furniture, reception area furniture, partitions and storage.

"We are constantly looking for ways to benefit our customers. The global demand for office furniture is picking up again and the work place and work culture are also changing. With a designated area, MIFF Office will help generate more leads for exhibitors and for buyers to better access innovative products and suppliers. In short, they will have a more streamlined sourcing and productive experience at MIFF," added Ms Goi.

For more information about MIFF 2017 click on [www.miff.com.my](http://www.miff.com.my)

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.



MIFF at PWTC