



Malaysia's MIFF show opens big

Furniture Today Staff, March 9, 2018

KUALA LUMPUR, Malaysia – The [Malaysian International Furniture Fair](#) opened its biggest show in 24 years on Thursday. The four-day event, themed "Design Connects People," is bolstered by a 13% increase to 622 exhibitors and a new modern co-venue.

In 2017, MIFF had featured 550 companies and drew nearly 20,000 visitors, including a 5% increase in international buyers from 132 countries to 5,603, and reported written business of a record \$940 million.



This year, MIFF has grown its footprint by 25% to 1.1 million square feet, occupying 18 halls in Malaysia International Trade and Exhibition Centre and long-time venue, Putra World Trade Centre.

Datuk Seri Mah Siew Keong, Minister of Plantation Industries and Commodities, was the guest of honor at the opening ceremony held at MITEC, the newest major exhibition space in the country.

"The bigger exhibition space brings greater advantages. MIFF can now provide more innovative ways for our exhibitors to showcase their products and engage buyers

in greater comfort," said MIFF founder and Chairman Datuk Dr. Tan Chin Huat in his welcome remarks. "I am confident MIFF 2018 will not only be a productive experience for them, but it will set the benchmark even higher as the must visit furniture marketplace every year in Southeast Asia and the biggest export platform for Malaysian furniture."

In addition to residential and commercial products, including wood furniture by Malaysian manufacturers, MIFF features exhibitors from Mainland China, Taiwan, Indonesia, Hong Kong, South Korea, India, Japan, Vietnam, Thailand, Turkey, Singapore and the United States.

International clusters include MainlandChina Hall and Taiwan Hall, and the debut of a group of South Korean companies supported by the Korean Federation of Furniture Industry Cooperatives.

MIFF Office, the largest showroom for office solutions in the region, also will provide greater choice, with the gallery filled by 120 exhibitors, up 20% from last year.

New highlights in 2018 include designRena, a curated 150,000-square-foot floor for 80 top Malaysian manufacturers; MIFF Timber Mart, a one-stop platform for global wood suppliers and buyers; the Millennials@Design (MAD) gallery featuring export-ready furniture by young designers from MIFF Furniture Design Competition (FDC).

FDC in Action is the latest MIFF initiative to support creative talent. Seven young designers selected from previous FDCs are mentored by MIFF Creative Director Philip Yap to provide product design and booth styling for exhibitors.