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## Malaysian International Furniture Fair 2017 sees increase in attendance

March 8-11 show drew 18,725 visitors from in and outside Asia

Thomas Russell, July 5, 2017

KUALA LUMPUR, Malaysia – The 2017 Malaysian International Furniture Fair saw a 5% increase in visitors and a 35% increase in new visitors, show officials reported.

The March 8-11 show drew 18,725 visitors from 132 countries and regions. Malaysians made up the majority of the attendance at 7,003 while international visitors totaled 5,603. There were also 6,119 invited guests, including individuals from government agencies, embassies and commissions as well as individuals from non-furniture trade associations, universities and other institutions.



Invited guests attend the opening ceremony of the 2017 Malaysian International Furniture Fair, held March 8-11 in Kuala Lumpur, Malaysia.

Southeast Asia represented about 28% of the international attendance, which was followed by 20.7% from the Far East; 13.5% from South Asia and 10.7% from Europe. A total of 7.4% were from Australia, 7.1% from the Middle East and 5.6% from North America. Africa represented 5.5% of the international visitors and South America represented 1.5%.

The U.S. was no. 8 in the Top 20 visiting countries. India was number 1, followed by Singapore, China, Australia, Indonesia the Philippines, Japan, Vietnam and Taiwan.

The show featured 550 exhibitors of case goods,

upholstery, youth furniture, office furniture and outdoor furniture showing in nearly 1 million square feet of show space, making it one of the largest trade shows in Southeast Asia. This included 167 new exhibitors, a 15% increase. Of the total, 340 were from Malaysia and another 210 were international, representing China, Taiwan, Indonesia, Korea, Japan, India, Turkey and the U.S.

Based on a survey of the 2017 event, 96% of attendees said they would attend MIFF again, and more than 91% said they were satisfied with the quality of exhibitors. More than 87% of those surveyed said they were satisfied with the number of exhibitors at the event as well as the exhibitors' range of products.

The next MIFF event is planned for March 8-11, 2018. For more information, visit: <http://2018.miff.com.my/>

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I'm Tom Russell and have worked at Furniture/Today since August 2003. Since then, I have covered the international side of the business from a logistics and sourcing standpoint. Since then, I also have visited several furniture trade shows and