

MIFF 2017 – the biggest and most successful yet



The Malaysian International Furniture Fair (MIFF) 2017 held in Kuala Lumpur - Malaysia's capital city - between 8 March and 11 March has been the most successful yet according to the organisers UBM Malaysia. This is saying a great deal as this annual furniture fair has a consistent record of ongoing growth since its inception over 21 years ago. And when one considers the serious competition from furniture fairs in south east Asia and the Far East including Indonesia, Vietnam, Singapore and of course most seriously China, its achievements are extraordinary.

This writer has of course been a visitor to the Fair for many years, firstly as a reporting journalist and then for the last decade as one of four international judges invited by the organisers to help hold exhibitors to the highest standards possible in order to maximise their time and expense. And thus from this privileged position we can with a degree of confidence assert that its ongoing suc-

cess is due in no small measure to its outstanding organisation, its attention to detail, its concern for its exhibitors and its understanding of its visitors' needs. And these visitors, buyers in the main including importers and wholesalers, such as cinemas, theatres, conventions etc., etc. sprinkled with a measure of curious potential manufacturers and e-commerce startups, are looked after well, their every need anticipated and satisfied. MIFF then is a Fair utterly infused with the personality of the organisers - personal, friendly, warm and generous.

This year 543 exhibitors hailing from countries such as the UK, Germany, Italy, the USA, India, China, Taiwan, Thailand, Japan and of course Malaysia itself, attracted well over 20 000 visitors from all over the world including Australia, Turkey, Morocco, America, Britain, the UAE, Russia, Germany, Holland, Italy, Mexico, South Africa et al. This exponential growth has spurred the need for larger exhibition space and the Malaysian Government, recognizing the huge importance of the Malaysian furniture industry - its products are exported to over 140