



## LOOKING AHEAD TO MIFF 2012

### More New Products, More Innovation

**KUALA LUMPUR, 24 Aug 2011:** After setting another record sales performance in early March this year, the organiser of the Malaysian International Furniture Fair (MIFF) is already looking ahead to make next year's edition more refreshing and attractive for buyers.

MIFF 2012 has been fixed from March 6 to 10. It will spread over 75,000 sq metres of exhibition space at the downtown Putra World Trade Centre and nearby Matrade Exhibition & Convention Centre in the Malaysian capital, Kuala Lumpur.

"Even before the close of MIFF 2011, exhibitors want to book space in advance for 2012. This is a good sign of their enthusiasm for the next show, we are in close touch with them," says Dato' Tan Chin Huat, Managing Director of MIFF Sdn Bhd, the fair's organiser.

He is optimistic that Malaysian furniture-makers will respond strongly by unveiling more new products and expanded selections following feedback from buyers.

"Buyers at this year's show told me that they see some new designs but it is not enough. The process has been slow but surely, Malaysian manufacturers are coming around to accept that next to quality, they need to invest in design," he adds.

Local manufacturers will also be driven to step up because for many of them, MIFF is the main source for their business. The trade show began in 1995 and has since grown into a world-recognised and important gateway for Malaysian furniture, accounting for nearly a third of exports annually.

Buyers would have noticed that in recent years, Malaysian furniture makers have begun using alternatives such as imported American hardwood, composites and eco-friendly materials to add variety to the dominant array of local wood-derived furniture.

The United States economic turmoil and uncertainties over Europe are not expected to hugely impact visitor traffic or sales at MIFF 2012.

"Since we began in 1995, we have steadily built up a core group of buyers from 140 countries. There are concerns over U.S and Europe, but MIFF has proven its resilience over the years because our constant is quality, pricing and selection," says Tan.



At MIFF 2012, no less than 500 exhibitors will display contemporary styles and perennial favourites for a wide range of indoor and exterior home furniture, and commercial use.

Office and dining furniture segments were big draws at this year's show, driving sales to yet another record of USD778 million, up from USD755 million in 2010.

Buyers should also keep an eye on the Ideation Award 2012, a showcase for young designers who will be challenged by the theme "My Favourite Chair" and come up with a market appealing product. A special gallery will feature the prototypes of the finalists.

MIFF 2012 will continue to honour exhibitors with awards for the most creatively-designed booth and most innovative furniture design. Several industry seminars will be hosted to keep trade visitors up to date with the latest trends.

Registration of buyers and exhibitors is open. Visit [www.miff.com.my](http://www.miff.com.my)

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**ABOUT MIFF SDN BHD** MIFF Sdn Bhd is an award-winning MICE event organiser in Malaysia. In 1995, it conceived the annual Malaysian International Furniture Fair (MIFF) which is the country's top trade show today and a leading global industry show recognized by UFI.

MIFF has won several awards including Best MICE Exhibition of the Year 2004/2005/2006 from the Malaysia's Ministry of Tourism; Best Brands in Furniture Trade Exhibition 2007 from The Brand Laureate; The 8th Asia Pacific International Honesty Enterprise from Keris Award 2009; The 9th Asia Pacific International Entrepreneur Excellence Brand Award 2010; Corporate Partner Award 2010 from Furniture Leadership Award; Industry Excellence Award 2011 from MACEOS.

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