

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2015 SETS TRADE PLATFORM FOR US BUYERS AND IMPORTERS

*First-in-Year for Sourcing Asian Furniture Exhibition Breeds Unique Experience
and Channel for North America*

KUALA LUMPUR, Oct 13: Coinciding with the United States' economic recovery to pre-recession years with reported GDP increase of 4.2% this summer (by US Chamber of Commerce) and drop in unemployment rates beyond pre-recession years, North American furniture imports from Malaysia are also on the rise once again. According to Malaysia's national trade promotion agency, MATRADE, furniture exports from Malaysia to the United States were up 8.2% in the first half of 2014 to RM1.28 billion (US\$388 million) accounting for 1.6% of total market share. Organisers of the Malaysian International furniture Fair (MIFF) look forward to welcome global and in particular North American trade buyers and visitors for the 2015 edition of MIFF which will be held March 3 to 7 in the Malaysian capital, Kuala Lumpur.

The world's largest economy is also the largest market for Malaysia's highly export-oriented furniture industry. The signs of a rebound bring good news for exhibitors and added impetus to the five-day show at the Putra World Trade Centre and Matrade Exhibition and Convention Centre (after Malaysian furniture exports to the U.S slipped last year) to provide improved and new programmes and services for international visitors.

As MIFF 2015 is the first show of the Asia furniture sourcing season, buyers have first advantage to catch the year's new collections and a variety of products from 500 Asian and international manufacturers spread over 80,000 sq metres (861,000 sq feet) of display space.

American buyers converge on Kuala Lumpur every March to source value-priced and high quality finish case goods for dining and bedroom, leather and fabric upholstery, occasional and youth furniture. MIFF is also known for its extensive choice of living room, office and outdoor furniture, fittings and hardware.

Over 400 American buyers returned to Kuala Lumpur this year for MIFF 2014 including Top 100 Furniture Stores like U.S. leading furniture and bedding retailer Ashley Furniture Industries, Hom Furniture and Art Van Furniture, joined by other nation-wide distributors, Picket & Rail, Rizzon Furniture, Coaster Co of America, Hodedah Imports and All About Furniture.

Malaysia's biggest manufacturers have again thrown their support behind MIFF 2015. Among them, leading exporter Poh Huat Furniture, Green River Wood & Lumber, Hin Lim Furniture, Favourite Design, SJY Furniture, T A Furniture, Benithem, Euro Chairs and Merryfair Chair System.

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2015**

**03-07 MARCH
0930 - 1800 hrs**

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



In 2014, MIFF celebrated its 20th anniversary edition with a 6% visitor increase to nearly 20,000 including 6,717 international buyers from 141 countries and regions, posting record sales and transactions of US\$892 million. For 2015, MIFF plans to further expand upon programmes targeted for international buyers to more easily source furniture ranging from networking vehicles, choice travel plans, and seminars and events to better educate buyers on the advantages of Southeast Asia furniture as high-quality/costs-efficient alternatives.

Ms Karen Goi, General Manager for Furniture and Interiors of the show organiser, UBM Malaysia notes: “The upturn in exports to North America is certainly good news for MIFF 2015 and our exhibitors. A well-kept secret to some and under-the-radar opportunity for others, Malaysian and Southeast Asian furniture for years provides creative solutions for large scale commercial as well as interior design projects. MIFF is an attractive and cost-effective marketplace for North American buyers to see the most Southeast Asia in a short period of time. There are also several advantages for trade visitors to visit Malaysia including visa-free travel, prevalence of spoken English, and a safe locale with great entertainment, shopping and more reasons to mix business with pleasure. ”

Buyer registration is now available online at www.miff.com.my with free admission is reserved for professionals who register by Jan 31, 2015.

For more information on MIFF 2015, visit www.miff.com.my

Notes to Editors

1. About MIFF (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.

2. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and over 1,400 staff in 25 major cities. We operate in 21 market sectors with 160 exhibitions, 75 conferences, 28 trade publications, 18 vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

MEDIA CONTACT

Ms Kelie Lim

Marketing Department

Furniture & Interiors Division, UBM Malaysia

Tel: +603-2176 8788 Fax: +603-2164 8786

Email: Kelie.Lim@ubm.com