

Press Release

MALAYSIAN INTERNATIONAL FURNITURE FAIR 2015 SOLD OUT *INFLUX OF PRE-REGISTERED NEW BUYERS*

KUALA LUMPUR, Jan 13: The Malaysian International Furniture Fair (MIFF), which opens the buying season in Asia in six weeks, is sold out once again with a high volume of pre-registered first time buyers and more new exhibitors fuelling the positive momentum for the 21st edition of the annual event.

Over 500 international exhibitors from 12 countries and regions have committed to showcasing the latest trends and products spanning 80,000 square metres at the Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC) in Kuala Lumpur from March 3 to 7.

The trade show, which is also the largest in Southeast Asia, has reported a 11% increase in buyer pre-registration, of which a third are first time visitors.

Pre-registration of buyers remains open with free admission for trade professionals who register online at www.miff.com.my by Feb 15.

The trading floor will welcome 10% new exhibitors joining an array of international manufacturers, pavilions from China and Taiwan, and Muar Hall featuring exhibitors from Malaysia's leading furniture hub. Among the new exhibitors is Bulgaria's largest wood carving studio, Usta Darin, maker of exquisite wood interiors and furniture.

MIFF has a track record of drawing buyers from 140 countries and regions, attracted to the quality, value and extensive choices of household, office, outdoor furniture, fittings and hardware.

The trade show is also the largest showcase of furniture made in Malaysia which is the world's 8th largest exporter with a strong market share in wood furniture including dining sets and upholstered frames. According to Malaysian trade statistics, exports rebounded 12% to RM5.9 billion in the first nine months

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2015**

03-07 MARCH
0930 - 1800 hrs

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



of 2014 on the back of recovering demand including from top buyer, the United States.

Buyers can shuttle between the two venues via a complimentary coach service and make use of the free MIFF app to keep abreast with latest happenings and search for companies and products to plan their daily business schedules. They have more opportunities to network at the International Buyers Lounge, Buyers' Night gala and at a series of free seminars by industry experts on current developments and trends.

Another highlight is the Mar 5 prize presentation ceremony to recognise the top young talent in the MIFF Furniture Design Competition 2015 and top exhibitors for the most innovative product and most creative booth.

The design competition with the theme "Living Furniture Global Perspective" is supported by the Malaysian Timber Council for the first time with wood as the main material. The prototypes of the top 10 finalists picked by an international jury are showcased at MECC during MIFF.

In 2014, MIFF featured 503 exhibitors from 13 countries and posted a record turnover of US\$892 million. Visitor numbers increased 6% to nearly 20,000 with over 6,000 international buyers from 141 countries and regions. A quarter of overseas buyers are from Southeast Asia

Ms Karen Goi, MIFF General Manager, comments: "The enthusiastic response has made the run-up to MIFF 2015 even more exciting. MIFF's core strength as a top global sourcing market has gained even more prominence as the industry continues its recovery. With the upturn from recovering advanced economies and growing interest from emerging regions, we look forward to a lot of positive energy and abundant business opportunities for our exhibitors and buyers to maximise their money and time spent at MIFF."

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

Notes to Editors

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.

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