

PRESS RELEASE

ALIBABA B2B & UBM COLLABORATION DEBUTS AT MALAYSIAN INTERNATIONAL FURNITURE FAIR 2016 *First Programme in Strategic Alliance of Leading Companies Commences at First in Sourcing Season Furniture Fair*

KUALA LUMPUR, Dec 22: Malaysian International Furniture Fair (MIFF) 2016, Southeast Asia's biggest global furniture market, will be the launch pad for the [strategic alliance between UBM and Alibaba B2B](#) announced earlier this month aimed at exploring opportunities to link the B2B online and face-to-face trading worlds and unite the online and offline (O2O) trade buying experience. The MIFF five-day show with an anticipated 500 exhibitors takes place from March 1 to 5 at the Putra World Trade Centre and Matrade Exhibition and Convention Centre.

Over the past two decades, MIFF has joined the ranks of leading sourcing events and become a must-attend show for thousands of international buyers looking for **value and quality furniture** including Malaysia's renowned wood products. Drawing global buyers from as many as 140 countries and regions, the show is also a gateway into lucrative emerging markets, in particular Southeast Asia, Middle East, Africa and Eastern Europe.

As the sole pilot event outside of Mainland China and Hong Kong and sole furniture sourcing event for the initial phase of the strategic alliance, the addition of Alibaba B2B - the world's leading online wholesale trading platform - will create wider global trading avenues for furniture buyers to explore unique furniture and furnishing of Southeast Asia and Malaysia represented at MIFF. Buyers will also enjoy additional O2O experiences through integration of Alibaba's Trade Assurance programme to selected MIFF exhibitors as well as onsite matchmaking programmes.

Buyer registration for MIFF is open on www.miff.com.my. Early birds will gain privilege access to show events and hotel discounts.

Notes to Editors

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2016**

01-05 **MARCH**

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



UBM

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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