

BUILDING TOWARDS INTERNATIONAL TIES

SINCE ITS INCEPTION 17 YEARS AGO, MALAYSIAN INTERNATIONAL FURNITURE FAIR 2011 (MIFF 2011) HAS STRIVED TO PRESENT THE BEST FURNITURE FAIR IN SOUTHEAST ASIA, WITH A FOCUS ON EXPLORING AND EXPANDING INTO NEW MARKETS EVERY YEAR. 马来西亚国际家具展 (MIFF) 自17年成立以来一直以探索、发掘及开拓新市场为目标, 致力于成为东南亚最佳家具展销会。

A pioneer show of its kind, Malaysian International Furniture Fair 2011 (MIFF 2011) is renowned as a one-stop buying centre offering furniture with uncompromising quality and uniqueness that has succeeded in attracting genuine and relevant buyers annually.

The show is not only recognized globally as a furniture export vehicle for the region, it also offers itself as a gateway for international players to penetrate the regional market. In 2010, twenty thousand visitors and 6,800 international buyers visited MIFF; and a record of US\$755 million sales was generated.



MIFF是著名的一站式采购中心, 其对产品质量的严格性及产品的独特性正是吸引大量卖家的主要原因。此外, MIFF不仅是家具出口展览会, 更是一个把国际商家引领进入本地市场的贸易平台。2010 MIFF一共吸引了两万访客及约7000的国际买家亲临此展会, 并创下7.55亿美元的销售额。

2011年3月1日至5日于吉隆坡国际会展中心 (KLCC) 及太子世界贸易中心 (PWTC) 举行的第17届大马国际家具展, 80,000平方米的展览, 吸引了超过500家来自世界各地的家具商参展。今年的MIFF亮点是由赢得瑞士家具设计师奖的设计师Daniel Korb主讲的“美感与实用”研讨会及由MIFF Sdn Bhd与Arcradius Consulting Sdn Bhd联合, 以栽培更多年轻人才所举办的最佳创意大奖, 今年的主题为“崭新的城市主义、创新及永久性”。展会所吸引的7000位买家来自东盟, 欧洲, 中东, 远东, 大洋洲和美洲地区。今年更推广设计、制造及包装过程皆采用环保材料, 注入家居环保意识。





Held from 1st to 5th March 2011, more than 500 leading furniture manufacturers and exporters from Malaysia and Asia, as well as from around the world, showcased exciting designs and launched their latest products to the world at the Putra World Trade Centre (PWTC) and Kuala Lumpur Convention Centre (KLCC), occupying 80,000sqm of exhibition space. The highlights from this year's MIFF were the seminar on 'Beauty & Utility' by award winning Swiss Furniture designer, Daniel Korb and the Ideation Award 2011 which carried the theme "The New Urbanism, Innovation and Sustainability", organized by MIFF Sdn Bhd and Arcadius Consulting Sdn Bhd to nurture young talents.

The 7,000 international buyers represented regions like ASEAN, Europe, Middle East, Far East, Australasia and America. Featured this year were new trends involving green initiatives in materials used in production and packaging processes of locally made furniture. 🏠

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