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"MIFF Furniverse" online exhibition to open in August 2020

Malaysian International Furniture Fair presents

MIFF furniverse
MIFF Online Exhibition

Asia Pacific Market 11-13 Aug 2020	North America & South America Market 18-20 Aug 2020	Europe, Middle East & Africa Market 26-28 Aug 2020
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connecting global furniture markets with real-time trade opportunities

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Organised by: **informa markets** Strategic Partner: **MIFF**

Informa Markets, the Organiser of the Malaysian International Furniture Fair (MIFF) launches MIFF FURNIVERSE online exhibition in August 2020 to connect global furniture buyers with furniture manufacturers to penetrate in the world of opportunities for global furniture market at this trying time.

"Global buyers are invited to a universe of sourcing furniture, now just at their fingertips. For the first time ever, MIFF FURNIVERSE is set to be an immersive online experience with real-time trading opportunities for buyers and exhibitors as soon as they enter. With MIFF's successful 25 years track record in attracting international furniture exhibitors and buyers from 140 countries and regions, MIFF FURNIVERSE is expected to be no different in terms of both excitement and a great experience – all online," said Karen Goi, MIFF General Manager.

Three live Furniture Market Events will be organised in MIFF FURNIVERSE platform. The live events feature the Asia-Pacific Market, the North America & South America Market, and the Europe, Middle East & Africa Market. Each market is geo-targeted and customised according to your market's time zone.

MIFF FURNIVERSE is easy to navigate. Buyers can browse through Exhibitor's Booths at the (virtual) "Exhibition Hall." Each virtual exhibitor's booth includes information such as contact details, target markets and there are even brochures you can download. There will be opportunities to view products at different angles, complete with product specification information of different sizes, materials, colours, finishings, etc., as well as special deals and delivery or shipment schedules.

This will also be an excellent platform for buyers to springboard into the live interaction with suppliers via chat or video call, to schedule meetings with exhibitors and to establish unique contact with manufacturers and sellers. Buyers could also "drop your business card" to the exhibitor!

"MIFF FURNIVERSE can connect Malaysian and international furniture suppliers with trade buyers virtually from all parts of the world and there is no better time than the present when global retailers are looking for alternative suppliers. We aim to provide our customers a unique online event experience and alternate digital solutions to continue their business," added by Karen Goi.

Online registration for the MIFF FURNIVERSE live Furniture Market Events has opened. Buyers can register at www.miff.com.my for golden opportunities to connect