

MIFF 2022 generated US\$199M in sales, organizers report

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KUALA LUMPUR – The organizers of the Malaysian International Furniture Fair (MIFF) said recently the first industry event to open live in Asia this year concluded on a high note, adding it was praised by both exhibitors and buyers. The special 2022 edition of the show closed after a three-day run July 9.

They reported a total of 10,017 buyers from 94 countries and regions crowded the booths of 192 exhibitors from 11 countries and regions, generating about US\$199 million in onsite sales at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL).

Those suppliers and buyers unable to travel to Kuala Lumpur did not miss out as they traded via the virtual MIFF Furniverse platform set up in a special lounge in MITEC.

In addition to its reputation as a global top 10 furniture show and the largest in Southeast Asia, MIFF is the largest showcase for Malaysia's renowned wood indoor and outdoor furniture for both residential and commercial use.



An overview of the of the Malaysia International Trade and Exhibition Centre during this year's special edition of the Malaysia International Furniture Fair.

This year's show was a hybrid edition after two years of the pandemic disruption, combining the physical trading floor and MIFF Furniverse launched in 2020 to link buyers and suppliers in the absence of a physical event.

The business momentum was driven by the wide range of furniture exhibited, returning visitors and first timer attendees making up 40% of the traffic as retailers sought to diversify their sources after supply uncertainties caused by the pandemic.

"We were optimistic that the outcome would be good but it totally exceeded our expectations. Exhibitors are very happy with the strong orders and the brisk buying attests to the variety and quality of products here. MIFF remains a solid sourcing platform in global furniture commerce, it has proven its resilience and relevance," MIFF general manager Karen Goi said.

The show will return to its full pre-pandemic scale next year as the organizers are anticipating filling some 80,000 square metres of show space and host more than 500 exhibitors at its two venues. The 2023 show will be held from March 1 to 4.

The Muar Furniture Association (MFA), Malaysia's most prominent industry group, was elated with MIFF's performance.

"This year's show has opened important opportunities for our manufacturers to talk face-to-face with buyers and hear directly about their market situation. The feedback is very valuable because many of our exporters have not had the chance to go overseas for the two-and-a-half years because of the pandemic," MRA president Steve Ong said.

MIFF maintains a web site at www.miff.com.my (http://www.miff.com.my).



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