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# Furniture News

The essential guide to the UK domestic furniture trade

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By Paul Farley May 3, 2022

## Malaysian sourcing opportunities this summer

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The Malaysian International Furniture Fair (MIFF) returns from 6-9th July to showcase some of the best in Malaysian furniture exports.

Taking place in Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL), the event promises new products from over 400 suppliers, offering everything from home and office furniture to fittings and furnishing materials.

Artwright, Ecomate, Euro Chairs, Future Manufacturer, Heveapac, Isella Sofa, Latitude Tree, Nova Talent, Sern Kou, Sin Wee Seng, TITOV, and TA Furniture are among this year's exhibitors, alongside businesses from China, Indonesia, India, Singapore, Taiwan and Thailand.

MIFF also offers a digital hybrid experience for buyers wishing to make contact with suppliers prior to their visit.

According to the event's GM, Karen Goi, over a thousand buyers from 80 countries and regions have booked flights to MIFF, with buyer delegations from Japan, the US, Canada, Europe and Turkey preparing to inspect the exhibitors' products in person.

"Buyers now are longing for a physical exhibiting experience, after two years of online exhibition, without having to feel and touch the products," says Karen. "We are ready to receive our global industry friends to experience the summer furniture sourcing in Kuala Lumpur as the confidence of international visitors have increased with the reopening of the border."

With the steady increase of visitors to Malaysia, buyers can travel with confidence, says Karen, who also highlights the Valued Visitor Privilege (VVP) Programme, which is offered to the first 200 international buyers registering with MIFF. The invited buyers will enjoy a three-night free stay at MIFF's preferred 5-star hotel, Sofitel Kuala Lumpur.

MIFF will be powered by renewable energy starting this year, supporting the initiatives of shaping a sustainable future for the furniture industry.