

By Paul Farley Aug 3, 2022

## MIFF establishes strong foundation for next year's event

HOME (/) / EVENTS (/EVENTS) / ARTICLES (/EVENTS/ARTICLES) / 2022 (/EVENTS/ARTICLES/2022) / JULY (/EVENTS/ARTICLES/2022/07)



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The Malaysian International Furniture Fair (MIFF (<http://www.miff.com.my>)) 2022, one of the first in-person industry events to open in Asia this year, elicited praise from exhibitors and buyers for the atmosphere throughout the special edition, which took place at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) from 6-9th July.

A total of 10,017 buyers from 94 countries and regions attended the show, which comprised 192 exhibitors from 11 countries and regions and generated \$199m in on-site sales, states organiser Informa Markets Malaysia.

Suppliers and buyers unable to travel to Kuala Lumpur were able to trade via the virtual MIFF Furniverse platform, set up at MITEC.

This year's show was a hybrid edition after two years of the pandemic disruption. Informa says momentum was driven by the wide range of furniture on display, with first-time attendees making up 40% of the event's traffic, "as retailers sought to diversify their sources after supply uncertainties caused by the pandemic".

GM Karen Goi says: "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."

The Muar Furniture Association (MFA), the country's most prominent industry group, was pleased with the performance. MFA president Steve Ong comments: "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."

Despite the pandemic, the show has continued to back young talent, through its MIFF Furniture Design Competition, Millennials@Design (mailto:Millennials@Design) – xOrdinary showcase, and the TANGGAM Design Centre by the Malaysian Timber Industry Board, which were given space to display their latest creations.

MIFF 2019 featured 600 exhibitors from 14 countries and regions. The show will return in full from 1st-4th March next year, spanning 80,000 sqm to host over 500 exhibitors at the two venues.