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# INTERIORS MONTHLY

FIRST FOR FURNITURE, FLOORING AND ACCESSORIES

SEPTEMBER 2022



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**Beds and bedroom**

Supplement

**TFS**

Show guide



Inception

# It's back

MIFF returned in a physical format

After two years of pandemic disruption, the Malaysian International Furniture Fair returned as the first industry event to open in person in Asia this year.

Some 192 exhibitors from 11 countries attracted 10,017 buyers from 94 countries, generating US\$199m on-site sales at the Malaysia International Trade and Exhibition Centre (MITEC) and the World Trade Centre Kuala Lumpur (WTCKL).

While this is about half the normal number of visitors, it was welcomed by

exhibitors, given the physical absence of the show since 2020 and the global situation.

Buyers who were unable to travel to Kuala Lumpur did not miss out on the action as they traded via the virtual MIFF Furniverse platform – debuted in 2020 – set up in a special lounge in MITEC.

Business momentum was driven by the wide range of furniture exhibited, returning visitors and first-time attendees making up 40% of visitors as retailers

sought to diversify their sources after supply uncertainties caused by the pandemic.

'We were optimistic but the outcome 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,' says Karen Goi, MIFF general manager. →→→



Dreamrex



Titov



## REVIEW



Millennials@Design – xOrdinary

The show will return full scale from 1-4 March next year, covering 80,000sqm to host more than 500 exhibitors at the two venues.

The show has continued to back young talent with its MIFF Furniture Design Competition, the Millennials@Design – xOrdinary showcase and the TANGGAM Design Centre by the Malaysian Timber Industry Board.

The Muar Furniture Association, the

country's most prominent industry group, was elated with the 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 two and a half years,' says Steve Ong, MFA president.

Visit: [www.miff.com.my](http://www.miff.com.my)



Future



Intergo

## RECRUITMENT

If you are looking to recruit staff for your furniture or flooring stores, looking for sales staff or reps for your manufacturing outlet, then **INTERIORS MONTHLY** offers a great package!

Our online package is just **£175**. Your advert will appear in our jobs section on the website until the position is filled or you ask us to remove. Our weekly newsletter, which is mailed every Thursday to 7000 industry professionals, also includes a list of these latest jobs.

If you have both online and quarter page recruitment advert in our magazine, the cost will only be **£250!**

Costs for larger recruitment adverts are available upon request.

**Please contact Jarrod on**  
**E: [jbird@interiorsmonthly.co.uk](mailto:jbird@interiorsmonthly.co.uk)**  
**T: 01565 631 397**

## MINERVA GROUP CHIEF EXECUTIVE A UNIQUE OPPORTUNITY

Due to retirement, the Minerva Furniture Group has a vacancy for a Group Chief Executive.

The successful candidate will be responsible for:

- Maintaining and nurturing existing accounts
- Sourcing and meeting new suppliers / manufacturers
- Visiting furniture shows and trade fairs at home and abroad
- Introducing product ranges that suit our membership and their customer base
- Negotiating prices, arranging promotions and exclusives
- Expanding the membership of the group
- Organizing the group's yearly exhibitions
- Working in close collaboration with the Board of Directors

The ideal candidate must be self-motivated, self-disciplined, articulate, have excellent negotiation and communication skills.

Generous remuneration package including company car, pension and health benefits.

To apply, e-mail a CV and covering letter to:  
 Martin Lukehurst, Chairman, [martin@lukehurst.co.uk](mailto:martin@lukehurst.co.uk)

Minerva Furniture Group, 3 Pickwick Park, Park Lane, Corsham, Wiltshire, SN13 0HN

