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## MIFF 2022 SETS A STRONG FOUNDATION FOR NEXT SHOW 1-4 MARCH 2023 THUMBS UP FROM EXHIBITORS AND BUYERS

Aug 09, 2022 | By CENS



Photo credit: MIFF

KUALA LUMPUR, AUGUST 2: Malaysian International Furniture Fair (MIFF) 2022 the first industry event to open in person in Asia this year, concluded on a high note with praises from exhibitors and buyers for the busy business atmosphere throughout the special edition show from July 6 to 9.

A total of 10,017 buyers from 94 countries and regions crowded the booths of 192 exhibitors from 11 countries and regions, generating USD 199 million on-site sales at the Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL).

Suppliers and 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 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 of Malaysia's renowned high-quality wood furniture for homes and commercial indoor and outdoor needs.

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





Photo credit: MIFF

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," said Ms Karen Goi, General Manager of MIFF.

The show will return full scale from March 1- 4 next year spanning 80,000 sqm to host over 500 exhibitors at the same two venues. Despite the pandemic, the 2022 show has continued to back young talent with its MIFF Furniture Design Competition, Millennials@Design – xOrdinary showcase and the TANGGAM Design Centre by the Malaysian Timber Industry Board which were given space to display their creativeness and ideas.

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



Photo credit: MIFF

"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," said Mr Steve Ong, MFA president.

Buyer Daniel Rafaeli, Ottomanson Inc, USA: "Definitely the first time in MIFF, I was very impressed by the amount of good companies and merchandise - designs and quality-wise. I was meeting new companies, knowing what is new and what is going on in the market. Basically, I am able to bring new merchandise back home."

Exhibitor Nick Wee, Director, BSL Furniture Sdn Bhd: "The exhibition performance was better than expected, and there were many enquiries and orders from the visitors. They need large quantities of products to be sold in different furniture stores in their country." For more information about MIFF, please visit our website [www.miff.com.my](http://www.miff.com.my) or email: [info@miff.com.my](mailto:info@miff.com.my). To get latest news and insights, follow Furnish Now by MIFF (FB).

About MIFF ([www.miff.com.my](http://www.miff.com.my)) MIFF is the largest and leading export-oriented furniture trade show in Southeast Asia and Malaysia showcasing the widest collection of made-in-Malaysia wooden furniture, home furniture and office furniture. Established in 1995, MIFF is now a one-stop sourcing platform with online and offline solutions connecting a wider community of 20,000+ buyers from 140 countries and regions with 600+ furniture manufacturers and exporters from 12 countries and regions. With various new digital offerings since 2020, it provides trade opportunities and connects the global furniture market all year round. MIFF is organised by Informa Markets which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.

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