

Press Release

**MIFF 2023 BURSTING WITH OPPORTUNITIES ON RECORD
EXHIBITOR TURNOUT**

Southeast Asia's largest furniture platform rebounds beyond pre-pandemic level

KUALA LUMPUR, Mar 1: Malaysian International Furniture Fair (MIFF) opened today with a record number of 671 exhibitors from 11 countries and regions in a show of its resilience and appeal in global furniture trade.

Running from March 1 to 4, the show shrugged off the Covid pandemic blues to stage a full-scale return as Southeast Asia's largest industry event and the biggest export platform for Malaysian furniture.

The opening ceremony was graced by Malaysia's Deputy Prime Minister Dato' Sri Fadillah Yusof who is also Minister of Plantation and Commodities.

Organised by Informa Markets, the annual event got off to a rousing start for Malaysia's top global manufacturers and exporters, and producers from China, Hong Kong, India, Indonesia, Singapore, Thailand, Vietnam, Taiwan, Japan and South Korea bringing a diverse spectrum of furniture for household and commercial settings.

MIFF 2023 is expecting to welcome 20,000 buyers from 130 countries and regions over the four-day show.

In 2019, the show peaked with 600 exhibitors and sales topped a record US\$1.01 billion over four days. Subsequently during the pandemic, MIFF ran a digital market place.

MIFF 2023 is a boon for global buyers, many making their way back to Kuala Lumpur for the second time in eight months. A scaled down special edition was held last July after Malaysia reopened its borders.

It is witnessing significant demand from exhibitors and high-quality trade buyers who are seeking to strengthen their supply network against more disruptions after the pandemic.

Thousands of buyers were already hitting the trade floor at the World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade & Exhibition Centre (MITEC) hours before the official opening.

“The lost pandemic years has shown the importance of MIFF in global furniture commerce as a relevant and steady partner for business growth. It encourages real opportunities for MIFF and the Malaysian furniture industry to work closely and with other stakeholders to develop new prospects and new markets. We remain committed to delivering high standards and providing our customers with the best experience possible,” said Dato’ Dr Tan Chin Huat, MIFF Founder and Chairman.

In 2022, 53% of visitors said they were sourcing for products and make new orders while 32% were visiting suppliers or seeking business partners.

With thousands of products spread over 16 halls over the two venues, the show has been divided into various segments to make it easy for visitors to meet exhibitors and view merchandise.

A new highlight is Furniture China @Malaysia Show in its first ever edition outside Shanghai with a selection of their top international brands in furniture, home furnishings and furniture material.

China’s border reopening brings over 200 mainland companies to MIFF to join the line-up of foreign exhibitors that includes pavilions by Japan, South Korea and Taiwan.

Regular attractions include International Hall for foreign exhibitors, famous Muar Hall, MIFF Office featuring the biggest collection of office furnishings in the region, designRena lifestyle floor exclusively curated for top Malaysian manufacturers and xOrdinary showcase to spotlight market-ready products by Malaysian young designers.

The Muar Hall marks a decade-old strategic partnership between MIFF and Muar Furniture Association (MFA), the leading industry group in Malaysia.

MIFF continues its efforts to discover new talent and encourage youngsters to consider a career in the industry with the MIFF Furniture Design Competition

(FDC). This year's challenge with the theme "Post-pandemic Workspace Furniture" drew over 250 entries with winners to be announced on Mar 3.

Back to the rostrum are six industry seminars helmed by local and international experts who will be discussing the impacts of ESG and the industry outlook after Covid. Speakers include MIFF FDC Chief Judge Dr Eric Leong and delegates from NEWH, the international network of the hospitality industry, led by president Ms Chris Tucker of Canada.

Visit the MIFF website (www.miff.com.my) to learn more of exhibitors, products, and free shuttle service between venues and official hotels. To get latest news and insights, follow Furnish Now by MIFF (FB).

To contact the MIFF Team, email: info@miff.com.my.

Notes to Editors

About MIFF (www.miff.com.my)

MIFF is the largest and leading export-oriented furniture trade show in Southeast Asia showcasing the widest collection of Made-in-Malaysia wooden furniture, home furniture and office furniture. Since 1995, MIFF is a one-stop platform connecting a wider community of 20,000+ buyers from 140 countries and regions. 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.

MEDIA CONTACT

Ms Candy Foong

Email: candy.foong@informa.com