

In conjunction with
Malaysian International Furniture Fair 2020



MIFF Timber Mart

6 – 9 March 2020

MITEC, Kuala Lumpur

CONNECTING YOUR BUSINESS
TO THE GLOBAL WOOD MARKET

International Trade
Platform for all suppliers
and buyers of wood &
wood products

EXHIBIT PROFILE:

- Timber Materials for Furniture
- Materials Interiors Decoration
- Logs
- Sawn Timber
- Mouldings
- Veneer
- Plywood
- Particleboard
- Medium Density Fibreboard and many more

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2020**

uFi
Approved
Event

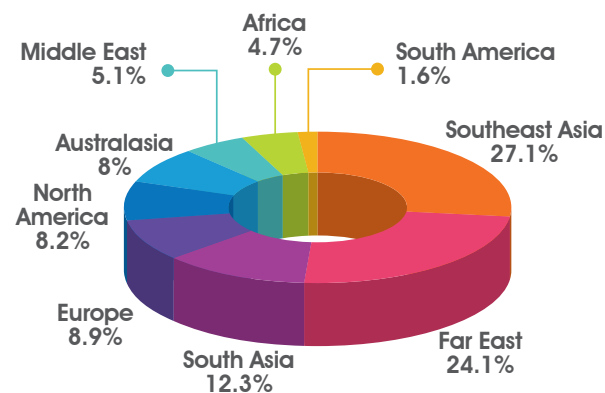
Level up your business by tapping into foreign market at the most global marketplace in Southeast Asia. With 26 years of business excellence, MIFF has established an outstanding reputation as an event attracting high quality, and high value buyers and professionals from 140 countries and regions. As part of Southeast Asia's biggest industry show, the event includes a designated segment, MIFF Timber Mart, a one-stop wood and wood-related materials sourcing and trading platform, connecting you to wood related product suppliers and trade buyers from around the world.

Do you have the products customers are looking for?
 Are you export-ready for the global market?
 Join other great exhibitors and experience the trading power at MIFF.
 Book your space now at www.miff.com.my

WHY MIFF Timber Mart?

MIFF Timber Mart is your access to trading opportunities in the heart of one of the world's most dynamic economic region - Southeast Asia - to make valuable contact and meet new clients in a region of over 650 million people, thriving commerce, growing cities and rapidly expanding urban townships. MIFF attracts nearly 20,000 visitors from 140 countries and a strong turnout from neighbouring ASEAN countries, underlining the international reach and popularity of MIFF as a global sourcing centre and gateway to Southeast Asia.

INTERNATIONAL VISITORSHIP BY REGION



MEET RELEVANT BUYERS

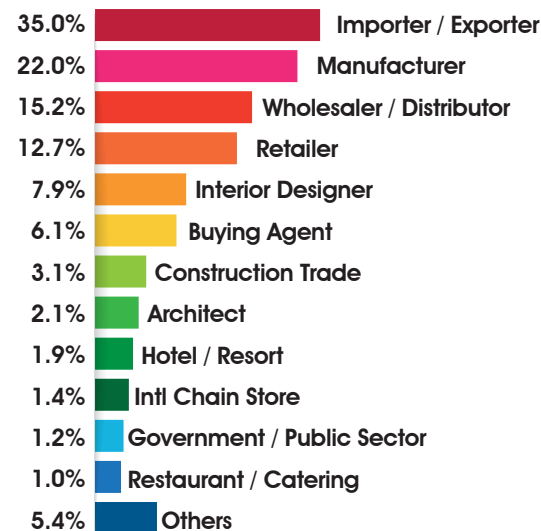
48% of the MIFF trade visitors represent furniture manufacturers, interior designers, construction traders and architects.

STRONG ASIAN PRESENCE

Buyers in Asia are amongst the fastest growing ethnic buying group especially those from China, India and Southeast Asia. The profile of MIFF as an international sourcing hub has been reinforced by the significant number of strong buyers from China, Australia, Japan, India, United States, United Kingdom, Taiwan, South Korea, Algeria, Sri Lanka, South Africa and those from Southeast Asian countries attending the show.

Gather at MIFF to look for suppliers and building business networks with 62.2% of those attending being trade visitors from Asia.

VISITOR BY NATURE OF BUSINESS



GLOBAL REACH AND PROMOTION CAMPAIGNS EXECUTED WITH PRECISION

Everything to expand your customer base, increase sales leads and opportunities to improve your profits is waiting for you right here. Our international marketing and promotion initiatives include:



Print advertising campaign which extends itself across 40 leading international and regional trade publications, magazines and newspapers from over 30 countries, including coverage in over 10 languages



Direct Mail



E-mail Marketing



Social Media



Press Release via PRNewswire to 200,000 media outlets and 8,000 websites



Official magazine Furnish Now print & online available



VIP Buyer Delegation programme

ASEAN TRADE IN 2018 WOOD AND ARTICLE OF WOOD

Top 10 Importing Countries

(USD '000): US\$ 4,762,874

Vietnam	US\$ 1,459,578
Malaysia	US\$ 851,312
Philippines	US\$ 774,608
Thailand	US\$ 590,754
Indonesia	US\$ 447,967
Singapore	US\$ 421,934
Cambodia	US\$ 140,024
Myanmar	US\$ 57,298
Brunei Darussalam	US\$ 10,520
Laos	US\$ 8,879

Top 10 Exporting Countries

(USD '000): US\$ 15,635,736

Indonesia	US\$ 4,435,145
Malaysia	US\$ 3,579,685
Vietnam	US\$ 3,505,817
Thailand	US\$ 2,599,841
Philippines	US\$ 675,037
Myanmar	US\$ 299,306
Laos	US\$ 266,330
Cambodia	US\$ 182,111
Singapore	US\$ 91,201
Brunei Darussalam	US\$ 1,263

Source: International Trade Centre, 2018

TIMBER INDUSTRY IN MALAYSIA

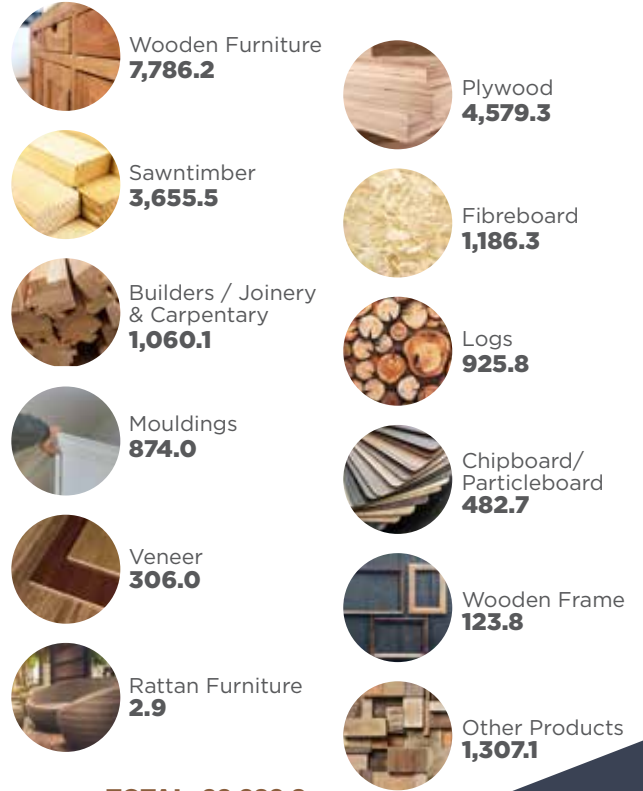
Malaysia plays an important role in the international timber trade, supplying domestic and imported products to a range of countries around the world. Furniture, plywood and sawn timber are the key exports that placed Malaysia among the top 10 wood exporters in the world. Many of these products, especially furniture and sawn timber, are sold into markets such as the EU and USA.

MALAYSIA: IMPORT OF TIMBER PRODUCTS BY COUNTRIES, JAN - DEC 2018 (RM Million)

China	1,498,999.04	Japan	26,187.43
Indonesia	774,696.71	Hungary	26,031.81
Viet Nam	594,717.35	PAPUA NEW GUINEA	25,736.33
Thailand	364,892.98	Ukraine	25,472.34
USA	347,458.32	Myanmar	22,269.71
Australia	288,432.94	Latvia	19,752.35
Brazil	258,577.62	Hong Kong	15,856.75
New Zealand	197,405.44	Lithuania	14,806.71
Russia	69,741.67	Philippines	14,185.94
Canada	62,232.71	*Others (64 countries)	166,271.74
Germany	59,172.21	GRAND TOTAL	5,252,527.81
Chile	51,199.12		
India	47,172.95		
Italy	47,031.52		
Finland	41,536.76		
Poland	38,615.09		
France	36,494.55		
Singapore	32,081.26		
Sweden	31,352.09		
Cameroon	27,508.33		
Congo, Republic	26,665.08		

PERFORMANCE OF THE MALAYSIAN TIMBER TRADE IN 2018

Malaysia: Export of Major Timber Products Jan - Dec 2018 (RM Million) Source: DOSM & MTIB



THE VENUE MITEC

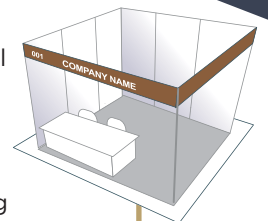
MIFF Timber Mart will take place at Malaysia International Trade and Exhibition Centre (MITEC), the ultra-modern venue that is purpose-built for commercial events.

BOOTH TYPES:

Bare Space is also available where you can customised your own ideal booth and showcase your products/ services in the most suitable setting.



The **Shell Scheme Stand** structure is made of plywood designed for safety, quality and to provide equal exposure for all exhibitors. The booth will include wall partitions, fascia board, carpet, information desk with chair, electrical points and basic lightings items according to the size of exhibition booth.



For participation enquiry, please contact
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