



Celebration time

MIFF will celebrate its silver anniversary next year

A visit to the Malaysian International Furniture Fair (MIFF) is a visit to south-east Asia's largest industry trade show and the world's largest market place for Malaysian hardwood furniture.

Buyers from 140 countries and regions converge on MIFF every March to choose from the extensive range of residential and commercial furniture as well as component parts. New design trends and quality across a vast array at various price points deliver excellent value to customers.

MIFF provides global buyers the fastest route to Muar, which produces 70% of the country's furniture exports. In April, the southern city was declared Furniture City of Malaysia by the Malaysian

government. A 988-acre Muar Furniture Park was launched to expand export capacity. From a cottage industry in the 1980s, Muar now has 700 factories and ships 6,000-7,000 containers every month.

'MIFF is the best platform to view the latest productions from Muar under one roof. Whatever type of furniture buyers are looking for is produced in Muar,' says Keh Wee Kiet, Muar Furniture Association president.

More than 200 manufacturers from Muar will share the limelight of MIFF's 25th anniversary show in 2019 at the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC). Comprising half of domestic exhibitors, they will be

showcasing in Muar Hall and the curated zones of designRena lifestyle floor, MIFF Office and Sofa Hall.

MIFF has products across every home furnishing category. It is also where you'll find the largest showroom of office furniture in south-east Asia via MIFF Office. MIFF 2019 will feature 650 suppliers from Malaysia and other top Asian furniture producers.

In 2018, MIFF expanded 25% to fill 929,000sqm across 18 halls at MITEC and PWTC. Exhibitors increased 13% to 625 companies, orders rose 5% to US\$984m and visitor attendance from 134 countries was 7% higher at 20,000 including 5,866 from overseas.

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