

Loyal furniture exhibitors honoured

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By Jarod Lim



(From left) Tan, Keh, Low, Kok, Tan, M. Gandhi and Star Media Group special of cer in the group managing director and chief executive of cer's of ce Loo Phan Kooi at the 25th Anniversary Exhibitor Appreciation Dinner.

MALAYSIAN International Furniture Fair (MIFF) had treated their loyal exhibitors to a sumptuous gala dinner to honour their loyalty to the annual trade show.

Over 400 guests had attended the 25th Anniversary Exhibitor Appreciation Dinner held at Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur.

MIFF founder and chairman Datuk Tan Chin Huat said the fair had grown into the largest in Southeast Asia and one of the top 10 furniture trade shows in the world visited by buyers from over 140 countries.

“At this year’s four-day show in March, MIFF posted USD984mil (about RM4.11bil) compared to last year at USD940mil (RM3.93bil).

“One of MIFF’s biggest milestone was to gain the recognition of the Global Association of the Exhibition Industry where more serious buyers came to the show and MIFF received increased attention from the international trade media.

“The direction of MIFF will be the same as it was when it started, which is to help exhibitors and international buyers and increase exports,” he said in his opening speech.



Kok (third from left) presenting the token of appreciation to a loyal exhibitor while (from left): M. Gandhi, Tan and Goi look on.

“Next year, we are looking at 650 companies from Malaysia and other Asian furniture producers where there will be 18 halls covering 100,000sq m and 20,000 visitors are expected to attend from 140 countries.

MIFF is organised by UBM Malaysia, a member of UBM Asia.

The 25th edition of MIFF will be held at MITEC and Putra World Trade Centre from March 8 to 11, 2019.

Primary Industries Minister Teresa Kok who was the guest of honour of the event, said the furniture industry exports RM10.1bil worth of timber and timber products, out of which, wooden furniture contributed to RM8.06bil.

“This export earnings from the furniture industry is expected to reach RM12bil by 2020 as outlined in the National Timber Industry Policy.

“Locally made furniture products are exported to more than 160 countries and the government will give more emphasis to higher value-added downstream activities, especially in the furniture industry,” she said.

Muar Furniture Association president Keh Wee Kiat said he was happy that MIFF will promote Muar as the “Furniture City of Malaysia” during the exhibition in March.

“The furniture industry has grown from time to time and is now a major contributor to foreign earnings and national growth.

“Without the support from the government, furniture industry will not be performing well and sustain for all these years,” he said in his opening remarks.

Also present were UBM Asian Group Managing Director (Asean business) M. Gandhi, Malaysian Timber Council chairman Datuk Low Kian Chuan, MIFF general manager Karen Goi and Muar Furniture Association Deputy President Vincent Tan. The official recognition of Muar as the “Furniture City of Malaysia” will be highlighted at MIFF 2019 as it produces 70% of Malaysian furniture export and showcased over 200 exhibitors.

A total of 118 exhibitors who has taken part in MIFF from 10 years to 25 years were awarded with a certificate of appreciation from MIFF.

There are also 14 exhibitors who had participated in MIFF in all its 25 editions.

They are Boston Office Furniture, Euro Chairs, Eurospan Furniture, Green River Wood and Lumber Manufacturing, Latitude Tree Furniture, Merryfair Chair System, Miecoco Manufacturing, Seng Yip Furniture, Seni Daya Woods Industries, Southern Furniture, Tube Home, Fella Design, LB Furniture and Poh Huat Furniture Industries.

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