

## **PRESS RELEASE**

### **ROBUST START FOR MALAYSIAN INTERNATIONAL FURNITURE FAIR 2013**

**KUALA LUMPUR, March 5:** A bigger Malaysian International Furniture Fair (MIFF) kicked off to a robust start Tuesday with over 20,000 visitors including 7,000 overseas buyers expected to attend the five-day show.

MIFF is Southeast Asia's largest event of its kind and the biggest furniture fair outside China for global exhibition organiser, UBM.

The show spread over 80,000 square metres at the Putra World Trade Centre and Matrade Exhibition and Convention Centre (MECC) was officiated by Plantation Industries and Commodities Minister Tan Sri Bernard Dompok.

Since its inception in 1995, MIFF has become global top 10 industry show and a flagship export platform for the vibrant Malaysian furniture industry. Last year, Malaysia shipped RM8 billion (approx US\$2.7 billion) of mostly hardwood products to retailers around the world last year.

MIFF's geographic advantage and diverse customer base offers abundant opportunities for exhibitors to tap into developed and fast-growing markets in Southeast Asia, Central Asia, Africa, Middle East, Easter, Europe and South America.

Overseas visitors to MIFF 2013 are expected to increase by 10% to 15% to do business with 509 exhibitors from Malaysia, Australia, China, Taiwan, Indonesia, Hong Kong, Singapore, South Korea, United States, India, Spain and Turkey.

In 2012, MIFF had 433 exhibitors and attracted 6,605 overseas buyers from 140 countries.

Datuk Dr Tan Chin Huat, Chairman of MIFF, said: "The show has grown 25% bigger this year. There was very strong demand after our record sales performance of US\$830 million last year. The bigger fair brings greater opportunities for exhibitors and buyers to explore more business and network. This is good for buyers, they will have more designs and exciting choices."

Mr Jime Essink, President and CEO of UBM Asia, said: "Southeast Asia is a very important market to UBM and to our customers. In the past two years, we have been growing our footprint in Malaysia, Thailand, Singapore, Indonesia, the Philippines and Vietnam with 52 events in total. This is truly one of the most exciting regions to do business today. Asean's combined economy and huge population offer exciting opportunities for greater commerce and growth."

**MALAYSIAN  
INTERNATIONAL**



**FURNITURE  
FAIR 2013**

**05-09 MARCH  
0930 - 1800 hrs**

Putra World Trade Centre  
MATRADE Exhibition  
& Convention Centre

**KUALA LUMPUR  
MALAYSIA**



Three awards will be presented on Thursday for the MIFF Furniture Design Competition, furniture excellence and best designed booth. The winners are picked by separate international juries.

The design competition with the theme “A Tribute to the Shapes and Colours of Malaysia” has 10 young finalists shortlisted from 198 entries. The prototypes are showcased at MECC throughout the fair.

MIFF 2013 will host four free seminars with international experts discussing the topics of intellectual property for creative design, design as a core competency, developing furniture identity and the latest green technology in the Asean furniture industry.

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## **Notes to Editors**

### **1. About MIFF ([www.miff.com.my](http://www.miff.com.my))**

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

### **2. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across Asia. Our 150 events, 24 publications and 16 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,100 staff in 21 major cities across Asia, stretching from Japan to Turkey.

## **Media Contact**

Ms Kelie Lim

Marketing Communications Department

UBM Malaysia, Furniture & Interiors Division

Tel: +603-2176 8788

Fax: +603-2164 8786

Email: [kelie@miff.com.my](mailto:kelie@miff.com.my) / [Kelie.Lim@ubm.com](mailto:Kelie.Lim@ubm.com)