



MIFF 2023 to host 500+ exhibitors, organizers say

6 February 2023 HGO Staff (contributor.php?HGO Staff-2)

KUALA LUMPUR – The organizers of the Malaysian International Furniture Fair (MIFF) are expecting a strong turnout of exhibitors as more than 500 from across Southeast Asia have signed on for the 2023 edition of the annual trade event which will run from March 1 to 4 at the World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade & Exhibition Centre (MITEC) here.

In a statement, the organizers also said they now anticipate more than 600 companies will show, adding they are also expecting – based on pre-registration data – thousands of buyers from some 116 countries, “all keen to reconnect with suppliers at the first furniture event of the year in Asia.”

Informa Markets – the owners and operators of the event – also reported that in addition to industry heavyweights from Malaysia, exhibitors are expected from a number of other leading furniture producing countries including China, India, Indonesia, Singapore, Thailand and Vietnam. The show floor will also feature pavilions from Taiwan, Japan and South Korea.

MIFF is also hosting more than 200 companies from the People’s Republic of China has part of the first edition of Furniture China to be held outside of its home in Shanghai.

“We are extremely delighted that MIFF is now back to pre-pandemic scale. After the uncertainties of the past few years, the show boosts the growth of the global industry and trade,” MIFF general manager Kelie Lim said, adding, “MIFF offers an incredible range of opportunities for our customers to grow their business and gain visibility among buyers all over the world.”

“MIFF is a unique partner for Furniture China,” Stella Zhong, deputy general manager of Informa Markets Sinoexpo, continued. “It is a match of two dynamic partners to leverage our combined strengths and deliver more benefits to global furniture retail and advance the industry even further. MIFF has demonstrated its relevance to the industry and we see huge potential for a long-term relationship.”

The event is also seen as a pivotal platform for Malaysia’s own furniture industry and features a large collection of that country’s solid wood case goods as well as office furniture.

“MIFF is a pivotal platform for Malaysia’s furniture exports,” Steve Ong, president of the Muar Furniture Association (MFA) said. “It offers valuable opportunities to Malaysian manufacturers – especially SMEs – to become exporters in a cost-effective way because there are quality buyers from so many countries in one



Malaysia International Trade & Exhibition Centre (seen above) is home to the Malaysian International Furniture Fair. The 2023 edition is scheduled to open for a four-day run on March 1.



single show.”

Retail buyers wishing to attend MIFF 2023 can register for free admission until February 15.

The event maintains a web site at www.miff.com.my (<http://www.miff.com.my>).

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