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## MIFF set to welcome global buyers for 2023 event

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KUALA LUMPUR – The Malaysian International Furniture Fair (MIFF) is getting ready to welcome furniture retailers from around the world when the 2023 edition of the four-day opens here on March 1 next year.

The organizers have opened the online registration desk for Southeast Asia's largest furniture trade event, noting there are no pandemic-related restrictions for international travel to Malaysia as the government of that country has re-opened the borders.

It will be held at the World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade & Exhibition Centre (MITEC).

Organised by Informa Markets, MIFF 2023 ([www.miff.com.my](http://www.miff.com.my)) (<http://www.miff.com.my>) is expected to showcase over 500 exhibitors from Malaysia and the rest of Southeast Asia bringing their latest products designed to suit lifestyles and workspaces reshaped by the pandemic. To date, companies from China, India, Indonesia, Japan, South Korea, Singapore, Taiwan and Thailand have confirmed their commitment to show.

"MIFF is very excited to resume its traditional annual cycle, it marks a milestone for international furniture trade and signals our commitment to support the recovery of the global furniture eco-system and future growth. MIFF 2023 will deliver the much-needed opportunities to revitalise businesses and make it a great win-win for exhibitors and buyers," MIFF founder and chairman Dato' Dr Tan Chin Huat said in a statement.

The organizers said in recent years, MIFF has been frequented by retailers from as many as 140 countries and regions and they expect to again see strong global attendance. At press time, buyer from some 50 countries have registered to attend.

They also believe the show is important to retail buyers seeking to secure a steady supply of product after two years of disruptions to their supply lines caused by COVID-19 related lockdowns and curtailed travel requirements. MIFF is the largest export platform for Malaysia-made furniture, particularly solid wood furniture, which saw robust export levels in 2020 and 2021.

Last year, the special hybrid edition of MIFF 2022 attracted over 10,000 buyers from 94 countries. It hosted 192 exhibitors from 11 countries and was the first in-person furniture held in Asia since the pandemic was declared two years ago.



*The 2023 edition of the Malaysian International Furniture Fair will open in Kuala Lumpur on March 1. Seen here is a scene from the 2022 event.*