

MIFF 2023 MAKES SPECTACULAR RECOVERY WITH RECORD US\$1.21 BILLION SALES POST PANDEMIC

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KUALA LUMPUR, Malaysia, Malaysian International Furniture Fair (MIFF), Southeast Asia's largest trade show for the industry, rebounded with ground-bre sales hitting US\$1.21 billion at its 2023 show held from March 1-4.



MIFF 2023, 1-4 March gained traction from the pent-up demand as exhibitors and buyers took over the trade floor to reconnect and transact orders.

The result is a 19% increase from its pre-pandemic peak of US\$1.01 billion in 2019, with an unprecedented record of 673 exhibiting companies and trade vi spanning 136 nationalities.

This year's show gained traction from the pent-up demand as exhibitors and buyers took over the trade floor to reconnect and transact orders from the wide selection of new products and fresh designs on display for the first time after the pandemic.

2023 also spotlights MIFF's resilience in weathering the storm and undeniably remain a strong relevant link in the global supply chain with the continued presence of more powerful buyers sourcing from the show.

With buyers coming from all over the world, MIFF has become an attractive gateway for exhibitors to seek new international buyers and markets. This year' show presented exhibitors from 11 countries and regions -- Malaysia, Mainland China, Hong Kong, India, Indonesia, Japan, South Korea Singapore, Taiwan, Thailand and Vietnam.

Returning to a full-scale event spread across two venues at the Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lu (WTCKL), MIFF welcomed 19,275 trade buyers with nearly 30% foreign buyers and 40% first-time visitors.

The largest numbers were from Asia followed by North America and Oceania. Mainland China took the lead with the most visitors, ahead of Singapore, Unit States, India and Australia.

The bullish momentum was supported by 81% of attendees who came to source for new products and place orders. Top sellers were furniture for the dining room, bedroom, living room, office, upholstered furniture/sofa, and kitchen.

"MIFF 2023 has exceeded expectations. We're grateful for the tremendous support of the global furniture industry, exhibitors and visitors. Industry professionals were back in full force to see their suppliers and new products. The wide range of exhibitors and products added a lot of energy and generated a positive feel to the show. We are looking forward to welcome everyone back next year at our 30th anniversary, which will be stronger and better. Our focus remains delivering good quality growth to reinforce MIFF as the best trading platform for our customers," said Ms Kelie Lim, MIFF General Manager.

Delighted exhibitors, local and overseas alike, responded positively with a large number already registered for bigger booth space in 2024 when the annual resumes on the same dates, March 1-4.

MIFF is also the largest showcase for Malaysia's export-oriented furniture industry, specifically for solid wood furniture, as well as the region's largest collect office furniture.

Exhibitors and buyers praised the show for being well-organised and the extensive product range which were creatively displayed to inspire and attract new business.

▶ 이인화 기자의 다른기사 보기

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