

# Furniture fair hits RM5.3bil sales

**KUALA LUMPUR:** The Malaysian International Furniture Fair (MIFF), South-East Asia's largest trade show for the industry, rebounded with ground-breaking sales hitting US\$1.21bil (RM5.3bil) at its 2023 show held from March 1-4. The result is a 19% increase from its pre-pandemic peak of US\$1.01bil in 2019, with an unprecedented record of 673 exhibiting companies and trade visitors from 136 nationalities.

This year's show gained traction from the pent-up demand as exhibitors offered a wide selection of new products and fresh designs on display for the first time after the pandemic.

This year also spotlights MIFF's resilience in weathering the storm and undeniably remains 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's show presented exhibitors from 11 countries and regions – Malaysia, 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 and Exhibition Centre (Mitec) and World Trade Centre Kuala Lumpur (WTCKL), MIFF welcomed 19,275 trade buyers with nearly 30% foreign buyers and 40% first-time visitors.

## More clients, more exhibitors from more nations



The largest numbers were from Asia, followed by North America and Oceania. China had the most visitors, ahead of Singapore, the United States, India and Australia.

The 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," said MIFF general manager Kelie Lim.

"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 new feel to the show.

"We are looking forward to welcoming everyone back next year at our 30th anniversary, which will be stronger and better.

"A large number already registered for bigger booth space in 2024 when the annual show 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 collection of 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.

"I have seen a lot of high-quality products here at fantastic prices. As a first-time visitor, my experience here has been nothing short

of wonderful. I hope to be here again next year," said Valeria Boscolo Chielon, of LVL Architettura, Italy.

"There is a diverse range of design options available here to suit any market," said Matthew Cole, of M.A.D Furniture Co Ltd, Hong Kong.

"This is, in my opinion, the best show in South-East Asia and I'm very happy to see that the show is growing with additional exhibitors year by year," says Steve Connor, of Ovis Furniture of the United States.

"It's our 29th year in MIFF. This is the best platform to showcase our products to international customers. It makes a great positive impact on our business and this is why we come back every year," said Tey Lay Hui, from Home Best Enterprise Corp, Malaysia.

"We are a manufacturer specialising in office chairs and we have been in MIFF for 28 years. A lot of quality buyers come here – compared to other international exhibitions, I think this is the best!" said Kenny Wong, from Winner Office Network, Malaysia.

"We have been here at MIFF since its inception, and we never fail to participate at MIFF every year. MIFF not only provides us with the opportunity to connect with our existing customers, but also serves as a platform to discover potential clients," said Jason Lim, from Merryfair Chair System, Malaysia.

Visit the MIFF website ([www.miff.com.my](http://www.miff.com.my)) to get the latest news and insights. To contact the MIFF Team, email: [info@miff.com.my](mailto:info@miff.com.my)

### Spoil for choice:

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