

By Paul Farley Feb 7, 2023

## China partnership to bolster Malaysian exhibition

[HOME \(/\)](#) / [EVENTS \(/EVENTS\)](#) / [ARTICLES \(/EVENTS/ARTICLES\)](#) / [2023 \(/EVENTS/ARTICLES/2023\)](#) / [MARCH \(/EVENTS/ARTICLES/2023/03\)](#)



Like 0

Tweet

This year's Malaysian International Furniture Fair (MIFF), taking place at the World Trade Centre Kuala Lumpur (WTCKL) and Malaysia International Trade & Exhibition Centre (MITEC) from 1st-4th March, is set to feature more than 500 exhibitors, reports organiser Informa Markets.

Informa says the impressive exhibitor booking numbers are matched by the level of visitor registration, with thousands of buyers from 116 countries and regions set to reconnect with suppliers in Kuala Lumpur.

Alongside Malaysia's industry heavyweights will be producers from China, India, Indonesia, Singapore, Thailand and Vietnam, with pavilions encompassing exhibitors from Taiwan, Japan and South Korea.

China's border reopening promises to bring over 200 companies for the debut of the Furniture China @Malaysia Show at MIFF (its first edition outside Shanghai).

MIFF's GM Kelie Lim comments: "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 offers an incredible range of opportunities for our customers to grow their business and gain visibility among buyers all over the world. We welcome Furniture China and the brands it brings to add value to the exhibit floor and enhance the overall experience for our customers."

Stella Zhong, deputy GM, Informa Markets Sinoexpo, adds: "MIFF is a unique partner for Furniture China. 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."

Steve Ong, president of Malaysia's Muar Furniture Association (MFA), comments: "MIFF is a pivotal platform for Malaysia's furniture exports. 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 single show. As a strategic partner of MIFF since 2012, MFA congratulates MIFF on such a strong comeback after a tough pandemic period."

Buyers can pre-register for free admission before 15th February, and can take advantage of early-bird hotel discounts via the **show website (<http://www.miff.com.my>)**.

MIFF presents the largest collections of Malaysian solid wood furniture and office furnishings in South East Asia, supported by segments such the designRena gallery of top Malaysian manufacturers, and the Muar Hall. Malaysia's export-ready young designers will feature in the xOrdinary Showcase, curated by Lim Bo Qiang, a previous MIFF Furniture Design Competition winner, who has featured in SaloneSatellite. The xOrdinary Showcase enters its second year with a focus on eco-friendly lifestyle products inspired by Malaysia's multicultural roots.