

By Paul Farley Apr 18, 2023

# MIFF makes impressive recovery

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The Malaysian International Furniture Fair (**MIFF** (<http://www.miff.com.my>)), South-east Asia's largest industry trade show, rebounded from the pandemic when it returned on 1st March, reporting a ground-breaking transaction total of US\$1.21b.

That impressive result reflects a +19% increase from the show's pre-pandemic peak of US\$1.01b in 2019, with an unprecedented 673 exhibiting companies, and trade visitors spanning 136 nationalities.

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

With buyers attending from all over the world, MIFF remains an attractive gateway for exhibitors seeking new international buyers and markets. This year's show featured 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 across two venues – the Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) – MIFF welcomed 19,275 trade buyers, comprising nearly 30% international buyers and 40% first-time visitors.

The largest contingent came from Asia, followed by North America and Oceania. China took the lead with the most visitors, ahead of Singapore, the US, India and Australia.

MIFF is the largest showcase of 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 alike praised the show for being well organised and offering such an extensive and creatively displayed product range.

Kelie Lim, MIFF's GM, says: "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 new 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 on delivering good-quality growth to reinforce MIFF as the best trading platform for our customers."

Exhibitors, domestic and overseas alike, responded positively, with a large number already registered for bigger booth space in 2024, when the annual show returns on the same dates, 1st-4th March.