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By Furniture News Oct 07, 2024

Three decades in, MIFF looks ahead

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The Malaysian International Furniture Fair (MIFF) will usher in a new chapter in 2025, buoyed by an impressive three-decade legacy ...

During that period, what started as a Malaysian exhibitors' export show has evolved into the largest industry event of its kind in South East Asia, and a global B2B market visited by buyers from as many as 140 countries and regions.

And MIFF's story keeps growing. The show peaked this year at its 30th anniversary, with a record 715 exhibitors from 15 countries and regions, and sales orders of US\$1.28b reported over the show's four days.

Now, the momentum is building for another event, with 85% of the floor space already booked six months ahead. "There is no doubt that all 17 exhibition halls will be sold out for MIFF 2025," says the fair's organiser, "showcasing a dazzling array of innovative products and designs from over 650 exhibitors."

The four-day annual event will be back from 1st-4th March at its two venues – Malaysia International Trade & Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) – covering some 100,000 sqm.

"We are thrilled by the strong early demand, but very excited at the same time because of the high-quality inquiries we're receiving," reports MIFF GM, Kelie Lim. "This indicates that the show will be very vibrant, offering exhibitors and buyers much to look forward to. MIFF is committed to elevating the experience for all, creating an engaging atmosphere where attendees can enjoy the event while also attending to the serious side of business."

MIFF's reputation for organisation, value and attractive business prospects has long attracted furniture professionals seeking furniture products of all styles, from bedroom and dining sets to modern workspaces in the office or at home, in addition to furnishings and accessories.

According to Kelie, buying has become even more robust following the pandemic, as retailers seek out more supply lines. "MIFF is also Malaysia's biggest export platform for wood furniture, and unrivalled in South East Asia for office furniture," she continues. "What's driving the show's momentum is the rich diversity of products and suppliers."

“Interestingly,” she adds, “other major Asian furniture exporters also choose to exhibit in MIFF to capture international customers.” Indeed, the 2024 edition featured companies from Malaysia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand, Turkey, Vietnam, the UAE and US.

Free visitor registration is now open on the show website. “First-time visitors should act quickly, as they have the chance to receive complimentary hotel stays through the MIFF Valued Visitor Privilege (VVP) programme,” says Kelie.

To see what’s new at MIFF 2025, visit the [MIFF website](#) or contact info@miff.com.my for information on exhibitors and visitor benefits.

“It’s time to plan your trip! What are you waiting for?”

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