

Southeast Asia's Largest
Sourcing Centre for Office Furniture

MIFF OFFICE

6 – 9 MARCH 2020
PWTC, Kuala Lumpur



MALAYSIAN
INTERNATIONAL



ufi
Approved
Event

**Emerging
Markets**

Gateway to
Southeast Asia
and beyond

**Buyer
Diversity**
140 countries
and regions

**Business
Network**

**Global
Visibility**

www.miff.com.my

**Design
Connects
People**



DISCOVER FUTURE WORKSPACE ENVIRONMENT

The office environment is evolving – with more focus on collaboration than ever before. The activity-based workplace (ABW) concept is about creating a fluid environment that makes work more enjoyable and productive. ABW has been around since the 1980s and continues to evolve in line with the working environment, technology and office culture. Discover the ever-evolving trends of workspace environment at MIFF Office, the largest sourcing centre for office furniture in Southeast Asia. The sleek, efficient, chic, and inspiring pieces of modern office furniture available on show floor by leading manufacturers will help you create an office design that uniquely reflects your brand.



SHOWCASE YOUR NEW IDEAS AND INNOVATIVE WORKSPACE SOLUTIONS AT MIFF OFFICE

It's time to elevate your business in the emerging markets of Southeast Asia. Bringing 26 years of business excellence, MIFF is the largest meeting place in Southeast Asia for furniture professionals to do real business, develop valuable relationships and strengthen global network.

Over 600 manufacturers and exporters from 14 countries and regions exhibit in MIFF, offering extensive collections of home and office furniture to meet the sourcing needs of 20,000 buyers from 140 countries and regions.

MIFF Office is the designated section that showcases a complete range of the latest and innovative solutions for office and commercial spaces, providing a more concentrate and convenient sourcing experience to office furniture buyers at MIFF.

We welcome suppliers of office seating, work stations, storage, conference and board room furniture, safes and public seating.

Showcase your ideas and innovative workspace solutions and expand your business globally at MIFF OFFICE. Register now at www.miff.com.my



WHY MIFF OFFICE?

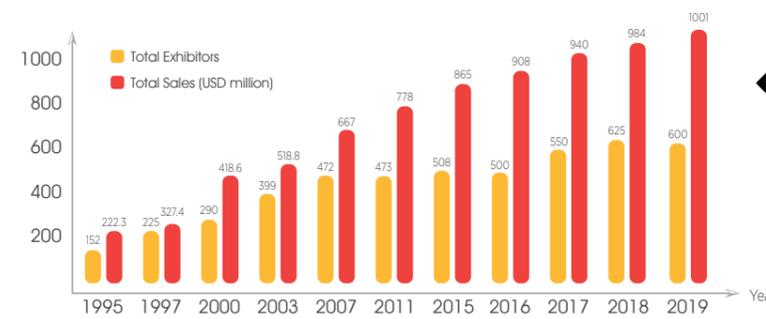
For Exhibitors

REAL BUSINESS RESULT AT MIFF

Eight companies participated in the Korean Pavilion at MIFF 2019 signed a USD3.14 million export contract that include buyers from ASEAN region.

Sales generated on-site by Chair Meister, Korean office chairs manufacturer is more than USD250 thousand and buyers and media from around the world has shown great interest in their products.

Source: etnews, South Korea 2019



TOP 20 Visiting Countries

- | | |
|---------------|-----------------|
| 1 India | 11 Taiwan |
| 2 Singapore | 12 UK |
| 3 China | 13 Hong Kong |
| 4 Australia | 14 Vietnam |
| 5 USA | 15 Canada |
| 6 Philippines | 16 UAE |
| 7 Japan | 17 Romania |
| 8 Indonesia | 18 South Africa |
| 9 Thailand | 19 Mauritius |
| 10 Korea | 20 Sri Lanka |

Visitor by Nature of Business

- | | |
|-------|----------------------------|
| 35.0% | Importer / Exporter |
| 22.0% | Manufacturer |
| 15.2% | Wholesaler / Distributor |
| 12.7% | Retailer |
| 7.9% | Interior Designer |
| 6.1% | Buying Agent |
| 3.1% | Construction Trade |
| 2.1% | Architect |
| 1.9% | Hotel / Resort |
| 1.4% | Intl Chain Store |
| 1.2% | Government / Public Sector |
| 1.0% | Restaurant / Catering |
| 5.4% | Others |

MIFF has drawn more international buyers with high buying power for office furniture such as from countries in US, China, Japan, Germany, India, Canada, Brazil, France, the UK and Australia which are among the top global office furniture market.



For Visitors

Largest Sourcing Centre for Office Furniture in Southeast Asia

Your ideal place to source for new products as MIFF Office offers a wide range of products and trendy designs.



Enhance Your Visiting Experience

We will take care of you from the moment you touch down until we drop you back off at the airport to ensure you had smooth sailing experience.



Fun, Fulfilling and Exciting Trade Show

The Buyers' Night is a glamorous night to look forward! Get connected with the rest of the international buyers.



TOP CHOICE FOR GLOBAL BUYERS

“ My company sent representatives to MIFF every year. We usually fill our need for mid-range home and office furniture here and MIFF exhibitors have a good variety of products and display them well. Overall the MIFF team has been very helpful and has done a good job in organising the show. ”

Kevin Dreger
CorLiving Distribution
Canada

“ I've been coming to MIFF for 14 years to buy home and office furniture and to source wood and particle board. I only arrived yesterday, but I've already met with some old suppliers and I've met some new ones, as well. The show is so well-organised that it does not feel overcrowded, making it easy to walk around. ”

Anil Amarnani
Philippines

Building Brand Awareness

Benefit from targeted international marketing programme that designated to maximised the brand exposure in global market to ensure you meet the right buyers and new buyers.

SATISFACTION GUARANTEE

Joon Ong, managing director of long-time exhibitor, Malaysia's Merryfair, said MIFF is a good platform for companies to tap into new export markets

“ The exhibition (MIFF) has provided us a good platform as a Malaysian manufacturer to showcase our products to local and international audiences. MIFF has done a very good job in promoting the Malaysian furniture industry. ”

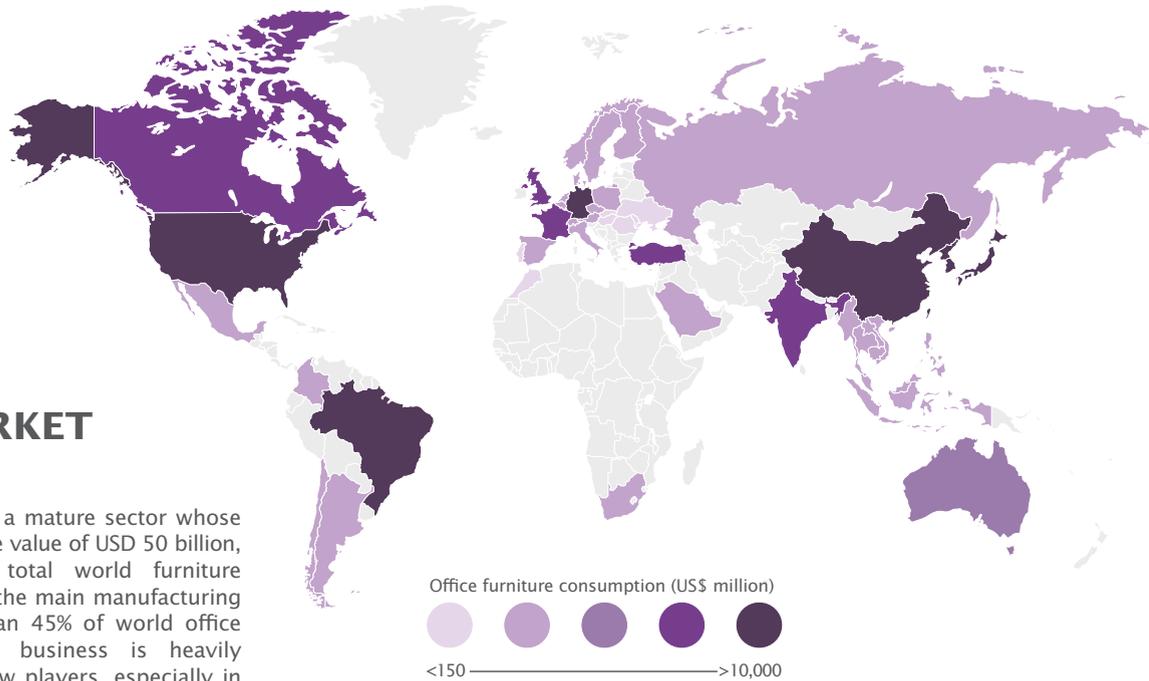
Exhibit Profiles

- ◆ Office seating
- ◆ Work stations
- ◆ Storage
- ◆ Conference
- ◆ Board room furniture
- ◆ Safes
- ◆ Public seating and many more

WORLD OFFICE FURNITURE MARKET OUTLOOK

The office furniture industry is a mature sector whose production currently exceeds the value of USD 50 billion, representing about 12% of total world furniture production. Asia and Pacific is the main manufacturing area with a share of more than 45% of world office productions. Office furniture business is heavily concentrated in the hand of few players, especially in the US and Japan and it is generally more fragmented in Europe and China. However, the competitive arena is showing significant evolution with unprecedented mergers among players still underway.

Forecasts are for continuing growth (+4% in 2018 and +2% in 2019). The European market for office furniture is witnessing a general recovery. Following two years of consecutive growth, the market is expected to further improve its performance in both 2018 and 2019.



World consumption of office furniture (2018 value in USD million)

About 80% of global consumption of office furniture takes place in ten large market: the US, China, Japan, Germany, India, Canada, Brazil, France, the UK and Australia.

(Source: CSIL Office Furniture: World Market Outlook 2018)

ASEAN Economic Community at a Glance



ASEAN ECONOMY | A Highly Competitive Region

ASEAN represented **3.6%** of the world GDP in 2018 placed it as the **5th largest in the world** and the **3rd largest in Asia** after China and Japan, which amounted approximately **US\$2.92 trillion**.



ASEAN POPULATION | A Fully Integrated Community

In 2018, ASEAN population was 8.5% of world population, making it the **3rd largest** by population with **649 million** people behind only China and India. ***More than half** of the population is under the age of 30 and **49.2%** lived in **urban areas**.

***50.4%** of ASEAN's population is working age population.



ASEAN TRADE | A More Integrated Market

ASEAN's total trade stood at **US\$2.78 trillion** in 2018, accounting for **23% of total traded goods among ASEAN member states**.



ASEAN INVESTMENT | A World-class Investment Destination

ASEAN attracted **US\$154.7 billion** in FDI in 2018. Intra-ASEAN investments, the biggest contributor to FDI flows in the region, around **15.9%** to total inflows.

(Source: ASEAN Secretariat)

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