

MIFF 2022 helps create momentum of growth for Malaysian furniture exports, global supply chain



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KUALA LUMPUR, July 6 (Bernama) – The largest furniture event in Southeast Asia, the Malaysian International Furniture Fair (MIFF) 2022, officially opens its doors today to help create momentum of growth for Malaysia's furniture exports and support the global supply chain.

MIFF founder and chairman Datuk Dr Tan Chin Huat said that as a result of the pandemic over the past two years, the global furniture retailers were anxious over disrupted supply chains and were looking for more suppliers as economies eased back slowly.

"As Malaysia's largest furniture export platform, MIFF is here to support the recovery of the national economy and to help deliver the message that Malaysia is back in business.

"That is why MIFF has decided to open its doors now in July, although our show usually takes place in March every year," he said during the MIFF 2022 launch ceremony at the Malaysia International Trade and Exhibition Centre (MITEC) here.

Tan noted that the event is expected to see buying sentiment driven by pent-up demand as industry players across the globe are here as serious buyers.

"The show has pre-registered 5,000 international buyers from 110 countries and regions, coupled with organised buying missions from Japan and Italy," he added.

Meanwhile, Malaysia External Trade Development Corporation (MATRADE) deputy chief executive officer Abu Bakar Yusof said Malaysia's furniture exports for the period of January to May 2022 were valued at RM6.14 billion, an increased of 3.2 per cent compared to RM5.96 billion in the corresponding period in 2021.

"Scandinavian countries, Central Europe, South America, South Korea and South Asia are some of the emerging export markets for local industry players to explore.

"The local manufacturers play an integral part in positioning our country as the global supplier of furniture. Currently, 85 per cent of Malaysia's annual furniture production is exported to over 160 countries, with wooden furniture being the major products," he said.

During the opening ceremony, Abu Bakar also presented prizes for young designers who won the MIFF Furniture Design Competition (FDC) for 2020 and 2021.

MIFF is also welcoming entries for its FDC 2022 with the theme "Post pandemic workplaces" with the aim to nurture young design talents to sustain the Malaysian furniture industry.

The four-day MIFF 2022 will be held from July 6 to 9, 2022, showcasing 200 exhibitors from 11 countries and regions including Malaysia, China, India, Indonesia, Italy, Gabon, South Korea, Taiwan, Thailand and Vietnam.

The largest group of expected attendees from outside Asia are from North America and Oceania, followed by Africa, Europe, the Middle East and South America.

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