

Furniture fair back after two years

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Exhibition set to be only such physical trade show in Asia this year

THE Malaysian International Furniture Fair (MIFF) will return as a hybrid event after a two-year pandemic hiatus.

To be held from July 6 to 9, it will again occupy two exhibition venues – the World Trade Centre Kuala Lumpur and Malaysia International Trade & Exhibition Centre.

Organised by Informa Markets, MIFF is deemed the largest furniture trade show in South-East Asia.

“We have the advantage with the reopened borders, and the response (for MIFF 2022) has been beyond our expectations.

“We are optimistic that this is the right time to encourage many exporters and manufacturers, and we are expecting a positive turnout,” MIFF founder and chairman Datuk Dr Tan Chin Huat told reporters at Sunway Visio Tower, Sunway Velocity in Kuala Lumpur.

Chin Huat said many buyers from abroad were enthusiastic and had asked when the physical trade show would be held.

“Timing is important in business.

“We cannot wait until next year to restart because as a world-ranked show, MIFF has a commitment to boost global furniture trade and seize opportunities for our exhibitors and buyers.

“The pent-up demand will greatly benefit business.

“Now, it is crucial for exhibitors to meet buyers face to face, get feedback on market conditions and see what they want to better prepare for our annual show, which will be held next in March,” he said.

On expectations for the fair, he said many new products and players were expected.

MIFF general manager Karen Goi



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“Of those registered, 70% are Malaysian companies,” she said, adding that the exhibitors were from nine countries, including China, Taiwan, Singapore, Vietnam, India and South Korea.

Goi said currently, 1,200 buyers from 81 countries had registered.

“Among those registered, 40% are new buyers,” she revealed.

Backed by a solid track record of 27 years, MIFF is Malaysia’s largest furniture export platform and the showcase for the latest innovations from the country’s high quality wood furniture industry.

Goi said feedback from buyers showed that 52% of them want to source for new products, 21% want to place orders, 13% want to visit suppliers, 11% are seeking business partners, while 2% are coming to



(From left) Boon Hai, Ong and Chin Huat during a press conference at Informa Markets’ premises in Kuala Lumpur.

evaluate the event for future participation.

She added that MIFF had recorded US\$16.31bil (RM71.5bil) worth of orders since its first trade show in 1995.

Muar Furniture Association (MFA) president Steve Ong said, “As partners for the past decade, MFA congratulates MIFF on its boldness and foresight to go ahead with the show this year.

“These are critical times for businesses and we must seize opportunity moments,” he said.

MFA is MIFF’s strategic partner.

“MFA will be organising the participation of our members in MIFF 2022 and we look forward to establishing ties with more international buyers to build a bigger export foot-

print and strengthen our growth prospects,” Ong added.

MFA executive adviser Desmond Tan Boon Hai said, “This is very challenging but we can see that the organiser has put in great effort in terms of organising the event and its overseas promotions.”

He noted that many overseas buyers were keen on the physical trade show after being restricted from travelling for over two years.

“The furniture business is not easy.

“It is not easy to get a deal from a virtual arrangement if you don’t know the manufacturer, and you need to present the products, establish new business with new buyers and they need to be able to touch the furniture,” he said.

He said MFA was also expecting good response as, “This is the only physical (furniture trade) show (of the year) in Asia”.

At the press conference, three buyers from the United Kingdom, Japan and South Korea shared their thoughts on wanting to visit MIFF to meet Malaysian manufacturers for business and sourcing for furniture as part of their business expansion plans.

In line with the reopening of the country’s travel sector, MIFF is promoting the trade show abroad online and through a giant outdoor billboard at Salone Internazionale del Mobile in Milan, which is the world’s largest furniture fair.

For details, visit www.miff.com.my or info@miff.com.my