

MALAYSIAN International Furniture Fair (MIFF) 2022, the first industry show in Asia this year to provide an in-person experience, concluded its special edition show on a high note.

A total of 10,017 buyers from 94 countries filled the booths of 192 exhibitors from 11 countries, generating RM887mil in on-site sales at the Malaysia International Trade and Exhibition Centre (Mitec) and World Trade Centre Kuala Lumpur from July 6 to 9.

Suppliers and buyers who were unable to travel to Kuala Lumpur did not miss out on the action as they were able to participate via the virtual MIFF Furniverse platform set up at a special lounge in Mitec.

This year's MIFF was a hybrid edition combining the physical trading floor and MIFF Furniverse, which was launched in 2020 to connect buyers and suppliers in the absence of a physical event due to the Covid-19 pandemic.

The business momentum was driven by returning visitors as well as first-time ones, while retailers sought to diversify their sources following supply uncertainties caused by the pandemic.

"We were optimistic that the outcome would be good but it totally exceeded our expectations.

"Exhibitors are very happy with the strong orders. The brisk buying attests to the variety and quality of products here," said MIFF general manager Karen Goi.

"MIFF remains a solid sourcing platform in global furniture commerce; it has proven its resilience and relevance."

The show will return full scale from March 1 to 4 next year, spanning 861,000sq ft and hosting over 500 exhibitors at the same venues.

The 2022 show also continued to

Furniture fair sets solid tone for next year's show

Hybrid event draws 10,000 buyers, generates RM887mil in on-site sales



MIFF 2022 continues to back young talent through the MIFF Furniture Design Competition and the Millennials@Design – xOrdinary showcase.

South Korean buyer Kant Bae from Eco-ID said, "I was pleasantly surprised to learn that there were two exhibition venues.

"I found some good and interesting furniture makers. There are many good quality items."

Another buyer Daniel Rafaeli, from Ottomanson Inc US, was equally impressed by the number of good companies and merchandise.

Meanwhile, Australian Nick Ellis from Direct Product said, "MIFF generally has a really good range of commercial manufacturers of sofas and bedding, which is our target market.

"It was gone for two-and-a-half years, so it is certainly time to come back now since everything has opened back up," he added.

Exhibitors were equally impressed by the turnout and quality of products showcased at MIFF 2022.

BSL Furniture Sdn Bhd director Nick Wee acknowledged that the exhibition was better than expected while Isella Sofa Design managing director Yu Liang Hui said the timing of this year's event was just perfect.

"It allowed us to finally showcase our new products that we developed and produced during the pandemic," said Yu.

back young talent through the MIFF Furniture Design Competition as well as the Millennials@Design – xOrdinary showcase and the Tanggam Design Centre by the Malaysian Timber Industry Board, which was given space to display their creativity and ideas.

Muar Furniture Association (MFA), the country's most prominent industry group, was elated with the performance.

"This year's show has provided important opportunities for our manufacturers to meet face-to-face with buyers and hear directly about their market situation," said MFA president Steve Ong

"The feedback is very valuable as many of our exporters have not had the chance to go overseas because of the pandemic," he added.

Malaysia External Trade Development Corporation

(Matrade) deputy chief executive officer Abu Bakar Yusof lauded MIFF for its consistent sales record for the past 26 years.

"Both physical and digital platforms are pertinent to advance the industry's aspiration and to ensure the industry remains viable, active and innovative.

"Matrade is therefore proud to endorse MIFF as a reputable international exhibition for the furniture industry in Malaysia," he said.