



MIFF 2012 HITS ANOTHER RECORD HIGH SALES OF US\$830 MILLION

KUALA LUMPUR, Mar 28: The Malaysian International Furniture Fair (MIFF) 2012 held from Mar 6-10 posted yet another record high sales of US\$830 million, an increase of 6.68% over 2011 orders of US\$778 million.

The whopping outcome, the best ever in the 18-year history of the MIFF, underlined the continued strength and appeal of the annual fair for international buyers despite the lingering global economic worries.

The show registered a bigger turnout of overseas buyers of 6,605, an increase of 1.58 per cent over 2011, as interest in MIFF, one of the top 10 furniture fairs in the world, remained buoyant.

Buyers from 140 countries consisted visitors from ASEAN region (21.4%), Far East (15.4%), Europe (12.9%), other Asian countries (12.8%), the Middle East (11.1%), Africa (9.4%), Australasia (8.9%), North America (6.1%) and South America (2.1%).

They poured into the Putra World Trade Centre (PWTC) and Matrade Exhibition & Convention Centre (MECC) to explore the wide spectrum and brimming displays of home, office and exterior furniture.

MIFF 2012 filled 75,000 sq m of exhibition space with 433 exhibitors from 11 countries – Malaysia, South Korea, Taiwan, China, Timor-Leste, Indonesia, Hong Kong, Singapore, Thailand, Australia and the United States.

“This year’s fair opened very strongly, you can sense the vibrancy right from the start. This shows that MIFF is still attractive to international buyers and this is very good for our exhibitors. So long as the exhibitors continue to be innovative and offer good value and quality, we will bring in the buyers,” said MIFF Chairman Datuk Dr Tan Chin Huat.

Among the visitors was a 40-member Japanese group led by Mr Atsumasa Kawasaki, chairman of furniture retailer SH Group, one of the largest furniture chains in Japan. In the group were buyers from areas hit by the 2011 earthquake and tsunami.

Impressed with what he saw, Mr Kawasaki said: “Malaysian furniture has improved tremendously from previous years, hence I have been buying since Day 1. The quality and design coupled with reasonable





pricing has made Malaysian products attractive. Another plus point of buying Malaysian products is consistent quality. In some countries, what you see, feel and touch in the booths might not be what is delivered after we placed orders. Thus, we get a lot of complaints from consumers. Buying in Malaysia makes us feel safe.”

Making his presence at MIFF 2012 was Mr Jime Essink, President and CEO of UBM Asia, the region’s leading trade show organiser which has teamed up with MIFF from this year. UBM Asia is an affiliate of London-listed UBM plc.

“This will bring MIFF to a new level and will certainly benefit the exhibitors and visitors of this prestigious event. I am looking forward working closely with Dato’ Tan and would like to welcome Ms Karen Goi and the MIFF team into UBM Asia,” he said.

In the other highlights of the 2012 fair, TaZ Corporation Sdn Bhd scored a hatrnick to clinch the platinum prize in the office category of the **Furniture Excellence Award (FEA)** for its sleek team workstation, XF, by Swiss designer Daniel Korb.

The platinum winner in the FEA household category went to Taiwan’s Tay Huah Furniture Corp for its ergonomically-designed space saving chair called Match Chair.

For the **Best Presentation Award**, Hen Hin Furniture Manufacturing Sdn Bhd took the top prize in the Shell Scheme Booth category while the Bare Space Booth first prize was bagged by Laval Furniture Sdn Bhd.

In the exciting young designer contest for the **Ideation Award 2012** picked by an international jury, product design student Sim Chia Yi wowed the judges with a giant wok-shaped seat made of rattan and a curved metal base to take home the top prize of RM5,000 from a total of 178 entries.

Even before the 2012 show was over, exhibitors are already lining up for MIFF 2013 scheduled from Mar 5 to 9, 2013. Among them were Malaysian major exporters such as Poh Huat Furniture Industries (M) Sdn Bhd, Hin Lim Furniture Manufacturer Sdn Bhd, Shantawood Manufacturing Sdn Bhd, Safari Office System Sdn Bhd, Oasis Furniture Industries, Kinheng Furniture Sdn Bhd and Taiwan Furniture Manufacturers’ Association.





IN THE SPOTLIGHT

BUYERS' BUZZ:

"I was here last year and had a good experience with the vendors, quality of products and price offered. We are looking for wooden products that are produced here and are very happy to find good selections." **KIRBY GROCE, INTERLINE, U.S.**

"I have been coming back every year and I feel that the crowd has certainly grown larger this year. For me, MIFF offers a diverse price range of products and I noticed some new trends and inspirations on indoor furniture. I am sure to return again next year." **CAREN TAN, TEST RITE INTERNATIONAL CO LTD, TAIWAN**

"I have been coming to MIFF for the last five years to look at the different kinds of furniture here. My customers in India are very confident about Malaysian products, so much so that some China furniture is disguising itself as Malaysian furniture. But I can tell the difference because I have been in the furniture business for the past 15 years." **MOHD ISMAIL IBRAHIM, DEFINE NATURE, INDIA**

"I always look for wood-based furniture as Canadians love it. The quality, design and price are good compared to China. Although prices have gone up, I will still come back to MIFF to have a look around. I have been here since the first year." **MICHAEL SAIFER, CHATEAU IMPORT/EXPORT INC, CANADA**

WHAT OUR EXHIBITORS SAY:

"The buyers' profiles are different this year. We have more new buyers from the Philippines, Australia and Thailand, so kudos to the organiser for bringing in new markets. I also feel that the standard is better this year in terms of design. Generally, the booth layouts are also upgraded." **NG CHEE PIN, APEX OFFICE FURNITURE SDN BHD, MALAYSIA**

"It is our first time in MIFF. Our first day was a little slow but there were more enquiries as the days passed. We're here mostly to connect with existing customers while hoping to get new ones by showing our new products." **VIVI HO, FOSHAN GOLDEN FURNITURE CO LTD, CHINA**





“MIFF has helped us secure a substantial number of customers over our 11 years of exhibiting here. It is also a good platform for us to showcase our other products other than our signature cute colourful shelves.” **LIM WENG HEE, HEVEAPAC SDN BHD, MALAYSIA**

JUDGES' VIEWS

“Most of the office furniture we have seen was excellent. The manufacturers in this category are extremely innovative. Very often we have seen high end products which are internationally competitive.” **HELMUT MERKEL, CHIEF JUDGE, FURNITURE EXCELLENCE AWARD**

“Participants have shown tremendous improvement, especially in the bare space category, in their ability to display their products more effectively. We certainly had a hard time choosing the best among the already best.” **AHMAD ASMADI MOHAMMAD, CHIEF JUDGE, BEST PRESENTATION AWARD**

“It was not easy for us to select a winner because there were many winners. But we had to make a decision. The finalists you see today were chosen not only for their idea. We wanted to emphasise to the designers that design is much more than just the look and function.” **KLAUS KUMMER, JUDGE, IDEATION AWARD**

Notes to Editors

1. About MIFF (www.miff.com.my)

Malaysian International Furniture Fair, MIFF is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

2. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 18 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the





leading events of their kind across Asia. Our 150 events, 24 publications and 16 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,000 staff in 21 major cities across Asia, stretching from Japan to Turkey.

3. About UBM plc (www.ubm.com)

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists around the world. Our 6,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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