

MIFF 2013 GETS BIGGER BY 25% WITH THE EXCLUSIVE PARTICIPATION OF MUAR FURNITURE ASSOCIATION

KUALA LUMPUR, Dec 21: The Malaysian International Furniture Fair (MIFF) today announced a major strategic alliance with the Muar Furniture Association (MFA), one of the most prominent furniture industry groups in Malaysia.

Starting 2013, MFA will participate exclusively in MIFF, Southeast Asia's leading annual furniture trade show managed by UBM Asia, setting the stage for the biggest ever MIFF since its inception in 1995.

This is the first ever commitment of its kind by the MFA. Muar accounts for 45% of Malaysian furniture exports, with a base of about 500 manufacturers including eight public-listed companies.

The participation of furniture manufacturers from Muar will further strengthened MIFF as the single biggest platform for Malaysian furniture known primarily for hard wood products.

MIFF 2013 is set from March 5 to 9 at the downtown Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC).

With this cooperation with Muar, MIFF organisers will be adding 25% more space to the show including a special marquee there for MFA exhibitors. Buyers can expect to meet with over 100 exhibitors in MECC venue next year.

Last year, MIFF had 433 exhibitors and drew 20,000 visitors including 6,605 overseas buyers from 140 countries. It posted a 7% increase in sales to another record of US\$830 million.

Mr M Gandhi, Managing Director of UBM Malaysia, said: "We are delighted to work with MFA. This will not only raise the fair to record levels in terms of exhibition size and number of exhibitors, it will also bring a great boost for the Malaysian furniture industry as well. MIFF has always been a robust one-stop centre for global furniture buyers and exhibitors. Now buyers can source from an even bigger range of products and establish direct contacts with more top manufacturers at MIFF 2013. Muar has a dynamic heritage as the leading exporting hub for Malaysian furniture going back four decades. We are proud to work with them."

**MALYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2013**

05-09 **MARCH**
0930 - 1800 hrs

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**





Mr Boo Eng Chee, President of MFA, said: “We look forward to working together with UBM. As a respected international show organiser, UBM will bring quality buyers from around the world to give real value and global exposure to our members. Our exhibitors will be assured of a comfortable and well-run fair.”

UBM is Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia where it manages over 150 industry shows including world renowned furniture & interiors shows such as Furniture China, the world's largest furniture show, Index fairs in India and Interiors show in UK. For more information, please visit www.miff.com.my.

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

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