



PRESS RELEASE

20TH ANNIVERSARY MIFF DRAWS STRONG EXHIBITOR RESPONSE

KUALA LUMPUR, Aug 2013: After another record setting 2013, the Malaysian International Furniture Fair (MIFF) is drawing strong exhibitor response for its 20th anniversary from March 4 to 8 next year.

With still six months left to before the show, exhibitors have snapped up 80 per cent of the expanded 80,000 sq metres floor space at the downtown Putra World Trade Centre (PWTC) and nearby Matrade Exhibition & Convention Centre (MECC).

“This is extremely positive for MIFF as we celebrate 20 successful years in the furniture tradeshow industry. The fact that MIFF has maintained its position as Southeast Asia’s No.1 furniture destination year after year speaks of the strength of our trade show and our track record,” said MIFF Chairman Dato’ Tan Chin Huat.

Dato’ Tan said exhibitors and visitors can look forward to an international showcase of high quality and a wide variety of products at great value.

MIFF 2013 ended on a high note, generating a high of US\$854 million in sales and a turnout of over 6,000 global buyers from 140 countries. It was 25 per cent bigger and enlarged to 80,000 sq metres to accommodate more exhibitors from Muar, the furniture capital of Malaysia.

Following the resounding debut of the MFA Hall, the Muar Furniture Association (MFA) has indicated the number of exhibitors will increase next year in its specially designated area.

Office and household furniture were again the strongest segments at MIFF 2013, buoyed by the attendance of more influential buyers and demand from emerging markets.

MIFF has consistently delivered quality buyers from neighbouring Southeast Asian countries, East Asia, North America, Europe and Australia. In recent years, visitorship from emerging economies in South Asia, Middle East, Africa and Latin America has risen.

The highlights of MIFF 2014 will include the highly popular Buyers’ Night, an evening of colourful entertainment and dining slated on March 5, as well as the MIFF Furniture Design Competition for young talent.

Also a big draw is the Prize Presentation Ceremony on March 6 when the winners of the MIFF Furniture Design Competition as well as furniture excellence and best booth display awards are honoured.

Buyers can take advantage of free admission by registering online (www.miff.com.my) by Jan 31, 2014, and special rates by MIFF hotel partners by booking on the website.

Quotes from registered attendees to MIFF 2014:

“I extend my heartiest congratulations to MIFF on its 20th anniversary. We are proud to have a business association with MIFF since 2000. MIFF has the best potential in Asia in terms of scale of visitors and exhibition. The organising and planning have been very professionally done and the services have been very excellent. Many Taiwanese companies have reaped success and will continue to participate in MIFF. I wish MIFF many more successful years of prosperity.”

-- **Mr Ruca Chien, President of Taiwan Furniture Manufacturers' Association (TFMA)**

Congratulations to MIFF in its 20th anniversary. I trust that this is the result of painstaking efforts of the organisers. I am always impressed to meet people from all over the world at MIFF. Based on the fair's successful track record, I expect more wonderful work and development in the future.”

-- **Mr Tonegawa Hiroe, President of Tokyo Interior Corporation**

“MIFF's strongest asset is that it understands what real business is and delivers it to exhibitors and buyers. That's why we keep coming back every year. We really appreciate the professionalism of its staff in giving the best show every time. Happy anniversary!”

-- **Mr Lew Fatt Sin, Group Managing Director of Euro Chairs Manufacturer (M) Sdn Bhd**

For MIFF 2013 official show report and more information, 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 is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 30 offices and over 1,400 staff.

With a track record spanning over 30 years, UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu and Shenzhen, where we organise more than 60 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region. UBM India teams in Mumbai, New Delhi, Bangalore, Chennai and Hyderabad organise 20 exhibitions and 60 conferences every year across the country.

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