

PRESS RELEASE

MORE MUAR FURNITURE PRODUCERS TO EXHIBIT AT MIFF 2014

KUALA LUMPUR, Oct 4: More furniture producers from Muar, the furniture city of Malaysia, will exhibit at the 20th anniversary of the Malaysian International Furniture Fair (MIFF) in Kuala Lumpur from March 4 to 8 next year.

The Muar Furniture Association (MFA), one of the strongest industry groups in the country, expects a 30 per cent increase in its participation following the successful debut of the MFA Hall with 80 companies at MIFF 2013.

MFA had entered into a strategic alliance with the organiser, UBM Asia, to participate exclusively in MIFF. This has resulted in significant market advantages for both and further strengthened MIFF's position as the leading industry trade show in Southeast Asia and a global top 10 event.

The launch of the MFA Hall had nearly doubled the presence of Muar exhibitors at MIFF from before.

Muar has 700 furniture manufacturing companies and accounted for 45 per cent of Malaysia's RM8 billion worth of furniture exports last year.

Ms Karen Goi, General Manager of MIFF, said: "We are delighted to welcome more exhibitors from Muar. This is a very positive outcome from our strategic alliance with MFA and it will also benefit our trade visitors directly because they will have more buying choices, value and get more business contacts. MIFF will continue to work hard to ensure that all our exhibitors and buyers will gain as much return as possible from the fair."

Mr Neo Chee Kiat, President of MFA, said: "We are very happy with our partnership with a global organiser like UBM. During MIFF 2013, our exhibitors were able to sell to more countries and approached by buyers from small emerging markets who were willing to pay for quality products. We would like to have a bigger hall next year to accommodate more exhibitors due to good response."

MIFF 2014 will again be held at the downtown Putra World Trade Centre (PWTC) and Matrade Exhibition and Convention Centre (MECC), covering a total of 80,000 square metres.

Sales hit another high of US\$854 million this year, up US\$24 million from 2012. The fair drew 6,054 international buyers from 140 countries with a good turnout of quality buyers from emerging regions and traditional markets of Australia, United States and Japan.

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2014**

**04-08 MARCH
0930 - 1800 hrs**

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



Buyers can now sign up for MIFF 2014 with free admission for online registration by Jan 31, 2014.

For more information including special rates by MIFF hotel partners, 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 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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