



PRESS RELEASE

MIFF 20TH ANNIVERSARY HIGHLIGHTS EXCITING YOUNG DESIGNER BATTLE

KUALA LUMPUR, Oct 31, 2013: Southeast Asia's leading industry trade show, Malaysian International Furniture Fair (MIFF), is celebrating its 20 anniversary next March with its young designer battle shaping up as the most intense ever among the highlights.

The MIFF Furniture Design Competition (MIFF FDC), held in conjunction with the annual trade show, has overwhelming intense interest with requests for Chief Judge Mr Philip Yap to hold prep sessions for enthusiastic young talent in the northern and central regions this month.

"Since its inception in 1995, MIFF has witnessed the development and growth of the Malaysian furniture export industry. In 2010, we launched the design competition because we strongly believed it was time to groom young Malaysian talent to meet the needs of the industry which is worth billions of dollars today," said Ms Karen Goi, General Manager of UBM Malaysia, the organiser of MIFF.

"MIFF FDC competition turns five next year and it promises to be the most exciting ever. We have changed the format to link up the participants directly with nine leading manufacturers and exporters right from the start. This brings a new competitive edge to the test and we are certainly looking forward to prototype showcase of the top 10 finalists at MIFF 2014."

MIFF, which draws over 6,000 global high quality buyers from over 140 countries, will again take place from March 4 to 8 at the Putra World Trade Centre and Matrade Exhibition & Convention Centre.

Yap, an award-winning Malaysian designer based in China, has picked "Living Furniture, Leading Design' as the theme for the design competition.

"It is important for the contestants to understand how furniture design is inspired by how we live and work. I really hope to see some creative winners that can catch the attention of the market, that will be the true measure of success," said Yap, founder of PYD Inc.

He heads an international panel of five judges, the others being Tsutomu Suda (Infist Design Co Ltd, Japan), Chen Neng Xin (Ason Design, China), freelance designer Marico Mulders (Netherlands) and architect Lim Wei Hong (Arkitek WHL, Malaysia).

The nine companies with a range of home, office and outdoor furniture supporting MIFF FDC are Oasis Furniture Industries, Jemaramas Jaya, Distinctive Fine Furniture, Lencasa International, ELK Furniture, BJ Cabinet Enterprise, Supreme Tropical Furniture, Muar Industries and Omega Sofa.





MIFF FDC offers over RM20,000 (twenty thousand Malaysian ringgit) in prize money to the top three winners and finalists. The results will be announced on March 6.

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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